6 Delivering Accessibility: North East Lincolnshire’s Accessibility Strategy

6.1 Introduction

6.1.1 In 2003, the Social Exclusion Unit (SEU) published a report entitled “Making the Connections”, which showed how poor access to essential services and activities can exacerbate social exclusion. People’s ability to access employment, education, training, healthcare, shopping and leisure opportunities has a significant impact on their quality of life and life chances.

6.1.2 The report recommended a new framework of “accessibility planning” to improve access to key services and facilities. To deliver this, all local authorities are now required to prepare an “accessibility strategy” as part of LTP2, in partnership with other local authority departments, agencies from other sectors and Local Strategic Partnerships (LSPs).

6.1.3 This chapter sets out North East Lincolnshire’s Accessibility Strategy. It identifies key accessibility issues in North East Lincolnshire and how we aim to resolve them through the implementation of the borough’s second Local Transport Plan. The strategy is based on a thorough assessment of strategic and local accessibility issues, drawn from previous research and studies, accessibility mapping (using Accession mapping software) and consultation with partners and the local community.

6.1.4 The accessibility planning agenda is particularly important for NE Lincolnshire, which has significant areas of multiple deprivation, and areas of low car ownership. Car ownership in North East Lincolnshire is in line with national trends, although the number of households with more than one car is lower than average. Within North East Lincolnshire 38% of households do not have access to a car, which can exclude people from daily activities such as work and leisure.

6.2 The Context

6.2.1 The primary purpose of accessibility planning for the Local Transport Plan is to promote social inclusion, enabling people to participate in activities crucial to quality of life and well-being.
6.2.2 The SEU defines accessibility as:

*Can people get to key services at reasonable **cost**, in reasonable **time** & with reasonable **ease**?*

(SEU (2003) “Making the Connections”)

6.2.3 Improving accessibility is not necessarily just about improving transport, but could also be related to how and where services are delivered. For example, accessibility to a health facility could be improved by improving transport links, but it could also be improved by moving the service closer to where people live, or by changing the opening hours to match existing transport services, or by providing a mobile service which comes to people’s homes. It is therefore crucial that accessibility principles are integrated into service planning and delivery across all sectors, and that a range of different options for improving accessibility are considered.

6.2.4 Delivering improved accessibility is at the heart of the shared transport priorities agreed between DfT and the Local Government Association (LGA) and should therefore underpin LTP2:

*Improving **access** to jobs & services, particularly for those most in need, in ways which are sustainable: improved public transport, reduced problems of congestion, pollution and safety.*

(DFT & LGA, 2002)

6.2.5 The SEU report identified a number of barriers to accessibility services:

- The availability and physical accessibility of transport
- Cost of transport
- Safety and security
- Location of activities and services
- Transport information and travel horizons

6.2.6 Accessibility problems do not just affect a small minority of the population; there are a number of groups that might experience barriers to accessibility. These include:

- No-car households
- Unemployed/low income people and families
- Disabled people
- Rural households (particularly those without access to a car)
- Young people and children
- Elderly people
- Ethnic minorities

6.2.7 The SEU report identified some statistics which highlight how accessibility problems can affect some of these groups:
• 40% of job seekers say transport is a barrier to getting a job
• Each year 1.4m people miss, turn down or don’t seek medical treatment because of transport problems
• 50% of 16-18 yr old students find transport costs hard to meet

6.2.8 Access problems may be due to social exclusion, with people living deprived areas being less likely to own a car; having less disposable income to spend on transport; being more likely to have mobility problems which affect their ability to access transport opportunities; and having more limited travel horizons. However, the availability and accessibility of transport, and the location and delivery of services and facilities, can also exacerbate social exclusion.

Policy context

6.2.9 Delivering the accessibility strategy will help to meet a range of other policy objectives, at a national, regional and local level. This is a cross-cutting agenda, and will therefore not only help to meet transport objectives and targets, but will also be crucial to a wide range of community agendas.

National level

6.2.10 The Government has been working across departments to develop a more consistent and integrated approach to accessibility planning. The DfT has produced a number of joint statements with other departments, such as the Department of Health guidance on accessibility planning published on 20th October, 2004 or Job Centre Plus accessibility planning guidance published 1st October, 2004 to highlight how different sectors can work together to deliver improved accessibility.

6.2.11 Accessibility planning may also help other sectors achieve wider aims and objectives. For example, just looking at the direction of national health policy, there are a number of direct links with the accessibility agenda, such as:
• Health Development Agency (2005) “Making the Case: Improving Health through Transport”;
• DoH “Keeping NHS Local – A New Direction of Travel”;

Disability Discrimination Act requirements

6.2.12 In developing the North East Lincolnshire accessibility strategy we have taken into account the Disability Discrimination Act (1995). For example, North East Lincolnshire Council has installed raised kerbs at bus stops to help elderly and disabled people board buses.
6.2.13 The Disability Discrimination Act (1995) also requires each Local Education Authority to develop a strategy for increasing the accessibility of schools for current and future disabled pupils.

The North East Lincolnshire “School Accessibility Planning Duties and LEA Access Policy Statement” (July 2003) sets out how we intend to improve access to:

- the physical environment of schools;
- the school curriculum;
- information for disabled pupils and their parents;

Regional Spatial Strategy

6.2.14 The Plan sets out the scale, priorities and broad locations for change and development in the region over the period to 2021. It includes a Regional Transport Strategy, and links all this with broader issues such as the environment, sustainable development and quality of life. In short it sets out a set of policies to achieve a common set of regional goals. When the document is approved by the Government, the Yorkshire and Humber Plan will provide the statutory planning framework for the region. This will guide the planning process at the local level and feed into the local development frameworks, it is therefore critical that the local transport plan is in line with the aims and objectives of the strategy.

6.2.15 North East Lincolnshire is part of the Humber Estuary sub area. Hull is the predominant centre of this sub region, however Grimsby is also seen as a key sub regional centre. It is now widely acknowledged that the Humber Estuary sub region is a growing asset not only for the region but for the UK as a whole. Key issues relating to North East Lincolnshire identified in the current draft of the RSS include:

- Economies which have suffered from industrial decline and restructuring, with economic indicators showing falling performance in recent years.
- Polarized social and economic characteristics of the sub area, including concentrations of housing stress in Grimsby contrasting with areas of strong market pressure and affordability issues south of Grimsby/Cleethorpes.
- Strong economic and transport links with the Leeds city region and South Yorkshire sub area
- E20 link to main land Europe
- Ports and their associated activities could support significant regeneration and growth in the sub region.

6.2.16 These issues are being considered by the Regional Assembly and local planning authorities. Consideration of these issues encompasses elements of sustainable development, transport and connectivity.
Local Level

Community Strategy

6.2.17 The Local Strategic Partnership’s Community Strategy is focused on regeneration and urban renaissance. It includes a vision for the year 2022:

“By improving the physical appearance of the area, and the quality of life for its residents, make North East Lincolnshire a place in which we are proud to live, work and welcome visitors.”

6.2.18 This Vision has been adopted as the vision for LTP2. This theme is expanded under the sections on “Regeneration” and “Urban Renaissance” below. The Council’s Corporate Plan also reflects this vision. (This strategy is to be reviewed 2006.) (see Table 6.2.1 below):

Table 6.2.1 Links between Accessibility Strategy & Community Strategy

<table>
<thead>
<tr>
<th>Community Strategy Vision Outcomes</th>
<th>How the Accessibility Strategy can Contribute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live in a safe and clean environment</td>
<td>By providing safe and sustainable travel options</td>
</tr>
<tr>
<td>Engage in active citizenship and community life</td>
<td>By providing access to community facilities and services</td>
</tr>
<tr>
<td>Children &amp; Young People make informed, safe and healthy choices</td>
<td>By providing sustainable and safe travel options</td>
</tr>
<tr>
<td>Children &amp; Young People achieve success in academic, social and cultural development</td>
<td>By improving access to education, social and cultural activities</td>
</tr>
<tr>
<td>Adults &amp; families have improved employment opportunities</td>
<td>By improving access to employment opportunities for all</td>
</tr>
</tbody>
</table>
| Adults & families enjoy good health and lead a healthy lifestyle | By providing for and encouraging physical activity through more walking and cycling  
By improving access to health facilities  
By improving access to healthy leisure opportunities  
By improving access to fresh food and other healthy options |
• Adults & families live in a safe and supportive community
• By providing a safe and inclusive transport network

• Adults & families participate in a range of learning, leisure and cultural activities
• By improving access to learning, leisure and cultural activities for everyone

• Older people are helped to retain or regain their independence
• By providing safe and accessible travel options to key services & facilities

• Older people feel safe and lead fulfilling lives
• By providing safe & accessible travel options to key activities.

Local Development Framework

6.2.19 The Local Plan, to be developed into a Local Development Framework, supports the delivery of the Local Transport Plan and contains policies to ensure an integration of land use and transport planning. Where applicable, Section 106 of the Town and Country Planning Act 1990 will be used to secure contributions to increase accessibility via bus services (e.g. by improving bus infrastructure or pump priming new public transport services). On larger developments this will be co-ordinated through a Travel Plan.

6.2.20 The North East Lincolnshire Housing Strategy recognises the importance of accessibility and developing better neighbourhoods. A priority action from the Housing Strategy 2003 -2005 is “Ensure sustainability by ensuring the area is well catered for in terms of schools and educational facilities, quality green spaces, transport, access to health care and other amenities. Contributing to sustainability by introducing a mix of tenure”.

6.2.21 Table 6.2.2 Links between Local Development Framework and Accessibility Strategy.

<table>
<thead>
<tr>
<th>Local Development Framework Vision Outcomes</th>
<th>How the Accessibility Strategy can Contribute</th>
</tr>
</thead>
<tbody>
<tr>
<td>TO SECURE SUSTAINABLE PATTERNS OF DEVELOPMENT</td>
<td>By providing sustainable travel options</td>
</tr>
<tr>
<td>TO DELIVER HIGH QUALITY DEVELOPMENTS BASED ON THE PRINCIPLES OF GOOD AND INCLUSIVE DESIGN</td>
<td>By providing a safe and inclusive transport network that adheres to the principles of good design and to encourage the development of facilities that are in locations which are already accessible on public transport</td>
</tr>
<tr>
<td>TO PROVIDE FOR THE HOUSING NEEDS OF THE BOROUGH</td>
<td>By providing a safe and inclusive transport network</td>
</tr>
<tr>
<td>TO PROVIDE AFFORDABLE HOUSING FOR THOSE IN HOUSING NEED</td>
<td>By providing a safe and inclusive transport network</td>
</tr>
<tr>
<td>TO DEVELOP AND GROW THE LOCAL ECONOMY</td>
<td>By improving access to employment opportunities</td>
</tr>
<tr>
<td>TO DEVELOP IMPROVE AND</td>
<td>By improving safe and accessible travel</td>
</tr>
</tbody>
</table>
DELIVERING ACCESSIBILITY

Chapter 6

Second Local Transport Plan – LTP2

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<table>
<thead>
<tr>
<th>ENHANCE VITAL AND VIABLE TOWN</th>
<th>options to town centres</th>
</tr>
</thead>
<tbody>
<tr>
<td>TO ESTABLISH AND MAINTAIN A NETWORK OF ACCESSIBLE GOOD QUALITY OPEN SPACES, SPORT, AND RECREATION FACILITIES</td>
<td>By improving access to open space, sport and recreation facilities</td>
</tr>
<tr>
<td>TO PROMOTE RURAL DIVERSIFICATION</td>
<td>By improving rural accessibility</td>
</tr>
<tr>
<td>TO ENSURE THE SATISFACTORY PROVISION OF SOCIAL AND CULTURAL FACILITIES</td>
<td>By improving access to social and cultural facilities</td>
</tr>
<tr>
<td>TO DELIVER SAFE, ACCESSIBLE AND ATTRACTIVE ENVIRONMENTS THAT BALANCE THE PROTECTION OF THE NATURAL AND HISTORIC ENVIRONMENT WITH THE DEVELOPMENT AND REGENERATION NEEDS OF THE</td>
<td>By providing safe, accessible and sustainable travel options</td>
</tr>
<tr>
<td>TO INCREASE THE ATTRACTION OF THE BOROUGH AS A TOURIST DESTINATION</td>
<td>By improving access to tourism facilities</td>
</tr>
</tbody>
</table>

Home to School Transport Policy, 2005

6.2.22 Where the local authority has a statutory requirement to provide home to school transport it is carried out through this policy. Currently, pupils are eligible for free transport if they attend a school designated as serving the area in which they live.

Department for Education and Skills, (White Paper) ‘Better schools for all’

6.2.23 On 25th October 2005, the Department for Education and Skills published the Schools White Paper "Higher Standards, Better Schools for All - More Choice for Parents and Pupils". If the white paper becomes law, there will be many implications to consider, one of which is transporting children to school. The white paper will give parents of disadvantaged children a wider choice of schools to which they will have an entitlement for free transport, which will have implications for Education Transport. The white paper will have implications for accessibility planning also, because some children may be making longer journeys than before. The local authority will have a duty to promote choice so it will have to consider accessibility also for the better off parents who can be charged for transport. Therefore accessibility planning is taking the white paper into consideration.

Green Travel Plans

6.2.24 North East Lincolnshire PCT has developed policies which support the accessibility strategy. For example, This Green Travel Plan (GTP) is a set of ideas for encouragement of ‘greener’ travel modes for staff employed at the headquarters sites of North East Lincolnshire Primary Care Trust (NEL PCT) (Prince Albert Gardens, Port Office and Olympia House). The plan comprises of actions to utilise sustainable transport options rather than rely on single occupancy car use. The PCT has
committed to the development of a GTP to sit in the Coronary Heart Disease National Service Framework, Controls Assurance and NHS Environmental Strategy. In addition, the plan sits with North East Lincolnshire’s Community Strategy vision for an integrated transport system – ‘connecting people to jobs’; and the NEL PCT Service Equity Audit recommendations (July 2003) which suggest “That NEL PCT and general practices in NEL adopt green travel plans and encourage the use of public transport, walking and cycling. Negotiations with local transport providers for improvements should be part of the Estates Strategy implementation.” It is also hoped that these plans will affect the travel habits of visitors and staff employed within general practice and community based PCT staff, most of who have yet to give consideration as to how they travel to work.

6.2.25 The plan seeks the support of everyone, both the PCT as an organisation and individual members of staff, to assess their travel habits so that they can bring about an important change to green travel, in particular the positive health effects that reducing private car travel has on an individual and local communities.

6.2.26 Traffic congestion and the emissions from that congestion affect our everyday personal and business lives. In turn, that has a negative impact on our health. In addition, with such busy lives and over reliance on private car use our physical activity is reduced almost to zero when the government suggest at least 5 x 30 minutes of moderate physical activity per week is necessary to help maintain physical and mental well being. GTPs can be used to address effects in health, in terms of emissions and insufficient physical exercise; stress generated by motorised congestion, mechanical malfunctions and bad driving conditions; safety in terms of roads, using public transport and walking; costs to staff particularly low paid workers; lost time taken by traffic congestion etc.

6.2.27 This GTP follows the focus of national Government transport policies in addition to considerations spelt out in the 2000 Coronary Heart Disease National Service Framework which, within one of it’s milestones suggested that “…every local health community will: as employers have developed ‘green’ transport plans and taken steps to implement employee friendly policies.” The aim is to accomplish sustainable advances within the arenas of environmental, economic, health and social requirements to make way for a sustainable quality of life for individuals and communities.

6.2.28 As outlined by the Highways Agency, GTPs are acknowledged as having a large and significant influence in that they can generate valid benefits for:

- “individuals – through improved health, reduced stress and potential cost savings;
- the organisation – through healthier and more motivated staff, reduced congestion and improved parking for employees, visitors and business traffic;
- the community– by the PCT demonstrating its commitment to Government environmental priorities and by setting an example to others;
- the environment – through improved air quality – with less noise, dirt and fumes, as well as by reducing the impact of other national and global environmental problems such as photochemical smog and global warming.”
6.3 Accessibility and LTP2

6.3.1 Accessibility plays an important role across all of the shared priorities contained in LTP 2. The influence that Accessibility has on each of the shared priorities is summarised as follows:

**Congestion**

6.3.2 We aim to reduce congestion by:

- improving the alternatives to the car
- by encouraging greater use of bus services
- reducing the need to travel e.g. by better locating new development and by school / work place travel plans
- making efficient use of existing road space

6.3.3 Improving accessibility by reducing the need to travel or making travel by public transport less problematical helps reduce congestion.

**Safety**

6.3.4 The Police, community officers, bus operators and the Council (Community Safety Partnership) will continue to work in partnership to reduce crime and fear of crime. To increase the perception of safety Improvements to street lighting illumination levels will be made along routes to bus stops as part of Bus Quality Partnership and ‘Kickstart’ projects. Feeling safe can increase travel horizons, increasing social inclusion.

**Air quality**

6.3.5 Reducing the need to travel through accessibility planning will meet Local Transport Plan 2 commitments of reducing the environmental impacts of transport and improving community health by reducing transport related pollution.

**Quality of life**

6.3.6 Improved access to education, health, fresh food shopping and leisure activities increases social inclusion and improves quality of life. Walking and cycling are inexpensive modes of travel that minimise environmental impacts and contribute to better public health.

6.3.7 A number of different LTP2 programmes have impacts on the quality and promotion of walking and cycling accessibility, including:

- Rights of Way Improvement Plan,
- school travel planning,
- traffic management,
- highways maintenance,
- road safety,
- street lighting,
- integration with land use planning.

6.3.8 LTP2 will increase the co-ordination between these areas and their programmes, and will focus on access and connectivity. A high priority will be given to improving access to bus stops, key facilities, and dealing with severance and community safety issues, this will include developing networks that makes appropriate connections between trip destinations and origins.

6.3.9 The Accessibility Strategy will ensure that its action plans promote opportunities for walking and cycling, as a priority maximising the ability to connect people to jobs, key services, and public transport.

6.3.10 North East Lincolnshire’s Councils Bus and Information Strategy (Appendix 3) is aiming to reduce congestion, improve safety, encourage regeneration, reduce crime and and fear of crime, improve accessibility, improve the environment and support and improve the local economy. The objectives of the bus and information strategy are to ‘meet the travel needs of people and businesses in North East Lincolnshire: be affordable, accessible, reliable, safe, well publicised and easily understood.

6.3.11 Appendix 4 outlines current rail issues in North East Lincolnshire.

**Local Strategic Partnership, LTP2 and the Accessibility Strategy**

6.3.12 The Local Strategic Partnership has developed an ambitious vision of what it will be like to live in North East Lincolnshire in 2022. In partnership with Yorkshire Forward it has developed an Urban Renaissance vision of an area with a healthy heart, waterside developments, successful resorts and integrated transport. The Community Strategy vision is:

“by improving the physical appearance of the area and the quality of life for its residents, make North East Lincolnshire a place in which people are proud to live, work and welcome visitors”

6.3.13 This has been adopted as the vision for LTP2 which will be an important delivery agent for the strategy, particularly through the accessibility priority.

6.3.14 A high quality network of accessible local bus services, walking and cycling routes will be an essential contributory factor to the long term vision for North East Lincolnshire. This strategy aims to contribute to the main objectives of the North East Lincolnshire Community Strategy, which are;

- A safe and clean environment for all
- A safe and supportive community for all
- A competitive and vibrant economy
- Children and young people achieving academic success
- Adults and families having improved employment opportunities
- Adults and families living in appropriate and decent housing
- Older and retired people helped to retain or regain their independence
6.3.15 Firstly, the introduction of modern vehicles by bus operators will reduce emissions, therefore contribute to providing a cleaner environment, whilst safety can be improved through better access design, more lighting and CCTV. A good network of local bus services, walking and cycling routes, can improve access to learning and employment opportunities, increasing social inclusion and contributing to the creation of a vibrant local economy.

**Urban renaissance LTP2 and the Accessibility Strategy**

6.3.16 The Community Strategy also addresses the vision for ‘Urban Renaissance’ developed by the Local Strategic partnership. This has six closely linked themes:

- Extending the welcome – giving a good impression of the area to visitors
- Improving competitiveness and confidence
- Improving the environmental setting
- Connecting communities through an integrated transport system
- Growing a healthy heart – ensuring the town/village centres are not neglected as outskirts develop
- Raising quality thresholds – ensuring that new development is of a quality that supports other aims and has benefits into the future.

6.3.17 The Council recognises that improving accessibility, in particular access to bus services, can directly impact on the delivery of the Urban Renaissance Vision.

6.4 **Accessibility Strategy Vision & Objectives**

6.4.1 At the local level, accessibility planning will help to deliver a range of other plans and policies. As a cross-cutting agenda, the accessibility strategy will be particularly relevant to community aims and aspirations, as set out in the Community Strategy. It will be crucial that the Local Strategic Partnership embraces the accessibility planning agenda, and that it is not seen simply as a transport issue. To encourage partnership working, we have adopted the community strategy vision as the accessibility strategy vision (see below). The community strategy also expresses the vision as a series of outcomes. Implementation of the accessibility strategy will help to achieve a number of these outcomes.

6.4.2 It is crucial that the accessibility strategy is not seen as a separate, stand-alone document, but that the principles of accessibility strategy are fully integrated into the planning and delivery of all services, including transport.

6.4.3 To ensure community sign-up to this accessibility agenda, we have adopted the community strategy and LTP2 vision as the basis of the accessibility strategy vision:

> “A place where those services which affect life chances are accessible to everyone to improve the quality of life for all residents and to make NE Lincolnshire a place in which we are proud to live, work and welcome visitors”

6.4.4 We have also identified some specific accessibility objectives, which are closely aligned to the community strategy vision. These are:

- To improve accessibility to key facilities for all, but particularly for disadvantaged groups and areas; and
- To promote joint working with community partners to ensure that accessibility planning principles underpin the delivery of all key services.
6.4.5 Over the period of LTP2, we will continue to develop with partners a range of local accessibility action plans, with delivery prioritised on the basis of in-depth analysis of a range of evidence.

6.5 LTP1 Achievements

6.5.1 Whilst this is the first time that NE Lincolnshire has had a formal accessibility strategy, a number of the policies and measures implemented during LTP1 have played a significant role in improving accessibility in North East Lincolnshire.

6.5.2 These include:

- Introduction of Low floor buses via Bus Quality Partnerships
- Introduction of Phone n Ride demand responsive services
- Introduction of accessible kerbing at bus stops
- Rolling programme of installing new dropped crossing points on the Highway
- Annual publication of a bus and rail map and a cycling map
- Increased information at bus stops and bus station
- Introduction of ‘Traveline’
- A greatly improved network of cycle routes

6.6 Developing the Accessibility Strategy

6.6.1 Our Accessibility Strategy has been informed by a process of awareness-raising and collation of local evidence. We have undertaken local accessibility assessments, including mapping work, data gathering and analysis and understanding of local policies, strategies and priorities, and have worked with partners to identify local issues and potential solutions.

6.6.2 Figure 6.6.1 Developing the Accessibility Strategy
6.6.3 NE Lincolnshire has developed its accessibility strategy in line with the approach recommended by DfT in its Accessibility Planning Guidance1. This has involved a five-stage approach:

**Stage 1 Strategic accessibility assessment**

6.6.4 The strategic accessibility assessment involved analysis of demographic data, review of the MVA travel needs survey, urban renaissance consultation, accessibility mapping data, consultation responses, discussions with partners and individual meetings were held with stakeholders to find out their perceptions of accessibility in North East Lincolnshire.

6.6.5 Stage 1 involved a strategic assessment of accessibility across North East Lincolnshire. This included accessibility mapping of travel times by public transport to key facilities, including: employment, education, healthcare, leisure and shopping opportunities. A travel needs survey conducted by consultants MVA in 2002. A review of relevant literature was also undertaken, including a range of policy and guidance documents; census data; and previous studies and research. Consultation has also been undertaken throughout the development of LTP2, and this was used to help inform the strategic accessibility assessment. In particular, we have consulted with key partners to identify priority accessibility themes and issues.

6.6.6 The mapping process provides a strategic tool to inform our accessibility analysis; it provides an overall picture of accessibility and has been a starting point for discussions with partner organisations.

**Stage 2 - Local accessibility assessments**

6.6.7 Following this strategic assessment, a number of priority issues were identified for further investigation and assessment. These included investigating issues raised by stakeholders who were involved in an accessibility planning workshop in February, 2006. The following sectors attended the workshop which developed the partnerships further from the initial first meeting. The following sectors attended the workshop:

- NHS Diana Princess of Wales Hospital Grimsby,
- North East Lincolnshire’s Primary Care Trust representing GP’s and Dentists,
- The Grimsby Institute of Further and Higher Education,
- Franklin College,
- Job Centre Plus,
- North East Lincolnshire’s Council Principal Education Officer and North East Lincolnshire Council’s Education Transport Officer.

6.6.8 The accessibility Planning workshop further developed the partnership with the above organisation.

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Stage 3 - Option appraisal with partners

6.6.9 Options were discussed and appraised with partners. This included a consideration of likely costs, funding opportunities, implementation partners, compatibility with objectives, policies and targets, and value for money. This option appraisal has enabled us to develop an accessibility action plan for inclusion in LTP2.

Stage 4 - Accessibility action plan development

6.6.10 All the options which were raised from the accessibility planning workshop were then analysed. Each issue was assigned an impact on accessibility in North East Lincolnshire (i.e. High impact would improve accessibility, Medium impact may improve accessibility or Low impact would not see any improvement in accessibility). An analysis of resources available to deal with the issue and the partners who could contribute was then undertaken. Also taken into consideration was cost of the issue, possible funding, deliverability and value for money.

6.6.11 These proposed actions and the problems they address are listed in the stage 4 section below. Based on the optional appraisal and other factors, the high impact issues were prioritised and a proposed delivery date identified for each action.

6.6.12 Transport and non-transport actions have been identified, and some actions will be delivered by other partners and/or other Council departments. Where appropriate, other sources of funding have also been identified.

Stage 5 - Monitoring and evaluation

6.6.13 Finally, an approach to monitoring and evaluating the accessibility strategy has been identified. Appropriate accessibility indicators and targets have been highlighted.

6.6.14 Monitoring of the accessibility strategy will be carried out through using Accession. Access to Grimsby Hospital is being put forward to be monitored and to maintain the current levels of accessibility.

6.6.15 A number of local indicators were identified to demonstrate improvements to all core areas of accessibility:

- Satisfaction with public transport information (BVPI 103).
- Number of disabled tactile dropped crossings installed.
- Number of bus stops with accessible kerbs.
- Percentage of low floor buses in current Stagecoach Grimsby Cleethorpes fleet.
- Take up of North East Lincolnshire Concessionary Fares Travel Passes.

6.6.16 These target headings can also be used to measure specific local area projects (i.e. satisfaction with public transport information at Grimsby Hospital).
6.6.17 After the initial partnership workshop it was decided North East Lincolnshire Council would inform partners through a 3 monthly newsletter to help develop joint working together in the future. The newsletter will also act as a tool to help evaluate the partnership.

6.7 **Stage 1 – Strategic accessibility assessment for North East Lincolnshire.**

6.7.1 The strategic accessibility assessment involved a review of demographic data and research, accessibility mapping data, consultation responses, discussions with partners, individual meetings were held with stakeholders to find out their perceptions of accessibility in North East Lincolnshire, information was obtained for the strategic assessment reviewed and researched.

6.7.2 During the development of LTP2 we have engaged with a range of stakeholders in order to raise awareness of accessibility planning. Other public sector services have received DfT guidance on accessibility planning and we have sought to involve them in this process.

**The Transport Network**

6.7.3 Map 6.7.1 Local rail network.
Humberside Airport

6.7.4 Surface access to Humberside International Airport (HIA) plays an important role in the economy of North East Lincolnshire supporting commerce and tourism, providing employment and acting as a gateway for a growing number of tourists and business visitors in and out of the area. Recent growth indicates that there is currently a strong market for air transport. By improving surface access to HIA accessibility to air travel is increased for all.

6.7.5 The Council is a member of the Humberside Airport ‘Air Transport Forum’ which aims to focus upon the Airport as a hub or secondary hub for other modes of road transport.

Overview of the bus network in North East Lincolnshire

6.7.6 Below is the bus network of Grimsby, Cleethorpes and surrounding areas which is operated by Stagecoach and Lincolnshire Road Car.

6.7.7 Map 6.7.2 North East Lincolnshire Bus Network (overleaf)
North East Lincolnshire Council’s Demand Responsive Transport.

6.7.8 The ‘Phone ‘n’ Ride’ bus service, enabled by Urban & Rural Bus Challenge funding for three years, started operating 21st February 2005. The bus service is operated on contract by bus operator Lincolnshire Road Car.

6.7.9 Figure 6.7.1 Promotional Material for DRT

6.7.10 There are two Phone ‘n’ Ride bus services. The ‘Rural Linc’ aimed at linking villages to other bus and train services as well as improving access to leisure and health opportunities, and the ‘Urban Linc’ which serves deprived areas of Grimsby and Cleethorpes and improves access to employment and social opportunities.

6.7.11 Passengers currently book up to the day before they travel and can book up to seven days before they travel. The earlier they book the more likely it is that we can accommodate their needs. Anyone can use the Phone ‘n’ Ride service, it is not specifically for elderly and disabled. The other local demand responsive minibus service ‘Dial a Ride’ is available only for disabled and elderly who require additional assistance to travel.

6.7.12 Initial passenger number showed slow growth, In response, we made changes to the service registration which gave greater flexibility of operation and the last 6 months has seen growth of 45.4% in passenger numbers. Average monthly passenger figures for September 05 to February 06 were 1002 per month, a rise from 689 passenger trips per month between February 05 and August 05.

Travel by Car

6.7.13 The most popular single destination remains Diana Princess of Wales Hospital followed by Grimsby Bus Station. There has been a growth in the popularity of the major supermarkets as destinations.
6.7.14 The busiest days of the week are Wednesday and Thursday and the biggest increase in daily usage has been seen on a Saturday, this is likely to be because passengers who use the service during the week are realising that they can use the bus for other activities on a Saturday.

6.7.15 Car ownership in North East Lincolnshire is in line with national trends, although the number of households with more than one car is lower than average. For example, in 2001 38% of households have no access to a car or van.

Map 6.7.3 Car Ownership in North East Lincolnshire

<table>
<thead>
<tr>
<th>Wards</th>
<th>% Households with no car</th>
<th>% Households with 1 car</th>
<th>% Households with 2 cars</th>
<th>% Households with 3+ cars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Croft Baker</td>
<td>49%</td>
<td>41%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Fresney</td>
<td>31%</td>
<td>50%</td>
<td>17%</td>
<td>2%</td>
</tr>
<tr>
<td>Haverstoe</td>
<td>27%</td>
<td>51%</td>
<td>19%</td>
<td>3%</td>
</tr>
<tr>
<td>Heneage</td>
<td>42%</td>
<td>47%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Humberston</td>
<td>15%</td>
<td>54%</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>Immingham</td>
<td>32%</td>
<td>50%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>Marsh</td>
<td>62%</td>
<td>33%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>North East</td>
<td>63%</td>
<td>33%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Park (Cleethorpes)</td>
<td>46%</td>
<td>45%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Park (Great Grimsby)</td>
<td>35%</td>
<td>46%</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Scartho</td>
<td>26%</td>
<td>52%</td>
<td>19%</td>
<td>3%</td>
</tr>
<tr>
<td>South</td>
<td>55%</td>
<td>37%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Wold Parishes</td>
<td>15%</td>
<td>49%</td>
<td>29%</td>
<td>6%</td>
</tr>
<tr>
<td>Yarborough</td>
<td>36%</td>
<td>51%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>NE Lincolnshire</td>
<td><strong>38%</strong></td>
<td><strong>46%</strong></td>
<td><strong>14%</strong></td>
<td><strong>2%</strong></td>
</tr>
<tr>
<td>Great Britain</td>
<td><strong>34%</strong></td>
<td><strong>43%</strong></td>
<td><strong>23%</strong></td>
<td><strong>1%</strong></td>
</tr>
</tbody>
</table>

(Steven Bennett, 2002. North East Lincolnshire Travel Survey. 1st Edition. MCL Transport Consultants.)

6.7.16 Most people travel to work by car, in spite of relatively short distances between home and their place of employment. Local workers are less likely to use public transport than their regional neighbours and are more likely to cycle to work.
Travel Patterns

6.7.17 The majority of trips by residents in North East Lincolnshire are made for social activities (28%), commuting (26%) or shopping (25%) reasons. The mode split is fairly consistent across these journey purposes with around two-thirds (67%) using car, 15% walk, 10% bus, 5% bicycle, 2% taxi and 1% train. Overall, the use of bus is above the national average whilst the use of train is below. As might be expected, public transport usage is higher amongst residents in the more urban areas of Grimsby and Cleethorpes than elsewhere. Given the greater distances involved, visitors travel into North East Lincolnshire via car (80%) or public transport (20%) only – i.e no cycling, walking or taxi travel.

<table>
<thead>
<tr>
<th>Journey Purpose</th>
<th>Grimsby</th>
<th>Cleethorpes</th>
<th>Immingham</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-grocery Shopping</td>
<td>55%</td>
<td>44%</td>
<td>53%</td>
</tr>
<tr>
<td>Commute</td>
<td>27%</td>
<td>22%</td>
<td>43%</td>
</tr>
<tr>
<td>Grocery Shopping</td>
<td>21%</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Visiting friends/family</td>
<td>21%</td>
<td>26%</td>
<td>22%</td>
</tr>
<tr>
<td>Leisure activities</td>
<td>16%</td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td>Employers’ Business</td>
<td>15%</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>Education</td>
<td>11%</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>Take Children to School</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Health facilities</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>1%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total (N)</strong></td>
<td><strong>242</strong></td>
<td><strong>154</strong></td>
<td><strong>105</strong></td>
</tr>
</tbody>
</table>

(North East Lincolnshire Travel Survey, 2002)

Demographics

6.7.18 In 2004, North East Lincolnshire had an estimated resident population of about 157,400. This is slightly higher than in 2003, although the long-term trend is downward. Since 1982, our resident population has declined by 2%, compared with an increase of just under 2% for the region as a whole. The largest falls are amongst people aged 15-34 years of age.

6.7.19 The local population is expected to decline by a further 1% over the next 20 years, compared with a regional growth of 7%.

6.7.20 Increasing life expectancy means that our resident population is ageing. All of the increase in our local population between August 2003 and 2004 was accounted for by people aged 45 years and older. By 2009, older people will outnumber children in North East Lincolnshire and by 2028 people of 50 years or older will represent 44% of the total resident population.

Ethnic communities

6.7.21 North East Lincolnshire has a relatively small resident Black and Minority Ethnic population. In 2001, fewer than 2% of residents were from BME communities. This compares with a regional average of 7% and an English average of 9%. The largest BME group were people of mixed Asian and White parentage. However, our area is also home to a significant number of white foreign born residents, including migrants from Germany and Denmark.

6.7.22 To help ethnic communities with access to information North East Lincolnshire Council provides information in braile, large print or other languages.
Deprivation

6.7.23 In 2004, North East Lincolnshire ranked 52nd out of 354 local authority districts on the Government’s deprivation scores, placing it amongst the country’s most deprived 20% of districts in the country. This is much higher than in 2000, when we ranked 73rd. A quarter of our resident population live in neighbourhoods which rank amongst the 10% most deprived areas in the country.

6.7.24 There are a number of factors which may account for our worsening position in the national ranks, including more sensitive measures of deprivation at small area level, continuing outward migration of highly educated and more affluent working age people and lower than average rates of economic growth, compared with other parts of the country.

Map 6.7.4 Areas of multiple deprivation (IMD 2004)

Crime

6.7.25 According to official data sources, North East Lincolnshire is amongst the worst 10% of districts in the country for crime, and low educational attainment, skills and training. In contrast, we score relatively well on access to services and on housing affordability, although this average masks considerable differences between the urban and rural parts of North East Lincolnshire.

Rural communities

6.7.26 Like other parts of the country, North East Lincolnshire residents are increasingly choosing to move out of the towns and into more rural areas. Between 1991 and
2001, the population of the Wolds parishes grew by 10%. In contrast, the population of some Grimsby wards declined by almost 11% during the same 10 year period

6.7.27 Less than 6% of the resident population live in areas which could be described as rural, compared with 20% across the Yorkshire and Humber region. However, there is a sizable rural area beyond North East Lincolnshire boundaries whose population makes use of many facilities provided by the urban areas within the borough, not the least employment. To increase social inclusion for the rural community in North East Lincolnshire, the Council provides “Phone ’n’ Ride”, an on-demand bus service which also serves rural settlements just beyond the Council’s boundary in adjacent Council areas.

**Barriers to accessibility in North East Lincolnshire**

6.7.28 Research has shown that the following are perceived to be the main barriers to accessing facilities:

- Transport Information
- Cost of transport
- Safety and security
- Attitudes and travel horizons
- The availability and physical accessibility of transport
- Location of activities and services

**Transport Information**

6.7.29 Lack of (and misunderstanding of) information may stop people from travelling on public transport which in turn will limit people’s options for travelling to work or to participate in social activities. North East Lincolnshire council is working in partnership with Stagecoach to produce a local bus map which will be distributed around the town. Information pods (partnership between North East Lincolnshire Council and AD-BUS) are located around North East Lincolnshire, and provide people with local transport information at bus stops. Improvements to information is a major project within LTP2 and the bus and information strategy 2006.

**Cost of Transport**

6.7.30 In 2004, North East Lincolnshire ranked 52nd out of 354 local authority districts on the Government’s deprivation scores, placing it amongst the country’s most deprived 20% of districts. This is much higher than in 2000, when we ranked 73rd. A quarter of our resident population live in neighbourhoods which rank amongst the 10% most deprived areas in the country. Therefore people living in these deprived areas are going to find the cost of transport hard to meet and subsequently may not be able to make journeys necessary to attend education or a job interview.

6.7.31 In 2003, more than a third, 44%, of all households in North East Lincolnshire earned less than £15,000 per annum. The average annual male income at this time was £21,133. This compared with a national average of £28,411, and a regional average of £23,465.

6.7.32 There are three main groups within North East Lincolnshire where the cost of travel is more likely to have an impact on whether they travel or not: young people and low-
income families with younger children, people with disabilities where the relative cost of travel is much higher; and older people with low incomes.

6.7.33 Within North East Lincolnshire there are some schemes which help to reduce the cost of travel such as Stagecoaches Megarider which allows people to travel as many times as they like for £7 for seven days (Including Immingham £11), family rider to travel all over Grimsby and Cleethorpes for £6.50 or a day rider for £2.50 to travel all over Grimsby and Cleethorpes. (Including Immingham £2.90).

**Concessionary Fares**

6.7.34 The Council offers a concessionary fares scheme with half fare travel for disabled and older people at any time throughout the day on buses and trains within the North East Lincolnshire boundary. From April 2006, this scheme will provide free travel on buses for eligible groups. Improving accessibility for older and disabled people is a key part of the Local Transport Plan 2 and the Council’s LSP Community Strategy.

6.7.35 As of August 2005, a total of 20,863 passes were held by eligible people, equating to 57% of the total population eligible by age and an increase of 4% on the previous year.

**Safety and Security**

6.7.36 Safety and Security affects many different people. This issue particularly affects young men and also creates fear among women, elderly people and people from minority ethnic and faith communities.

6.7.37 Crime in general is falling in North East Lincolnshire and at a faster rate than nationally. However, crime rates are still much higher in North East Lincolnshire than average. Some central parts of Grimsby suffer disproportionately from crime, with the East and West Marsh areas being a particular hotspot for all types of crime. Fear of crime remains high in some areas, but is often experienced by those at lowest risk. Issues stated here will stop people from travelling at different times of the day. (Also see section on safety in demographics section above).

**Case Study**

Stagecoach Grimsby and Cleethorpes has agreed with North East Lincolnshire Council to let Community Wardens and Police Officers travel for free on their buses within North East Lincolnshire. The increased presence of Community Wardens and the Police will help the public feel safer on board the bus. This in turn will help improve accessibility because people will have more confidence in using public transport within North East Lincolnshire.

**Attitudes and travel horizons.**

6.7.38 One of the barrier to transport identified by the SEU report is low travel horizons. This means people are unwilling to undertake journey over long distances, or may lack trust in, or familiarity with, transport services. Low income groups in particular can be reluctant to travel long distances or undertake long journeys because of poor knowledge of how to get to places using the transport network.
6.7.39 Solutions such as “liftshare” provides a solution, by offering information about the range of transport options available to their users. The liftshare website can also contain information about public transport, routes, enabling everyone to determine the most cost effective way to get to their destination.

6.7.40 Residents of North East Lincolnshire have access to many public transport services which offer the opportunity to travel to all locations within the country and abroad. For example, North East Lincolnshire has many cross boundary routes such as the XI bus service to Humberside International Airport and Hull, National Express routes to the South West and London, rail services from Cleethorpes which offers people a connection to Doncaster which in turn connects with major cities in the UK, the 51 service (to Louth) and the 3 service (to Lincoln) Road Car.

Case Study.
At the present time there are concerns that Stagecoach may discontinue the X1 bus route, due to toll fee’s at the Humber Bridge. The service is due to cease in April, 2006 with no replacement service, which will leave many people without a way of accessing Grimsby or Hull within reasonable time, cost or frequency. For example, the University of Hull states that ‘244 of their students and 65 members of staff commute between Grimsby and Hull using the X1 bus.’ (Letter dated 16th February, 2006 from The University of Hull)

6.7.41 In North East Lincolnshire from public consultation ‘Longer distance bus services were considered to be good value. There is reported to be little difference between the cost of travelling on long distance buses and trains’. Below is a comment from one of the participants in the MVA Travel Needs Survey in North East Lincolnshire:

“The X1 (to Hull) is a good service. It is a lot cheaper to go on the bus than it is driving. Because of the toll you pay when you drive.”

The availability and physical accessibility of transport

Accessibility of Information

6.7.42 Travel information is available at all bus stops, bus and train stations, and on the Council’s internet site. The Council also supports the national “Traveline” telephone information system.

6.7.43 North East Lincolnshire Council offers people information in many different formats. For example, residents of North East Lincolnshire who require information on concessionary fares scheme can obtain it in braille, large print and other languages. Also, due to be published in April, 2006 is North East Lincolnshire’s Council bus map which has been produced in partnership with Stagecoach.
Public Transport

Travel Needs survey found the following barriers for people to use public transport:

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Multiple Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services don’t go to where I want</td>
<td>21%</td>
</tr>
<tr>
<td>Infrequent/inconvenient timing of service</td>
<td>18%</td>
</tr>
<tr>
<td>Don’t Know enough about the services</td>
<td>12%</td>
</tr>
<tr>
<td>Too expensive</td>
<td>11%</td>
</tr>
<tr>
<td>Services are unreliable</td>
<td>11%</td>
</tr>
<tr>
<td>Travel with bulky/heavy equipment/pram/children</td>
<td>9%</td>
</tr>
<tr>
<td>Uncomfortable/unclean buses/trains</td>
<td>6%</td>
</tr>
<tr>
<td>Do not feel safe walking to/waiting at stop/station</td>
<td>5%</td>
</tr>
<tr>
<td>Do not feel safe while travelling</td>
<td>3%</td>
</tr>
<tr>
<td>Disability/health problem prevents me getting on/off</td>
<td>5%</td>
</tr>
<tr>
<td>There is no service near where I live</td>
<td>4%</td>
</tr>
<tr>
<td>Poor quality of stops/stations</td>
<td>4%</td>
</tr>
<tr>
<td>Have to drop off/collect children/other adults</td>
<td>4%</td>
</tr>
<tr>
<td>Not being sure of getting a seat</td>
<td>2%</td>
</tr>
</tbody>
</table>

(North East Lincolnshire Travel Survey, 2002)

6.7.44 North East Lincolnshire Council has made a successful “Kick Start” bid with Stagecoach Grimsby Cleethorpes which will increase bus frequencies, improve information, and provide the majority of the bus network with brand new low floor vehicles and which will subsequently improve accessibility.

Physical Accessibility

6.7.45 The council has a rolling programme for installing dropped kerbs enabling disabled people to cross the highway. This is done through a prioritisation system. Bus stop infrastructure is improved through bus quality partnerships on core routes and includes raised kerbs to ease boarding and better lighting at bus stops. This will improve information, raise the quality and perception of safety of bus stops. Bus Quality Partnerships have, and will continue to, include introduction of new low floor, fully accessible buses.

Location of activities and services

6.7.46 Perceptions of service and activities in North East Lincolnshire from the MVA Travel Needs Survey, 2002:

6.7.47 Some people in the groups reported that there are no suitable bus services for their journey to work (e.g. Fish market, Grimsby industrial estate, Stallingborough Industrial Estate) and therefore they have to travel by bike/motorbike/car instead.

“I work on the industrial estate and there are hundreds and hundreds of us driving in, in cars. There are no buses to here and everybody does the same. We all start working at about half seven/eight o’clock and it is surprising that there are no bus services to there.”

“If I am going to work I would have to get the 45 to Stallingborough, but it doesn’t actually go into Stallingborough, it sort of stops at the outskirts and I would have to walk all the way through onto the industrial estate.”
6.7.48 A range of other specific needs were also highlighted as follows:

It was reported to be difficult to get from Waltham to Laceby Acres using public transport:

"It takes me thirty-five, forty minutes every day to my mums. It (the bus) stops off in town for ages and then it has to get all the way to Laceby Acres."

6.7.49 An important concern for the disabled and older group is the service provided to the hospital. For many members of the group, two busses had to be taken in order to avoid long walks from either the point of origin to the bus stop or from disembarking the bus to the hospital:

"I live just off Bradley Crossroads and we have to get the 3F and walk along the main road to the hospital, but you can get the 9X but this would mean changing the bus."

(North East Lincolnshire Travel Survey, 2002).

6.7.50 There are other examples of comments referring to the lack of direct services across the area. Many journeys necessitate a change of bus at the Grimsby bus station or at other locations.

6.7.51 Note – many of the issues raised in the 2002 travel needs survey have been addressed by the "Phone 'n' Ride" service which was introduced early in 2005. However, lack of capacity and high cost (above bus fares) may currently be a barrier to its use, particularly for high volume travel to sites of employment.

6.8 Stage two – Local accessibility Assessment.
Deciding accessibility priorities.

6.8.1 LTP2 consultation backed up by the accessibility mapping, and an initial analysis of the social, economic and demographic data for North East Lincolnshire has identified the broad strategic accessibility issues common to all of North East Lincolnshire. The issues identified here are not exhaustive.

6.8.2 General levels of accessibility:

• There are high levels of accessibility, however, LTP consultation (67% of respondents) identified improving public transport provision as one of the most important tasks for us to address.

6.8.3 Public Transport:

• Access to shift work (especially early morning and late evening shifts) when public transport services are not available.
• Limited travel horizons within disadvantaged areas, particularly for travel to work.
• Cost of travel.

6.8.4 Land Use and Location of Services:

• The tendency towards out of town employment sites, leisure and shopping facilities has added to the need for travel, especially by car.
• Local services, historically provided in villages and residential areas have become centralised adding to the need for those on the periphery of the urban area to travel to the centre.
• The encouragement of ‘choice’ in the education and health sectors may conflict with the aims for increasing accessibility.
• Closure of local shopping and community services require longer, more complex journeys.

6.8.5 Quality of Life:

• Greater access needs of disadvantaged groups such as older people, people with a disability.
• Pedestrian and cycle access to local services.
• Crime and fear of crime as a barrier to travel.
• Road safety.
• Poor health linked to physical inactivity and poor access to health care.

Identifying Local Accessibility Issues

6.8.6 The next stage of the process was to focus on local accessibility assessments to identify accessibility issues and priorities at that local level, this was focused on the priority areas set out in the DfT core indicators. Mapping analysis using Accession and further research was carried out for each local issue.

Access to work

6.8.7 In October 2004, unemployment rates fell to their lowest level in 10 years. Although rates are less than half what they were in 1996, we still have higher than average rates of unemployment in North East Lincolnshire. In 2005, the number of Job Seekers Allowance claimants increased by more than 15% compared with the previous year, following recent job losses in the food processing industry. Many of these people are still looking for work.

6.8.8 Unemployment in the area is around 6.7% in Great Grimsby and 4% in Cleethorpes. This compares with a national average of 5.1%.

Map 6.8.1 Number of Long Term Unemployed
6.8.9 The percentage of people under the age of 65 years with a limiting long term illness is also similar to the national average at just over 14%, with take up of illness related benefits slightly below the national average. Ill health and disability tend to be associated with low income. In East Marsh ward, the proportion of working age residents with a limiting long-term illness or disability was more than twice that in Wolds ward and almost twice the local and national average.

Chart 6.8.1i Percentage of working age population claiming unemployment related benefits July 2005

(Staffordshire and the Borough Report. 1st Edition)

6.8.10 As can be seen by the following charts the majority of people access work by car.
6.8.11 North East Lincolnshire Council is the largest employer in the district with approximately 7000 employees. Food processing, tourism and chemical industries are the other main sources of employment in this area. For example,

**Employment by sector within North East Lincolnshire**

Ports and Logistics – 14,200 people  
Fish and Food Processing – 15,000 people  
Chemicals – 7,000 people  
Tourism – 5,000 - 6,000 people seasonal variation.

6.8.12 Whilst Immingham port has one of the highest throughputs of business of any port in the country, it offers little added value in terms of increased employment opportunities in this area.

6.8.13 The table below shows the number of people employed in each ward in North East Lincolnshire. Larger numbers of people are employed in Yarborough ward, Wold Parishes ward (this is a very large rural ward), and Immingham ward (most likely in port-related employment).

**Table 6.8.1 Number of unemployed by Ward**

<table>
<thead>
<tr>
<th>Ward</th>
<th>Number Employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Croft Baker</td>
<td>3800</td>
</tr>
<tr>
<td>Freshney</td>
<td>5200</td>
</tr>
<tr>
<td>Haverstoe</td>
<td>4700</td>
</tr>
<tr>
<td>Heneage</td>
<td>5200</td>
</tr>
<tr>
<td>Humberston</td>
<td>5400</td>
</tr>
<tr>
<td>Immingham</td>
<td>5600</td>
</tr>
<tr>
<td>Marsh</td>
<td>4300</td>
</tr>
<tr>
<td>North East</td>
<td>4300</td>
</tr>
<tr>
<td>Park (Cleethorpes)</td>
<td>5400</td>
</tr>
<tr>
<td>Park (Great Grimsby)</td>
<td>5100</td>
</tr>
<tr>
<td>Scartho</td>
<td>4000</td>
</tr>
<tr>
<td>South</td>
<td>4300</td>
</tr>
<tr>
<td>Wold Parishes</td>
<td>5700</td>
</tr>
<tr>
<td>Yarborough</td>
<td>6400</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>69400</strong></td>
</tr>
</tbody>
</table>

( North East Lincolnshire Travel Survey, 2002)

**Ports**

6.8.14 Grimsby offers a natural route connecting Britain with mainland Europe and the rest of the world. The port’s strategic location – only 10 km from the open sea on the Humber estuary – makes it an ideal option for shipping services between the UK and Scandinavia, the Baltic, Germany and northern Europe.

6.8.15 Immingham is one of Britain’s fastest growing ports. The combination of a strategic location on the south bank of the Humber – the UK’s busiest commercial estuary – with extensive deep-water facilities and high-quality service, makes Immingham a market leader in the UK, and first choice for a wide range of customers and traffics.
Other Industries

6.8.16 The local economy has traditionally been based on manufacturing and processing industries (Grimsby Fish Docks, Pyewipe industrial centre, Europarc, Immingham Docks and Killingholme. More than a third of local workers are employed in the manufacture of food and drink products, and employment in this sector is projected to decline further over the next decade.

6.8.17 The largest area of employment growth during the last decade was in the service sector, particularly in health, education and social care services. Retail and wholesale trade continues to dominate the local economy, accounting for 33% of all North East Lincolnshire businesses. In contrast with other areas, the proportion of jobs in IT, Finance, Banking and Insurance has remained static here over the last decade, and now lies at almost half the national average.

Access to education

Map 6.8.2 Access to Further Education in North East Lincolnshire

[Map image]

OS 100020759 Crown Copyright 2004 Gistix (Northern) Limited, 2004
Sixth Form schools in North East Lincolnshire

6.8.18 The number of young people aged 16-18 years in full time education has risen significantly in the last few years, with rates currently above the regional average. However, the number of young people who are neither in education, employment or training continues to be a cause for concern with more than 450 young people aged 16-18 (7%) falling into this category in 2004.

6.8.19 The proportion of residents with qualifications at degree level or above is amongst the lowest in the region, at just 13%, compared with a regional average of 22% and a national average of 25%. This is due largely to the outward migration of young adults in pursuit of higher education and higher paid employment. Whilst there are graduate training and career opportunities within the district, this area, like many others in Yorkshire and the Humber, has experienced difficulties in retaining and recruiting suitably qualified professionals, in spite of relatively low housing costs. The gap between North East Lincolnshire and the rest of the region on this indicator has therefore widened in recent years.

6.8.20 Also, from initial stakeholder accessibility planning meetings with The Grimsby Institute of Further and Higher Education and Franklin College both voiced concerns over the accessibility of the centres in the evening which they felt was a problem.

6.8.21 Results of an education transport survey were provided by North East Lincolnshire Council. 878 replies were received from 1,500 forms (response rate of 59%) for the period September 2001 to July 2002. Some key results:

- 69% travelled to school by bus, 23% walked, others travelled by cycle, car, train or taxi;
- 77% have a bus route (maybe with changes) from their home to the sixth form school/college;
- 22% experienced one or more late buses per week; and
- bus delays were most common on routes 3F and 9X.

(North East Lincolnshire Travel Survey, 2002.)

School Travel Plans

6.8.22 School Travel Plans aim to reduce car use on the journey to school and encourage access by walking, cycling and other green forms of transport, for example car sharing and public transport. They can also improve safety. Encouraging children to walk and cycle is particularly important for families who do not have access to a car. Improving safety around schools is also an important issue and can encourage parents to allow their children to walk or cycle to school.

6.8.23 North East Lincolnshire Councils School Travel Advisor is currently working with local primary and secondary schools to develop travel plans to reduce congestion around schools, develop safer roads, improve air quality, involving and encouraging pupils to develop healthier lifestyle choices. All of these key themes will link into the accessibility strategy.
6.8.24 The Council is committed to taking radical and innovative measures where this is needed to improve school provision and design. An extensive programme of work is being undertaken to reduce surplus places so that schools remain both educationally, and economically, viable, and to improve standards, buildings, services, and social cohesion.

6.8.25 Local accessibility planning for the journey to and from school is an essential part of the process of reviewing school provision and design, to ensure as far as possible that travel for students and staff is both safe and sustainable.

6.8.26 Over the life of the Local Transport Plan a significant number of Infant and Junior schools will be merging to become new Primary schools, and major building work will be carried out to replace 2 existing Secondary schools with new Academy Status schools. These changes will generate new travel patterns, and the need to minimise school journey length has been a factor in the decision making process. School travel planning will continue to be an integral part of the development of all these projects, and will link directly to the strategic aims set out in LTP2, particularly with regard to safer routes to school and accessibility planning.

**Chart 6.8.3 Current Model Split to Access to all Schools (Urban)**

![Chart 6.8.3](image)

**Chart 6.8.4 Current Model Split to Access to all Schools (Rural)**

![Chart 6.8.4](image)

(North East Lincolnshire Travel Survey, 2002)
6.8.27 Within Grimsby, more than one in 10 people miss their appointments at Grimsby's Diana, Princess of Wales Hospital. Figures from the Northern Lincolnshire and Goole Hospitals NHS Trust show that in the past year 12,960 outpatients (11.5%) failed to arrive for their appointments at the Diana, Princess of Wales Hospital, Grimsby. “The estimated cost of missed appointments is at least £10 per patient and possibly a lot higher. At least £120,000 is wasted at Grimsby every year, money that could be spent elsewhere”.

6.8.28 Life expectancy at birth is below the national average for both males and females in North East Lincolnshire, although we are seeing year on year improvements in the overall rates.

6.8.29 However the gap in life expectancy between the richest and poorest residents remains high, and has widened over the last 10 years. In 2003, boys born to parents living in Waltham and Haverstoe could expect to live up to 9 years longer than those living in East Marsh, Nunsthorpe and the Grange.
6.8.30 Doctor’s surgeries are in a variety of locations across the authority, although they tend to be mainly in the towns.

![Chart 6.8.5 Current Modal Split for Journeys to Health Facilities. (Urban)](chart)

**Chart 6.8.5 Current Modal Split for Journeys to Health Facilities. (Urban)**

![Chart 6.8.6 Current Modal Split for Journeys to Health Facilities. (Rural)](chart)

**Chart 6.8.6 Current Modal Split for Journeys to Health Facilities. (Rural)**

(North East Lincolnshire Travel Survey, 2002).

**Access to food shopping**

6.8.31 Within North East Lincolnshire the main shopping centre is Grimsby which incorporates the Freshney Place shopping centre. This provides residents with access to a variety of shops, restaurants and fresh food. The market, which adjoins Freshney Place, consists of 76 stalls of which 8 are fresh food stalls.

6.8.32 Grimsby town centre (known locally as “Top Town”) is served by all major bus services and the bus station is located outside Freshney Place. Also, the X1 (Grimsby – Hull) service arrives and departs outside Freshney Place and the shopping centre is also about 200 metres away from Grimsby Railway Station. Freshney Place also subsidises Holloways bus services to allow access from rural areas within North East Lincolnshire and further a field.

**Chart 6.8.7 Current Modal Split for Journeys to Grocery Shopping. (Urban)**
Chart 6.8.8 Current Modal Split for Journeys to Grocery Shopping. (Rural)

(North East Lincolnshire Travel Survey, 2002).

Map 6.8.4 Access to Shopping in North East Lincolnshire

Access to Leisure

6.8.33 North East Lincolnshire boasts excellent leisure and cultural facilities, including a variety of landscapes and areas for enjoyment and contains many major visitor attractions. One of the major contributors to our local tourism industry is Cleethorpes beach, which has been awarded a blue flag.
6.8.34 North East Lincolnshire has a number of performing arts venues, including Grimsby Auditorium and the Caxton Theatre. It also hosts major music and dance festivals and has its own cable TV channel. In spite of this, participation in cultural activities is relatively poor in this area, ranking close to the bottom of all authorities in the region. Tourism, however, is a significant element of our local economy.

6.8.35 North East Lincolnshire also compares well with other areas in terms of residents’ access to sports facilities. In 2005, almost half of the resident population lived within 20 minutes travel time of at least three sports facilities, of which at least one had a quality mark. This compares with 21% nationally.

6.8.36 Local residents also appear to be more satisfied with their local sports and leisure facilities than average. In 2003, almost two thirds of those questioned said they were satisfied with local facilities, compared with 54% nationally.

Chart 6.8.9 Current Modal Split for Journeys to Leisure Activities. (Urban)

Chart 6.8.10 Current Modal Split for Journeys to Leisure Activities. (Urban)

(North East Lincolnshire Travel Survey, 2002)

6.8.37 In spite of reasonably good access, less than 2 in 5 adults, (35%), report engaging regularly in moderate physical activity or sport in their own leisure time in North East Lincolnshire. This compares with 37% across the region as a whole. The regional survey conducted on behalf of Sport England found that participation rates were lowest amongst women, people on low incomes, people aged 45 years and older and those with a disability.

6.8.38 In addition, when surveyed, most children express an interest in sports and other active recreational activities. Yet when asked how much sport they are engaged in, almost 20% of local 11 year olds and 30% of 14 year olds say they do no sport at all
outside school. In contrast, the average amount of time they reported spending each day watching TV was more than two hours.

6.8.39 A new cinema has opened in Cleethorpes located on Kings Roads called ‘Parkway Cinema’. The cinema has been a great success and received nearly 400,000 visits. In the past people would have the option of the Odeon Cinema in Grimsby which was old and needed refurbishing, or travel to Scunthorpe or Hull to visit a more modern cinema complex.

Key Problems & Opportunities

Table 6.8.2 Key Problems and Opportunities

<table>
<thead>
<tr>
<th>Problems</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Rural areas not well served by public transport</td>
<td>• Opportunities to improve bus and rail stations</td>
</tr>
<tr>
<td>• Accessing the Hospital from Rural Areas</td>
<td>• Community rail partnership</td>
</tr>
<tr>
<td>• Accessing the Hospital during peak times.</td>
<td>• Transport Innovation Funding</td>
</tr>
<tr>
<td>• Accessing major employment centres such as Grimsby Docks, Euro Park, Killingholme.</td>
<td>• Improved marketing of transport services</td>
</tr>
<tr>
<td>• Accessing Primary Care Centres.</td>
<td>• Improved partnership working through LSP</td>
</tr>
<tr>
<td>• Selecting the correct sites for new PCT centres</td>
<td>• Improved partnership working through Community Strategy</td>
</tr>
<tr>
<td>• Access to Information in North East Lincolnshire.</td>
<td>• Introduction of low floor accessible buses</td>
</tr>
<tr>
<td>• Rural Transport to shops from Immingham, Stallingborough, Healing and Aylesby.</td>
<td>• Smartcard technology to improve transport integration, interchange and reduce travel cost</td>
</tr>
<tr>
<td>• Health and Safety around primary and secondary schools at peak times.</td>
<td>• Concessionary free fares for over 65s</td>
</tr>
<tr>
<td>• Congestion around schools at peak times.</td>
<td>• Urban renaissance proposals</td>
</tr>
<tr>
<td>• Parental choice gives power to decide what they want, where and when. (Schools)</td>
<td>• New rail franchise holders investment</td>
</tr>
<tr>
<td>• Problem with pupils going to schools out of their catchment area and no provision of transport.</td>
<td>• Develop new partnerships with new accessibility partnerships.</td>
</tr>
<tr>
<td>• Some employment sites not well served by public transport</td>
<td>• Develop wheels to work with partners.</td>
</tr>
<tr>
<td>• Need to comply with DDA requirements</td>
<td>• Develop North East Lincolnshire’s DRT service (Phone ‘n’ Ride) further through themed services to improve usage of the service.</td>
</tr>
<tr>
<td>• Revenue funding for transport services limited</td>
<td>• Making sure all departments within North East Lincolnshire Council take into account accessibility planning for all future developments.</td>
</tr>
<tr>
<td>• Increasing car travel makes bus services less commercially viable</td>
<td></td>
</tr>
<tr>
<td>• Bus fares are increasing above inflation</td>
<td></td>
</tr>
<tr>
<td>• Limited information on travel options</td>
<td></td>
</tr>
<tr>
<td>• Poor bus station environment</td>
<td></td>
</tr>
<tr>
<td>• Poor rail station environments</td>
<td></td>
</tr>
</tbody>
</table>
6.9 Stage three – option appraisal

Partnership Working

6.9.1 Accessibility planning is not just about improving transport, but about planning and delivering essential services and facilities more effectively to ensure that they are accessible. It is therefore crucial that the accessibility strategy is developed and implemented through a partnership approach. Joint ownership of the strategy will therefore be crucial. There is a Local Strategic Partnership (LSP) already in place in NE Lincolnshire and we intend to work within this existing partnership arrangement as much as possible to develop and deliver the accessibility strategy over the lifetime of LTP2.

6.9.2 It will be particularly important to work with stakeholders, including:

- Primary Care Trust, Northern Lincolnshire and Goole Hospital, NHS Trust and St Hughes Hospital, Grimsby.
- Learning and childcare services;
- Further Education providers (Grimsby Institute of Further and Higher Education & Franklin College).
- Leisure services;
- Learning and Skills Council;
- Jobcentre Plus;
- Developers;
- Representatives of the business community (including major employers, leisure facilities and retailers); and
- Transport operators.
- Land use planners;
- North Lincolnshire Council – Cross border working
- Lincolnshire Council – Cross border working

Cross border accessibility working

6.9.3 North East Lincolnshire is bordered by only two local authorities, Lincolnshire to the South and North Lincolnshire to the west (and by the Humber estuary to the north and east). Partnerships have been established between North East Lincolnshire Council, Lincolnshire Council and North Lincolnshire Council and collaborative working between the three accessibility partnerships will continue in the future.

6.9.4 Cross border partnership working has, to date, included the “Phone ‘n’ Ride” connections to Killingholme (North Lincolnshire) and Keelby (Lincolnshire), a joint internet car sharing web-site (North Lincolnshire), and “Interconnect” bus routes (Lincolnshire).
6.9.5 A number of organisations have joined together to form a partnership to improve accessibility across North East Lincolnshire. They understand that by working together they can achieve much more than by working alone. The accessibility partnership has been setup with local service providers and at its second meeting a workshop was held. The workshop developed the partnership and its aims further from the initial first meeting. The following partners attended the workshop:

- NHS Diana Princess of Wales Hospital Grimsby,
- North East Lincolnshire’s Primary Care Trust representing GP’s and Dentists,
- The Grimsby Institute of Further and Higher Education,
- Franklin College,
- Job Centre Plus,
- North East Lincolnshire’s Council Principal Education Officer and North East Lincolnshire’s Education Transport Officer.

6.9.6 Although there was no representative from access to shops (Freshney Place shopping centre, Grimsby is representing access to shops) we did inform them of the results of the workshop and they forwarded on their comments.

6.9.7 The aim of the Accessibility Partnership is to develop a strategic approach to improving access to the services in North East Lincolnshire with the greatest impact on life opportunities i.e. jobs, health care, learning and food shops. Whilst some of this will be achieved through the Council’s transport policies, our partner organisations will also be able to make a significant contribution, in particular through planning the future location of schools, healthcare facilities and major shopping destinations to minimise the need to travel and to have access by public transport.

6.9.8 In particular, we aim to improve accessibility through:

- Local Transport Plan, policies and programmes;
- Influencing the authority’s wider policy areas;
- Influencing the location of new facilities and retention of existing ones;
- Influencing external partners on location and delivery of services.

6.9.9 Hence, accessibility planning principles will need to be integrated into wider policies and procedures over time. This will be achieved through ongoing partnership working and community engagement to demonstrate the cross-cutting benefits of taking an accessibility planning approach.

6.9.10 The partners took part in an exercise to determine priorities for action in addressing accessibility issues affecting their services. The results are below:
Issues raised from the workshop (in order of priority)

1. Transport to the hospital in relation to buses also including cost, time, directness and frequency. (Hospital)
2. Transport to and from home Euro Park, Killingholme, Humber Ports. (Work)
3. Potential students from remote villages without cars cannot access the college after 6pm. (Further Education.)
4. Accessing Primary care centres on public transport. (GP’s)
5. Selecting the correct sites for new PCT centres. (GP’s)
6. Access to Information (Hospital)
7. Rural Transport to shops (Habrough, Immingham, Stallingborough, Healing, and Aylesby) (Shops)
8. Health and Safety of Access to schools. (Schools)
9. Congestion around schools at key times (schools)
10. Parental choice gives power to decide what they want, where and when. (Schools)
11. Problem with pupils going to schools out of their catchment area and no provision of transport. (Schools)

Problem statement for Grimsby Hospital

Public Transport to and from Grimsby Hospital is perceived to be expensive, indirect and infrequent. The main wards which have problems accessing Grimsby Hospital are Immingham, Wolds, Haverstoe, Freshney, and Waltham.

Also, bus stop facilities are perceived to have poor lighting (up grading street lighting) and there is a lack of up to date information on public transport at Grimsby Hospital. All of these problems are seen to be contributing factors to people using private cars which, in turn is causing congestion problems in and around Grimsby Hospital.

There are a variety of people who use public transport to access Grimsby Hospital such as outpatients, staff and visitors. Peak times for visiting Grimsby Hospital are typically 2pm when clinics, visiting times commence and many shifts change.

Many services are being centralised onto one site with the transfer of patients and staff which will increase the numbers accessing the site. Staff members have reported an increase of 20 minutes on their journey times in the last six months.

Solving this problem would help the NHS by reducing the number of missed appointment which in turn will reduce the estimated cost of £10 per missed appointment which currently adds up to £120,000 per year. If more people can be encouraged to access Grimsby Hospital on public transport it will help meet the Council’s patronage target and reduce congestion, improve air quality and improve road safety.
6.9.11 Although access to Grimsby Hospital has been chosen as the priority, many of the solutions improve accessibility to other facilities. It is our aim to provide solutions that will benefit each partners and therefore provide best value for money.

**List of Problems and possible Interventions**

6.9.12 The Partnership has identified a range of accessibility problems and considered options for their solution. Options considered included:

- Council to provide new public transport service
- Service provider to provide transport to its own facilities
- Service provider to enter partnership with bus operator
- Service provider to pay for taxis for clients to access its facilities
- Service provider to engage Phone 'n' Ride or Dial-a-ride
- Services to be re-located
- Mobile services
### Table 6.9.1 Accessibility Problems and Interventions

<table>
<thead>
<tr>
<th>Problem</th>
<th>Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough network coverage</td>
<td>Develop core network of high frequency reliable bus services to key facilities &amp; services. See bus strategy for proposals for developing Quality Bus Corridors.</td>
</tr>
<tr>
<td>Network not flexible enough</td>
<td>Fill gaps in bus network with flexible door-to-door services, including community transport, demand responsive services &amp; taxis</td>
</tr>
<tr>
<td>Network not flexible enough to access PCT facilities</td>
<td>Work with the PCT to improve access to Primary care trust facilities.</td>
</tr>
<tr>
<td>Not enough network coverage to the hospital</td>
<td>Work with the NHS to improve public transport to and from the hospital.</td>
</tr>
<tr>
<td>Current bus station perceived unsafe at night</td>
<td>Develop proposals for new bus station in Grimsby town centre.</td>
</tr>
<tr>
<td>Not enough network coverage to Freshney Place Shopping centre.</td>
<td>Improve transport to Shops from Habrough, Immingham, Stallingborough, Healing and Aylesby</td>
</tr>
<tr>
<td>Not enough network coverage</td>
<td>Improve transport to and from home Euro Park, Killingholme, Humber Ports (places of work)</td>
</tr>
<tr>
<td>Network not flexible enough</td>
<td>Develop Express tram-bus system proposals</td>
</tr>
<tr>
<td>Network perceived not flexible enough</td>
<td>Develop park and ride proposals for Grimsby</td>
</tr>
<tr>
<td>Insufficient use of community transport</td>
<td>Improve co-ordination between other forms of flexible transport service e.g. social services, education, ambulance, charities etc. to make best use of resources</td>
</tr>
<tr>
<td>Evening transport to education is poor</td>
<td>Improve access to colleges after 6pm. (Further Education.)</td>
</tr>
<tr>
<td>Insufficient pedestrian links to key facilities</td>
<td>Develop direct and safe pedestrian links to key facilities and services, particularly from deprived areas.</td>
</tr>
<tr>
<td>Insufficient number of cycle lanes</td>
<td>Develop direct and safe cycle links to key facilities &amp; services, particularly from deprived areas.</td>
</tr>
<tr>
<td>Not enough cycle lanes</td>
<td>Work with employers and facility providers to ensure that secure cycle parking is provided at major attractors (including employment sites, rail &amp; bus stations, health facilities, education facilities, and so on).</td>
</tr>
<tr>
<td>Dirty and poorly maintained stations</td>
<td>Undertake audit of rail station facilities and identify and prioritise key accessibility and environmental improvements.</td>
</tr>
<tr>
<td>Limited fleet of low floor buses</td>
<td>Continue to introduce low floor buses – give priority to core routes.</td>
</tr>
<tr>
<td>Buses perceived to be late</td>
<td>Establish bus punctuality partnership</td>
</tr>
<tr>
<td>Expensive Taxis</td>
<td>Develop a taxi sharing scheme</td>
</tr>
<tr>
<td>Takes time to board buses</td>
<td>Introduce pre-purchase ticket system</td>
</tr>
<tr>
<td>Poor interchange</td>
<td>Introduce smart-card tickets to reduce cost of travel and to improve interchange</td>
</tr>
<tr>
<td>Lack of promotions which encourage use of PT</td>
<td>Work with operators and businesses to introduce ticketing promotions to key facilities.</td>
</tr>
<tr>
<td>Lack of Information</td>
<td>Provide information on fares in a simple and easy to access format to allow passengers to identify cheapest options.</td>
</tr>
<tr>
<td>Problem</td>
<td>Interventions</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Transport issues are not always taken into account with new facilities.</td>
<td>Use accessibility mapping to identify accessible development sites for developers and facility providers.</td>
</tr>
<tr>
<td>Lack of partnerships</td>
<td>Develop partnerships with other sectors to develop a consistent approach to accessibility planning, and to ensure that accessibility principles are understood and agreed.</td>
</tr>
<tr>
<td>Some routes perceived to be unsafe.</td>
<td>Improve safety and security on pedestrian routes from key facilities and services to bus stops and rail stations – direct, well-lit, well maintained, signed routes with natural surveillance.</td>
</tr>
<tr>
<td>General public feel unsafe in certain areas of the town</td>
<td>Install customer help point intercoms in key locations to improve perception of safety.</td>
</tr>
<tr>
<td>People feel unsafe during certain times on PT</td>
<td>Work with partners to improve safety and security on public transport, including CCTV, more staffing and greater policy presence.</td>
</tr>
<tr>
<td>Congestion around school entrances at peak times.</td>
<td>Reduce congestion around schools at peak times by working with the schools travel advisor</td>
</tr>
<tr>
<td>Lack of detailed information relating to major public facilities</td>
<td>Develop travel guides to major destinations – “how to get there” information. Work with partners to build these into their own information on services and facilities.</td>
</tr>
<tr>
<td>Lack of information relating to walking and cycling</td>
<td>Produce public transport, walking and cycling map guides, focusing on access to key facilities and services. Include multi-operator &amp; DRT information.</td>
</tr>
<tr>
<td>Lack of information for disabled people</td>
<td>Ensure all information is available in an accessible format for disabled passengers with different special needs.</td>
</tr>
<tr>
<td>Limited travel horizons.</td>
<td>Develop schemes to encourage people to use PT to work with key disadvantaged groups to provide travel information and training e.g. job seekers, people with learning disabilities, young people, and so on.</td>
</tr>
<tr>
<td>People are unaware of traveline</td>
<td>Publicise Traveline phone number more widely – through local media and at key facilities.</td>
</tr>
<tr>
<td>Not enough employees using PT.</td>
<td>Continue to work with employers to develop travel plans to improve access by all modes of transport.</td>
</tr>
<tr>
<td>People using private cars to take children to school.</td>
<td>Continue to work with schools to develop travel plans and safe routes to school to improve access by all modes of transport.</td>
</tr>
<tr>
<td>Safety of access to schools</td>
<td>Continue to develop Safer Routes to school</td>
</tr>
<tr>
<td>Problem with pupils going to schools out of their catchment area and no provision of transport</td>
<td>Continue to work with the learner sub-support group</td>
</tr>
</tbody>
</table>
6.10 Stage four – Action plan development

Action Plan

6.10.1 Having developed the list of problems and possible solutions, and having regard to:

- National / Regional / Local strategic priorities
- Community Strategy
- The travel needs survey
- Mapping Analysis
- Partner priorities
- Cost and deliverability

6.10.2 and the options available, the following action plan has been developed:

Table 6.10.1 Accessibility Action Plan

<table>
<thead>
<tr>
<th>Priority</th>
<th>Interventions</th>
<th>Impact</th>
<th>Resources</th>
<th>Partners</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Develop core network of high frequency reliable bus services to key facilities &amp; services. See bus strategy for proposals for developing Quality Bus Corridors</td>
<td>High</td>
<td>NELC Sub &quot;Kick start&quot;</td>
<td>NELC Local Bus operators</td>
<td>2006 - 2011</td>
</tr>
<tr>
<td>2</td>
<td>Develop schemes to encourage people to use PT to work with key disadvantaged groups to provide travel information and training e.g. job seekers, people with learning disabilities, young people, and so on</td>
<td>High</td>
<td>Traveline</td>
<td>NELC Job Centre plus Grimsby &amp; Franklin College Local Transport Operators</td>
<td>2006-2008</td>
</tr>
<tr>
<td>3</td>
<td>Ensure all information is available in an accessible format for disabled passengers with different special needs</td>
<td>High</td>
<td>NELC</td>
<td>NELC</td>
<td>2006-2011</td>
</tr>
<tr>
<td>4</td>
<td>Transport to the hospital</td>
<td>High</td>
<td>Phone ‘n’ Ride</td>
<td>NELC NHS Local Transport operators</td>
<td>2006 - 2011</td>
</tr>
<tr>
<td>5</td>
<td>Develop direct and safe pedestrian links to key facilities and services, particularly from deprived areas.</td>
<td>High</td>
<td>Section 106 funding</td>
<td>Job Centre plus NELC Further Education NHS PCT</td>
<td>2006-2011</td>
</tr>
</tbody>
</table>
|   | Delivering Accessibility | Chapter 6 | High | Section 106 funding | Job Centre plus  
NELC  
Further Education  
NHS  
PCT | 2006-2011 |
<table>
<thead>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Develop direct and safe cycle links to key facilities &amp; services, particularly from deprived areas.</td>
<td>High</td>
<td></td>
<td>Public rights of way improvement plan</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Continue to introduce low floor buses – give priority to core routes</td>
<td>High</td>
<td>Kick start Bus quality partnership</td>
<td>Local Bus operators NHS</td>
<td>2006-2007</td>
</tr>
<tr>
<td>8</td>
<td>Provide information on fares in a simple and easy to access format to allow passengers to identify cheapest</td>
<td>High</td>
<td>Bus surgeries Traveline</td>
<td>NELC Bus operators</td>
<td>2006-2011</td>
</tr>
<tr>
<td>9</td>
<td>Ensure all information is available in an accessible format for disabled passengers with different special needs</td>
<td>High</td>
<td>NELC</td>
<td>NELC Local transport operators</td>
<td>2006-2011</td>
</tr>
<tr>
<td>10</td>
<td>Transport to and from home Euro Park, Killingholme, Humber Ports</td>
<td>High</td>
<td>Local transport operators</td>
<td>Job Centre plus NELC</td>
<td>2006-2011</td>
</tr>
<tr>
<td>11</td>
<td>Potential students from remote villages without cars cannot access the college after 6pm. (Further Education.)</td>
<td>High</td>
<td>Phone ‘n’ Ride Local sixth form colleges</td>
<td>Local sixth form colleges NELC Local transport operators</td>
<td>2006-2009</td>
</tr>
<tr>
<td>12</td>
<td>Develop an accessibility checklist to ensure that new developments and facilities are developed using accessibility planning principles.</td>
<td>High</td>
<td>NELC</td>
<td>NELC</td>
<td>2006-2007</td>
</tr>
<tr>
<td>13</td>
<td>Use accessibility mapping to identify accessible development sites for developers and facility providers</td>
<td>High</td>
<td>NELC</td>
<td>NELC</td>
<td>2006-2007</td>
</tr>
<tr>
<td>14</td>
<td>Develop partnerships with other sectors to develop a consistent approach to accessibility planning, and to ensure that accessibility principles are understood and agreed.</td>
<td>High</td>
<td>NELC</td>
<td>Job centre plus Further education colleges NHS PCT</td>
<td>2006-2011</td>
</tr>
<tr>
<td>15</td>
<td>Improve safety and security on pedestrian routes from key facilities and services to bus stops and rail stations – direct, well-lit, well maintained, signed routes with natural surveillance.</td>
<td>High</td>
<td>Community Wardens, Street lighting, Safer Community Partnership</td>
<td>NELC Local transport providers</td>
<td>2006-2011</td>
</tr>
<tr>
<td>16</td>
<td>Work with partners to improve safety and security on public transport, including CCTV, more staffing and greater policy presence</td>
<td>High</td>
<td>Safer community partnerships</td>
<td>NELC Local transport providers</td>
<td>2006-2011</td>
</tr>
<tr>
<td>17</td>
<td>Produce public transport, walking and cycling map guides, focusing on access to key facilities and services. Include multi-operator &amp; DRT information.</td>
<td>High</td>
<td>Traveline, Travelwise, Bus operators</td>
<td>NELC Local transport operators, Job Centre Plus, Further Education colleges, NHS PCT</td>
<td>2006-2008</td>
</tr>
<tr>
<td>18</td>
<td>Develop schemes to encourage people to use PT to work with key disadvantaged groups to provide travel information and training e.g. job seekers, people with learning disabilities, young people, and so on.</td>
<td>High</td>
<td>Traveline</td>
<td>NELC Job Centre Plus, Further Education Local transport operators</td>
<td>2006-2011</td>
</tr>
<tr>
<td>19</td>
<td>Continue to work with employers to develop travel plans to improve access by all modes of transport.</td>
<td>High</td>
<td>NELC</td>
<td>NELC Job Centre Plus</td>
<td>2006-2011</td>
</tr>
<tr>
<td>20</td>
<td>Continue to work with schools to develop travel plans and safe routes to school to improve access by all modes of transport.</td>
<td>High</td>
<td>NELC</td>
<td>NELC Local schools</td>
<td>2006-2011</td>
</tr>
</tbody>
</table>
Examples of work to date.

6.10.3 The Primary Care Trust is currently in the process of building new Health Care Centres which will house many doctors surgeries with the aim of centralising services. North East Lincolnshire Council worked in partnership with the PCT and offered the advice where they should locate the new health care centres. It was decided that Ladysmith Road in Grimsby was a good location as it already had bus services running past the proposed health care centre and it was one of the most accessible options.

Map 6.10.1 Access to New Health Care Centre

6.11 Stage five - Monitoring and Targets

6.11.1 Following the Partnership Workshop it was proposed that access to Grimsby Hospital should be taken forward as the priority target to improve accessibility. This was also shown as the least accessible core target as measured by DfT at 89.7% for 60 minutes. However, following local accessibility mapping using Accession it was found that actually 96% of residents had access to the hospital by public transport within 60 minutes. This brought the figure in line with all the other core targets which are above 90%.

6.11.2 The non accessible areas (under 10%) are eligible to use the Phone n Ride service which allows them direct access on demand.
6.11.3 This in effect gives 100% accessibility to all residents of NEL.

6.11.4 Due to the present high level of accessibility the target will be set to maintain accessibility at it’s current level preventing any further decline through measures to increase bus service patronage and planning controls.

6.11.5 The Accessibility Action Plan refers to partnership working with the NHS so that any reorganisation of health services does not have a negative impact on accessibility to Grimsby Hospital. We have set the target below to ensure that the levels of accessibility does not decline.

**Local Targets**

6.11.6 For some people, public transport travel time may not be the greatest barrier to accessibility, for example:

- research also identified personal safety and security as a key area for concern;
- people with disabilities may consider the biggest barriers to accessibility to be physical obstacles; and
- the nearest facility may not be the most suitable facility i.e. parents may place educational quality above ease of access.

6.11.7 Local targets will be set in line with the aims of the Partnership as specific projects progress. These may not always be journey time based target for travel to sites, as this would not reflect fully the work being done to deliver projects such as improved information and physically accessibility. We recognise the importance of setting outcome based targets to deliver accessibility improvements so have set the following local targets which show improvements to all core areas of accessibility:

- Satisfaction with public transport information (BVPI 103).
- Number of disabled tactile dropped crossings installed.
- Number of bus stops with accessible kerbs.
- Percentage of low floor buses in current Stagecoach Grimsby Cleethorpes fleet.
- Take up of North East Lincolnshire Concessionary Fares Travel Passes.

6.11.8 These target headings can also be used to measure specific local area projects (i.e. satisfaction with public transport information at Grimsby Hospital).

**Target - [to maintain current high levels of accessibility]**

6.11.9 In view of the high levels of accessibility currently enjoyed throughout North East Lincolnshire. The accessibility target chosen for LTP2 is set to maintain accessibility at it’s current level preventing any decline through measures to increase bus service patronage and planning controls.

6.11.10 It is forecast that without interventions, the consequent reduction in bus passengers and bus services would cause a reduction in the percentage of households without a car within 30 minutes and 60 minutes of access to Hospital of approximately 2% per year. This would result in accessibility levels of 79.4% and 84% respectively by 2011.
6.11.11 Our target, through the LTP2 interventions and partnership interventions, we expect to maintain the percentage of households without a car within 30 minutes and 60 minutes of access to Hospital at current levels of 91.4% and 96% respectively.

6.11.12 Although we will be monitoring figures for both the 30 minute access and 60 minute access, we will be taking the 30 minute figure as the Mandatory indicator to be reported because it will impact more on the local population and will be more sensitive to changes in accessibility.

Evaluation

6.11.13 Changes shown in the accessibility target and Local Indicators over time will be investigated and related to measures, steps and actions that the partners have taken to improve accessibility. This may show increased or decreased accessibility and mapping will help identify, across the whole area, where changes have occurred.

6.11.14 Where proposed actions by other agencies are likely to have a detrimental effect on accessibility, maps showing the changes will be used to demonstrate the effect that such actions can have on accessibility. This may prove to be beneficial in influencing the decision making of other agencies and may enable more appropriate actions to be taken.

6.11.15 The action plan and appropriate monitored targets will be evaluated by the Accessibility Partnership on a regular basis and reported through the Local Transport Plan Annual Progress Report.
The Future of the Partnership

6.11.16 The partnership will continue to meet bi-annually to discuss strategic issues and over-all performance and future collaboration. Partners working together on specific projects will meet more frequently as required. Council transport officers will provide information on progress through a 3 monthly newsletter. The newsletter will also act as a tool to help evaluate the partnership. Additional partners will be involved to grow the partnership and spread the work on accessibility to other sectors.
7 Delivering a safe community and safe roads: NE Lincolnshire’s Road Safety Strategy

7.1 Introduction

7.1.1 Road safety is a key strand of the overall transport strategy and making North East Lincolnshire a safe place to travel is a priority for the council and its partners. The ability to travel safely is an essential requirement for a transport system. This section sets out how the Council and its partners intend to improve safety for all throughout North East Lincolnshire.

7.2 The Context

7.2.1 Real and perceived danger can reduce people’s willingness to travel on foot or cycle, or even travel at all. This in turn can prevent them from accessing facilities which others take for granted, or in using less sustainable forms of transport which they might otherwise choose. Consequently, in addition to reducing road danger, improving safety is critical to achieving wider policy objectives, in particular raised levels of social inclusion, improved air quality and reduced congestion.

Health

7.2.2 By reducing the number of casualties North East Lincolnshire’s road safety strategy will contribute to national and local targets to reduce overall numbers of accidents.

7.2.3 The Council believes that working with key partners is critical to making a contribution to a reduction in road danger, for example working with the North East Lincolnshire Primary Care Trust and businesses on campaigns to manage occupational road risk.

7.2.4 The Council also recognises that fears about road danger can be a real barrier to people, particularly children, enjoying active lifestyles. By creating a safer road network and routes for pedestrians and cyclists, North East Lincolnshire Council will be creating the necessary conditions for more people to walk or cycle.

Social inclusion and deprivation

7.2.5 Safer roads can help build stronger communities, so improving road safety will be included in measures to regenerate urban areas and marginalised communities. Deprived areas have relatively poor road safety records compared to more affluent areas. North East Lincolnshire is one of the most deprived districts in England. Of the fourteen wards in North East Lincolnshire, three, (North East, South and Marsh) are in the 10% of most...
deprived wards in England. In total there are over 32,000 people living in areas which are considered to be amongst the most deprived in the country. This represents over 20% of the population of North East Lincolnshire living in areas with a high level of deprivation.

7.2.6 Looking at the 20% of most deprived wards in England, there are an additional three North East Lincolnshire wards which fall into this group, namely Sidney Sussex, Croft Baker and Heneage. Together these wards contain a population of 33,608, making a total population of 65,928 (41.3% of the total population of North East Lincolnshire) living in wards that are in the worst 20% of deprived wards in the country.

7.2.7 There is clear evidence that child pedestrians walking in the most deprived areas of North East Lincolnshire are, in line with National trends, more likely to be involved in a road accident than their counterparts in the less deprived areas.

Map 7.2.1 Showing clusters of accidents by ward.

7.2.8 The nature of a child’s socio-economic environment appears to be a reliable predictor of accident liability. In North East Lincolnshire the more deprived wards tend to be characterised by rows of terraced houses set out in a grid pattern. There is little provision for off-street parking and the traffic environment is less safe than those to which their counterparts are exposed.

7.2.9 Children, it seems, are particularly at risk of pedestrian accidents when they live in large, densely-populated urban areas; when there is a busy network of residential roads carrying
through traffic; when drivers travel too fast for the environmental conditions; when there is a lack of road-user sensitivity to dangerous conditions; and when there is a lack of adequate and effective Road Safety training available to the children.

7.2.10 The programme of engineering, education and enforcement planned for the course of LTP2 in North East Lincolnshire is designed to address these issues and considerable investment is planned.

**Crime**

7.2.11 Dangerous driving is a crime with potentially dangerous outcomes. North East Lincolnshire Council is committed to working with the Police to tackle the crimes of speeding and dangerous driving as a contribution to achieving the wider aims of the Community Strategy and improving the quality of life of the residents of the district.

7.2.12 The creation of routes for pedestrians can lead to an increase in the presence of people occupying urban living spaces, therefore increase feeling of personal safety and reduce the fear of danger.

**Quality of life**

7.2.13 Motorised traffic can have significant impacts on quality life, particularly speeding vehicles, high traffic volumes and a lack of continuous safe routes for vulnerable road users. Pedestrians, cyclists and powered two wheeler users are more likely to be killed or seriously injured than other road users when involved in a crash. Moreover, the creation of safe routes and spaces that give priority to people rather than motorised vehicles can improve quality of life by:

- Providing access to physical activity through increased walking or cycling
- Urban spaces free from noise and air pollution
- Reduce severance and improved accessibility to key services and facilities.

Figure 7.2.1 Cyclists and Pedestrians

7.3 Policy context

7.3.1 In the 1998 the Government produced the transport White Paper “A New Deal for Transport: Better for everyone”. This outlined the need to improve the behaviour of drivers,
riders and pedestrians, enhancements in vehicle safety, better roads and road engineering and better enforcement. To build on this, the government produced a road safety strategy “Tomorrow's roads – safer for everyone” in March 2000. This strategy set out the framework for delivering improvements in road safety and establishes long term casualty reduction targets. DfT has overall responsibility for this strategy. However there are a number of key stakeholders who also play an active part in its delivery including:

- Local authorities
- Police forces
- Voluntary groups
- Motor manufacturers
- Road users

7.3.2 The national strategy covers a number of key themes including safer for children, safer for drivers, safer infrastructure, safer speeds, safer vehicles, safer motorcycling, safer for pedestrians, cyclists and horseriders, better enforcement and promoting safer road use.

7.3.3 As part of this strategy the government has adopted the following national road safety targets for 2010 (based on 1994-1998 average):

- a 40% reduction in the number of people killed or seriously injured in road accidents;
- a 50% reduction in the number of children killed or seriously injured; and
- a 10% reduction in the slight casualty rate.

Regional

7.3.4 The draft Regional Spatial Strategy, the Yorkshire and Humber Plan, has, as one of its core spatial priorities the creation of safe, attractive, high quality places for people to live and work in the region. Improving road safety across the region plays its part in achieving this vision.

7.3.5 This is encapsulated within the Regional Transport Strategy, which promotes economic and social growth in the region supported by sustainable transport systems, and transport that safeguards the health and quality of life of the communities within the region. Road safety is important in this last regard.

7.3.6 There were 29,235 road casualties reported in Yorkshire and the Humber in 2001, this was 12% worse than 1991, with the Yorkshire and the Humber region experiencing the highest level of growth in casualties of any region in England. However the has been a significant drop in the number of serious casualties over this same period from 5,202 to 3,711.

Local

7.3.7 In 2001 five people were killed and 132 were seriously injured on the roads in North East Lincolnshire. In 2002, the total number killed and seriously injured was 121. As well as the cost in human terms, the cost to business, the police and the health service is estimated to be more than £33 million per year locally.

7.3.8 LTP2 consultation highlighted that road safety was a major issue in North East Lincolnshire. The household survey that was undertaken found that 94% of respondents said it was fairly or very important to reduce traffic accidents.
7.3.9 Stakeholder workshops highlighted the need to improve safety, particularly in terms of controlling the speed of vehicles on the road. Additionally attention was drawn to the importance of road safety education, particularly for children, cycle training for adults, and the need to reduce the risk of accidents in the town centre to help promote its vitality and viability.

7.3.10 Support for a number of mechanisms to tackle these road safety problems emerged from the LTP consultation. Improved segregation of pedestrians and cyclists from motor vehicles, better enforcement of traffic regulations, creation of home zones, enhanced levels of road safety education and appropriate use of traffic calming were all supported as strategies for improving road safety by key stakeholders.

Table 7.3.1 Links between Community Strategy & Safety Agenda

<table>
<thead>
<tr>
<th>Community Strategy Vision Outcomes</th>
<th>How Improving Road Safety Can Contribute</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Live in a safe and clean environment (CO1)</td>
<td>• By reducing deaths and serious injuries on the roads</td>
</tr>
<tr>
<td>• Children are born healthy and thrive (QoL1)</td>
<td>• By reducing deaths and serious injuries on the roads, especially amongst children</td>
</tr>
<tr>
<td>• Children and Young People make informed, safe and healthy choices (QoL3)</td>
<td>• By reducing traffic to help provide safer environments for walking &amp; cycling</td>
</tr>
<tr>
<td>• Children and Young People live in a safe and supportive community (QoL4)</td>
<td>• By reducing road safety impacts of traffic</td>
</tr>
<tr>
<td>• Adults &amp; families enjoy good health and lead a healthy lifestyle (QoL7)</td>
<td>• By providing a safer walking &amp; cycling environment</td>
</tr>
<tr>
<td>• Adults &amp; families live in a safe and supportive community (QoL8)</td>
<td>• By providing a safer walking and cycling environment, which will help encourage more physical activity</td>
</tr>
<tr>
<td>• Integrated Transport System (UR5)</td>
<td>• By providing a safe environment for alternatives to the car such as walking and cycling</td>
</tr>
</tbody>
</table>

7.3.11 With regard to the responses from the public consultation leaflet, the initiatives to tackle road safety issues that received the greatest support from the public were:

• Safer routes to school (90% in favour)
• Pedestrian crossing facilities (88%)
• Village speed limits/safety scheme (84%)

7.3.12 The LTP consultation also found that just under half the respondents felt that 20mph zones would help achieve the LTP safety aims (46%), whilst 37% felt that speed cushions would achieve the safety aims.

7.3.13 The Community Strategy identifies a number of outcomes which the LTP2 approach to improving safety will contribute towards. These are identified in Table 7.3.11 above.

7.4 LTP1 Achievements

7.4.1 LTP1 has seen significant progress in road safety performance. The LTP1 indicators relating to road safety showed the following progress:

• Number of killed and seriously injured has fallen from the 1994-1998 baseline average of 140 per year to an average of 131 over the period 2001 to 2004;
• Number of children killed or seriously injured has fallen from the 1994-1998 baseline average of 34 to an average of 23 over the period 2001 to 2004 (annual figures falling from 27 in 2000 to 18 in 2005);
• Number of slight casualties has fallen from the 1994-1998 baseline average of 739 to an average of 718 over the period 2001 to 2004 (annual figures falling from 814 in 2000 to 546 in 2005);
• Pedal cyclist casualties reduced from 149 (1994-1998 average) to 125 (2001-2004 average);

7.4.2 LTP2 will build upon these achievements, and further develop the strategy to tackle safety issues across North East Lincolnshire.

7.5 Partnership working

7.5.1 Partnership working is critical to achieving safer roads for all in North East Lincolnshire. Key partners in our road safety work include neighbouring authorities, the Police, primary care trusts, the business community, the education sector and the media.

7.5.2 An exciting initiative to formalise the many partnership links across North East Lincolnshire is currently being developed. This is the creation of the North East Lincolnshire Road Safety Partnership. This will engage with the Police, especially on casualty reduction, the Fire and Rescue Service, the Ambulance Service, and the Primary Care Trust, especially the A&E service.

7.5.3 This development will build on the success of the sub-regional “Roadaware” partnership. This is a Humber wide partnership that funds a range of road safety activities within the Humberside Police Force area. Existing before the establishment of the Humberside Safety Camera Project it takes as its basis the enforcement undertaken for this body. The Safety Camera Project partners are Humberside Police, North East Lincolnshire Council, North Lincolnshire Council, East Riding Council, Hull City Council, the Highways Agency and the
Magistrates’ Courts. Activities funded through the “Roadaware” partnership include the ‘Traffic Trail’ in Cleethorpes and school holiday training schemes.

7.5.4 Working with the Grimsby Institute adult cycle training is being offered to students at this site of Higher Education. This and the cycle training offered in Junior and Infant schools meet the appropriate RoSPA standards.

**Working with the Police**

7.5.5 The Council works with the Police as partners in both the Safety Camera Project and the “Roadaware” Partnership. The Safety Camera Project identifies speed related collision sites, and targets enforcement where these exist along a route. Those drivers who are recorded at the lower end of the ACPO guidelines for speed enforcement are offered the choice of attending a retraining session (speed seminar) as opposed to a fine and penalty points.

7.5.6 At a local level Traffic Regulation Orders have been made which allow Police enforcement of the keep clear road markings at a number of schools. Recently, this activity has been stepped up in response to requests made by the Police by a number of schools (Operation Chevron).

7.5.7 In addition, the Police provide the NELC road safety team with “STATS19” accident reports, and assist in analyzing accident data and trends. STATS19 forms provide the basic information needed for all road safety work in the Authority, helping to identify accident locations, accident trends and road users at most risk. Analysis of the information included on the STATS 19 forms provides the basis for the targeting of accident remedial measures and road safety education, to maximise effectiveness and value for money.

**Working with the Fire and Rescue Service**

7.5.8 Working to a similar format to the speed seminars of the Roadaware Partnership ‘Bike Safe’ training is being offered to cyclists caught at night not displaying lights. The Fire & Rescue Service play a prominent part in the Bike Safe seminar and this has proved particularly effective in providing a road safety message for younger cyclists. Operated within North East Lincolnshire the scheme is presently being considered for rolling out to the whole Humberside Police Force area.

7.5.9 The Fire and Rescue Service provide cycle training in schools within the area by providing initial training within schools, and the instruction of volunteer trainers from within the school community in cycle safety. This arrangement acts as a catalyst for parents and teachers to develop ongoing cycle training and safety education within their own school.
7.5.10 The service also help with occasional exhibitions at the Freshney Place shopping centre in Grimsby, providing general road safety and other safety advice.

**Working with the Primary Care Trust**

7.5.11 Partnership with the PCT has mainly involved the A&E department. An example of the joint working in North East Lincolnshire is the ever popular “Smart Risk” programme, which is delivered in partnership with drug action team. This training is aimed at year 8 and 9 pupils, and provides primarily general safety training, but is linked to closely to road safety issues.

**Working with Schools**

7.5.12 Education has a crucial role to play in the protection of children from road danger, and ensuring that child accident levels are reduced. As a consequence, a wide range of road safety education and training activities are provided in partnership with schools and colleges.

7.5.13 Cycle training is expanding in the schools of North East Lincolnshire. Training activities involve both on and off road work, and centre on the delivery of Level 2 training to RoSPA standard. Two years ago, only 4 schools of the 44 schools in the district participated. Now 26 schools are involved, and more are eager to take advantage of the training opportunities on offer. Courses include basic road safety as well as cycle training, and are primarily delivered through volunteers based within the school community, though a small number pay for professional training.

7.5.14 In addition the council operates a Level 3 scheme through student services. This scheme has been running for 3 years, and has so far trained 300 pupils, ages 16-19. The scheme includes the supply of a bicycle to students for use on educational and other journeys to promote access to education, and to provide independent and sustainable, healthy travel. As part of the scheme cycle training must be undertaken, and the free cycle will only be issued following the training. The bikes help to provide value for money as well, as they are supplied as an alternative to a bus pass. Six instructors are trained. A helmet, lights, and lock are also issued. The scheme is funded through an educational grant, and national accreditation is being sought for the scheme.

7.5.15 Pedestrian skills training is being developing for key stage 1 pupils using new resources that have recently been purchased.

7.5.16 Another new initiative is the development of walking buses with Great Coates Primary School. The project involves the development of five routes in due course, with the first of those routes expected to be delivered in 2006.

7.5.17 The Council has also organised a number of theatre based road safety initiatives which year groups have attended at the Grimsby Auditorium, and some of which have been conducted in schools. For example, the Tiny Giants theatre company visit the district three times a year, delivering productions to years 6, 9 and 11.

7.5.18 The Roadaware funded Traffic Trail in Cleethorpes works with schools, and involves a town walk looking at both local social and historical matters and incorporated road safety training as part of the walk links to the social and history curriculum.

7.5.19 North East Lincolnshire’s DfT and DfES funded school travel advisor sits within the Council’s transport policy section. This ensures that the work of this officer is integrated
with other transport initiatives, and with road safety initiatives, to maximise the impact of interventions to increase cycling and walking and also reduce danger. The work of this officer, and those within the council’s road safety team, links to many of the initiatives described above.

7.5.20 The Council are developing closer links with both internal and external agencies representing schools to tackle accident problems experienced by schools, particularly problems at school gates.

**Working with employers**

7.5.21 Road risk is a health and safety issue, which is currently unrecognised by a significant number of employers. The Council is concerned by research that indicates that car and van drivers who drive 25,000 miles each year as part of their work are exposed to the same risk of being killed at work as those working in mining and quarrying. In addition, out of 3,500 road fatalities nationally every year, it is estimated that between 800 and 1,000 occur in crashes involving people who are at work at the time.

7.5.22 Managing Occupational Road Risk (MORR) is a key strategy to reducing road risk, casualties and their costs to employers. The Council is engaging with employers across the district to raise awareness of the need to include driving in risk assessments and that the most significant factors are risk taking behaviours, such as mobile phone use, driving whilst tired, or speeding. As a first step, and recognising their corporate responsibility with regard to vehicle safety at work, the council itself is piloting such a scheme, and is also engaging on a similar programme within the oil industry in Immingham.

### 7.6 Key Problems and Opportunities – an analysis of the issues

#### Table 7.6.1 Congestion Problems & Opportunities in NE Lincolnshire

<table>
<thead>
<tr>
<th>Problems</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Static annual slight casualty rate (BVPI99 z);</td>
<td>• Fall (since 1998) of child KSI casualties (BVPI99 y);</td>
</tr>
<tr>
<td>• Rise in car occupant casualties;</td>
<td>• Fall in all KSI casualties (BVPI99 x);</td>
</tr>
<tr>
<td>• Growing trend (since 1997) of casualties on powered 2 wheeled vehicles;</td>
<td>• Fall in pedestrian casualties;</td>
</tr>
<tr>
<td>• Recent reductions in capital expenditure resulting in LPSA target no longer being met;</td>
<td>• Private commercial/housing developments and other areas of private funding towards safety schemes;</td>
</tr>
<tr>
<td>• Established link between deprivation and poor road safety record, especially amongst children, reflecting national patterns.</td>
<td>• Transport Asset Management Plan;</td>
</tr>
<tr>
<td></td>
<td>• Restoration of funding levels to pre-formula spending levels;</td>
</tr>
<tr>
<td></td>
<td>• Growth in road safety education and training participation levels since 2004.</td>
</tr>
</tbody>
</table>
7.6.1 Table 7.6.1 above identifies some of the key challenges facing North East Lincolnshire in tackling road safety over the period of the second LTP and beyond.

7.6.2 North East Lincolnshire’s local road safety target for killed and seriously injured was not met in 2004. Whilst a reduction has been achieved in the total number of casualties, this is less than the target one-third reduction required to meet the target. The graph below shows the general downward trend in line with the desired trajectory until the divergence in 2004. The KSI figures for 2005 show a return to the downward trend and there is an opportunity to restore the overall trend and meet the national targets with the expressed desire of the authority to fund the LTP at pre-formula levels. (see 1.15)

**Chart 7.6.1: KSI casualties trends and trajectories**

7.6.3 This overall reduction in casualties has been achieved despite a doubling over the last 20 years (from the 1981-85 average) of the number of car occupant casualties, indicating the success of protecting vulnerable road users.

7.6.4 Running counter to these trends is a rise of approximately 14 per year in the rate of car occupant casualties.

7.6.5 More work also needs to be done to reverse the increase in child casualties, which will be a priority of the second Local Transport Plan.
Chart 7.6.2: Pedal cycle casualties trends and trajectories

Chart 7.6.3: Pedestrian casualties trends and trajectories
7.7 Road Safety Strategy Vision & Objectives

7.7.1 This second LTP for North East Lincolnshire is focussed on delivery of the long term vision for North East Lincolnshire.

7.7.2 The North East Lincolnshire Community vision is that, by 2022, we will

“By improving the physical appearance of the area and the quality of life for its residents, make North East Lincolnshire a place in which we are proud to live, work and welcome visitors.”

7.7.3 Tackling road casualty levels and improving safety, and therefore improving the health and quality of life of the people of North East Lincolnshire is one of the key actions that will enable the delivery of this vision.

7.7.4 Schemes are prioritised In order to improve road safety and achieve the road safety targets,

7.8 Action Plan

7.8.1 The North East Lincolnshire Road Safety Strategy has nine strands outlined below:

Engineering design to improve safety

7.8.2 With sustained levels of investment over the next five years, accident indicators are on track to meet 10 year targets and the Council intends to continue with its successful engineering programme.

7.8.3 Schemes targeted at safety are dealt with in the next section, but the Council also makes a significant contribution to road safety through its other transport programmes. All highways schemes are designed with safety in mind and, wherever possible, incorporate features such as improved kerb heights, dropped kerbs, anti-skid surfaces, safer alignments, and improved road markings. In addition, other transport schemes such as cycle facilities and bus quality partnership initiatives often incorporate features which support wider road safety objectives. These include narrowing of trafficked lanes, lighting at bus stops, and newer buses.

Local Safety Schemes

7.8.4 Local safety schemes will be developed to reduce crashes at cluster locations and to maximise value for money on routes that can complement safe routes to school programmes. Historically, emphasis has been given to treating accidents at single sites, identified using Police records of accident location. Whilst this form of action continues to provide a useful means of addressing accident problems it does not specifically tackle the growing problems of child casualties. Greater emphasis is to be given to area based and route actions, which will result in an increase in the number of traffic calmed and 20mph zones.

Figure 7.8.1 20mph Zone
7.8.5 The Council aims to create continuous safe routes for vulnerable road users throughout the district. To identify which areas are priorities, accident numbers will be compared on an area by area basis with weighting given to child casualties.

7.8.6 Action at single sites will be based on the established procedure so that resources are targeted at those sites with the highest number of accidents and casualties. All the accidents in the district where injury occurs and the Police are notified are correlated each year. Any location showing five or more accidents over the preceding three years, or three accidents in any one year, are listed for further analysis. Sites identified by accident clusters will be examined to see if there is an established pattern of accidents that can be effectively treated.

7.8.7 The Council also implement ‘mass action’ measures, where an intervention has known safety benefits, such as surface dressing or improved street lighting. Safety priorities are then fed into other programmes, such as maintenance to incorporate these preventative interventions where a potential benefit can be found.

7.8.8 The Council will continue to give priority to sites with the higher accident records. However, the sites with the worst accident records have already been tackled. This means that accident remedial schemes will become less effective as the sites that are being tackled now have fewer accidents, and so the reduction in the number of accidents at each site will be progressively less. Whilst this is to be welcomed, since it demonstrates success in reducing accidents, it will mean additional actions will have to be taken in order to maintain the same rate of annual casualty reduction. The Council therefore intends to complement engineering solutions with additional resources allocated to education and enforcement.

7.8.9 Even though their cost-effectiveness will be relatively reduced in future years, Local Safety Schemes will still present extremely good value for money. Compared to the cost of accidents occurring at a site, the cost of remedial works is very small. Typically, the cost of such a scheme will be less than a third of the cost of the accidents occurring in a single year.

**Safe Routes to Schools**

7.8.10 Much work has recently taken place in co-operation with school bodies, pupils and parents towards providing safer routes to schools in the area. The results of these exercises can be seen in the physical measures which provide a safer environment for pupils travelling to school. This work, involving local communities, is to continue and will be expanded to support local safety schemes and to address local concerns.

7.8.11 As well as engineering measures the initiatives have served to provide an avenue for road safety education and promotion within the schools. School safety zones, consisting of traffic-calming measures have now been implemented for all primary and secondary schools in the district in locations requiring such measures.

**Speed Management**

7.8.12 The North East Lincolnshire speed management strategy aims to ensure that drivers are aware of the speed limit where ever they are and that they drive or ride at or below the limit. The strategy applies a combination of engineering, education and enforcement to help to ensure that road users comply with the speed limit.
7.8.13 Historically speed limits have addressed problems in urban areas or the approaches to these, with little emphasis given to rural villages. In reaction to local concerns and the Government’s recent review of Speed Management Policy, rural villages have been, and will continue to be, prioritised works to bring about natural but lower speed limits than those presently existing. An example of this is the recently introduced 40mph limit near to Bradley village and the accompanying 20mph limit in the village itself. In urban areas the opportunity of introducing 20mph zones (with the appropriate traffic calming measures), especially in the vicinity of schools is to be pursued.

7.8.14 Enforcement is targeted at main traffic routes, where the speed limit is 40mph or lower, at sites having a proven accident problem related to speeding. By this means speeding on routes not suitable for traffic calming is addressed. This has taken place in conjunction with engineering measures to better emphasise the legal speed limit (such as the road marking alterations and cycle lane provision on the A46 Weelsby Road in Grimsby) which serve to alter drivers’ perceptions of certain main routes.

7.8.15 The table below summarises the priority assessment framework of the speed management strategy:

<table>
<thead>
<tr>
<th>Priority</th>
<th>Factors</th>
<th>Remedial Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High Incidence of Speed Related Road Traffic Injury Accidents plus High Incidence of Drivers Offending the Speed Limit</td>
<td>Mobile speed enforcement within a ‘signed area’ Traffic calming Publicity</td>
</tr>
<tr>
<td>2</td>
<td>High Incidence of Speed Related Road Traffic Injury Accidents plus Low Incidence of Drivers Offending the Speed Limit</td>
<td>Consider low cost engineering measures supported by publicity</td>
</tr>
<tr>
<td>3</td>
<td>Low Incidence of Speed Related Road Traffic Injury Accidents plus High Incidence of Drivers Offending the Speed Limit</td>
<td>Consider speed enforcement supported by publicity</td>
</tr>
<tr>
<td>4</td>
<td>Low Incidence of Speed Related Road Traffic Injury Accidents plus Low Incidence of Drivers Offending the Speed Limit</td>
<td>Publicity as part of road safety action campaign</td>
</tr>
</tbody>
</table>

**Speed camera partnership**

7.8.16 In April 2003 in response to the challenge laid out in the Government's Road Safety Strategy, a partnership was created between a number of agencies in the Humber region including North East Lincolnshire Council, North Lincolnshire Council, the Highways Agency, Hull City Council and Humberside Police. The aim of the partnership was to reduce the number of speed related accidents in the Humber region. In its first year of operation, Humberside Safety Camera Partnership identified and enforced the speed limit at 68 core sites across the Humber region. This has now risen to 85 core sites.

7.8.17 There were 11 sites commissioned in North East Lincolnshire in the first year of the Partnership. These sites have experienced a 23% reduction in the number of people killed or seriously injured and there has been a 30% reduction in the number of injury accidents. Two additional sites were added in the partnership’s second year which resulted in a 100% reduction in total number of people killed or seriously injured at these sites. We also have
the first site installed in a location where speeds are within enforcement schedules, the site was introduced as a result of concerns raised by the local community following a number of serious accidents on this route.

7.8.18 Cameras are presently located at the following points around North East Lincolnshire:

- A18 Barton Street North
- A18 Barton Street Central
- A18 Barton Street South
- A180 Great Coates Junction
- Cleethorpes - Clee Road
- Grimsby – Cromwell Road
- Grimsby – Great Coates Road
- Grimsby - Laceby Road
- Grimsby – Louth Road
- Grimsby – Waltham Road
- Grimsby - Weelsby Road
- Humberston - Tetney Road
- Immingham – Pelham Road

7.8.19 North East Lincolnshire remains committed to the work of the Safety Camera Project in reducing the number of casualties arising through speed related collisions. It is recognised that the Project provides a cost effective contribution to the local casualty reduction targets and consequently will continue to support the work of the Project. We will examine ways of working in closer partnership and joint working practices to deliver further and improved road safety initiatives.

**Behavioural change programmes**

7.8.20 The road safety strategy aims to target categories of drivers that are at risk, therefore most likely to contribute to the cause of a crash through their risk taking behaviour. For example this includes young adult male drivers, high mileage occupational drivers, and older drivers.

7.8.21 The role of education is central to the overall strategy to reduce danger. The North East Lincolnshire approach will be to combine behavioural change and education with investment in engineering led solutions to maximise overall impact on casualty reduction and provide value for money.
7.8.22 The Council will continue to distribute the DfT ‘Think!’ campaign materials, and will also run its own local campaigns with partner organisations, managing occupation road risk, speeding and child safety.

**Training for vulnerable road users**

7.8.23 Road safety training and education is an important aspect of delivering LTP2 in North East Lincolnshire. Much of this training is delivered in partnership with schools, colleges and other organisations such as the Fire and Rescue Service. These training activities across the district enable vulnerable road users to reduce their exposure to risk and their ability to handle road risk.

7.8.24 The principle activity is in child cycle training within schools. Significant growth in the numbers of children being trained has been delivered since 2004, when only four schools participated. Now 26 of the 44 schools participate. This is presently being delivered to RoSPA level 2, with a mixture of on and off road training. The council is working towards the introduction of the National Standard training.

7.8.25 In addition, some level 3 training is delivered to 16-19 year olds to help with access to further education, and new pedestrian skills training is being introduced in 2006 for key stage 1 pupils.

7.8.26 The Council also provide road safety training for wheelchair users.

**Improving infrastructure for vulnerable road users**

7.8.27 There is great potential to increase the number of people who cycle and walk. This will benefit the community in many ways; most importantly, it will improve the public health. Regular and moderate physical activity, such as walking or cycling, is known to help reduce obesity, heart disease, stroke, cancer and diabetes and maintain good mental health. By increasing the number of people who cycle or walk, we also reduce the number of cars that pollute the air we breathe.

7.8.28 Our full range of interventions in this LTP are designed to provide the infrastructure, information, training, marketing and safe conditions necessary to encourage more people to cycle or walk for journeys for work, school or leisure. Improving the accessibility and condition of Public Rights of Way will also encourage more people to walk as a leisure activity, opening up the countryside to the public, whilst providing alternative safe routes for vulnerable road users. Appendix 5 provides progress on the Public Rights of Way Plan which is currently under development.
7.8.29 Measures designed to impact on this include:

- Improve road safety for pedestrians
- Increase pedestrian priority crossing facilities
- Identify and improve convenient walking routes for residents
- Pedestrian training in schools.
- Improve road safety for cyclists
- Provide off road tracks
- Provide cycle lanes
- Improve connection to NCN
- Safe routes to schools
- Cycle training for children
- Cycle training for adults

**Safety through better planned maintenance**

7.8.30 Good maintenance of transport infrastructure makes a major contribution to safety on the road network. Swift response to emergency repairs will reduce the chance of crashes and, for planned maintenance a strategic approach will provide the best use of the resources available for maintaining assets. The indicators adopted to measure performance in maintenance have been chosen accordingly. The Council will complete its initial Transport Asset Management Plan by the end of July 2005 and continue to undertake safety audits to identify hazards before schemes are built.

7.9 Monitoring and Targets

**Justification**

7.9.1 The safety indicators are based on data collected from the local police. The targets are set based on experience from LTP1 and best practice. In previous years accident interventions have been targeted towards particular locations were there is a high frequency of accidents and the accident statistics are monitored continuously in order to identify these areas. However more recently accident data has shown that the geographical distribution of accidents is less focused on particular areas. With this in mind for future years and particularly for LTP2 there will be a greater emphasis on education as a method of reducing accidents, both through schools and publicity campaigns. This is reflected in the target setting for these indicators and the graphs below show recent trends in accidents compared with accident reduction targets.

**Accident KSI.**

7.9.2 The graph below shows the trend in local KSI accident data from 1992. It suggests that without any further intervention accident figures would remain at around 128 per annum.
Chart 7.9.1i : Long term KSI Trend

7.9.3 The trajectory for this target takes into account that there tends to be cyclic with a peak every three years, for this reason NELC have adopted a three year rolling average in line with Monitoring guidance.

**Slight Casualties.**

7.9.4 The number of slight casualties is has fallen significantly since 2000. Without intervention it is likely that the number would continue to fall, although gradually less each year, levelling off by around 2010. It is probable that this indicator most closely reflects the success of road safety education.

Chart 7.9.1: Slight Casualties 3 year moving average

**Key Actions**

7.9.5 Interventions designed to have a direct impact on these indicators include:

- Local safety schemes
- Road Schemes (Pedestrian Improvements)
- Pedestrian crossing facilities
- Village Speed Limits
- Motorcycle Safety Schemes
- Traffic calming
- 20mph zones
- Safer routes to school
- Road safety education
- Low cost safety measures

**Targets**

7.9.6 To reduce the number of killed or seriously injured (all ages) from 140 (annual KSI casualties) the average for the baseline period of 1994-98 to 84 in 2010/11. This represents a 40% reduction from 1994-98. Data is based on Police data of reported injury collisions (BVPI 99).

7.9.7 It is forecast that without intervention, KSI figures would increase to 145 by 2010/11.

**Chart 7.9.2: LTP2 KSI Trajectory**

7.9.8 To reduce the total number of children killed or seriously injured from 34 (annual Child KSI casualties) the average for the baseline period of 1994-98 to 16 in 2010/11. This represents a 53% reduction from 1994-98. Data is based on Police data of reported injury collisions (BVPI 99).

7.9.9 It is forecast that without intervention, the Child KSI figure would be 34 by 2010/11.
7.9.10 To reduce the number of slight injuries (all ages) per vehicle km from 739 (annual slight casualties) the average for the baseline period of 1994-98 to 665 in 2010/11. This represents a reduction of 10% from 1994-98. Data is based on Police data of reported injury collisions (BVPI 99). Our performance last year was better than our target for 2010/11. A new method used by the police to report slight casualties is believed to have had an impact on the number of reports. It is anticipated that this sharp decrease will not be sustained and that the proportion of reported incidents will return to normal levels.

7.9.11 It is forecast that without interventions the Child KSI figure would be 765 by 2010/11.

Chart 7.9.4: LTP2 Slight Casualties Trajectory
7.10 Summary of Safer Roads Indicators and Interventions

7.10.1 Table T7.10.1 includes all Safer Roads indicators and the interventions designed to impact upon them. Further detail on all indicators, targets and monitoring is included in Chapters 12 and 13.

7.10.2 Highway maintenance contributes significantly to Road Safety, and is included within the Safer Roads element of the LTP2 programme. Maintenance indicators likewise are included within this chapter.

Table 7.10.1: Summary of Indicators and Interventions

<table>
<thead>
<tr>
<th>Safer Roads Indicators</th>
<th>Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>M4</strong></td>
<td><strong>M4.1</strong> Local safety schemes</td>
</tr>
<tr>
<td><strong>M4.2</strong> Road schemes(pedestrian improvements)</td>
<td></td>
</tr>
<tr>
<td><strong>M4.3</strong> Pedestrian crossing facilities</td>
<td></td>
</tr>
<tr>
<td><strong>M4.4</strong> Village speed limits</td>
<td></td>
</tr>
<tr>
<td><strong>M4.5</strong> Pedestrian crossing facilities</td>
<td></td>
</tr>
<tr>
<td><strong>M4.6</strong> Targeted motorcycle safety schemes</td>
<td></td>
</tr>
<tr>
<td><strong>M4.7</strong> Provision / improvement of lane signing for motorcycles</td>
<td></td>
</tr>
<tr>
<td><strong>M4.8</strong> Allow motorcycles to use bus lanes</td>
<td></td>
</tr>
<tr>
<td><strong>M5</strong></td>
<td><strong>M5.1</strong> Traffic calming</td>
</tr>
<tr>
<td><strong>M5.2</strong> 20mph zones</td>
<td></td>
</tr>
<tr>
<td><strong>M5.3</strong> Safer routes to school</td>
<td></td>
</tr>
<tr>
<td><strong>M5.4</strong> Road safety education</td>
<td></td>
</tr>
<tr>
<td><strong>M6</strong></td>
<td><strong>M6.1</strong> Low cost safety measures</td>
</tr>
<tr>
<td><strong>M9</strong></td>
<td>Footway condition</td>
</tr>
<tr>
<td><strong>M1</strong></td>
<td>Principal road condition</td>
</tr>
<tr>
<td><strong>M2</strong></td>
<td>Non Principal road condition</td>
</tr>
<tr>
<td><strong>M3</strong></td>
<td>Unclassified road condition</td>
</tr>
<tr>
<td><strong>L7</strong></td>
<td>emergency repairs to highways</td>
</tr>
</tbody>
</table>

Maintenance Indicators

- **M9** Footway condition
- **M1** Principal road condition
- **M2** Non Principal road condition
- **M3** Unclassified road condition
- **L7** emergency repairs to highways

TAMP and Maintenance Interventions

See Programme in Chapter 11
8 Better Air Quality

8.1 Introduction

8.1.1 Local air pollution is defined as air pollution which is attributable to a local polluting source. Road transport is a major source of local air pollution particularly in urban areas, for example road transport is accountable for over half of nitrogen dioxide total emissions. The continuing increase in car ownership has led to a fundamental change in the travelling patterns of average households. Road transport therefore needs to be the main focus to improve local air quality.

8.1.2 In the UK the average number of days when air pollution exceeds standards has decreased over the last decade. In urban areas moderate or high pollution has fallen steadily from 59 days in 1993 to 20 days in 2002, but then rose again to 50 days in 2003. The number of pollution days can fluctuate from year to year as the weather changes. The main cause of air pollution in urban areas is particles.

8.1.3 In rural areas, the figure for 2003 was 63 days on average per site, compared with 30 in 2002. The number of days has fluctuated from one year to the next, between 21 days in 1987 and the 2003 figure, without any clear trend. This reflects the variability in levels of ozone, the main cause of pollution in rural areas. More ozone is produced in hot, sunny weather, as was the case during 2003.1

8.1.4 Concentrations of pollutants such as nitrogen dioxide, sulphur dioxide, carbon monoxide and particles have reduced in the past decade due to a combination of tighter emission standards on industrial processes, cleaner fuels and new technologies.

8.1.5 Vehicular emissions do disperse quickly with increasing distance away from the road but individuals using or living near to them will inhale air tainted with these emissions. Research has suggested that car drivers are exposed to greater levels of emissions than cyclists or pedestrians. In terms of pollution per vehicle it is estimated that a car built today produces around 5% of the emissions of local air pollutants of a car manufactured in the 1970’s (Environmental Impacts of Road Vehicles in Use, Cleaner Vehicles Task Force, July 1999).

1 Environment Agency 2006
8.2 Policy Context

8.2.1 Clean air is an essential ingredient of a good quality of life. People have a right to expect that the air they breathe will not harm them yet a recent government report has shown that poor air quality is contributing to the premature death of up to 65 people a day, 24,000 people a year in the UK (Environmental Impacts of Road Vehicles in Use, Cleaner Vehicles Task Force, July 1999).

8.2.2 The Euro standards for vehicle emissions have been in force since December 1992. The stringency of these standards has increased over time. The reduction of the lead content and the eventual withdrawal of 4 star petrol in January 2000 have resulted in drastic reduction in levels of toxic lead in the air. The government is actively promoting the uptake of cleaner alternative fuels, such as liquid petroleum gas and more sustainable transport.

8.2.3 The Air Quality Strategy for England, Scotland, Wales and Northern Ireland was published in 2000, this strategy sets objectives for the 8 main air pollutants to protect health. The strategy also sets objectives to protect vegetation and ecosystems. The 8 pollutants covered in the strategy are; benzene, 1,3-butadiene, carbon monoxide, lead, nitrogen dioxide, ozone, particles (PM10) and sulphur dioxide. These pollutants are monitored where people are regularly present and might be exposed to air pollution.

8.2.4 Part IV of the Environment Act 1995 contains a set of air quality standards, where local authorities do not expect to meet the objectives they can declare an Air Quality Management Area. This places a legal duty on the council to improve air quality and demonstrate that it is actively pursuing the objectives. The main purpose of this is to deal with any pollution hotspots in which members of the public are exposed to air quality below the required standard.

8.2.5 In February 2003 new guidance was issued to local authorities for the purpose of continuing the local air quality management process, additional review and assessments are scheduled for 2006 and 2009.

8.2.6 North East Lincolnshire has not declared any Air Quality Management Area, although a number of locations within the borough are close to air quality thresholds, particularly Riby Square junction on Cleethorpe Road, Grimsby discussed in more detail later.

### Table 8.2.1 Links between Air Quality Strategy & Community Strategy

<table>
<thead>
<tr>
<th>Community Strategy Vision Outcomes</th>
<th>How the Air Quality Strategy can Contribute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live in a safe and clean environment</td>
<td>• To develop consult on and implement new initiatives to improve air quality</td>
</tr>
<tr>
<td></td>
<td>• To facilitate the uptake of cleaner alternative fuel powered vehicles and vehicle emission abatement technologies.</td>
</tr>
<tr>
<td></td>
<td>• To incorporate air quality consideration in all relevant council operations as well as lead by example in the pursuit of air quality improvements</td>
</tr>
<tr>
<td></td>
<td>• To continually improve the council’s ability to monitor assess and report on air quality</td>
</tr>
<tr>
<td>Children &amp; Young People make informed, safe and healthy choices</td>
<td>• To increase general awareness of air quality, the resultant health implications and how the individual impacts can be reduced.</td>
</tr>
<tr>
<td>Adults &amp; families enjoy good health and lead a healthy lifestyle</td>
<td>• To increase general awareness of air quality, the resultant health implications and how the individual impacts can be reduced.</td>
</tr>
</tbody>
</table>

8.2.8 North East Lincolnshire Local Development Framework supersedes the Local Plan document. It is the intention of the framework that land use planning in the area actively promotes the use of sustainable forms of transport and patterns of development, which reduce the need to travel. It is therefore closely linked with air quality and via one of its spatial objectives “to deliver safe, accessible and attractive environments that balance the protection of the natural and historic environment with the development and regeneration needs of the borough”. In achieving this objective it will be necessary to consider air quality.

### 8.3 Climate Change and Greenhouse Gases

8.3.1 Greenhouse gasses and the effects of climate change are dealt with in Chapter 9 – Quality of Life.
8.4 LTP1 Air Quality Achievements

8.4.1 APR 5 reported baseline levels of NO₂ had reduced by nearly 20% between 2000 and 2004/5. This was considered to be well on track to meet the National standards.

8.4.2 LTP1 has seen a slowing of the annual growth in traffic. This was running at 2% per annum prior to LTP1. In the first four years of LTP the rate of traffic growth has, whilst fluctuating, been consistently reduced to below 2% per year.

8.4.3 Over the period of the LTP1 a number of schemes had initial success at improving air quality including a Quality Bus Partnership on the A16 corridor, a Quality Freight Partnership between interested stakeholders within the freight scene and Local Government and the introduction of an urban traffic control system which uses SCOOT. This helps to smooth traffic flow, thus reducing congestion and traffic pollution in the area.

8.5 Air Quality Issues in NE Lincolnshire

8.5.1 Air quality in North East Lincolnshire is generally very good. Much of the borough is rural, as is the surrounding area. The wide Humber estuary adjoins the area to the north and west. Some of the urban areas, however, are subject to high levels of pollution. The Council is committed to tackling air quality to ensure that one or two pollution hotspots do not escalate to three, four or even more in the future.

8.5.2 The initial air quality review and assessment by the council in 2000 found that the standard for nitrogen dioxide would probably not be met by 2005 in one specific area (Riby Square on the A180 Cleethorpes Road). The Council positioned a monitoring station at this location in 2001 to gather more accurate information. The review in 2003 was therefore able to utilise this detailed assessment using dispersal modelling software and in 2004 it was decided that it was not necessary to declare an AQMA. Although the modelling demonstrated that the annual standard mean for NO₂ would be exceeded in 2005, the breach of the annual standard was very small, and significant sections of Cleethorpe Road were borderline.

8.5.3 More recent analysis suggests air quality around the port of Immingham is declining, with levels of particulates, particularly, increasing. Sources of PM10's include the large volumes of heavy goods vehicles transporting freight to and from the port, and dust from coal stockpiled on the docks.
8.5.4 The Update and screening assessment in 2003 also identified the following locations as needed detailed assessment:

Table 8.5.1: Sites for further Air Quality assessment

<table>
<thead>
<tr>
<th>Location</th>
<th>Pollutant</th>
<th>Major Pollutant Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kings Road/Pelham Road junction, Immingham</td>
<td>Nitrogen Dioxide, Sulphur Dioxide</td>
<td>Traffic, Shipping</td>
</tr>
<tr>
<td>Welholme Road Grimsby</td>
<td>Nitrogen Dioxide, PM10</td>
<td>Traffic</td>
</tr>
<tr>
<td>Victoria Street North Grimsby</td>
<td>Nitrogen Dioxide, PM10</td>
<td>Traffic</td>
</tr>
<tr>
<td>Pasture Street (East of Hainton Avenue)</td>
<td>Nitrogen Dioxide</td>
<td>Traffic</td>
</tr>
<tr>
<td>Bargate, Grimsby</td>
<td>Nitrogen Dioxide</td>
<td>Traffic</td>
</tr>
<tr>
<td>Freeman Street, Grimsby</td>
<td>PM19</td>
<td>Traffic</td>
</tr>
</tbody>
</table>

8.6 Key Problems & Opportunities

8.6.1 From the above it is clear that Riby Square and the Immingham Port area present the most challenging air quality problems in North East Lincolnshire. As at March 2006, both sites give rise for concern, as pollutant levels are rising towards acceptable thresholds. Traffic growth is predicted, particularly around port areas.

8.6.2 The Council will continue to carry out monitoring and analysis at the sites of greatest concern. Actions being taken to improve air quality in these areas, and across the borough, are listed in Table 8.5.1.

Table 8.6.1 Air Quality, Key Problems and Opportunities

<table>
<thead>
<tr>
<th>Problems</th>
<th>Opportunities and Action being taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pollutants at some localities at or close to National standard thresholds</td>
<td>Monitoring of pollution hotspots</td>
</tr>
<tr>
<td>Predicted increase in traffic growth in urban areas</td>
<td>Traffic management measures linked to urban renaissance programme</td>
</tr>
<tr>
<td>Predicted increase in traffic growth in association with port expansion</td>
<td>Freight Quality Partnership</td>
</tr>
<tr>
<td>North and North East Lincolnshire are making significant contribution to national Greenhouse gas emissions</td>
<td>Improved marketing of transport services to encourage modal switch to more sustainable modes</td>
</tr>
<tr>
<td></td>
<td>Bus Quality Partnerships</td>
</tr>
<tr>
<td></td>
<td>Raise awareness of health implications of poor air quality</td>
</tr>
</tbody>
</table>
8.7 Partnership Working

8.7.1 In order to develop the Air Quality Strategy a working group was established. This was made up of officers from various departments of the council including environment control, transport and energy policy, environmental planning, procurement consultancy, business support, economic development board, accountancy and technical, corporate development, engineering services and works services. In addition members of the Environment Agency, Humber Chemical Focus, British Lung Foundation and Environmental Assistance (a local environmental charity) were included. This working group has expanded to include local business representatives and members of the public. The group meet regularly and act as a sounding board and primary means of consultation in relation to air quality improvement schemes.

8.8 Air Quality Objective

8.8.1 North East Lincolnshire Council intends to build on the Community Strategy long term vision of “improving the physical appearance of the area and the quality of life for its residents” and the common objective of “living in a safer and cleaner environment”. Over the period of the LTP North East Lincolnshire will increase general awareness of air quality, the resultant health implications and how the individual impacts can be reduced. North East Lincolnshire also intends to monitor a number of locations where pollution levels are felt to be close to the air quality thresholds.

8.9 Action Plan

Table 8.9.1: Air Quality Action Plan

<table>
<thead>
<tr>
<th>Issue</th>
<th>Interventions</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic growth in urban areas</td>
<td>• Continue to develop the core network of high frequency reliable bus services to key facilities &amp; services. See bus strategy for proposals for developing Quality Bus Corridors.</td>
<td>Bus operators NELC</td>
</tr>
<tr>
<td></td>
<td>• Develop Express tram-bus system proposals</td>
<td>Bus operators</td>
</tr>
<tr>
<td></td>
<td>• Develop park and ride proposals for Grimsby</td>
<td>Bus operators Developers</td>
</tr>
<tr>
<td></td>
<td>• Develop direct and safe pedestrian links to key facilities and services, particularly from deprived areas.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Continue to develop direct and safe cycle links to key facilities &amp; services, particularly from deprived areas.</td>
<td>Employers Retailers Train operators Developers</td>
</tr>
<tr>
<td></td>
<td>• Continue to work with employers and facility providers to ensure that secure cycle parking is provided at major attractors (including employment sites, rail &amp; bus stations, health facilities, education facilities, and so on).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Continue to produce public transport, walking and cycling map guides, focusing on access to key facilities and services. Include multi-operator &amp; DRT information.</td>
<td>Bus operators</td>
</tr>
<tr>
<td>Issue</td>
<td>Interventions</td>
<td>Partners</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>Traffic growth in urban areas</td>
<td>• Continue to work with employers to develop travel plans to improve access by all modes of transport.</td>
<td>Employers</td>
</tr>
<tr>
<td>(continued)</td>
<td>• Continue to work with schools to develop travel plans and safe routes to school to improve access by all modes of transport.</td>
<td>Schools</td>
</tr>
<tr>
<td></td>
<td>• Develop traffic management measure as part of Grimsby town centre urban renaissance and Cleethorpes IDP</td>
<td>Yorkshire Forward</td>
</tr>
<tr>
<td>Traffic growth associated with</td>
<td>• Continue to support the local Freight Quality Partnership</td>
<td>Freight operators and hauliers</td>
</tr>
<tr>
<td>port expansion</td>
<td>• Continue to work with employers to develop travel plans to improve access by all modes of transport.</td>
<td>Employers</td>
</tr>
<tr>
<td></td>
<td>• Work with the Highways Agency through the local/ regional partnership to deliver the A160/A180 Improvements</td>
<td>Highways Agency Regional Assembly North Lincolnshire</td>
</tr>
<tr>
<td>Pollutants at some localities at</td>
<td>• Monitor pollution hotspots</td>
<td>Air Quality Strategy working group</td>
</tr>
<tr>
<td>or close to National standard</td>
<td>• Develop traffic management measure as part of Grimsby town centre urban renaissance and Cleethorpes IDP</td>
<td>Yorkshire Forward</td>
</tr>
<tr>
<td>thresholds</td>
<td>• Awareness campaign of health implications of poor air quality</td>
<td>PCT</td>
</tr>
<tr>
<td>Greenhouse gas emissions</td>
<td>Work within the Freight Quality Partnership, public bus operators and others will proceed to reduce the impact of activities within North East Lincolnshire.</td>
<td>FQP Bus operators</td>
</tr>
</tbody>
</table>

### 8.10 Monitoring & Targets

**Evidence**

8.10.1 Air quality is measured by monitoring key pollutants. If pollutant levels rise towards threshold set by DEFRA, action to stabilise or reverse the situation is considered. The real-time monitoring data from the monitoring station at Riby Square confirmed a predicted breach of the 2005 annual mean National Air Quality Standard for Nitrogen Dioxide. Adjacent properties are currently occupied demonstrating relevant exposure. Consequently, a recommendation was made to DEFRA to declare an AQMA at or within the vicinity of certain properties on Cleethorpe Road near Riby Square.

8.10.2 DEFRA accepted the Update and Screening Assessment (USA) report but highlighted concerns in the modelling work carried out previously and the fact that the monitoring had been carried out in the middle of the road rather than at the façade of the relevant properties. They therefore recommended that an AQMA was not declared at this stage but that the Council should proceed to Detailed Assessment and thus carry out additional...
dispersion modelling and monitoring. This work is currently being undertaken by consultants employed by North East Lincolnshire Council.

**Key actions**

8.10.3 Since the most significant contributor to poor air quality is congestion, those interventions targeted towards tackling congestion will have the most significant influence on maintaining air quality:

- Car park messaging
- Road sign improvements
- Traffic signals
- School travel plans
- Promote car sharing through employers
- Park and share sites
- Dedicated parking for car sharers
- Real time journey information on congested routes
- Allow car sharers to use bus lanes (HoV)
- Internet based car sharing software.
- Other interventions aimed at tackling congestion and reducing traffic flows.

**Target**

8.10.4 To maintain air quality at it’s current level preventing any further deterioration through measures to control congestion.

8.10.5 It is forecast that with no intervention we would experience a gradual increase in No2 levels to 45 by 2010/11.

**Chart C8.10.1 Air Quality at AQMA**
8.11 Summary of Air Quality Indicators and Interventions

8.11.1 Table T8.11.1 shows the LTP Air Quality indicators and the interventions designed to impact upon them. Further detail on all LTP indicators, targets and monitoring is included in Chapters 12 and 13.

8.11.2 There is no greenhouse gas target within LTP2, but it will continue to be monitored and will form one of the “operational indicators”, which will be taken into account in reviews of LTP2.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>M17 Air quality – pollutant levels</td>
<td>M17.1 Monitor and feed into reviews LTP2 programme considering impact of other LTP2 interventions.</td>
</tr>
<tr>
<td></td>
<td>Work with partners to maintain pollutants within acceptable threshold levels.</td>
</tr>
<tr>
<td></td>
<td>Traffic management interventions listed against other indicators – see 8.10.3 above.</td>
</tr>
<tr>
<td>Greenhouse Gasses – pollutant levels (see also Chapter 8)</td>
<td>Monitor and feed into reviews LTP2 programme considering impact of other LTP2 interventions.</td>
</tr>
<tr>
<td></td>
<td>Work with partners to maintain pollutants within acceptable threshold levels.</td>
</tr>
</tbody>
</table>
| | Traffic management interventions listed against other indicators – see 8.10.3 above.
9 Quality of Life (QoL)

9.1 Introduction

“The Quality of people’s lives depends not only on what the area looks like; the physical appearance of a place, but on a sense of well being”

Shaping the Future, North East Lincolnshire Council

9.1.1 Quality of life in North East Lincolnshire is influenced by a range of different issues including transport. Issues important to quality of life in the district include community safety, the health of the community, the quality of public spaces, the sustainability and prosperity of local communities, landscape and bio-diversity, noise and climate change.

9.1.2 The Regional Spatial Strategy for Yorkshire and Humber establishes a shared vision for the region. One of the underlying objectives of this is to ensure a “first class quality of life” for people within Yorkshire and Humber. This will be achieved through a socially cohesive and inclusive region with the capacity, resources and equitable access to the quality services needed to live well.

9.1.3 This local transport strategy shares a vision with the North East Lincolnshire Community Strategy:

“By improving the physical appearance of the area and the quality of life for its residents, make North East Lincolnshire a place in which we are proud to live, work and welcome visitors”

9.1.4 This vision emphasises the importance of quality of life and quality of the environment in the necessary regeneration of the area. Improving the quality of life in North East Lincolnshire through economic and social regeneration is paramount in delivering the local vision. Its importance is reflected in the priorities within this Plan.

9.1.5 Quality of Life issues are the key to the Community Strategy. Alongside Tackling Congestion, Delivering Accessibility, Safer Roads, and better Air Quality, we intend to invest in measures which deliver improved Quality of Life for the people of North East Lincolnshire. LTP2 aims to deliver QoL outcomes by:

- reducing crime and the fear of crime on the transport network;
- improving cycling and walking environments, including on public rights of way, to promote healthy lifestyles;
- improving town centre pedestrian environments;
- reducing the impact of HGV’s in residential areas.
Table 9.1.1 Links between Community Strategy & Quality of Life Agenda

<table>
<thead>
<tr>
<th>Community Strategy Vision Outcomes</th>
<th>How Improving Quality of Life Can Contribute</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Live in a safe and clean environment (CO1)</td>
<td>• Reducing fear of crime and increasing personal security</td>
</tr>
<tr>
<td></td>
<td>• Providing quality public spaces</td>
</tr>
<tr>
<td>• Children are born healthy and thrive (QoL1)</td>
<td>• By supporting healthy communities through encouraging walking and cycling</td>
</tr>
<tr>
<td>• Children and Young People make informed, safe and healthy choices (QoL3)</td>
<td>• By supporting healthy communities through road safety measures</td>
</tr>
<tr>
<td>• Children and Young People live in a safe and supportive community (QoL4)</td>
<td>• By supporting sustainable and prosperous communities</td>
</tr>
<tr>
<td></td>
<td>• Increasing community safety through lighting and security initiatives</td>
</tr>
<tr>
<td>• Adults &amp; families enjoy good health and lead a healthy lifestyle (QoL7)</td>
<td>• By encouraging walking and cycling</td>
</tr>
<tr>
<td>• Adults &amp; families live in a safe and supportive community (QoL8)</td>
<td>• Increasing feeling of safety through lighting and interventions</td>
</tr>
<tr>
<td>• Adults and families have improved employment opportunities</td>
<td>• Supporting sustainable and prosperous communities through support for economic growth and improvements in access to jobs</td>
</tr>
</tbody>
</table>

9.1.6 Quality of life for people in North East Lincolnshire will be improved by interventions designed to deliver the other shared priorities. The same is true of interventions designed specifically to meet these locally identified quality of life objectives. For example, the Accessibility Priority, and Inform and Encourage will improve health through providing access to health services, and by encouraging schools to develop travel plans which promote exercise through walking and cycling to school. Likewise, Quality of Life will serve Accessibility by reducing fear of crime as a barrier to travel.

9.1.7 The environment is an important component of Quality of Life. The Strategic Environmental Assessment identified the potential to better consider the impact of the LTP on the landscape and townscape, on the preservation of historic resources, on water, on material assets (e.g. use of fossil fuels), and on biodiversity.

9.1.8 These issues have a role to play in the delivery of the LTP2 and are largely cross-cutting in nature. In delivering the commitments of the LTP2, the environment will be proactively considered. This will be achieved by way of consultation with expertise that is both internal and external to the Council before schemes and interventions are presented.
9.2 LTP1 Achievements

9.2.1 Substantial progress was made during LTP1. Indicators which relate to quality of life issues and their progress are summarised below:

- The number of cycling trips made increased by 4.8%
- The number of deaths and serious injuries reduced by 1.5%
- The number of children killed and seriously injured reduced by 14%
- The amount of walking activity increased by 5% up to 2003/4
- Number of pedal cycle injuries reduced by 8.5%
- Number of pedestrian casualties reduced by 21%

9.3 Community Safety, Personal Security, and Crime

9.3.1 North East Lincolnshire’s Community Strategy identifies that crime, and fear of crime is a major concern for local people. This is reflected in the Community Strategy objective that “Adults and families live in a safe and supportive community”.

9.3.2 Since 1997 reported crime has fallen in England and Wales by 27%. The chances of becoming a victim of crime are currently at the lowest for 20 years. However the perception of safety and fear of crime are not always linked to the incidence of reported crime. Fear of crime can be triggered by a number of factors including:

- Personal experience of crime
- Lack of awareness about crime risk
- Feelings of powerlessness
- Lack of confidence in the police and criminal justice system
- Lack of community spirit
- Poor lighting, litter, graffiti and other aspects of the physical environment.

9.3.3 Fear of crime can have a substantial impact on quality of life. Parents may restrict their children’s freedoms and independence, and older people may limit their movements. In short a high level of fear of crime may restrict people unnecessarily, reduce community cohesion and lead to social isolation.

9.3.4 The number of crimes reported in North East Lincolnshire has followed the national trend and has been falling over recent years. Much of this reduction has been attributed to locally targeted initiatives. There is currently no reliable data on perceptions of crime from North East Lincolnshire, but it is generally considered that in North East Lincolnshire fear of crime exceeds actual risk and that perceptions vary across social and demographic groups.

Key Problems & Opportunities

9.3.5 See Table T9.3.1 below.

Transport’s contribution

9.3.6 Crime and fear of crime on transport systems can have a major effect on people’s willingness to travel and ability to access jobs and key services. People feel more at ease walking, cycling, using public transport and taxis if they are not concerned about their personal security. Addressing crime and fear of crime can therefore improve accessibility
and promote modal switch to more sustainable modes. Security issues are often highlighted at night so addressing safety concerns relating to travelling at night, such as poorly lit waiting facilities, may benefit the night time economy of an area.

9.3.7 The interventions included in this local transport plan aim to address concerns relating to personal safety when out at night. This will be done through improved lighting and security features such as CCTV.

Table 9.3.1: Community Safety: Key Problems and Opportunities

<table>
<thead>
<tr>
<th>Problems</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fear of crime on the transport network is a barrier to travel and inclusion</td>
<td>Design of town centre improvements will include security features to combat anti-social behaviour</td>
</tr>
<tr>
<td>Town centre anti-social behaviour is a barrier to developing the night-time economy</td>
<td>Targeted improvements to street lighting have had crime reduction effects</td>
</tr>
<tr>
<td>Poorly lit neighbourhoods are seen as dangerous at night</td>
<td>Crime prevention measures such as street lighting improvements make residents less fearful of crime or more confident of their own safety at night</td>
</tr>
<tr>
<td>High level of concern expressed in recent household surveys in relation to personal safety when out at night</td>
<td>There is evidence that street lighting improvements can contribute to reducing crime during daytime as well as night time.</td>
</tr>
<tr>
<td>Approximately 60% of the authority’s street lighting does not meet the current road lighting standard</td>
<td>Street lighting improvements can contribute significantly to improving residents’ confidence when walking, cycling or using public transport at night</td>
</tr>
<tr>
<td>Poor street lighting is a significant factor in the public’s perception of the fear of crime</td>
<td></td>
</tr>
</tbody>
</table>

9.4 Healthy Communities

9.4.1 At a national level, Tackling Health Inequalities: A Programme for Action has been produced by the Department for Health, and outlines a number of ways in which transport policies can help reduce health inequalities including improving access to health care, and access to healthier food.

9.4.2 The average life expectancy for males in North East Lincolnshire is 74 years and for females is 79 years. Currently North East Lincolnshire lies within the lowest fifth of all English local authorities for life expectancy for males and in the second lowest fifth for females. This average masks marked inequalities in life expectancies of our local residents. Analysis at ward level reveals a 14 year gap between the average life expectancy of women living in the most affluent wards and men in the most deprived wards in North East Lincolnshire Council.

9.4.3 Some factors associated with lower life expectancy cannot be prevented. Others can be avoided. The North East Lincolnshire Community Strategy outlines a number of
interventions as likely to have an impact on life expectancy in the short to medium term, the
ones of relevance here are:

- Identifying risk factors such as poor diet and poor exercise
- Increasing road safety to reduce the number of serious road casualties and death

9.4.4 This element of the strategy is closely aligned with the quality of life objectives within the Community Strategy to encourage children and young people to make informed, safe and healthy choices and objective 7 for adults and families to enjoy good health and lead a healthy lifestyle. LTP2 seeks to engage all ages in playing their part by choosing travel modes which provide healthy exercise.

**Key Problems & Opportunities**

Table 9.4.1 Healthy Communities, key Problems and Opportunities

<table>
<thead>
<tr>
<th>Problems</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low proportion of cycle journeys (modal share around 5%)</td>
<td>Encourage more travel by bike and foot</td>
</tr>
<tr>
<td>Moderately high level of cycling accidents.</td>
<td>Increase use of Rights of Way</td>
</tr>
<tr>
<td>Incomplete cycle network</td>
<td>Statutory requirement for highway authorities to publish Rights of Way Improvement Plan (ROWIP) by November 2007</td>
</tr>
<tr>
<td>Some cycle facilities conflict with congestion priority</td>
<td>Feedback from consultation for ROWIP to inform business case for rights of way maintenance and improvements</td>
</tr>
<tr>
<td>Resistance to alternative forms of transport</td>
<td>Local tourism and topography</td>
</tr>
<tr>
<td></td>
<td>Dedicated School Travel Plan Officer in post</td>
</tr>
</tbody>
</table>

**Transport's contribution**

9.4.5 Transport can be beneficial or detrimental to the health of local communities. Increased levels of walking and cycling will lead to a positive enhancement in health through increased exercise. There is great potential to increase the number of people who cycle and walk. This is central to the Government’s recent consultation on public health “Choosing Health”. Increased walking and cycling activity will benefit the community in many ways, but most importantly, it will improve public health. Regular and moderate physical activity, such as walking or cycling, is known to help reduce obesity, heart disease, stroke, cancer and diabetes and maintain good mental health. By increasing the number of people who cycle or walk, we also reduce the number of cars that pollute the air.
9.4.6 The range of interventions in this Local Transport Plan are designed to provide the infrastructure, information, training, marketing and safe conditions necessary to encourage more people to cycle or walk for journeys for work, school or leisure. Improving the accessibility and condition of Public Rights of Way, combined with associated promotional activities, will also encourage more people to walk as a leisure activity.

9.5 Quality of Public Spaces

9.5.1 Better public spaces can help promote more sustainable travel modes and regeneration while encouraging new business investment. North East Lincolnshire aims not only to minimise adverse impact on the physical environment such as townscap but want to work to enhance it. This can be seen in the Community Strategy with urban regeneration objectives to promote the Waterside Development and a Thriving Town Centre.

9.5.2 The Thriving Town centre objective relates to the town centres of Grimsby, Cleethorpes and Immingham. These are the focus of economic, social and leisure activity for their surrounding area. The town centres are public places by which an area is judged. If they are litter strewn and have derelict land as a feature, then this acts as a disincentive to investment and usage creating a vicious circle through lack of respect for surroundings and lack of local ownership of the area. Water can be used as a public open space. There is great potential in the area for waterside development. North East Lincolnshire’s history and heritage is linked to water, and the port of Grimsby has docks which extend all the way into the town centre. There is great potential for redevelopment of the dock estate in line with examples of best practice from Cardiff and Barry.

9.5.3 North East Lincolnshire is a pilot for the Yorkshire Forward Urban Renaissance Initiative. Yorkshire Forward has commissioned consultants to study possible improvements, options and feasibility, particularly around Grimsby town centre and the Fish Docks area, which includes Riby Square (see Chapter 8: Air Quality). The results of the study are informing the Grimsby Town Centre Master Plan which is currently being developed through an extensive public engagement and consultation exercise. Similar work is underway on the development of the dock area (see Figure 9.5.2 below).

9.5.4 Regeneration is one of the Council’s Corporate Plan priorities, and improving the local transport system is seen as vital to delivering regeneration objectives. A number of priorities are emerging from the Regeneration Strategy that is currently under development, and there is a focus on Urban Renaissance. The emerging priorities are:

- Grimsby Town Centre – improving the quality of development and public space; improving the pedestrian environment.
- Cleethorpes – continuing the growth and improving attractiveness of the resort.
• Immingham Dock Development/ Eastgate – de-adoption and incorporation of a number of roads into the dock estate. Continuing to work with partners to improve road and rail access to Immingham Dock and Europarc.

• Alexandra Dock: Supporting re-development of this dock-side site close to Grimsby town centre.

• Pyewipe Road: Tackling congestion problems and supporting the re-development of important industrial sites in the area.

• St James Square: Renewal of this important green space next to St. James Church in the heart of Grimsby.

• Riby Square: development of this busy junction into an “arrival point” and access to the proposed Dockland re-development

![Figure 9.5.2: Dockland Redevelopment Vision](image)

**Key Problems & Opportunities**

<table>
<thead>
<tr>
<th>Problems</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local economy in decline</td>
<td>Rapid expansion of port facilities and business predicted</td>
</tr>
<tr>
<td>Low levels of investment in Grimsby Town Centre</td>
<td>Urban Renaissance programme underway</td>
</tr>
<tr>
<td>Un-inspiring public spaces</td>
<td>Public positive about improving town centre environment</td>
</tr>
<tr>
<td>Docks falling into disuse</td>
<td>Potential provided by existing public spaces</td>
</tr>
<tr>
<td></td>
<td>Potential for attracting investment in waterside re-development</td>
</tr>
</tbody>
</table>

**Transport’s contribution**

9.5.5 Design and maintenance of transport infrastructure can play an important role in people perceptions of public space through improving perceptions of safety and improving safety through reduced street clutter.

9.5.6 LTP2 will support the regeneration priorities of North East Lincolnshire through improvements to the transport infrastructure in these areas. Transport schemes in urban areas will focus on creating a high quality public realm, making town centres and smaller shopping centres more attractive to pedestrians. Pedestrianisation schemes will be designed to encourage a “cafe culture”, attracting new visitors to enjoy a new, relaxed town centre experience.
9.6 Sustainable and Prosperous Communities

9.6.1 ODPM’s report *Sustainable communities: building for the future* provides a plan of action to tackle a number of pressing problems in communities through the UK. The government has a vision of strong and sustainable communities to support its commitment to sustainable development. Key elements of sustainable communities include:

- A flourishing local economy to provide jobs and wealth;
- Strong leadership to respond positively to change;
- Effective engagement and participation by local people, groups and businesses, especially in the planning, design and long term stewardship of their community, and an active voluntary and community sector;
- A safe and healthy local environment with well-designed public and green space;
- Sufficient size, scale and density, and the right layout to support basic amenities in the neighbourhood and minimise use of resources (including land);
- Good public transport and other transport infrastructure both within the community and linking it to urban, rural and regional centres;
- Buildings - both individually and collectively - that can meet different needs over time, and that minimise the use of resources;
- A well-integrated mix of decent homes of different types and tenures to support a range of household sizes, ages and incomes;
- Good quality local public services, including education and training opportunities, health care and community facilities, especially for leisure;
- A diverse, vibrant and creative local culture, encouraging pride in the community and cohesion within it;
- A “sense of place”;
- The right links with the wider regional, national and international community.

**Key Problems & Opportunities**

**Table 9.6.1 Sustainable and Prosperous Communities, key Problems and Opportunities**

<table>
<thead>
<tr>
<th>Problems</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>- HGV’s impacting to unacceptable levels in some areas</td>
<td>- Community/industry agreement about options</td>
</tr>
<tr>
<td>- Growth in port activity exacerbating situation</td>
<td>- Regional support for improved access to Humber ports, particularly Immingham</td>
</tr>
<tr>
<td>- Need to support local/regional/national/ European economy by ensuring access to and from ports</td>
<td>- A18/A180 and A160 proposals</td>
</tr>
<tr>
<td>- Industries in decline impacting on prosperity of local communities</td>
<td>- Potential to improve capacity of existing rail freight routes.</td>
</tr>
<tr>
<td></td>
<td>- Freight Quality Partnership</td>
</tr>
<tr>
<td></td>
<td>- Potential to capture local economic benefit from growing trade at port</td>
</tr>
</tbody>
</table>
9.6.2 The Neighbourhood Renewal strategy aims to improve quality of life though tackling poor job prospects, high crime levels, educational under achievement, poor health and problems with housing and local environment. This is supported by North East Lincolnshire’s Community Strategy.

**Transport’s contribution**

9.6.3 Transport has an important role to play in delivering the sustainable communities in North East Lincolnshire. Transport can help to create vibrant and prosperous urban areas, improve access for deprived communities and support economic growth.

9.6.4 This Local Transport Plan’s role in delivering sustainable and prosperous local communities includes improving accessibility to town centres in the areas to assist with regeneration aspirations and improve access to jobs. It will also provide improvements to safety and security for people waiting for and travelling on public transport, thereby enhancing the local economy, including the night time economy.

9.7 Landscape and Biodiversity

9.7.1 Landscapes make an important contribution to people’s quality of life not only through their natural beauty but also through the opportunities they provide in terms of outdoor recreation.

9.7.2 North East Lincolnshire Council covers a land area of 192 square kilometres. 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.

9.7.3 A number of freshwater habitats can be found in the area, providing a home for species that are now uncommon, such as the water vole and kingfisher. As well as inhabiting a number of other watercourses, both species are found along the Laceby Beck and River Freshney – a vital “green corridor” that is as important for recreation as it is for wildlife. The Beck rises at the foot of the Wolds and winds its way through arable land and the village of Laceby before taking a path as the River Freshney through the heart of Grimsby to the docks area.

9.7.4 The coastal plain has mostly been given over to intensive agriculture, with wheat and oilseed rape being dominant. Nevertheless, important wildlife habitats remain to provide a refuge not only for scarce plants and animals, but also for local people who feel the need to get away from the pressures of urban living. A handful of meadows and ancient woodland areas contribute to the diversity of the landscape, while the coast has a rich array of habitats with sand dunes, salt marsh, sand flats and mudflats. All but the dunes make up the intertidal zone of the Humber estuary. Owing to the large number of migratory wildfowl that arrive here during the winter months to feed on the abundant invertebrate life that dwells in the mudflats, this area is a globally important wetland habitat that has been designated as a Ramsar site and as a Special Protection Area. Much of the coastal zone south of the Cleethorpes Leisure Centre was designated a Local Nature Reserve in June 2000, reflecting the value the Council places on this habitat.
9.7.5 For its size, North East Lincolnshire has a diverse array of habitats, most of which are worthy of protection in some form or another. At the same time, North East Lincolnshire contains one of the busiest deep-water ports in the UK; it additionally hosts a vibrant petrochemical and food sector. This inevitably creates pressures on the need to balance environmental protection and enhancement with the need for economic development.

**Key Problems & Opportunities**

Table 9.8.1 Landscape and Biodiversity, Key Problems and Opportunities

<table>
<thead>
<tr>
<th>Problems</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Potential for local transport projects to adversely affect the delicate balance of the local environment</td>
<td>• Protect sensitive areas from inappropriate traffic</td>
</tr>
<tr>
<td>• Transport infrastructure impacting on the visual appearance of an area</td>
<td>• Sensitive use of signing and lighting</td>
</tr>
</tbody>
</table>

**Transport's contribution**

9.7.6 Transport schemes implemented as part of the Local Transport Plan will not only preserve, but enhance bio–diversity and landscapes, wherever possible.

9.7.7 In delivering highway projects and programmes we will adopt the following principles:

- Rural verge management – conserving and enhancing biodiversity through appropriate management (this links to the local Biodiversity Action Plan targets);
- Rural verge seeding/planting/reinstatement after highway works – seeding/planting with native species to enhance biodiversity;
- Highway tree planting/management – planting of suitable trees to existing or realigned highways and the management of existing highway trees to maintain landscape character and enhance air quality;
- Sympathetic (especially rural) lighting schemes to avoid light pollution and disturbance of bat/bird roosts.
- Incorporation of sub-surface road crossing points for wild animals within new road schemes;

9.7.8 Landscape also relates to the “Quality of Public Spaces” priority. Examples might be:

- Enhancement of rural landscape character by avoiding proliferation of traffic signs, and by sensitive design of ‘gateway’ features;
- Use of more traditional styles of road signs in rural areas, particularly in the Lincolnshire Wolds Area of Outstanding Natural Beauty (similar to Lincolnshire County Council ‘Traditional Road signs in Lincolnshire [TriL] initiative) – links to Lincolnshire Wolds Management Plan action plan;
- Sympathetic design of street furniture and paving materials to enhance local character.

9.7.9 Appropriate officers will be involved at an early stage in any relevant projects in order to adequately assess the likely impact of work on landscape and biodiversity, and to make due provision for conservation and enhancement wherever possible. Such actions will be a fundamental integral part of any project. A continuing dialogue with statutory environmental
bodies will be sought to ensure the weaknesses identified by the SEA are adequately addressed.

9.8 Noise

9.8.1 Persistent or loud noise can reduce the quality of life for some people. However, traffic noise has not been a serious problem in North East Lincolnshire. Isolated examples of traffic noise do exist, such as for the residents of the village of Habrough, who have complained about the noise from the concrete surface of the A180 trunk road, which passes close by. The Highways Agency has recently re-surfaced part of the road and plans to complete the process within the next 5 years.

9.8.2 Of more general concern in some localities, residents complain that noise from HGVs, particularly empty ones bouncing on uneven roads, cause noise and vibration. This is especially a concern on those routes that are heavily used by lorries accessing the Ports.

**Key Problems & Opportunities**

Table 9.8.1 Noise: Key Problems and Opportunities

<table>
<thead>
<tr>
<th>Problems</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Freight related noise in residential areas</td>
<td>• Resurfacing inappropriately surfaced roads</td>
</tr>
<tr>
<td>• Road surfacing issues</td>
<td>• Use of lorry routing restrictions</td>
</tr>
</tbody>
</table>

**Transport’s contribution**

9.8.3 This Local Transport Plan’s role in reducing noise pollution in the area is to manage traffic volumes minimising traffic growth and managing the routes which particularly vehicles types such as HGV’s take, reducing their impact on local communities. Noise reduction will be a consideration in the design and implementation of all LTP measures where appropriate through considerations such as use of different surfaces and design of road safety infrastructure.

9.9 Climate Change and Greenhouse Gases

9.9.1 The UK is signed up to a legally binding international target to reduce greenhouse gas emissions by 12.5% below 1990 level by 2008. There is also the intention to reduce total carbon dioxide emissions by 60% by 2050. Road transport is a key contributor to this, being responsible for 20% of UK carbon dioxide (CO₂) emissions and being the fastest growing source of CO₂.

9.9.2 There has been significant technological innovation in car manufacture that has resulted in cars being more carbon efficient. This however has been coupled with an increase demand for personal transport that has resulted in roughly consistent emissions from transport in recent years.
Greenhouse gas issues in North East Lincolnshire

9.9.3 North East Lincolnshire Council, in partnership with North Lincolnshire Council, Communities Count and Yorkshire Forward, commissioned a local study into the contributions and impact of climate change. The study was undertaken by CURE: the Centre for Urban and Regional Ecology, School of Planning & Landscape, University of Manchester. This study included a comprehensive desktop review of local policy and action aimed at reducing greenhouse gas emissions. The knowledge that has been gathered has been used to develop a toolkit of best practice for local climate change action. The final report was published in October 2003.

9.9.4 The report assembles the findings of the research team, and delivers a toolkit, which is intended to communicate lessons and best practice to policy-makers and provide the information necessary for operational decisions. It is also intended to be accessible to other stakeholders and members of the general public. The resource pack, which was developed as part of the report contains a review of methodologies for local carbon accounting, examples of best practice, stakeholder engagement and education, and advice on funding mechanisms. Where possible, examples of best practice have been selected that are of most relevance to North East Lincolnshire, including the inclusion of twin towns in Europe. Although focusing predominantly on local action to reduce greenhouse gas emissions, the report also seeks to highlight the links with adaptation issues and the implications for quality of life.

Table 9.9.1 Preliminary Baseline Results for North and North East Lincolnshire:

<table>
<thead>
<tr>
<th>Greenhouse Gas</th>
<th>North East Lincs</th>
<th>North Lincs</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Emission</td>
<td>% national</td>
<td>Emissions</td>
</tr>
<tr>
<td>Carbon Dioxide</td>
<td>6617Gg</td>
<td>1.21%</td>
<td>17954Gg</td>
</tr>
<tr>
<td>Methane</td>
<td>6.39Gg</td>
<td>0.27%</td>
<td>6.85Gg</td>
</tr>
<tr>
<td>Nitrous Oxide</td>
<td>1.11 Gg</td>
<td>0.77%</td>
<td>0.57 Gg</td>
</tr>
<tr>
<td>Sulphur hexafluoride</td>
<td>0 tonnes</td>
<td>0 %</td>
<td>0.1 tonnes</td>
</tr>
</tbody>
</table>

Key Problems & Opportunities

Table 9.10.1: Green House Gases: Key Problems and Opportunities

<table>
<thead>
<tr>
<th>Problems</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increasing reliance on private car contributing to CO₂ emissions</td>
<td>• Promotion of more sustainable modes through smarter choices initiatives</td>
</tr>
<tr>
<td>• Declining bus patronage</td>
<td>• Parking strategy</td>
</tr>
<tr>
<td></td>
<td>• Pedestrianisation of central areas</td>
</tr>
<tr>
<td></td>
<td>• Promotion of low emission vehicles</td>
</tr>
</tbody>
</table>
**Transport’s contribution**

9.9.5 The Local Transport Plan’s contribution to reducing greenhouse gases will be through the improvements in accessibility and measures to encourage increase in the number of people walking and cycling. These interventions should help to encourage a mode shift from private car to more sustainable modes.

**9.10 Quality of Life Action Plan**

9.10.1 Whilst all of the actions within this Plan will improve the quality of life in the area, the interventions set out in following tables have been devised especially to do so.

<table>
<thead>
<tr>
<th>Table 9.10.1: Quality of Life Action Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Issue</strong></td>
</tr>
<tr>
<td>High level of concern expressed in recent household surveys in relation to personal safety when out at night</td>
</tr>
<tr>
<td>Poor street lighting is a significant factor in the public’s perception of the fear of crime.</td>
</tr>
<tr>
<td>Low proportion of cycle journeys</td>
</tr>
<tr>
<td>Increase number of walking trips</td>
</tr>
<tr>
<td>Rights of Way Definitive maps outdated and incomplete</td>
</tr>
<tr>
<td>Some areas of town centres unattractive to pedestrians</td>
</tr>
<tr>
<td>Issue</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>High level of concern expressed in recent household surveys in</td>
</tr>
<tr>
<td>relation to personal safety when out at night</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Poor street lighting is a significant factor in the public’s</td>
</tr>
<tr>
<td>perception of the fear of crime.</td>
</tr>
<tr>
<td>HGV’s impacting to unacceptable levels in some areas</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Local transport projects adversely affecting the delicate balance of</td>
</tr>
<tr>
<td>the local environment</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Residents affected by traffic noise</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Increase reliance on private car</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Declining bus patronage</td>
</tr>
<tr>
<td>Impact of transport schemes on local landscape, townscape,</td>
</tr>
<tr>
<td>biodiversity and water resources.</td>
</tr>
<tr>
<td>Local Transport Projects having an adverse impact on landscape,</td>
</tr>
<tr>
<td>townscape, historic resources</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Local transport projects affecting the delicate balance of the</td>
</tr>
<tr>
<td>local environment</td>
</tr>
</tbody>
</table>
9.11 Monitoring and targets

9.11.1 The tables below show the indicators which will be used for assessing the performance of this local transport plan against quality of life issues. Interventions designed to impact on the indicators are also listed. Note that there will be many spin-off impacts from interventions designed to impact on other indicators. Further information on monitoring and targets for these and other indicators can be found in Chapters 12 and 13.

Table 9.11.1: Community Safety

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>L1</td>
<td></td>
</tr>
<tr>
<td>L1.1</td>
<td>Carry out surveys to prioritise vulnerable areas</td>
</tr>
<tr>
<td>L1.2</td>
<td>Upgrade lighting at bus stops</td>
</tr>
<tr>
<td>L1.3</td>
<td>Upgrade lighting in high crime areas</td>
</tr>
<tr>
<td>L1.4</td>
<td>Improve CCTV lighting and signs at car parks</td>
</tr>
</tbody>
</table>

NOTE: Indicator L1 has been discontinued as a high-level LTP2 indicator. It will continue as an “operational Indicator”, however, and the interventions listed above remain part of the LTP2 programme.

Table 9.11.2: Healthy Communities

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>M12</td>
<td></td>
</tr>
<tr>
<td>M12.1</td>
<td>Improve road safety to encourage cycling</td>
</tr>
<tr>
<td>M12.2</td>
<td>Provide off road cycle paths</td>
</tr>
<tr>
<td>M12.3</td>
<td>Provide on road cycle lanes</td>
</tr>
<tr>
<td>M12.4</td>
<td>Improve connection to national cycle network</td>
</tr>
<tr>
<td>M12.5</td>
<td>Promote safer routes to school</td>
</tr>
<tr>
<td>M12.6</td>
<td>Cycle training for children</td>
</tr>
<tr>
<td>M12.7</td>
<td>Cycle training for adults</td>
</tr>
<tr>
<td>M12.8</td>
<td>Year round programme of promoting cycling for travel and exercise</td>
</tr>
<tr>
<td>M12.9</td>
<td>Make cycling facilities and route information more easily available</td>
</tr>
</tbody>
</table>

| L3         |               |
| L3.1      | Improve road safety for pedestrians |
| L3.2      | Increase pedestrian priority crossing facilities |
| L3.3      | Improve maps and signposting |
| L3.4      | Identify and improve convenient walking routes for residents |
| L3.5      | Pedestrian training in schools |

| L4         |               |
| L4.1      | Public Rights of Way Improvement Plan |

Table 9.11.3: Neighbourhood Renewal and Regeneration

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Intervention</th>
</tr>
</thead>
<tbody>
<tr>
<td>L5</td>
<td>L5.1</td>
</tr>
<tr>
<td>L5.1</td>
<td>Improve pedestrian environment in town centres</td>
</tr>
</tbody>
</table>
L6.1 Detailed study of HGV traffic
L6.2 Automatic monitoring of HGV routes
L6.3 Information for HGV drivers
L6.4 Hauliers/ Community partnerships
L6.5 Re-establish Freight Quality Partnership
L6.6 Continue to work with partners for better rail and road links to ports (A160 dualling and Gainsborough Line improvements)

**Landscape and Biodiversity**

9.11.2 There are no LTP2 high level indicators for landscape and biodiversity issues. However, in delivering highway projects and programmes we will seek to enhance the local landscape, townscape, biodiversity and water resources, consulting as appropriate with relevant advisory bodies. We will adopt the following principles:

- Rural verge management – conserving and enhancing biodiversity through appropriate management (this links to the local Biodiversity Action Plan targets);
- Rural verge seeding/planting/reinstatement after highway works – seeding/planting with native species to enhance biodiversity;
- Highway tree planting/management – planting of suitable trees to existing or realigned highways and the management of existing highway trees to maintain landscape character and enhance air quality;
- Sympathetic (especially rural) lighting schemes to avoid light pollution and disturbance of bat/bird roosts.
- Incorporation of sub-surface road crossing points for wild animals within new road schemes;
- Erection of kestrel boxes on appropriate new highway direction signs.

9.11.3 The over-arching philosophy is that transport schemes will not only preserve, but enhance landscape and bio–diversity, wherever possible. We will undertake to monitor the number of projects promoting and enhancing the biodiversity of the area, number of projects having a nil or positive impact on landscape, townscape and historic resources and the number of projects under a Habitat Management Scheme.

**Noise**

9.11.4 There are no LTP2 high level indicators for noise issues. However, we are aware that the Government is rolling out a national noise mapping project in respect of traffic. This is based on regular measurement of background noise. We will explore how we can tap into this source of information to inform policies regarding traffic noise in the area.
10 Involve, Inform and Encourage - Smarter Choices

10.1 Involve, Inform, and Encourage

10.1.1 Smarter choices interventions cut across all priorities. They underpin all other interventions, and the support of investment through a programme of smarter choices measures enhances their capacity to impact positively on indicators.

10.1.2 The Council embraced the concept of smarter travel choices and gave it a high profile in its first Local Transport Plan, now referred to as LTP1. “Inform and Encourage” was adopted as one of the 6 “Themes” of the first LTP. The concept of Inform and Encourage is to make people aware of the LTP’s travel objectives, and encourage them to make a contribution by making informed choices about how they travel. The strategy is to involve people in decision making, starting with the setting of transport objectives, and continuing through the choice of interventions (schemes) to their detailed design. The aim is to spread understanding of the issues and give people a sense of ownership of the LTP2 strategy.

10.1.3 Opportunities to achieve this abound in the LTP programme. Every scheme that is proposed is subject to a community involvement exercise which promotes LTP objectives and encourages residents to play their part in delivering them. Design engineers are also made aware of the importance of selling the message and that high quality, effective transport schemes are vital if people are to be encouraged to make best use of them.

10.1.4 Inform and Encourage continues within the Council’s second LTP – LTP2, continuing and extending the effort to encourage people, through involvement and ownership, to make smarter travel choices.

10.1.5 Transport, in many instances, is about human behaviour. Most transport interventions rely on the community or individuals to change the way they act. In itself, providing improved bus services does not guarantee increased rider-ship; introducing a new 30mph limit will not reduce the speed of every driver; providing cycle lanes does not guarantee they will be used by existing cyclists, let alone new ones.

10.1.6 If however, these improvements are well designed, with the community in mind, they can encourage people to change the way they travel. Schemes will be particularly successful if the community has been involved in the planning and design of the improvements, and understands the reasons behind them.
10.1.7 So if we:

**INOLVE** the community in planning and design;

**INFORM** people about what we’re trying to achieve;

then we are most likely to **ENCOURAGE** them to help to achieve the objectives of LTP2.

10.1.8 II&E is a **low cost, high impact programme** which, by encouraging people to make smarter choices, will greatly improve performance across all transport indicators. Smarter choices represent value for money and will promote effective delivery.

### 10.2 North East Lincolnshire Smarter Choices strategy

**Introduction**

10.2.1 The travel choices that people make can have significant and far reaching impacts on our lives, our communities and the planet. The real challenges of climate change and obesity are in part attributable to lifestyle factors, including the way we choose to travel. North East Lincolnshire Council’s second Local Transport Plan aims to create a transport system that provides real choice and quality alternatives to the car that people will want to use.

10.2.2 It is recognised, however, that sometimes communication, persuasion and incentives will be necessary to change people’s car use behaviour. This strategy sets out how the Council and its partners aim to encourage and support increasing numbers of people in using public transport, car sharing, walking and cycling.

10.2.3 The Council recognises that car use brings many benefits, including greater access to healthcare, leisure facilities and employment and education opportunities. Moreover, car use can bring greater spontaneity, flexibility and independence. However, the increasing problems of local congestion and air pollution, poor health and climate change will be alleviated if people can be encouraged to use their cars more thoughtfully. Personal benefits such as improved health can also accrue.

**Local Opinion**

10.2.4 The LTP2 2005 consultation survey examined support for more sustainable measures. The results were that 73% of respondents felt it was fairly or very important to encourage people to car share. The solutions that received the greatest level of support were:

- Promotion though employers (67%)
- Park and share sites (63%)
- Provide internet based contact for people wanting to car share (54%)
10.2.5 81% felt it was very or fairly important to encourage people to cycle, the key elements to achieve this were felt to be:

- Provide safer roads to encourage cycling (88%)
- Provide alternative and attractive off road tracks (87%)
- Promote safer routes to schools (88%)
- Cycle training for children (94%)

10.2.6 88% of respondents felt it was fairly or very important to encourage more people to walk and the solutions that received the greatest support were:

- Improved road safety (87%)
- Improve street lighting (92%)
- Improvement for people with mobility impairments (86%)
- Safer routes to schools (91%)

**Smarter choices**

10.2.7 Smarter choices initiatives are also known as “soft measures” or “influencing travel behaviour” and generally include:

- School travel plans
- Employer travel plans
- Area or cluster travel plans
- Residential travel plans
- Car sharing
- Car clubs
- Public transport marketing and information
- Tele-working
- Tele-conferencing
- Active and healthy travel marketing and promotion
- Alternative fuels

10.2.8 A smarter choices programme, introduced as part of a balanced transport strategy, can make a direct contribution to the shared priorities for transport, which are:

- **Congestion:** a reduction in delays and queuing can be achieved by more people car sharing, walking, cycling or travelling by bus;
- **Safety:** road danger can be reduced by protecting vulnerable road users with initiatives such as cyclist training, which can also contribute to an increase in cycling.
- **Air Quality:** An improvement in air quality across the district can be achieved by reducing the number of car trips, particularly targeting traffic using roads where air quality is currently poor, such as Riby Square.
• **Accessibility:** better information about transport options can change the perception of inaccessibility and new initiatives including car clubs and car sharing can increase levels of accessibility to employment, services and shops.

• **Personal Health:** Alternatives to the car, as well as reducing air pollution, provide opportunities for people to introduce a greater level of exercise into their daily routines.

**Smarter choices progress**

10.2.9 During the five year’s of North East Lincolnshire Council’s first LTP, a number of smarter initiatives were trialled and developed, including;

• **School travel plans:** A School Travel Advisor has been appointed and the production of school travel plans is ahead of the national target of 50% of schools by April 2006. North East Lincolnshire Council currently has 81 schools required to have a travel plan by 2009 (including 3 Independent schools that are not eligible to receive capital grants). By March 2005 a total of 39 (48%) of these schools had approved travel plans, and it is projected that a total of at least 54 (65%) will have approved plans by the end of March 2006. This is significantly above the national target, and the local objective is for all schools to have a travel plan by August 2008 when central funding is due to finish.

• **Employer travel plans:** All significant new developments are required to incorporate travel plans. The Council works with local organisations to help them develop travel plans for their sites, such as at Europarc where a number of businesses share a single site, and where we are assisting with setting up a car sharing initiative.

• **Travel awareness campaign:** The Council embraces national travel awareness campaigns such as Bike2Work, in town without my car, and local events such as the Earth Fair. We also conduct regular campaigns based on TravelWise literature, and exploit synergies with road safety campaigns, such as encouraging cycle use through cycle training in schools.

• **Public transport marketing and information:** In conjunction with public transport operators we annually produce a bus route map, provide enhanced information at bus stops, and have provided monitors for train time information at train stations. We have also participated in the national “traveline” initiative to provide a telephone and web based public transport information system, and have introduced on-street electronic journey planners in two villages. Our “Phone and Ride” Demand Responsive bus service has been heavily publicised through the local media and by visiting outlying village halls and parish Councils.

**Partnership working**

10.2.10 Reducing car trips across the district can contribute to the wider goals of the Local Strategic Partnership and its member organisations. Increasing levels of walking and cycling, for example, can help to improve health and prevent poor health, therefore contributes to the objectives of the Primary Care Trust. Similarly reducing levels of nitrogen dioxide can improve the quality of life of residents with respiratory disease.

10.2.11 Reducing congestion too reduces delays and costs to businesses, therefore contributes to improving the performance of the local economy.
10.2.12 Increasing levels of walking can return ownership of urban areas to local residents, therefore it can also improve perceived and real safety.

10.2.13 Cross-boundary working has included the car share web site with North Lincolnshire Council and publicity for the Lincolnshire County Council “Interconnect” bus route from Lincoln. We are acutely aware that people in rural settlements just beyond our boundary look to Immingham, Grimsby and Cleethorpes to provide jobs, shopping, health, leisure and many other facilities. Our 2003 travel needs survey was planned with the two neighbouring Councils to ensure that the needs of these areas, as well as those within North East Lincolnshire, are understood.

10.2.14 The Council has worked with operators of local attractions, including our own tourist and leisure services, to promote travel by public transport (especially train) through joint ticketing and travel/admission discount initiatives.

10.2.15 These are just some of the partners with which the Council has worked to promote smarter travel choices. We see partnership working as essential to make the best of our efforts to achieve a reduction in car use, and to achieve related goals of our partner organisations.

**Development of smarter choices**

10.2.16 North East Lincolnshire Council plans to introduce a comprehensive range of smarter choice projects during the year’s of the second LTP. These will include:

- **School travel planning:** In September 2003 a joint initiative was announced by the DfES and DfT setting a national objective for all schools to have an approved travel plan by 2010. The aim was to bring about a step change in home to school travel patterns, and significantly contribute towards cutting congestion and pollution, make sustainable travel options more attractive, improve people’s overall quality of life, as well as encourage more pupils to take regular exercise. National targets were initially set that require the proportion of schools with travel plans to increase from 10% in 2003, to 15% by March 2004, 30% by March 2005, 50% by March 2006, achieving a total of 100% by 2010. A recent revision to the Healthy Schools standard now requires all schools to have a School Travel Plan by 2009.

- **Employer travel plans:** The council plans to continue to secure travel plans both through the planning process and voluntarily. Where a number of employers share a site, for example at Europarc, the development of an area travel plan will be encouraged. The Council (Officers) has been considering for some while the options for a Council travel plan. Progress has been slow, and took a recent setback during the Council’s period of financial difficulty. The issue of staff parking charges was raised for financial reasons, and eventually did not progress. We intend to resurrect the project and take it forward to demonstrate what can be achieved, and to demonstrate leadership in the community.

- **Car Clubs:** With support from Yorkshire Forward and CarPlus, the council plans to investigate the potential for car clubs across the district. The potential for developer contributions to mitigate the impact of development sites will be pursued.

- **Promotion of Sustainable Transport:** As part of the programme for LTP2 The council aim to raise the profile of the impact of considerate transport choices on the environment. In partnership with the business community and Energy Saving Trust, will encourage the use of alternative fuels and use of hybrid or electric vehicles.
• **Car Sharing:** By May 2006 the Council, in partnership with North Lincolnshire Council, will launch a car share website, hosted by [www.liftshare.com](http://www.liftshare.com). This will make it easier for potential car-sharers to make contact with each other to arrange lifts etc..

• **Public Transport Marketing and information:** The provision of high quality public transport information and promotion is critical to persuading more residents that bus services are a quality alternative to car use.

**Monitoring performance**

10.2.17 The Council will want to monitor and evaluate the contribution of its investment in smarter choices initiatives. It recognises that smarter choices projects can add value to investment in transport infrastructure. **On-going monitoring and evaluation is essential in improving performance and directing future year's investment to the most successful initiatives.** Journey to school and work data will be collected on an annual basis and shared with other authorities across the region. The take-up and participation in other initiatives, such as car sharing and car clubs will also be closely monitored.

10.2.18 The number of people involved in consultation/engagement exercises is also an indicator of the success of the IIE initiative. This is monitored and the effectiveness of each exercise evaluated. Lessons are learned and new initiatives are continually being developed.

**Funding**

10.2.19 The Council will continue to invest in communication and awareness raising programmes. In addition funding will be sought from partner organisations for initiatives such as health campaigns. In partnership with other local authorities across the region further funding opportunities will be sought, including European funding for pilot projects.
11 Programme

11.1 Future Transport Capital Expenditure

11.1.1 In the first three years of LTP1, very good progress was made in delivering transport improvements, with over 70% of the LTP1 indicators on course to meet targets. Progress in the latter two years has been slower due to the Council's need to shift investment temporarily away from Transport.

11.1.2 The Council has been successful in addressing the issues that affected delivery, and is now in a position to move forward with improving transport provision in North East Lincolnshire. It has prioritised its spending to provide a sound base for progressing its transport strategy.

11.1.3 In the current financial year (2005-06), the Council has set planned transport capital expenditure above the level of the settlement announced by the Department for Transport in December 2004. For the first three years of LTP2, the Council has committed further additional investment in its three year Medium Term Financial Plan. Over this period (2006-07 to 2008-09) we will invest to the level of the Provisional Planning Guideline, which equates to an additional £1.7M (18%) above the guideline announced by DfT in December 2005. The Council currently plans to continue this level of investment as the Medium Term Financial Plan rolls forward to 2009-10 and 2010-11. In addition, the Council's regeneration programme will include a number of schemes which will support LTP2, with additional transport investment of the order of £0.8M during 2006-07.¹

11.1.4 This additional commitment will ensure that ground lost, in the difficult times experienced during LTP1, will be regained during LTP2.

Flexibility

11.1.5 An ambitious transport agenda is needed to deliver regeneration and the Local Strategic Partnership (LSP) vision, and enable improvements to the quality of life, neighbourhood improvement and transformational change. At the same time, the programme needs to be flexible to allow for the developing Urban Renaissance and Regeneration strategies. This LTP2 programme identifies strategies and interventions that will serve to deliver the objectives and priorities of the plan. Shifting of resources may occur over time in response to monitoring against targets and review of performance as the plan progresses.

11.1.6 Consultation will take place each year on the programme and on individual schemes.

¹ Delivery of LTP2 is consistent with the funding assumptions built into the MTFP for 2006/07 to 2008/09. However, as noted above, the provision in the MTFP takes into account the preparatory time for the major schemes identified and does not anticipate significant spend on the major schemes prior to 2009 without successful bids for additional support from the government. The funding assumptions for maintenance of the transport infrastructure assume there will continue to be priority setting and targeting of resources to get value for money in achieving high standards. LTP2 covers two years beyond the MTFP. So, in approving LTP2 the council is signalling an intention to at least maintain spending levels for the transport infrastructure at the levels in the MTFP for two years beyond the MTFP; the outcome of the government's CSR 2007 and future changes to RSG including the unwinding of the damping which cost the council £3.4m of grant in 2006/07 will be key factors for the council in meeting this intention.
11.2 Balance of expenditure reflecting the vision and local objectives

Community Strategy

11.2.1 As outlined above, the vision of the Local Strategic Partnership’s Community Strategy has been adopted as the vision for LTP2 and the long term transport strategy. The balance of the LTP2 programme is designed to reflect the priorities of the Community Strategy. Of the strategy’s intended outcomes, improvements to the local transport system can help to deliver the following:

- People can engage in Active Citizenship and Community Life
- Community Cohesion
- Tackling inequalities
- Improved Employment Opportunities
- Older People helped to retain their independence
- Feel safe and Lead Fulfilling Lives
- People live in a Safe and Clean Environment
- People live in a Safe and Supportive Community
- Extending the Welcome
- Improving our Environmental Setting
- Connecting Communities through an Integrated Transport System

The transport strategy and programme reflect these outcomes.

11.2.2 The LTP2 programme’s emphasis on Accessibility and Quality of Life reflects the Community Strategy’s focus on delivering regeneration through addressing community, inclusion, and quality of life issues, through delivering Urban Renaissance, and through supporting growth in the local economy.

Balance of Expenditure (5 year capital programme)

Table 11.2.1 Balance of Expenditure

<table>
<thead>
<tr>
<th>PRIORITY</th>
<th>£000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tackling Congestion</td>
<td>1,932</td>
</tr>
<tr>
<td>Delivering Accessibility</td>
<td>3,076</td>
</tr>
<tr>
<td>Safer Roads</td>
<td>1,595</td>
</tr>
<tr>
<td>Better Air Quality</td>
<td>27</td>
</tr>
<tr>
<td>Quality of Life</td>
<td>7,494</td>
</tr>
<tr>
<td>Involve, Inform &amp; Encourage</td>
<td>310</td>
</tr>
<tr>
<td>Maintenance</td>
<td>5,533</td>
</tr>
<tr>
<td>Total 5 year programme</td>
<td>19,967</td>
</tr>
</tbody>
</table>
Quality of Life (£7.5M)

11.2.3 This programme is based around the Quality of Life (QoL) shared priorities, and is divided into four sections:

Quality of Public Spaces /Neighbourhood Renewal and Regeneration

11.2.4 The element of the QoL programme provides £2M for improving town centre pedestrian environments, including completion of the Pedestrianisation of Victoria Street West. This supports the Community Strategy's theme of regeneration through Urban Renaissance Community Strategy. This supports the following outcomes identified in the strategy:

- People live in a Safe and Clean Environment
- Growing a Healthy and Living Heart
- Raising Quality Thresholds
- Enhancing competitiveness and confidence

Community Safety

11.2.5 £1.5M is targeted at Community Safety Issues through better street lighting, secure car parks, and extended cctv coverage. This supports the following outcomes identified in the strategy:

- Extending the Welcome
- People live in a Safe and Supportive Community
- Feel safe and Lead Fulfilling Lives
- Growing a Healthy and Living Heart

Sustainable and Prosperous Communities

11.2.6 £1.3M will be spent mainly on improving the Great Coates interchange on the A180, and on reducing the impact of HGV's in residential areas. This supports the following outcomes identified in the Community Strategy:

- Enhancing Competitiveness and Confidence
- Growing a Healthy Living Heart

These outcomes are also supported by the proposed major capital scheme A18 /A180 Link.

Healthy Communities

11.2.7 £2.7M has been allocated to improve the cycling and walking environment, including safe routes to school, cycle facilities at school and cycle training in schools, and infrastructure improvements on the public rights of way network. This supports the following outcomes identified in the Community Strategy:

- People live in a Safe and Clean Environment
- Enjoy Good Health and Lead a Healthy Lifestyle
- Improving our Environmental Setting
• Connecting Communities through an Integrated Transport System

Accessibility (£3M)

11.2.8 Interventions supporting the Accessibility Priority are mainly focussed on improvements to the public transport system; in particular, bus services. Improving connectivity between settlements through an integrated transport system (see below) is a key priority of the Community Strategy. It supports the following outcomes identified in the strategy:

• People can engage in Active Citizenship and Community Life
• Community Cohesion
• Tackling inequalities
• Improved Employment Opportunities
• Older People helped to retain their independence
• Growing a Healthy and Living Heart
• Raising Quality Thresholds
• Enhancing competitiveness and confidence
• Connecting Communities through an Integrated Transport System

The Accessibility interventions also impact on Tackling Congestion by encouraging modal shift to bus use.

Tackling Congestion (£1.9M) and Safer Roads (£1.6M)

11.2.9 These programmes also support economic and safety outcomes within the Community Strategy, as well as addressing key indicators related to shared priorities and objectives identified through consultation.

Inform and Encourage £0.3M

11.2.10 This is the programme of low-cost “Smarter Choices” measures which support infrastructure improvements, aimed at enhancing desired outcomes such as modal shift and healthier lifestyles through cycling and walking. This is a vital element of the programme and represents very good value for money.

Air Quality £27,000

11.2.11 Air quality is generally good in North East Lincolnshire, which sits within an extensive rural area, and is bounded to the north-east by the Humber estuary. There are, however a number of localities, notably Riby Square on the A180 near Grimsby Docks, where pollutant levels are close to acceptable thresholds. No Air Quality Monitoring Areas have been declared, but monitoring is continuing. Should a need be identified, funding will be diverted from the traffic management programme to effect any measures necessary to restore acceptable air quality.
Maintenance (under the heading of the Safer Roads Programme)

11.2.12 The £5.5M planned to be spent on maintenance reflects the level of allocation indicated in December 2004 by the DfT.

Value for Money

11.2.13 A benefit/cost analysis has also been undertaken to ensure that the interventions chosen are the ones which will provide maximum value for the investment made. This has been carried out using “Target Tables” in which the estimated impact of each intervention is compared to its cost. The Target Tables allow analysis of how varying the allocation of resources between interventions and/or targets affects delivery against each target. Through this analysis, a balance has been struck between the targets set and the resources required to deliver them. The balance reflects the priorities of the LSP and the Council, and the involvement of the community in setting the strategy.

11.3 LTP2 Consultation

11.3.1 The local community has, over a number of years, been involved in making transport decisions. The survey conducted in 2003 (see table 4.3.1) is typical of the responses received with respect to interventions and their impact on desired outcomes. The programme outlined above was included in a borough-wide consultation exercise in April 2005. Every household (60,000) received a questionnaire and 900 were returned. All proposed interventions were well received. For further details see the “LTP2 Consultation and Community Engagement Report”.

11.3.2 In addition to broader consultation with respect to LTP strategies and policies, the delivery programme incorporates consultation with residents about individual interventions. Where schemes impact only on a localised area, only local residents are consulted. Where schemes are designed to impact on people travelling greater distances, wider consultation takes place, usually through the local media. At the same time, the views of local residents are fully considered in order to minimise any negative impact on their lives.

11.3.3 All consultations carried out in furtherance of the LTP follow the principles of “Involve, Inform, and Encourage” in seeking to promote “Smarter Choices” (see Chapter 10), which in turn will enhance the delivery of LTP objectives.

11.4 Strategies And Policies

11.4.1 As well as physical “hard” measures and the “soft” measures referred to in the previous chapter, implementation of the LTP relies on a number of policies and strategies operating to deliver it’s objectives. The Council’s transport related policies include the Accessibility Strategy (Chapter 6), the Bus Strategy (see Appendix 3), and the Transport Asset Management Plan (section 11.5 below).

11.4.2 In addition, other Council services and external organisations have agreed to ensure that their policies support LTP2 priorities. For example, the Local Development Framework, currently under development, will incorporate parking standards intended to encourage the choice of sustainable modes of travel. Further examples of organisations adapting their policies to support LTP2 can be found in Chapter 6.
11.5 Transport Asset Management Plan

Introduction

11.5.1 North East Lincolnshire Council recognises the benefits of a Transport Asset Management Plan (TAMP) for North East Lincolnshire’s highway network by assisting the maintenance of highway and transportation infrastructure and enhancing the effective and efficient delivery of value for money services.

11.5.2 The TAMP will provide the authority with the necessary tool to:

- Support the corporate provision of detailed information enabling better definition of long-term asset needs.
- Align the programme set out by the TAMP and the LTP targets and objectives to ensure compatibility with the delivery of the LTP.
- Provide supporting information for Whole Government Accounting
- Enable more effective comparison of the value for money of local road maintenance against other local transport spending and future assistance of transport strategy and plan production.

11.5.3 Asset management is a strategic approach that identifies the optimal allocation of resources for the management, operation, preservation and enhancement of the highway infrastructure to meet the needs of current and future customers.

North East Lincolnshire Council’s TAMP

11.5.4 NELC have joined up with consultants Opus in a successful working partnership to develop a TAMP for NELC. The plan was approved by the authority in September 2005.

11.5.5 The document determines the current approach used for the management of the highway asset, highlights the strengths and weaknesses of the current management approach and seeks ways to improve the current practices.

11.5.6 The TAMP is designed to enable the organisation to build on existing processes, and provides tools to form a continuous improvement framework, in order to meet the Council’s strategic goals in the most effective manner and within the constraints of statutory requirements, customer expectations and funding limitations.

11.5.7 The initial plan includes a number of programmes for future works with associated costs for varying levels of service. It also identifies specific gaps in the information held and defines the process required to fill these gaps. Valuation of the asset is likely to be a future requirement that will be addressed once the County Surveyors Society have published their instructions or guidelines.

The Vision:

11.5.8 “To hold and maintain the condition of the asset at its existing level until such time as data and its analysis enables a pragmatic approach to be adopted in relation to identification of asset improvements and then to progressively improve the condition of the asset to achieve targets set for 2022.”
Local Transport Plan

11.5.9 The TAMP underpins the LTP objectives of Accessibility, Economy, Environment, Integration and Safety through the effective management of highway assets. As the LTP programme is implemented, NELC will be seeking to take full advantage of local transport scheme delivery to consider renewal and improvement of highway assets included in the scheme.

Assets Covered

11.5.10 The Highway network comprises a number of diverse assets and the principles of asset management are to be applied to all of these components within the groupings set out in the following table.

<table>
<thead>
<tr>
<th>Asset Area</th>
<th>Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carriageway</td>
<td>Carriageway, road markings, street cleaning, inter maintenance, traffic calming features</td>
</tr>
<tr>
<td>Footway</td>
<td>Footway, cycleway, pedestrianised areas, (street cleaning &amp; winter maintenance as above)</td>
</tr>
<tr>
<td>Lighting</td>
<td>Lighting columns, lamps, cabling, ducts, feeder pillars, illuminated signs &amp; bollards, seasonal illuminations, subway lighting</td>
</tr>
<tr>
<td>Structures</td>
<td>Bridges, culverts, embankments, retaining walls</td>
</tr>
<tr>
<td>Traffic Signals</td>
<td>Signalled junctions, pedestrian and cycle crossings, UTC systems, detection equipment, cabling and ductwork, CCTV equipment in the highway</td>
</tr>
<tr>
<td>Drainage</td>
<td>Gullies &amp; linear drainage channels (road and footpath), highway drains (including pipework, manholes &amp; outfalls), Coastal defences (beaches, structures, groynes, revetments), Flood defences (river walls, revetments), pumping stations &amp; telemetry, land drainage ditches and watercourses</td>
</tr>
<tr>
<td>Street Furniture</td>
<td>Signs (ADS, Warning, Regulatory, Local direction/information), sign posts, non illuminated bollards, fences, guardrail, barriers, information boards, cycle stands, street name plates, bus stops, bus shelters, litter bins, benches/ seats</td>
</tr>
<tr>
<td>Rights of Way</td>
<td>Footpaths and bridleways both surfaced and un-surfaced, gates, styles, non highway bridges, marker posts footpath signs</td>
</tr>
<tr>
<td>Green Space</td>
<td>Verges, trees, areas of planting, hedges</td>
</tr>
</tbody>
</table>

11.5.11 Asset Inventory is the foundation stone on which asset management processes are to be built. It is only when appropriate inventory and condition data is available to all staff involved in the process that an overall view and consistent management approach can be achieved. A review of the current inventory available to North East Lincolnshire Council, its location, level of detail, currency, and validation is reported within the Asset Information Strategy (AIS) contained in Appendix 2 of the TAMP document.

11.5.12 The AIS also reports on the gaps in the inventory data and the steps being taken to fill these gaps and continually update the data held, in order to obtain a complete and accurate inventory, with a high level of confidence in the data held.

Key Stakeholders

11.5.13 The TAMP is intended as a tool to create and improve the asset management approaches within North East Lincolnshire Council. Its initial use will be to provide information to Members and Senior Management of the resources and practices required to efficiently manage the highway asset, so that a confidence level can be reached in the service provided and to demonstrate the effective use of the budgets available. It will also help to demonstrate any failings in the system or the funding limitations.
11.5.14 A secondary use will be that of operational managers and staff being able to see how the high level strategies and objectives affect the operational and improvement plans used to deliver the highway services.

11.5.15 A major benefit of this plan will be to help inform and educate the people of North East Lincolnshire with regard to the planning and works that go into the effective maintenance of the highway, and to help provide the appropriate information required by auditors and government bodies.

11.5.16 The TAMP has been developed using the knowledge and expertise of a number of officers within the Council supported by our external partners. It has drawn together knowledge from the teams and departments and from specialists within the organisation.

11.5.17 To ensure that the TAMP is monitored and delivered effectively a transport asset management working group has been put in place to oversee its creation and implementation. This working group will also be charged with integrating the plan requirements into the present activities of the authority and for the continual monitoring and improvement of the highway asset management processes and the plan itself.

11.5.18 Although overseeing and driving forward the asset management approach within the authority the working group will only be one part of the organisational structure required to effectively implement this change in strategy. Its role of collecting and collating information from all sources undertaking or affected by the highway management function will enable input from Members, senior management, operational managers, staff, contractors, customers and other interested bodies.

**Development of the TAMP**

11.5.19 The TAMP was developed using the framework set out in Chart 11.5.1 below. The chart shows a generic highway asset management framework that has been used to develop the lifecycle plans for each asset group.

**Forward Work Programme**

11.5.20 North East Lincolnshire Council are preparing a 10-year forward works programme for each asset grouping based on the evaluation and ranking of alternative improvement projects and maintenance treatments, and including all cyclic routine maintenance functions. These individual programmes will subsequently be amalgamated to form an Integrated Forward Works Programme (IWP), which will include all assets and services and input from other organisations who may have an interest in or an effect on the management of the highway network.

11.5.21 The IWP will integrate the works required from all of the funding streams and initiatives, and by bringing all of the proposed works on the network into one location enable co-ordination of works to take place. It will be able to assist with both short-term road space/traffic management issues and longer term planning.
11.5.22 With good quality condition data available for analysis it will be possible to predict the likely future maintenance schemes and their locations. The timing of other works can then be reviewed to ensure situations don’t arise where new works are destroyed by subsequent tasks.

11.5.23 This long-term programme will be built on projections using currently held data and knowledge, as such there will be significant limitations on the reliability of the projections. The reliability of projections regarding the precise nature and location of the works for the later years of the programme will be relatively low, however an aggregation of the anticipated needs is a valid method of predicting future funding requirements.

**Performance Measurement**

11.5.24 In order to effectively manage the highway network it is necessary to obtain information on how the processes and procedures in place are meeting the stated goals and objectives of the Council. By assessing these processes against the levels of service it is possible to guide the decision making of those responsible for the management of the asset.
11.5.25 NELC believes that the best way to make this assessment is by putting in place a number of performance indicators against each level of service, thus ensuring a measurable performance that is up to date, readily available and reliable.

11.5.26 These performance indicators have been amalgamated under three headings;

11.5.27 **Strategic** – Primary purpose to report on performance to others. Report on annual performance to external stakeholders, e.g. Best Value Performance Indicators. They provide a snapshot of the overall performance but do not generally assist with the day-to-day management of the asset.

11.5.28 **Tactical** – Primary purpose to assist in resource allocation decision making. Provide ongoing management information to the highway authority, e.g. random auditing of the ongoing condition assessment of the asset.

11.5.29 **Operational** – Primary purpose to provide information to improve the efficiency of service delivery. Provide operational information to service deliverers, principally focussed on measures associated with the delivery of the works, such as time to respond to reports of defects or the number of schemes brought in within the initial budget.

**Improvement Actions**

11.5.30 It is recognised that this initial Transport Asset Management Plan is only the first step in implementing a coherent and efficient highway management strategy. The production of this plan has already highlighted a number of areas where improvements in information, processes and practices are required and these are detailed within the lifecycle plans and within the Improvement Plan that form part of the TAMP.

11.5.31 It is fully envisaged that as this plan is implemented further required improvement actions will be identified and a continual review of the plan itself will bring to light a number of discrepancies that will themselves lead to improvement actions in the plan.

11.5.32 A formal review of this Transport Asset Management Plan will take place regularly at which time a new Improvement Plan will be developed in order to assist with the continual improvement of the service and the search for best value.

**11.6 LTP2 Five Year Capital Programme - 2006 to 2011:**

11.6.1 The programme is set out in the following sections:

- A summary of the full 5 year capital programme
- An individual programme showing all interventions for each of the 5 priorities,
- A 5 year programme for Involve, Inform and Encourage.
- A 5 year revenue programme
- A summary of proposed major schemes and supplementary schemes.
## 5 year LTP2 Programme - Summary of Proposed Capital Expenditure and Number of Schemes

<table>
<thead>
<tr>
<th>PRIORITY</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>Total for 5 years</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£000</td>
<td>No. of Schemes</td>
<td>£000</td>
<td>No. of Schemes</td>
<td>£000</td>
<td>No. of Schemes</td>
</tr>
<tr>
<td><strong>Tackling Congestion</strong></td>
<td>348</td>
<td>10</td>
<td>597</td>
<td>11</td>
<td>369</td>
<td>9</td>
</tr>
<tr>
<td><strong>Delivering Accessibility</strong></td>
<td>347</td>
<td>14</td>
<td>633</td>
<td>14</td>
<td>665</td>
<td>16</td>
</tr>
<tr>
<td><strong>Safer Roads</strong></td>
<td>1,201</td>
<td>20</td>
<td>1,375</td>
<td>28</td>
<td>1,444</td>
<td>26</td>
</tr>
<tr>
<td><strong>Better Air Quality</strong></td>
<td>5</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td><strong>Quality of Life</strong></td>
<td>1,802</td>
<td>48</td>
<td>1,100</td>
<td>50</td>
<td>1,400</td>
<td>50</td>
</tr>
<tr>
<td><strong>Involve, Inform &amp; Encourage</strong></td>
<td>40</td>
<td>11</td>
<td>54</td>
<td>11</td>
<td>69</td>
<td>11</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>3,743</td>
<td>104</td>
<td>3,764</td>
<td>115</td>
<td>3,952</td>
<td>113</td>
</tr>
</tbody>
</table>

Check Totals (Provisional Planning Guideline) | 3,743 | 3,764 | 3,952 | 4,150 | 4,358 | **19,967** |

Integrated Transport excluding SHBLR GCI | 1,488 | 2,718 | 2,854 | 2,997 | 3,147 | 13,204 |

SHBLR GCI (Great Coates Interchange) | 1,230 |

Maintenance | 1,025 | 1,046 | 1,098 | 1,153 | 1,211 | 5,533 |

Note- expenditure planned for 2009-10 and 2011-12 is provisional.
## 5 year LTP2 Programme – Priority: Tackling Congestion

<table>
<thead>
<tr>
<th>INTERVENTIONS</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>Total for 5 years</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£000</td>
<td>No. of Schemes</td>
<td>£000</td>
<td>No. of Schemes</td>
<td>£000</td>
<td>No. of Schemes</td>
</tr>
<tr>
<td>M15.1 Review long stay parking charges</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
</tr>
<tr>
<td>M16.1 Car park messaging</td>
<td>45</td>
<td>1</td>
<td>39</td>
<td>1</td>
<td>50</td>
<td>1</td>
</tr>
<tr>
<td>M16.2 Better enforcement of parking offences</td>
<td>45</td>
<td>1</td>
<td>100</td>
<td>1</td>
<td>145</td>
<td>2</td>
</tr>
<tr>
<td>M16.3 Road sign improvements</td>
<td>39</td>
<td>1</td>
<td>29</td>
<td>1</td>
<td>40</td>
<td>1</td>
</tr>
<tr>
<td>M16.4 Improve computer co-ordinated traffic signals</td>
<td>39</td>
<td>1</td>
<td>29</td>
<td>1</td>
<td>40</td>
<td>1</td>
</tr>
<tr>
<td>M16.5 Traffic calming</td>
<td>39</td>
<td>1</td>
<td>50</td>
<td>1</td>
<td>50</td>
<td>1</td>
</tr>
<tr>
<td>M16.6 Road junction improvements</td>
<td>140</td>
<td>2</td>
<td>159</td>
<td>2</td>
<td>149</td>
<td>2</td>
</tr>
<tr>
<td>M11.1 As M16 and L2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>M13.1 School travel plans</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
</tr>
<tr>
<td>L2.1 Provision of on street parking for motorcycles</td>
<td>10</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>L2.2 Provision of secure motorcycle lockers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>L2.3 Promote car sharing through employers</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
</tr>
<tr>
<td>L2.4 Park and share sites</td>
<td>10</td>
<td>1</td>
<td>8</td>
<td>1</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>L2.5 Dedicated parking spaces for car sharers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>L2.6 Real time journey information on congested routes</td>
<td>10</td>
<td>1</td>
<td>8</td>
<td>1</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>L2.7 Allow car share to use bus lanes</td>
<td>200</td>
<td>1</td>
<td>200</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L2.8 Internet based database for car sharers</td>
<td>10</td>
<td>1</td>
<td>10</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total for Congestion</strong></td>
<td>348</td>
<td>10</td>
<td>597</td>
<td>11</td>
<td>369</td>
<td>9</td>
</tr>
</tbody>
</table>

R = Revenue funded
### 5 year LTP2 Programme – Priority: Delivering Accessibility

<table>
<thead>
<tr>
<th>INTERVENTIONS</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>Total for 5 years</th>
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<td></td>
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<td>£000</td>
<td>No. of Schemes</td>
<td>£000</td>
<td>No. of Schemes</td>
</tr>
<tr>
<td>M7.1 Improve bus services</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
</tr>
<tr>
<td>M7.2 Improve bus infrastructure</td>
<td>160</td>
<td>1</td>
<td>163</td>
<td>2</td>
<td>195</td>
<td>2</td>
</tr>
<tr>
<td>M7.3 Further develop DRT</td>
<td>0</td>
<td>100</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>M7.5 Pre purchase ticket system</td>
<td>5</td>
<td>1</td>
<td>80</td>
<td>1</td>
<td>150</td>
<td>1</td>
</tr>
<tr>
<td>M7.6 Smart card tickets</td>
<td>5</td>
<td>1</td>
<td>100</td>
<td>1</td>
<td>50</td>
<td>1</td>
</tr>
<tr>
<td>M7.7 Low floor buses</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
</tr>
<tr>
<td>M7.8 Concessionary fares</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
</tr>
<tr>
<td>M8.1 Improve Information</td>
<td>10</td>
<td>1</td>
<td>35</td>
<td>2</td>
<td>80</td>
<td>2</td>
</tr>
<tr>
<td>M10.1 Install dropped crossings</td>
<td>50</td>
<td>5</td>
<td>50</td>
<td>5</td>
<td>50</td>
<td>5</td>
</tr>
<tr>
<td>M10.2 Improve access to bus and rail stations</td>
<td>49</td>
<td>1</td>
<td>100</td>
<td>1</td>
<td>100</td>
<td>1</td>
</tr>
<tr>
<td>M10.3 Improvements for people with mobility...</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
</tr>
<tr>
<td>M10.4 Improved links to bus stops</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
<td>R</td>
</tr>
<tr>
<td>M10.5 Improvements to taxi rank waiting facilities</td>
<td>10</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>M10.6 Taxi sharing scheme</td>
<td>40</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>M10.7 Improve pedestrian and disabled access at...</td>
<td>R</td>
<td>R</td>
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Total for Delivering Accessibility: 347, 14, 633, 14, 665, 16, 698, 16, 733, 17, **3,076, 77**

R=Revenue funded
# 5 year LTP2 Programme – Priority: Safer Roads

<table>
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<tr>
<th>INTERVENTIONS</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>Total for 5 years</th>
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<td><strong>TAMP (Maintenance Interventions)</strong></td>
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<td>320</td>
<td>300</td>
<td>306</td>
<td>344</td>
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<td>10</td>
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<td>226</td>
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R= Revenue funded
### 5 year LTP2 Programme – Priority: Better Air Quality

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<th>2007-08</th>
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<th>Total for 5 years</th>
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<td>M17.1 Monitor, review annually</td>
<td>£000</td>
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<td>£000</td>
<td>No. of Schemes</td>
<td>£000</td>
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<tr>
<th>Types of Scheme</th>
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<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>Total for 5 years</th>
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<tr>
<td>M17.1 Monitor, review annually</td>
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<td>No. of Schemes</td>
<td>£000</td>
<td>No. of Schemes</td>
<td>£000</td>
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Intervene if thresholds exceeded - will require additional funding (from congestion Priority)
## 5 year LTP2 Programme – Priority: Quality of Life

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<tr>
<th>INTERVENTIONS</th>
<th>2006-07 £000</th>
<th>2007-08 £000</th>
<th>2008-09 £000</th>
<th>2009-10 £000</th>
<th>2010-11 £000</th>
<th>Total for 5 years £000</th>
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<tr>
<td><strong>Community Safety</strong></td>
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<tr>
<td>L1.1 Carry out surveys to prioritise vulnerable areas</td>
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<td>R</td>
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<tr>
<td>L1.2 Upgrade lighting at bus stops</td>
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<td>L1.3 Upgrade lighting in high crime areas</td>
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<td>L1.4 Improve CCTV lighting and signs at car parks</td>
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<td>M12.1 Improve road safety to encourage cycling</td>
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<td>20</td>
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<td>M12.2 Provide off road cycle paths</td>
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<td>M12.3 Provide on road cycle lanes</td>
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<td>M12.8 Promoting cycling for travel and exercise</td>
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<td>M12.9 Cycle parking and facilities</td>
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<td>L3.1 Improve pedestrian environment</td>
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<td>L3.2 Increase pedestrian priority crossing facilities</td>
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<td>L3.3 Improve maps and signposting</td>
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<td>L3.5 Promotion and pedestrian training</td>
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<td>L4.1 Improve signs, gates, stiles and bridges</td>
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<tr>
<td>Grass cutting, maint. signs, gates, stiles &amp; bridges</td>
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<td>R</td>
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<tr>
<td><strong>Quality of Public Spaces/ Neighbourhood Renewal and Regeneration</strong></td>
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<td>L5.1 Improve pedestrian environment in town centres</td>
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<td><strong>Sustainable and Prosperous Communities</strong></td>
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**Total for Quality of Life** 1,802 48 1,100 50 1,400 50 1,549 52 1,643 47 **7,494 247**
## 5 year LTP2 Programme – Priority: Involve, Inform and Encourage – Smarter Choices

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<th>INTERVENTIONS</th>
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<th>2007-08 £000</th>
<th>No. of Schemes</th>
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<th>No. of Schemes</th>
<th>2010-11 £000</th>
<th>No. of Schemes</th>
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<td><strong>Involve, Inform, and Encourage</strong></td>
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**Total for 5 years: 310,000**
## 11.7 Revenue Programmes (Anticipated)

11.7.1 The revenue programmes set out below are based on the Council’s Three Year Medium Term Financial Programme.

### Table 11.7.1 Indicative Revenue Programmes

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<td>Street lighting</td>
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<td>B&amp; C Roads (M2)</td>
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<td>UNC Roads (M3)</td>
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<td>Footways (M9)</td>
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<tr>
<td>Bridges Routine Maintenance</td>
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<td>Engineering Support</td>
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<td>Winter Service</td>
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<td>Testing including surveys</td>
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<td>Insurance contribution</td>
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<td>Public Rights of Way (L4)</td>
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<td>Highway Management</td>
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<td>Traffic Management Salaries (Rd Safety / Traffic / Traffic Signals)</td>
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<td>Gully cleansing</td>
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<td>Routine traffic signal maintenance</td>
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<td>Urban Challenge</td>
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<td>Rural Challenge</td>
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<td>Stops &amp; S</td>
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<td>Adshel maintenance (in kind)</td>
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<tr>
<td>Traffic Census</td>
<td>12</td>
</tr>
<tr>
<td>School Travel Advisor service</td>
<td>21</td>
</tr>
<tr>
<td>Surveys/ Publicity/ Printing</td>
<td>41</td>
</tr>
<tr>
<td>Transport Planning (staff)</td>
<td>75</td>
</tr>
<tr>
<td>Education Travel Expenditure</td>
<td>1,790</td>
</tr>
</tbody>
</table>
11.7.2 Revenue programmes are vital to the delivery of the long term transport strategy. The achievement of best value from the capital investment in new infrastructure through the Local Transport Plan is supported through the use of revenue funds where appropriate to maintain and operate the transport system effectively.

11.7.3 Revenue support is clearly identified in the tables above using the letter “R” where revenue expenditure supports the delivery of the programme. In this way evidence of co-ordination of revenue funding to support the capital investment in new infrastructure is demonstrated within all of the transport programmes. This linking and co-ordination of programmes helps North East Lincolnshire provide value for money in each of its investments.

11.8 LONGER TERM PROGRAMME (Major Schemes)

11.8.1 The longer term programme for the transportation strategy will depend on future integrated transport and maintenance funding, and the Council’s success in attracting other funding, including LTP major schemes. Assuming integrated transport and maintenance funding continues at roughly the same levels, the programmes for LTP3, and LTP4 will be roughly similar to that of LTP2.

11.8.2 To deliver the ambitious Urban Regeneration vision, it will be necessary to maximise the use of funding from partners. The Urban Renaissance vision will require high quality innovative schemes that are bold and contribute to the delivery of a step change in the local transport system. Some of these schemes will utilise integrated transport funding together with partnership funding.

11.8.3 A number of the transport schemes being considered to support the local regeneration and Urban Renaissance initiatives include improvements to Cleethorpes Rail Station and environs, pedestrianisation and other public realm improvements in Grimsby Town Centre, the Riby Square/ Marina/ Dock re-development, Freshney Forest & cycle-ways, Eastgate (extension to Immingham Dock estate and the Cleethorpes Events Arena.

11.8.4 Other key interventions will require significant investment, which will be sought in part through major scheme bids which the Council intends to progress as part of the long term programme. These schemes are likely to be delivered outside the timeframe for LTP2, but will be essential if the North East Lincolnshire community’s vision is to be realised. Definite costing and cost benefit analyses are not available at the time of publishing LTP2, but preliminary estimates have been provided where possible. The proposed major schemes are:

**A18 / A180 Link (preferred start within LTP2 timescale)**

11.8.5 This scheme will remove unwanted traffic, particularly HGV’s, from inappropriate urban and residential routes, and provide an improved route to Immingham Dock from the south and is the priority major scheme for North East Lincolnshire.

11.8.6 By improving the environment in Immingham town centre, and by diverting some HGV’s away from the Grimsby conurbation, it supports a range of LTP objectives and priorities, including tackling congestion, improving quality of life by supporting neighbourhood renewal and regeneration, improving the quality of public spaces and reducing noise. The scheme will also contribute to significant improvement in air quality in Immingham.
11.8.7 It also supports the Council’s Priority of Regeneration and the local transport objective of supporting the local economy, by enhancing the road system near the port and associated industrial area. This is also in line with Regional and Northern Way objectives to improve access to the Humber ports, of which Grimsby and Immingham, managed as a single port complex, is by far the largest, accounting for 69% of the total tonnage handled by all Humber ports (cf Hull at 15%). The port is of national significance, the busiest in the UK, and is an important economic driver for the region and the country, providing a vital link to international markets in Europe and beyond. Grimsby and Immingham has significant potential to divert freight traffic away from congested roads in the south of England, through the diversion of sea traffic from southern ports.

11.8.8 Traffic at the port has grown rapidly: 50% in the last 15 years. This growth is set to accelerate in the near future, with considerable expansion in facilities underway, particularly in the outer harbour areas which can accommodate modern, deep draft vessels. Whilst the rail network, suitably enhanced, could accommodate perhaps 20% of growth, most additional freight will be moved by road. The current network is inadequate both in capacity and in suitability, as a significant volume of freight traffic takes tortuous routes through residential areas.

11.8.9 The Council is fully committed to reducing HGV traffic on Pelham Road Immingham, which as well as containing a school and the main shopping area in the town, is also largely residential. Many complaints have been received about the impact of HGV’s but the only diversion routes currently available would transfer the problem to even more unsuitable roads.

11.8.10 In addition, there is need for a strategic link from the south to the expanded and expanding Immingham Dock. Such a link would also provide more direct access to the A180 from the A16, A46, A18 & A1173, which would allow many HGV’s, heading west and north from the Louth, Skegness and Boston area, to bypass Grimsby.

11.8.11 One suggested option is to construct a new road to link the A1173 / B1210 junction south of Stallingborough, with the Stallingborough Interchange on the A180. This would require a bridge over the Cleethorpes to Doncaster railway line, and the total cost is expected to be around £10M. Preliminary analysis suggests that the benefit-cost ratio for the scheme is greater than 2. The scheme is dependent on DfT funding and the Council is currently preparing a business case as a matter of priority.

**Low cost option**

11.8.12 A series of weight limits have been considered as a low cost option to divert heavy goods vehicles away from Pelham Road. If a weight limit were to be placed on Pelham Road, the next shortest route for heavy vehicles would be via the village of Healing. A weight limit in Healing would divert the traffic via Littlecoates Road in the suburbs of Grimsby. Progressively longer diversion routes lead similarly through residential areas. The shortest diversion avoiding residential areas is some 10 miles long. Weight limits are not therefore considered to be an appropriate option.
**Partnership working**

11.8.13 There are a number of beneficiaries from this project and the opportunities for partnership working with the ports authority and the Eastgate project will be pursued as the project progresses. The potential for a contribution from the productivity stream of the Transport Innovation Fund (TIF) will also be explored, as improved access to this port of national significance will produce significant productivity benefits at national level.

**A new bus station for Grimsby**

11.8.14 A new central bus station for Grimsby will support the priority of town centre regeneration and Urban Renaissance. Together with the “Kick Start” project and other improvements through this Plan to improve bus services this project will help to tackle congestion, by encouraging a modal shift to public transport.

11.8.15 The existing bus station in Grimsby town centre is currently operating at twice the number of departures that were expected when it was built. Its design makes it difficult for travellers to cross between buses to the stand they require. There is no on-site information point, and information facilities are often vandalised. The bus station is located at the opposite end of town to the railway station, in an area that will be improved as part of Urban Renaissance projects.

11.8.16 We intend to build a new bus station in Grimsby town centre. The new facility will provide a single, high quality, weather proof waiting area for bus passengers, with electronic information about departures.

**Low cost option**

11.8.17 A low cost option of on-street bus stands, with no bus station, has been considered. This was the subject of a study by consultants ARUP into Grimsby transport issues arising from the Urban Renaissance initiative (see Appendix 6). The study concluded that there was insufficient space available to provide the required number of bus stands on street, and that the number of people waiting for buses at on-street bus stops would cause unacceptable congestion on pedestrian routes.

**Partnership working**

11.8.18 The construction of the bus station will provide opportunity for a partnership with a developer, probably as part of a wider retail development in the town centre, and support the Urban Renaissance vision for the town. Indeed, it is through ideas within this vision for the town that the scheme has been developed.

**Park and Ride**

11.8.19 The development of a park and ride service as part of the approach to deliver a step change in public transport provision as part of the Plan’s strategy to tackle congestion may also form part of a major scheme bid in the longer term.

11.8.20 Intended to relieve Grimsby town centre and its approaches from congestion caused by commuter traffic, the service will be complemented by appropriate bus priorities and demand management to encourage its use.
11.8.21 Park and Ride, particularly to the west of Grimsby, would be useful in alleviating summer weekend congestion caused by Cleethorpes resort traffic. It will be essential in helping to service the Cleethorpes Events Arena, which is planned to accommodate an audience of up to 20,000.

11.8.22 There are a number of villages to the south and west of Grimsby, some outside North East Lincolnshire, from which commuters travel each morning into the town. The main routes from the south, the A16, and the A1243, are heavily congested at peak times, albeit for a short length of time (see transportation study). The largest secondary school in NEL, Toll Bar Business and Enterprise College, sits close to the busy Toll Bar roundabout on this route. The traffic and children (pedestrians and cyclists) mix in ways which dis-benefit both. It is clearly less than safe for the children, though cycle and pedestrian crossing facilities have been provided, and the children crossing slow down the flow of traffic through the junction, adding to queue length and increasing journey times.

11.8.23 A Park and Ride site south of this junction would serve to alleviate both these problems.

11.8.24 As with north-south traffic, east-west commuter traffic along the A180 includes a significant proportion of cross boundary traffic. Settlements immediately to the west of the borough generate commuter traffic accessing work in Immingham and Grimsby. In the summer, holiday traffic at weekends and bank holidays generates considerable congestion in the corridor.

11.8.25 Great Coates is ideally suited to intercept this traffic, being situated close to the A180 to the west of the Grimsby / Cleethorpes conurbation. Grimsby Town Football Club intends to relocate to a site adjacent to the Great Coates interchange, and the development plan includes the construction of a park and ride site at no cost to the Council. This third party investment in the park and ride system will help to provide value for money in the development of a wider major scheme bid for park and ride provision in North East Lincolnshire.

11.8.26 The cost of the park and ride project will be affected by this and a number of other factors, and cannot therefore be usefully estimated at this time. Phasing will be important, and it may be that a single site will be developed as a trial.

11.8.27 Park and ride will complement the development of high quality public transport in North East Lincolnshire, which will start with the Kick Start funded improvements. To reflect the need for high quality provision to make park and ride successful, the Council will investigate the operation of the service with high quality tram-buses, to support the Urban Renaissance vision for high quality “tram like” public transport provision.

**Low cost option**

11.8.28 The park and ride strategy is to collect car-born travellers from out-lying villages at a single point, from which an express public transport system serves a number of high volume destinations. Serving these villages by conventional bus services, or even demand
responsive transport, will not provide the swift journey times demanded by most modern travellers. For many people, park and ride is the only acceptable alternative to travelling into town by car. There is no low-cost alternative which will deliver this strategy, although the Council will seek to engage private sector partners in order to ensure efficient running of the service.

**Partnership working**

11.8.29 The planned construction of a new stadium for Grimsby Town Football Club will include a park and ride site funded by the developer. The Council will then seek a commercial partner to operate park and ride. Capital funding will be required for the construction of the sites and purchase of vehicles. It is anticipated that partners will run the bus services commercially.

**Express Tram-bus System**

11.8.30 This will serve the park and ride sites and provide a rapid connection between Immingham and Cleethorpes and all settlements in-between (unlike the suggested tram-train alternative which, as well as being far more costly, would not be able to serve Immingham initially). It will be an express service, stopping only at selected locations, usually one per settlement. By this means it will provide rapid connectivity between the different parts of North East Lincolnshire. At the edges of the urban area, and along the Immingham route, it will link to the existing rural demand responsive service. It will also link to the urban demand responsive service which connects deprived wards to sites of employment.

11.8.31 The vehicles will be articulated buses with powerful electric motors capable of accelerating quickly to maximum speeds. They will have the appearance of trams, both inside and outside, and will be given priority at all signal junctions.

11.8.32 As with the Park and Ride system which it would serve, the main aim of the tram-bus is to support the priority of Tackling Congestion. It would also contribute significantly to Delivering Accessibility and Air Quality, and deliver a key element of the LSP vision: to provide connectivity through an express transit system.

**Low cost option**

11.8.33 An alternative low-cost option would be to provide express services using traditional busses. It seems clear, however, that commuters in particular are set against riding in such vehicles. Busses have a poor reputation among car-born commuters. A new concept in public transport is required to encourage a modal shift away from commuter car travel.

11.8.34 The Tram-Bus is itself a low cost option of the light rail rapid transit system which the consultation on which the Community Strategy is based suggested was favoured by local residents.
**Partnership working**

11.8.35 The operation of the tram-bus system will involve a partnership with a private sector operator, yet to be identified.

**South Humber Bank Link Road (SHBLR)**

11.8.36 This new road would link the eastern end of the Kiln Lane Industrial Estate, and the docks at Immingham (including the proposed Eastgate expansion of the dock estate) to the Europarc Business Park and the A180 at Great Coates Interchange. The link will improve the movement of local industrial traffic, for instance from the fish market to the fish processing plants. It will also open up an area of land known as “Europarc 4”, for which the Council has received development enquiries of a substantial nature. The scheme would provide an access road through this site, and could make possible developments which could provide up to 3,000 new jobs.

11.8.37 LTP funding for SHBLR was initially awarded as a "major minor" to be constructed during LTP1. Unfortunately, it did not progress as quickly as hoped due to a number of factors, not the least the removal of £6M from the 5 year LTP1 capital programme. This was done to alleviate some of the Council's severe financial difficulties at the time, the money being used as capitalised revenue. In order to progress the scheme with the smaller amount of funding available, it has been split into two phases, the first to be started during LTP1 and completed in the first year of LTP2.

**Partnership working**

11.8.38 This project will afford opportunities for partnerships with developers of Europarc 4. Sections of the road may be constructed as part of developments as they progress, if the site is developed piecemeal. Alternatively, the road may be constructed in partnership with land-owners or a developer with an interest in the whole site of Europarc 4.

11.9 Delivering the Vision

11.9.1 Delivering the LSP’s vision cannot be achieved solely through the interventions listed in this plan. On-going day-to-day work such as maintenance of the infrastructure, control of development (planning and highways), managing the highway network (traffic signals, co-ordinating road-works etc), will all be essential if the full aspirations of the community are to be realised. All these services will have to be delivered to a high standard if the vision is to be achieved and sustained. Appropriate levels of revenue funding will be provided to ensure that these high standards can be reached and maintained. The contribution which this effort makes to achieving targets has been taken into account in target setting.

11.9.2 The involvement of the community will also be vital if objectives are to be delivered. The Council is committed to a programme of community involvement across a range of activities from planning and design, to participation in delivery. Through this engagement with local people, businesses, and other stakeholders, the Council seeks to ensure cross-community commitment and ownership of the transport agenda. Chapter 10, "Involve, Inform and Encourage – Smarter Choices", expands on this theme.
12 Indicators and Targets

12.1 Introduction

12.1.1 In addition to the mandatory indicators defined by DfT, through the consultation process a number of additional local indicators were identified to better reflect the aspirations of the community, whilst still addressing wider policy objectives. It was felt that the introduction of additional indicators would be key to focusing the efforts of delivery schemes and initiatives towards the aims of the LTP priorities. The indicators were carefully selected to ensure that all elements within a particular theme had a desirable, tangible outcome to aim for. For the purposes of reporting, the indicators have been grouped into strategic and operational indicators. Although not described in detail in the LTP, the operational indicators serve the purpose of allowing detailed monitoring of specific interventions or initiatives and will be carefully monitored throughout the programme to aid performance management. LTP2 will also look towards other non-LTP2 performance indicators, and particularly the Community Strategy, to ensure that LTP aims and objectives continue to contribute in the wider sense to the wider vision for North East Lincolnshire.

12.1.2 A new toolkit has been developed for LTP2 in order to ensure robust target setting monitoring and performance management. Each indicator is aimed at measuring progress against a particular priority. Table 12.3.1 describes this relationship and how the baseline data has been established and targets set for each indicator. The table also shows a summary of the indicators, grouped according to their priority and how these indicators are measured.

12.2 Transportation Study and Review of LTP1 Monitoring.

12.2.1 During 2004/05 NELC commissioned a Transportation study of the entire North East Lincolnshire transport network. NELC worked closely with consultants Transport Planning International (TPI) to carefully analyse and model current conditions, forecast future conditions and model the impacts of proposed interventions. Targets were set using the findings from the study which subsequently led to a complete review of the previous monitoring regime. Over the 5 years of the plan, using the refined monitoring data, we aim to refine and update the model to give a more detailed view of network conditions and in particular to study in greater depth the issues highlighted by the study. Appendix 7 describes in more detail how the Transportation study has influenced the monitoring programme for LTP2.

12.3 Transport Asset Management Plan.

12.3.1 See Chapter 11. As our Transport Asset Management Plan (TAMP) is developed, condition data and projection methodology will be progressed to build on the preliminary work to ensure that robust targets are in place for LTP2, and longer term targets to 2022. This work will lead to a review of treatment types, and spread of available budget across the whole network having regard to life cycle planning and efficiency savings.
<table>
<thead>
<tr>
<th>Ref</th>
<th>Indicator Description</th>
<th>Measurement</th>
<th>Aims</th>
<th>Baseline</th>
<th>Target setting</th>
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</thead>
<tbody>
<tr>
<td>M15</td>
<td>Peak Period Traffic Flows</td>
<td>Manual classified</td>
<td>To measure the effectiveness of measures to influence road use</td>
<td>Baseline data is being collected at a number of locations forming a</td>
<td>Based on evidence from the transportation study</td>
</tr>
<tr>
<td></td>
<td>(Mandatory)</td>
<td>vehicle counts</td>
<td>efficiency particularly with respect to the introduction of</td>
<td>cordon around the main urban / industrial centre.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Annual)</td>
<td>business travel plans and demand management.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M16</td>
<td>Congestion</td>
<td>Journey time surveys</td>
<td>To measure the effectiveness of traffic management measures and</td>
<td>Baseline data established as part of the transportation study.</td>
<td>Based on evidence from the transportation study</td>
</tr>
<tr>
<td></td>
<td>(Mandatory)</td>
<td>(Annual)</td>
<td>junction improvements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M11</td>
<td>Area Wide Road Traffic</td>
<td>Classified</td>
<td>To monitor effectiveness of road efficiency measures against</td>
<td>Historical data shows the traffic growth has slowed in NELC in recent</td>
<td>Based on evidence from transportation study</td>
</tr>
<tr>
<td></td>
<td>Mileage (Mandatory)</td>
<td>vehicle counts on</td>
<td>traffic growth particularly with respect to economic development</td>
<td>years. The effects of economic development are likely to reverse this</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>major links</td>
<td></td>
<td>trend. The baseline data for this indicator will take account of</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Annual)</td>
<td></td>
<td>traffic data from 2003-2006 to allow for any local fluctuations.</td>
<td></td>
</tr>
<tr>
<td>M13</td>
<td>Mode Share of journeys to</td>
<td>DfT</td>
<td>Monitor effectiveness of School travel plans</td>
<td>Baseline data to be agreed by DfT</td>
<td>To be reviewed in conjunction with the better schools, better tomorrow</td>
</tr>
<tr>
<td></td>
<td>School (Mandatory)</td>
<td>(Annual)</td>
<td></td>
<td></td>
<td>strategy.</td>
</tr>
<tr>
<td>L2</td>
<td>Efficient use of Road Space</td>
<td>Manual classified</td>
<td>To measure how well NELC is influencing road users to make the best</td>
<td>Baseline data is being collected at a number of locations forming a</td>
<td>Based on evidence from the transportation study</td>
</tr>
<tr>
<td></td>
<td>(Local)</td>
<td>cordon count</td>
<td>use of the available road network asset</td>
<td>cordon around the main urban / industrial centre.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Annual)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M10</td>
<td>Accessibility (Mandatory)</td>
<td>ACCESSION</td>
<td>% of Households without a car within 30 and 60 minutes of access</td>
<td>30 minutes to remain over – 91.4% 60 minutes to remain over – 96%</td>
<td>Based on local ACCESSION monitoring</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Annually)</td>
<td>to Hospital</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M17</td>
<td>Increase Bus Patronage</td>
<td>Data from bus</td>
<td>To measure effectiveness of improvements to bus services</td>
<td>Baseline data established in 05/06</td>
<td>Based on evidence from the transportation study</td>
</tr>
<tr>
<td></td>
<td>(Mandatory)</td>
<td>operators</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td></td>
<td></td>
<td>(Annual)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M14</td>
<td>Bus Punctuality (Mandatory)</td>
<td>Bus punctuality</td>
<td>To measure effectiveness of bus punctuality partnerships</td>
<td>Baseline data collected at a number of locations during 2005/06</td>
<td>To be included as part of NELC monitoring</td>
</tr>
<tr>
<td></td>
<td></td>
<td>surveys (Annual)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Indicator Code</td>
<td>Description</td>
<td>Data Source</td>
<td>Data Collection Frequency</td>
<td>Data Collection Baseline</td>
<td>Monitoring and Review</td>
</tr>
<tr>
<td>---------------</td>
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</tr>
<tr>
<td>M8</td>
<td>Bus Passenger Satisfaction (Mandatory)</td>
<td>Household survey (3 yearly)</td>
<td>To measure the influence of public perception on bus passenger numbers</td>
<td>Baseline data established 03/04</td>
<td>Based on experience and best practice</td>
</tr>
<tr>
<td>M4</td>
<td>Accidents KSI (Mandatory)</td>
<td>Police accident data (Monthly)</td>
<td>To measure effectiveness of safety schemes and initiatives</td>
<td>Baseline data established from 2001-2004 accident figures</td>
<td>Based on experience and best practice</td>
</tr>
<tr>
<td>M5</td>
<td>Child Accidents KSI (Mandatory)</td>
<td>Police accident data (Monthly)</td>
<td>To measure effectiveness of local safety schemes and road safety education, particularly in deprived wards</td>
<td>Baseline data established from 2001-2004 accident figures</td>
<td>Based on experience and best practice</td>
</tr>
<tr>
<td>M6</td>
<td>Slight Casualties (Mandatory)</td>
<td>Police accident data (Annual)</td>
<td>To measure the effectiveness of low cost safety measures on the number of slight casualties</td>
<td>Baseline data established from 2001-2004 accident figures</td>
<td>Based on experience and best practice</td>
</tr>
<tr>
<td>M17</td>
<td>Air Quality (Mandatory)</td>
<td>NELC monitoring data (Annual)</td>
<td>To measure the impact of traffic on air quality.</td>
<td>At this time we have no air quality management areas, SEA will monitor any potential effects brought about by changes to the road network.</td>
<td>Monitor and review as necessary</td>
</tr>
<tr>
<td>L1</td>
<td>Security Indicator (Local)</td>
<td>Household survey (3 yearly)</td>
<td>To measure public perception in relation to personal safety at night</td>
<td>Data is unrepresentative of impact from interventions. Street Lighting to be monitored by an operational indicator</td>
<td>No LTP2 target to be set - see text for L1</td>
</tr>
<tr>
<td>M12</td>
<td>Cycling trips (Mandatory)</td>
<td>Manual classified cordon count (Annual)</td>
<td>This indicator contributes to road use efficiency as well as supporting healthy communities</td>
<td>Baseline data is being collected at a number of locations forming a cordon around the main urban / industrial centre.</td>
<td>Based on evidence from the transportation study</td>
</tr>
<tr>
<td>L3</td>
<td>Walking trips (Local)</td>
<td>Manual classified cordon count (Annual)</td>
<td>This indicator contributes to road use efficiency as well as supporting healthy communities</td>
<td>Baseline data is being collected at a number of locations forming a cordon around the main urban / industrial centre.</td>
<td>Based on evidence from the transportation study</td>
</tr>
<tr>
<td>L4</td>
<td>Availability of public footpaths (Local)</td>
<td>(BVPI Annual)</td>
<td>Gives an indication of how effectively NELC are encouraging walking for recreation and rural accessibility</td>
<td>Baseline data established in 03/04</td>
<td>Based on TAMP</td>
</tr>
<tr>
<td>L5</td>
<td>Footfall in town centres (Local)</td>
<td>Automatic counts in town centres</td>
<td>To measure effectiveness of improvements to urban environment in supporting regeneration.</td>
<td>Baseline data established in 2006</td>
<td>Based on evidence from the transportation study and case studies</td>
</tr>
<tr>
<td>Indicator</td>
<td>Description</td>
<td>Data Source</td>
<td>Target</td>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>-----------</td>
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<td>-------</td>
<td></td>
</tr>
<tr>
<td>L6 Freight indicator (Local)</td>
<td>Classified vehicle counts at strategic location (Annual)</td>
<td>To measure the effectiveness of measures to mitigate against the negative effects of HGV traffic on residential areas</td>
<td>Data is likely to be of a qualitative nature and it is not possible to establish a baseline at this time.</td>
<td>No target to be set for this indicator.</td>
<td></td>
</tr>
<tr>
<td>M1 Road Condition (Principal) (Mandatory)</td>
<td>DfT, SCANNER (Annual)</td>
<td>The condition of the road network has an impact across a number of priorities, Quality of Public space, accessibility, road safety, it supports regeneration outcomes and attracts inward investment. These indicators are a measure of how well NELC are supporting these functions</td>
<td>Baseline data to be established by DfT in 06/07. In the meantime NELC will substitute a local indicator to indicate the percentage of road renewed or repaired.</td>
<td>Target to be established in line with recommendations from TAMP</td>
<td></td>
</tr>
<tr>
<td>M2 Road Condition (non-principal) (Mandatory)</td>
<td>DfT (Annual)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M3 Road Condition (unclassified) (Mandatory)</td>
<td>DfT (Annual)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>M9 Footway Condition (Mandatory)</td>
<td>DfT (Annual)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>L8 Customer Satisfaction (Local)</td>
<td>Annual household survey</td>
<td>This indicator has been developed to measure how well we are meeting the needs of the community and how well we are communicating transport priorities to the public.</td>
<td>Baseline data shows that 75% of residents agree or strongly agree with proposed interventions.</td>
<td>Target set to reflect local priorities</td>
<td></td>
</tr>
</tbody>
</table>
12.4 Public Rights of Way Improvement Plan

12.4.1 As the Rights of Way Improvement Plan (ROWIP) is developed over the next 18 months, this will lead to a complete review of the network having regard to issues identified during the consultation process, and it is expected that this will lead to a review of the targets during this period (Appendix 5).

**ACCESSION**

12.4.2 Accession is the DfT’s recommended accessibility planning software, designed to help authorities identify and address accessibility issues through mapping audits. Accession combines data on the local transport network and location of services with information on disadvantaged areas and demographic groups to identify particular accessibility problems.

12.4.3 Accession calculates time, cost or distance and can model origin or destination-based accessibility. It models travel realistically taking account of one way streets, interchange delays, service opening and closing times or shift times.

12.4.4 The software also looks at all modes of transport. Public transport networks including start and end dates, days of operation and service timetables and their variants. Routes can also be suspended to view the effects. Accession models walk links and wheelchair or cycle access. Walk links are used to connect intersections, origins and destinations, while time/cost is calculated using speed to represent typical travel behaviour.

12.4.5 Accession is created from a fully functional Geographic Information System (GIS). This means that geodemographic data from Census Output Areas, Districts, Wards, communes or Health Areas can be used in accessibility analysis.

**Target Tables.**

12.4.6 During the development of LTP2 as part of the target setting exercise, a series of target tables have been developed. These tables set out in some detail the estimated impact of proposed interventions against targets. Informed by the methods set out above and in the light of experience from LTP1 and best practice from other authorities these tables are a powerful tool for analysis in terms of relating outcomes to interventions, including impacts on other targets and indicators, as well as providing a strong indication of the relative value for money between schemes and interventions. This is a new tool, that we believe will also be invaluable in monitoring impacts against interventions in considerably greater detail than has been possible in the past. Target Tables are described in more detail in the next chapter. An example Target Table appears in Appendix 9.

**Experience and Best Practice.**

12.4.7 Officers involved in setting targets for LTP2 have, between them many years experience of planning and implementing the various interventions against the transport objectives both within this and other authorities. This experience has been further refined through
the monitoring of progress against LTP1 targets. Many lessons have also been learned from LTP1, which are reflected in LTP2 targets.

12.5 M1 (BVPI 96) Principal road condition

Evidence

12.5.1 Based on the findings of the Transport Asset Management Plan, targets for the condition of the road network have been developed. Using the preliminary analysis of the available condition data, taking into consideration the indicative funding and limited condition projection, forward programme of treatment interventions has been developed at network level.

12.5.2 This target is based on application of appropriate maintenance treatment interventions having regard to condition data, and the available budget.

12.5.3 As the interpretation of TTS survey data is developed, and the Transport Asset Management Plan is progressed, condition projection will be built in to develop robust targets. This is likely to lead to a review of treatment type, and spread of available budget across the whole network having regard to life cycle planning and efficiency savings.

Key actions

12.5.4 Interventions designed to impact on this indicator:

- Resurfacing and structural repair
- Transport asset management plan

Target – [no more than 24.7% in need of repair by 2011]

12.5.5 To reduce the percentage of principal roads that is in need of repair from 27.7% in the baseline year of 2004/05 to 27.4% in 2010/11. Based on Annual Road Condition Surveys (BVPI 223) (DfT).

12.5.6 It is forecast that without intervention, 30.4% of principal roads will be defective by 2010/11.
12.6 (M2) BVPI 97a Non-principal classified road condition

Evidence

12.6.1 Based on the findings of the Transport Asset Management Plan, a programme of prudent treatment interventions has been developed, to deliver the improvement in condition across the whole road network, maximising the benefit of the available funding.

12.6.2 This target is based on application of appropriate maintenance treatment interventions having regard to condition data, and the available budget.

12.6.3 As the Transport Asset Management Plan is developed it is expected that this will lead to a review of treatment type, and spread of available budget across the whole network having regard to life cycle planning and efficiency savings. It has not been possible to predict the effect of changing the condition survey methodology from CVI to SCANNER in 2005/6 when setting the targets, and this will need to be assessed as data becomes available over the next two years and targets reviewed accordingly.

Key actions

12.6.4 Interventions designed to impact on this indicator include:

- Resurfacing and structural repair

Target – [no more than 11.8% in need of repair by 2011]

12.6.5 To reduce the percentage of non-principal classified roads that is in need of repair from 12.1% in the baseline year of 2004/05 to 11.8% in 2010/11. Annual Road Condition Surveys (BVPI 97a) (NB baseline value relates to 2004/05 BVPI 97a CVI methodology, as 2005-6 SCANNER data not yet available - this will be updated in APR) (DfT).

12.6.6 It is forecast that without intervention, 15.6% of non-principal classified roads will be defective by 2010/11.

Chart 12.6.1 M2 BVPI 97a Non-Principal Road Condition
12.7 M3 (BVPI 97b) Unclassified road condition

Evidence

12.7.1 This target is based on application of appropriate maintenance treatment interventions having regard to condition data, and the available budget. As urban renaissance and other regeneration initiatives are developed within North East Lincolnshire, the opportunity will need to be taken to review programmes of work across the highway network to ensure that quality of the public realm is properly addressed.

12.7.2 As the Transport Asset Management Plan is developed it is expected that this will lead to a review of treatment type, and spread of available budget across the whole network having regard to life cycle planning and efficiency savings. It has not been possible to allow for the effect of changing the condition survey methodology from CVI to SCANNER when setting the targets. This is likely to occur in 2006/07 / 2007/08, and the effect will need to be assessed as data becomes available and targets reviewed accordingly.

Key actions

12.7.3 Interventions designed to impact on this indicator include:

- Resurfacing and structural strengthening

Target - [no more than 18.65% in need of repair by 2011]

12.7.4 To reduce the percentage of unclassified roads that is in need of repair from 18.9% in the baseline year of 2004/5 to 18.65% in 2010/11. Annual Road Condition Surveys (BVPI 97b) (DfT).

12.7.5 It is forecast that without intervention, 22.2% of unclassified roads will be defective by 2010/11.

Chart 12.7.1 M3 BVPI 97b Unclassified Road Condition
12.8 M4  M5  M6 (BVPI 99xyz) Road casualty reduction

Evidence

12.8.1 The safety indicators are based on data collected from the local police. The targets reflect national targets. Our confidence in being able to achieve them is borne out by experience from LTP1 and best practice. In previous years accident interventions have been targeted towards particular locations where there is a high frequency of accidents and the accident statistics are monitored continuously in order to identify these areas. However more recently accident data has shown that the geographical distribution of accidents is less focused on particular areas. With this in mind for future years and particularly for LTP2 there will be a greater emphasis on education as a method of reducing accidents, both through schools and publicity campaigns. This is reflected in the target setting for these indicators and the graphs below show recent trends in accidents compared with accident reduction targets.

Accident KSI.

12.8.2 The graph below shows the trend in local KSI accident data from 1992. It suggests that without any further intervention accident figures would remain at around 128 per annum.

12.8.3 Chart 12.8.1 KSI Accidents (3 year rolling average)

12.8.4 The trajectory for this target takes into account that there tends to be cyclical pattern with a peak every three years, for this reason NELC have adopted a three year rolling average in line with Monitoring guidance.

Slight Casualties.

12.8.5 The number of slight casualties is falling steadily since 2000. Without intervention it is likely that the number would continue to fall, although gradually less each year, levelling off by around 2010. It is probable that this indicator most closely reflects the success of road safety education.
12.8.6 Chart 12.8.2 Slight Accidents (3 year rolling Average)

![Graph showing slight 3 year moving average.]

**Key Actions**

12.8.7 Interventions designed to have a direct impact on these indicators include:

- Local safety schemes
- Road Schemes (Pedestrian Improvements)
- Pedestrian crossing facilities
- Village Speed Limits
- Motorcycle Safety Schemes
- Traffic calming
- 20mph zones
- Safer routes to school
- Road safety education
- Low cost safety measures

**Targets – [no more than 84 total KSI, 16 Child KSI and 674 slight injuries by 2011]**

12.8.8 To reduce the number of killed or seriously injured (all ages) from 140 (annual KSI casualties) the average for the baseline period of 1994-98 to 84 in 2010/11. This represents a 40% reduction from 1994-98. Data is based on Police data of reported injury collisions (BVPI 99).

12.8.9 It is forecast that without intervention, KSI figures would increase to 145 by 2010/11.
12.8.10 To reduce the total number of children killed or seriously injured from 34 (annual Child KSI casualties) the average for the baseline period of 1994-98 to 16 in 2010/11. This represents a 53% reduction from 1994-98. Data is based on Police data of reported injury collisions (BVPI 99).

12.8.11 It is forecast that without intervention, the Child KSI figure would be 34 by 2010/11.

12.8.12 To reduce the number of slight injuries (all ages) from 739 (annual slight casualties) the average for the baseline period of 1994-98 to 665 in 2010/11. This represents a reduction of 10% from 1994-98. Data is based on Police data of reported injury collisions (BVPI 99). Our performance last year was better than our target for 2010/11. A new method used by the police to report slight casualties is believed to have had an impact on the number of reports. It is anticipated that this sharp decrease will not be sustained and that the proportion of reported incidents will return to normal levels.
12.8.13 It is forecast that without interventions the Child KSI figure would be 765 by 2010/11.

12.9 M7 (BVPI 102) Bus Patronage

Evidence

12.9.1 Bus patronage in North East Lincolnshire has been falling consistently over the previous few years. Trend data from base line in 2001/2002 shows a decrease in passenger numbers of approximately 5% per year. If the decline continues as at present, by 2022 numbers will be down to approximately 2.5 million. Current numbers are around 5.8 million. Target has been set to stop the decline by 2011 and be back up to the 5.8 million mark by 2022. The target has been set based on evidence from the transportation study, by predicting the likely effects of planned interventions.

Key actions

12.9.2 The interventions designed to impact on this indicator include:

- Improve bus services
- Improve bus infrastructure
- Further develop DRT
- Pre purchase ticket system
- Smartcard tickets
- Low floor buses

12.9.3 Interventions designed to impact on other indicators but which will have a significant spin off impact on this indicator include:

- Set up punctuality partnerships
- Concessionary fares
- Public transport subsidies
**Target – [no less than 5,173,676 passengers by 2011]**

12.9.4 To slow the decline in bus patronage from 6,256,296 bus passengers in the baseline year of 2003/04 to 5,173,676 in 2011.

12.9.5 It is forecast that without interventions the figure would be 4,184,676 bus passengers by 2010/11. Information is based on data from bus operators.

**Chart 12.9.1 M7 BVPI 102 Public Transport Patronage**

12.10 **M8 (BVPI 104) Bus Satisfaction**

**Evidence**

12.10.1 The data for this indicator is also collected as part of the household survey. This data has been monitored over a number of years by the Public Transport team and the target has been set to reflect experience from LTP1 interventions and the available budget. However NELC have recently been successful in a bid for Kick Start funding to improve two of the main bus routes around Grimsby. This scheme will impact on the Bus Satisfaction Indicator and this is reflected in the target for this indicator. This indicator is only measured every 3 years, with the next survey due in 2007/08. By this time Kick Start will not have had time to influence the opinion of bus passengers, the impact of these measures will not become apparent until 2009/10.

**Key actions**

12.10.2 Interventions designed to impact on this indicator include:

- Improve information
- Improve cleanliness on buses.

12.10.3 Interventions designed to impact on other indicators but which will have a significant spin-off impact on this indicator:
• Set up punctuality partnership
• Pre paid ticket system
• Smart card tickets
• Improve bus infrastructure
• Improve bus services
• Low floor buses

**Target – [no less than 67% of people satisfied with bus services by 2011]**

12.10.4 To increase the number of people satisfied with the bus service in North East Lincolnshire from 61% in 2003/4 to 67% in 2011.

12.10.5 It is forecast that without interventions this figure would be 61% by 2010/11.

**Chart 12.10.1 M8 BVPI 104 Bus Satisfaction**

<table>
<thead>
<tr>
<th>Year</th>
<th>Bus Passenger Satisfaction %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003/4</td>
<td>61</td>
</tr>
<tr>
<td>2004/5</td>
<td>61</td>
</tr>
<tr>
<td>2005/6</td>
<td>62</td>
</tr>
<tr>
<td>2006/7</td>
<td>63</td>
</tr>
<tr>
<td>2007/8</td>
<td>64</td>
</tr>
<tr>
<td>2008/9</td>
<td>65</td>
</tr>
<tr>
<td>2009/10</td>
<td>66</td>
</tr>
</tbody>
</table>

12.11 M9 (BVPI 187) Footway condition

**Evidence**

12.11.1 The bulk of footway maintenance funding (M9) has been targeted at the Class 1 & 2 network, as this part of the footway network carries the most traffic, and condition data is available. However, unless there is a "spin off" benefit from other programmes of work, this work is funded solely from limited revenue budgets. As data becomes available for the remaining 90% of the footway network, through the development of the TAMP, it is expected that a robust case will be developed for investment across the whole footway network.

12.11.2 The impact on this target is based on the length of Class 1 & 2 footways treated, having regard to available budget.

12.11.3 As the Transport Asset Management Plan is developed it is expected that this will lead to a review of treatment types, and spread of available budget across the highway network having regard to life cycle planning and efficiency savings.
Key actions

12.11.4 Interventions designed to impact on this indicator include:

- Structural repair and resurfacing

Target – [no more than 80.5% of footways in need of repair by 2011]

12.11.5 To reduce the percentage of footways that is defective from 80.8% in the base line year of 2004/5 to 80.5% in 2010/11. Annual Footway Condition Surveys - Class 1 & 2 (BVPI187)

12.11.6 It is forecast that without intervention, 84.75% of footways will be defective by 2010/11.

Chart 12.11.1 M9 BVPI 187 Footway Condition

12.12 M10 (LTP1) Accessibility

Evidence

12.12.1 Maximising accessibility is crucial in delivering an inclusive society, which is one of the aims of the LSP’s Community Strategy. Where transport is not provided or not available at appropriate times, people can be restricted in their ability to access the facilities they need. Providing improved accessibility improves life chances, reduces social exclusion, grows economies and can improve personal health through the availability of essential facilities.

12.12.2 The DfT identified six core accessibility indicators, based on total journey time to work, health care, education and supermarkets. Local accessibility indicators will also be provided by the partnership groups for specific priority issues, these will be more responsive to the actions taken.

12.12.3 The accessibility planning process has identified that access to Grimsby Hospital is a key priority and this will be taken forward as the priority area to improve accessibility. This particular issue was also shown as the least accessible core target as measured by DfT
(showing 89.7% at 60 minutes). However, following local accessibility mapping using Accession it was found that actually 96% of residents had access to the hospital by public transport within 60 minutes. This brought the figure in line with all the other core targets which are above 90%. Similarly, Accession found that 91.4% of residents had access to the hospital within 30 minutes.

12.12.4 The non accessible areas (under 10%) are eligible to use the Phone n Ride service which allows them direct access on demand. This service effectively allows 100% accessibility to all residents of NEL.

12.12.5 Due to the present high level of accessibility the target will be set to maintain accessibility at it’s current level preventing any decline through measures (outlined below) to increase bus service patronage and planning controls. Such measures will be supported by our recent successful Kick-start bid.

**Key actions**

12.12.6 Interventions designed to impact on this indicator include:

- Install dropped crossings
- Improve access to bus and rail stations
- Improvements for people with mobility impairments
- Improved links to bus stops
- Improvements to taxi rank waiting facilities
- Taxi sharing scheme
- Improve pedestrian and disabled access at car parks
- Improve walking links to car parks
- Install customer help point intercoms
- Improve bus services
- Improve bus infrastructure
- Further Develop DRT
- Set up punctuality partnerships
- Pre-purchase ticket system
- Smart card tickets
- Low floor buses
- Improve information
- Improve cleanliness on buses

12.12.7 In addition to these measures, partnership working with the NHS will ensure that any reorganisation of health services does not have a negative impact on accessibility to
Grimsby Hospital. We have set the target below to ensure that the level of accessibility does not decline.

**Target - [to maintain current high levels of accessibility]**

12.12.8 To maintain the percentage of households without a car within 30 minutes and 60 minutes of access to Hospital at current levels of 91.4% and 96% respectively.

12.12.9 It is forecast that without interventions, the consequent reduction in bus passengers and bus services would cause a reduction in the percentage of households without a car within 30 minutes and 60 minutes of access to Hospital of approximately 2% per year. This would result in accessibility levels of 79.4% and 84% respectively by 2011.

12.12.10 Although we will be monitoring figures for both the 30 minute access and 60 minute access, we will be taking the 30 minute figure as the Core Mandatory indicator to be reported in the Pro-Forma because it will impact more on the local population and will be more sensitive to changes in accessibility.

12.13 **M11 (LTP2) Area wide traffic flows**

**Evidence**

12.13.1 Based on the Transportation Study forecast for future years and historical data we have set the ambitious target of 0% traffic growth between now and 2022. The major contributor for traffic growth for North East Lincolnshire is likely to be economic development. Information from the Transport Model indicates that the greatest impact on the volume of traffic is likely to be through soft measures, such as travel plans and the review of parking charges. Because these two factors are so closely linked we feel that by working hard to form close links with planners and developers this goal could be achieved. After the initial year, the trajectory therefore should be more or less linear towards 2022 as the interventions will be implemented alongside developments.
Key actions

12.13.2 Interventions designed to impact on other indicators but which have significant spin off impact on this indicator include:

- Car park messaging
- Road sign improvements
- Promote car sharing through employers
- Park and share sites
- Dedicated parking for car sharers
- Road time journey information on congested routes
- Allow car sharers to use bus lanes (HOV)
- Internet based car sharing software
- Promote walking
- Promote cycling
- Increase bus patronage.

Target – [0% growth in road traffic mileage by 2011]

12.13.3 To reduce the growth of the area wide road traffic mileage to 0%. From 12,929 vehicles/km/12hr in the baseline year of 2004 to no more than 13191 vehicles/km/12hr in 2010/11 and beyond. Data for this indicator is based on classified vehicle surveys at various locations across the authority area.

12.13.4 It is forecast that without interventions this figure would be 13,715 vehicle km by 2010/11.

Chart 12.13.1 M11 LTP2 Area Wide Road Traffic
12.14 M12 (LTP3) Cycling Trips (Annualised index)

Evidence

12.14.1 Increased levels of cycling will benefit the community in many ways; most importantly, it will improve the public health. Regular and moderate physical activity is known to help reduce obesity, heart disease, stroke, cancer and diabetes and maintain good mental health. By increasing the number of people who cycle or walk, we also reduce the number of cars that pollute the air we breathe - and air quality can be poorer inside the car than out: car uses regularly suffer up to three times as much pollution as pedestrians or cyclists.

12.14.2 A good cycling and walking environment not only benefits our health and our transport network, but it can also play a part in regenerating neighbourhoods, stimulating tourism and supporting economic development.

12.14.3 The 2011 target for Cycling Trips is to increase the number of cyclists crossing the cordon from 5350 (2003 baseline) to 8831. The forecast, if no interventions were to be taken, is that cycling would decrease to 4814 trips, derived from the Transportation Study 2004.

12.14.4 The cycling interventions (outlined below) are designed to impact on the indicator to increase the forecast by 75% of the baseline by 2011 and by 200% of the baseline by 2022. This results in an overall increase of 65% by 2011. We arrived at these targets by applying the target setting methodology as set out by the former English Regions Cycling Development Team part of the National Cycling Strategy. This method takes into account the current capacity and performance along with local factors of the potential for growth. The targets also take into account the cycling forecast if no interventions were to be made.

12.14.5 Evidence as to the effectiveness of measures to increase cycling

Examples of increase in cycle usage home and abroad
- York - 22% of trips by bike — achieved by restricted car access and implementation of a cycle network
- Hull - 14% of trips by bike — facilitated by a comprehensive cycle network which has also led to a 40% drop in cyclist casualties since 1990

Potential increase in cycle usage
- 30% of parents said that a safe cycling route to school would mean they would not use the car.

Examples from abroad - cycle levels and facilities in place
- Odense - 24% journeys by cycle - due to improvements. 80% fall in child casualties.
- Dutch Master plan - Led to a 36% increase between 1980 and 1997 in the distance travelled by bicycle, and a reduction in casualties by 24%.
- "Promoting bicycle use without improving bicycle facilities is meaningless." (Ref: http://www.greenwichcyclists.org.uk/Archives/theway.html)

Key actions

12.14.6 The interventions designed to impact on this indicator include:

- Improve road safety for cyclists
- Provide off road tracks
• Provide cycle lanes
• Improve connection to NCN (National Cycle Network)
• Safe routes to schools
• Cycle training for children
• Cycle training for adults
• Promotion and information
• Provide cycle parking and facilities.

**Target - [Increase in Cycling of 65% by 2011]**

12.14.7 To increase the number of cycling trips from 5350 at the survey points in the base year of 2003/4 by 65% to 8831 in 2010/11. This data is based on manual cycle counts across an inner urban cordon and forecast from the Transportation Study.

12.14.8 It is forecast that without interventions this figure would fall to 4814 by 2010/11.

12.15 M13 (LTP4) Mode share of journeys to school

**Evidence**

12.15.1 North East Lincolnshire Council currently has 81 schools required to have a travel plan by 2009 (including 3 Independent schools that are not eligible to receive capital grants). By March 2005 a total of 39 (48%) of these schools had approved travel plans, and it is projected that a total of at least 54 (65%) will have approved plans by the end of March 2006. This is significantly above the national target, and the local objective is for all schools to have a travel plan by August 2008 when central funding is due to finish.
12.15.2 School Travel Planning is also a key part of local accessibility planning, helping to provide a process for tackling barriers to accessing learning and other key services. In particular travel to school is an essential part of the strategic aims set out in the Local Transport Plan for safer routes, and the public transport infrastructure. This will ensure that school travel planning continues to be supported after the joint DfES and DfT grant funding ends in 2008. Provision in the Local Transport Plan capital programme has been made for a range of interventions to promote Healthy Communities. Interventions that have a close synergy with school travel planning include safer cycling routes to school (M12.5), cycle training for children (M12.6), and cycle parking and facilities (M12.9).

12.15.3 School Travel Plans are working documents for each individual school and will be reviewed on an annual basis to take account of ongoing changes. Over the life to the Local Transport Plan there will be a number developments that have an impact on school travel. NELC are undertaking a re-structure of our local schools and the Transport team is working closely with Education to ensure that transport considerations and School Travel Plans will be included as part of the re-structure. Several school mergers and 2 new Academy Status schools are planned. Greater choice about which school their children attend will be offered to parents, and the extended schools agenda will change the use and opening times of many schools. Strong links to the Local Transport Plan will continue to be an ongoing requirement beyond 2011.

**Key actions**

12.15.4 School Travel Planning is an integral part of the North East Lincolnshire Council Local Transport Plan. National case studies show that a well-developed programme of local school travel planning has a significant impact on reducing the amount of school run traffic. This indicator will measure mode share for journeys to school over the next 5 years, and uses the intervention of School Travel Plans to contribute to a modal reduction in car use, and to encourage other more sustainable modes of travel.

12.15.5 Interventions designed to impact on this indicator include:

- School travel plans

**Target – [none set at this time]**

12.15.6 It is intended that annual travel information for this indicator will be collected from schools as part of PLASC data that is being collected from next year. Therefore, as yet, no target has been set for this indicator. However, we expect to set a stretched target against this indicator due to our good progress with travel plans.

**12.16 M14 (LTP5) Bus punctuality**

**Evidence**

12.16.1 Bus Punctuality is one of the key aspects of successful service delivery in Public Transport. A bus is considered to be punctual if the bus service departs within a window of one minute early to five minutes late of its scheduled departure time. Recent monitoring for this mandatory indicator shows that the Bus Punctuality percentage in
North East Lincolnshire is currently averaged at 89%. This figure is made up in two parts: the percentage of buses starting the route on time; and the percentage of buses departing from intermediate timing points on time. Our current performance for these two components is 94% and 84% respectively.

12.16.2 Key to improvements against this indicator is the Bus Punctuality Improvement Partnership which, supported by infrastructure improvements, will aim to improve the punctuality of bus services at both starting points and intermediate timing points to 96%.

12.16.3 We will also be monitoring and aiming to increase the percentage of buses on time at non-timing points.

**Key actions**

12.16.4 Interventions designed to impact on this indicator include:

- Set up punctuality partnership.

12.16.5 Interventions designed to impact on other indicators but which will have a significant spin off impact on this indicator:

- Pre paid ticket system
- Smartcard tickets
- Improve bus infrastructure

**Target [no less than 96% by 2011]**

12.16.6 To increase the average percentage of services on time at starting points and intermediate timing points from 89% in the base line year of 2005/6 to 96% in 2010/11. This target is in line with the targets required by the Bus Punctuality Improvement Partnership.

12.16.7 It is forecast that without interventions this figure would remain at 89% by 2010/11.
12.17 M15 (LTP6) Changes in peak period traffic flows to urban centres

Evidence

12.17.1 As one of the congestion indicators this indicator is not mandatory for North East Lincolnshire. We have however decided to adopt it as tackling congestion is seen as important in delivering the regeneration aspirations of the Community Strategy, and is considered a priority by local people. Around 7,500 vehicles cross the cordon into Grimsby during the am peak, mainly commuters. By challenging congestion now we aim to maximise the productive capacity of our transport network and generate a culture of considerate transport use that will stand us in good stead as the economic activity in the area develops. The target for this indicator has been set based on evidence from the SATURN model developed as part of the Transportation Study.

Key actions

12.17.2 Interventions designed to impact on this indicator include

- Review long stay car park charging
- Promote alternatives to the car and improve conditions for walking, cycling and public transport

12.17.3 Interventions designed to impact on other indicators but which will have a significant spin off impact on this indicator include

- Car park messaging
- Road sign improvements
- Traffic signals
- School travel plans
- Promote car sharing through employers
- Park and share sites
- Dedicated parking for car sharers
- Real time journey information on congested routes
- Allow car sharers to use bus lanes (HoV)
- Internet based car sharing software.

Target – [0% growth in peak period traffic flows into the urban centre]

12.17.4 To maintain the peak period traffic flow to urban centres at 216,746 until 2010/11 from the base line year of 2005/6. This data is based on classified vehicle counts across the cordon and forecast from the Transportation Study.

12.17.5 It is forecast that without intervention this figure would increase to 238,420 vehicles by 2010/11.
12.18 M16 (LTP7) Congestion (vehicle delay)

Evidence

12.18.1 As one of the congestion indicators this indicator is not mandatory for North East Lincolnshire. We have however decided to adopt it because tackling congestion is seen as important in delivering the regeneration aspirations of the Community Strategy, and is considered a priority by local people. No congestion data is available from DfT at this time. However baseline journey time data was collected in October 2004 on major routes across the authority, as part of the transportation study. Journey time surveys will be repeated each year in October until such time as a more robust method becomes available. We have set the target for Congestion at 0% change in journey times measured in 2004. The target for this indicator has been set in line with the Peak Period Traffic indicator target and based on evidence from the Transportation Study

Key actions

12.18.2 Interventions designed to impact on this indicator include:

- car park messaging
- better enforcement of parking offences
- road sign improvements
- computer co-ordinated traffic signals
- traffic calming
- road junction improvements

Target – [0% increase in journey times by 2011]

12.18.3 The target for this indicator is a 0% change in journey times as measured in 2004.

12.18.4 It is forecast from the Transportation Study SATURN model that with no intervention, the journey times would increase by almost 4% by 2010/11.
12.19 M17 (LTP8) Air quality

**Evidence**

12.19.1 The target for this indicator is to monitor air quality until such times as the level of pollutants exceeds the threshold set out by DEFRA. The real time monitoring data from the monitoring station at Riby Square confirmed a predicted breach of the 2005 annual mean National Air Quality Standard for Nitrogen Dioxide. Adjacent properties are currently occupied demonstrating relevant exposure. Consequently, a recommendation was made to DEFRA to declare an Air Quality Management Area at or within the vicinity of certain properties on Cleethorpe Road near Riby Square.

12.19.2 DEFRA accepted the USA report but highlighted concerns in the modelling work carried out previously and the fact that the monitoring had been carried out in the middle of the road rather than at the façade of the relevant properties. They therefore recommended that an AQMA was not declared at this stage but that the Council should proceed to Detailed Assessment and thus carry out additional dispersion modelling and monitoring. This work is currently being undertaken by consultants employed by North East Lincolnshire Council.

12.19.3 The target for this indicator is based on the close link between Area Wide Road traffic Mileage and Air Quality.

**Key actions**

12.19.4 Since the most significant contributor to poor air quality is congestion, those interventions targeted towards tackling congestion will have the most significant influence on maintaining air quality:

- Car park messaging
- Road sign improvements
- Traffic signals
• School travel plans
• Promote car sharing through employers
• Park and share sites
• Dedicated parking for car sharers
• Real time journey information on congested routes
• Allow car sharers to use bus lanes (HoV)
• Internet based car sharing software.

**Target – [no deterioration in air quality by 2011]**

12.19.5 To maintain air quality at its current baseline level of 2004/5, preventing any further deterioration through measures to control congestion.

12.19.6 It is forecast that with no intervention we would experience a gradual change in the level of NO2 to 45 micrograms by 2010/11.

**Chart 12.19.1 M17 LTP8 Air Quality at AQMA**

12.20 L1 Security (Local Indicator)

**Evidence**

12.20.1 It was initially intended to use the resident survey to measure the impact of the interventions planned for the indicator “Public Perception of Security on the Transport Network.” Results for the most recent survey carried out in October 2005 have revealed that public perception of how safe they feel outside after dark has improved significantly over the last 2 years. Only 18% of consultees felt safe in 2003 this figure has now risen to 33% in 2005. This improvement has happened despite any meaningful interventions in respect of street lighting improvements. It is therefore felt that it would not be realistic to try and attribute any direct correlation between street lighting improvements and public perception of personal security after dark. The Council have over the last 2 years focussed on crime and the fear of crime in Neighbourhoods and Town Centres.
12.20.2 Using a multi agency approach the Council has led a number of initiatives which has had a positive impact on crime and the perception of crime.

12.20.3 Some of the key interactions are:-

- Operation Nightsafe – A scheme run to tackle night time economy issues in the Riverhead. Partnership money was used to pay for additional resources and Police Officers to manage the alcohol related issues which occur at weekends around the Riverhead area. This partnership initiative is ongoing and moving into a second phase at the current time.

- Anti Social Behaviour Unit – Both the Police and NELC now have ASB Co-ordinators who look at all emerging cases through a multi agency review panel to determine early interventions through to ABCs (Acceptable Behaviour Contracts) and ASBO’s.

- The “Forward” Groups – A number of multi-agency-community groups have been established across NE Lincs working with communities to problem solve community safety issues and areas of concern.

- Domehawk – The partnership has funded a scheme which enables two mobile cameras to be moved on a fortnightly basis to areas of concern, to tackle anti-social behaviour, vehicle crime etc. In areas of deployment the police have seen a drop in calls for service.

- Mobile CCTV Unit – The partnership has also funded a police mobile cctv vehicle which is able to be deployed in areas of concern, operating overtly to gain evidence to obtain criminal prosecutions around violence and criminal damage etc.

- DIP/PPO Scheme – An initiative which targets both drug users and prolific offenders providing support and drug treatment with the intention of reducing the offending behaviour and giving clients opportunities to learn new skills to turn their lives around.

12.20.4 It is felt that a programme of lighting improvements in targeted areas will help maintain the trend of improvements and complement many of the ongoing interventions.

**Key actions**

12.20.5 Interventions designed to impact on this indicator include:

- Carry out surveys to prioritise vulnerable areas
- Upgrade lighting at bus stops
- Upgrade lighting in high crime areas
- Improve CCTV lighting and signs at car parks

**Target – [ no target set at this time ]**

12.20.6 To be agreed subject to asset review.
### 12.21 L2 Efficient Use of Road Space (Local Indicator)

#### Evidence

12.21.1 The efficient use of road space indicator is about influencing people away from single occupancy car use and to consider forms of transport that help to reduce congestion, improve health and don’t instigate a need for expensive road improvement schemes. It is a direct comparison between the number of vehicles on the road and how many trips are being accommodated for that number of vehicles, i.e. trips per vehicle. (A full explanation of this indicator is included in the Monitoring Strategy Appendix 8).

#### Key actions

12.21.2 Interventions designed to impact on this indicator include:

- Provision of on street parking for motorcycles
- Promote car sharing through employers
- Park and share sites
- Dedicated parking spaces for car sharers
- Real time journey information on congested routes
- Allow car share to use bus lanes
- Internet based database for car sharers

#### Target – [increase road use efficiency factor to 5.01 by 2011]

12.21.3 The baseline figure for this indicator is 4.40 from 2005. The target is to increase this to 5.01 by 2011.

12.21.4 It is forecast that with no intervention, this figure would decrease to 4.35 by 2010/11.
12.22  L3 Walking Trips (Local Indicator)

Evidence

12.22.1 There is great potential to increase the number of people who cycle and walk. This will benefit the community in many ways; most importantly, it will improve the public health. Regular and moderate physical activity, such as walking or cycling, is known to help reduce obesity, heart disease, stroke, cancer and diabetes and maintain good mental health. By increasing the number of people who cycle or walk, we also reduce the number of cars that pollute the air we breathe - and air quality can be poorer inside the car than out; car uses regularly suffer up to three times as much pollution as pedestrians or cyclists.

12.22.2 Our full range of interventions are designed to provide the infrastructure, information, training, marketing and safe conditions necessary to encourage more people to cycle or walk for journeys for work, school or leisure. Improving the accessibility and condition of Public Rights of Way will also encourage more people to walk as a leisure activity whilst opening up the countryside to the public.

12.22.3 Those interventions with the lowest contribution/cost ratios tend to be those interventions which are most costly, i.e. Infrastructure. Whilst it seems counter-productive to spend more money on interventions which contribute less per pound, it must be appreciated that cheaper soft measures will only have an impact once the necessary infrastructure is in place, thus providing a full range of provision. It should also be noted that good infrastructure improvements also have a positive impact on safety.

Key actions

12.22.4 Interventions designed to impact on this indicator include:

- Improve road safety for pedestrians
- Increase pedestrian priority crossing facilities
- Improve maps and signposting
- Identify and improve convenient walking routes for residents
- Pedestrian training in schools

Target – [no less than 21,599 walking trips across the cordon by 2011]

12.22.5 The target for walking has also been increased from the forecast set out in the transportation study, Again this decision was taken to reflect the council’s priorities and is an indication of the anticipated outcome from the walking programme. The walking interventions are designed to impact on the indicator by increasing the forecast by 33% of the baseline by 2011 and by 100% of the baseline by 2022. This results in an overall increase of 37% by 2011.
12.22.6 The 2011 target for Walking Trips is to increase the number of pedestrians crossing the selected locations from 15790 (2003 baseline) to 21,599. The forecast, if no interventions were to be taken, is 16,388 trips, derived from the Transportation Study 2004.

![Chart 12.22.1 L3 Walking Trips](image)

12.23 L4 Availability of Footpaths (Local Indicator)

**Evidence**

12.23.1 This indicator has been included and is considered essential as it is a measure of provision of facilities for walking for recreation and reflects the Quality of Life Priorities. Walking for recreation is afforded in North East Lincolnshire by virtue that large parts of our authority are rural, recreational walking and is not accommodated within the regular traffic counts which focus on commuter traffic, but it remains an important issue for NELC.

12.23.2 The basic interventions for this indicator will be delivered through revenue funded Public Rights of Way service, which provides inspection and enforcement of the rights of way network and manages the programme of routine grass cutting, maintenance of signs, gates & stiles and bridges.

12.23.3 Additional improvements indicated in the target table will be delivered through a modest capital programme to improve signs, gates & stiles, bridges and provide surface improvements.

12.23.4 Targets have been developed based on the analysis of the available historic data for this indicator, collected and processed to national standards, taking into consideration the indicative capital and revenue funding.

12.23.5 Targets for public rights of way have been based on delivering year on year improvements, through prudent enhancement of the asset condition, having regard to the indicative 5 year capital allocation and revenue funding at current levels.

12.23.6 As development of the TAMP continues, whole life costing, and the balance and co-ordination of interventions for the different elements of the highway and transportation assets will continue to be assessed and reviewed. This will have regard to issues of...
safety, serviceability and sustainability. It is estimated that this will underpin the further improvements indicated in the target table over time.

12.23.7 With the proposed appointment of the rights of way mapping officer in 2006 and through the programmed development of the Rights of Way Improvement Plan, it is expected that we will be in a position to further stretch targets for improvements in rights of way from 2007/08 onwards.

**Key actions**

12.23.8 Interventions designed to impact on this indicator include:

* • Public Rights Of Way Improvement Plan

**Target – [87 % of rights of way which are easy to use]**

12.23.9 The base figure has been set at 76% (the 2004/05 BV178 result 87%, adjusted to reflect programmed improvement during 2005/06). This is the percentage of the total length of public footpaths and other rights of way which are easy to use by members of the public (based on annual survey of at least 25km, made up of sections of the rights of way network selected at random) (BVPI 178).

12.23.10 It is forecast that with no intervention this figure would decrease to 20% by 2010/11.

**12.24 L5 Footfall (Local Indicator)**

**Evidence**

12.24.1 This is a new indicator for LTP2 and is directed towards measuring the success of work with Urban Renaissance in improving the pedestrian environment in urban centres. NELC are currently working towards installing automatic counters at key locations and expect to collect baseline data by March 2006. It is being developed along with partners including the Grimsby Town Centre Forum.

12.24.2 The interventions are designed to impact on the indicator to increase the forecast by 15% of the baseline by 2011. This impact will largely be due to the pedestrian improvements planned for the Victoria Street area of the town centre. Studies have shown that the pedestrianisation of town centres have a positive effect on economic activity and footfall can increase by up to 100% 1. Larger cities introducing pedestrianised areas in already busy central locations have experienced increases in footfall of around 50% 2. Other cities have experienced increases in trade of around 20% 3 although there may be a period of settling in of around 12 months 4

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2 http://www.publications.parliament.uk/pa/cm200001/cmselect/cmenvtra/167/167ap17.htm
Key actions

12.24.3 Interventions designed to impact on this indicator include:

- Improve pedestrian environment in town centres

Target – [no less than 499,188 pedestrians by 2011]

12.24.4 The 2011 target for Footfall is to increase the number of pedestrians crossing the selected locations from 420,233 (2005/6 baseline) to 499,188.

12.24.5 The forecast for 2011 with no interventions is 436,153 trips. This forecast is derived from the Transportation Study 2004 and takes into account local factors for growth.

12.25 L6 Freight (Local Indicator)

Evidence

12.25.1 This indicator is designed not to discriminate against HGV traffic as we recognise the important role of freight traffic in supporting economic growth. We readily acknowledge that there are problems associated with HGV traffic, particularly passing through residential areas. Our aim through this indicator is to work closely with freight operators and residents to achieve the right kinds of compromises.

12.25.2 NELC will monitor the movement patterns of HGVs around problem areas as well as the perception of residents, but it is likely that this type of indicator will not show consistently quantifiable changes and so a target has not been set at this stage.

Key actions

12.25.3 Interventions designed to impact on this indicator include:

- Detailed study of HGV traffic
- Automatic monitoring of HGV routes
• Information for HGV drivers
• Hauliers/ Community partnerships
• Re-establish Freight Quality Partnership
• Continue to lobby for better rail and road links (A160 dualling and Gainsborough Line improvements)

**Target – [ no target set at this time]**

12.25.4 To be developed during LTP2

12.26 **L7 Emergency Repairs to Roads and Footways** (Local Indicator)

**Evidence**

12.26.1 This indicator reports the number of reported incidents of dangerous damage to roads and pavements repaired or made safe within 24 hours from the time that the authority first became aware of the damage, as a percentage of all such reported incidents

12.26.2 Originally known as BVPI 105, this indicator for repairs to dangerous damage was discontinued at a national level but has been retained by the authority as a local performance indicator. Targets have been developed based on the analysis of the available historic data for this indicator, collected and processed to national standards, taking into consideration the indicative revenue funding.

12.26.3 Through performance management processes, we will continue to review internal procedures, to ensure that best possible information is being obtained from public reports and effectively actioned.

12.26.4 As development of the TAMP continues, whole life costing, and the balance and co-ordination of interventions for the different elements of the highway and transportation assets will continue to be assessed and reviewed. This will have regard to issues of safety, serviceability and sustainability. It is estimated that this will underpin the further improvements indicated in the target table over time.

**Key actions**

12.26.5 Interventions designed to impact on this indicator include:

12.26.6 TAMP (Maintenance Interventions).

**Target – [no less than 96% repaired within 24 hours by 2011]**

12.26.7 The base figure has been set at 93% established in 2004/05. The target set is 96% for 2011 and 100% by 2022. Data for this indicator is based on the number of reported incidents of dangerous damage to roads and pavements repaired or made safe within 24
hours from the time that the authority first became aware of the damage, as a percentage of all such reported incidents.

12.26.8 The forecast without added intervention is that service levels will remain the same at 93%.

**Chart 12.26.1**

L7 Repairs to Dangerous Damage
(Roads/Footways)

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**12.27 L8 Customer Satisfaction (Local Indicator)**

*Evidence*

12.27.1 In May 2005, NELC conducted an area wide household survey as part of the development of LTP2. The survey comprised a comprehensive list of the types of measures and interventions planned for LTP2. It asked residents whether they strongly agreed, agreed, disagreed, strongly disagreed or neither that these measures were appropriate in achieving the wider aims for transport in North East Lincolnshire. The survey returned around 1.5% of households responding almost the majority expressing agreement with the proposed measures. The data collected will provide the baseline for the future customer satisfaction indicator.

12.27.2 The programme for 2011 aims to target those areas and groups underrepresented in the LTP2 consultation exercise. Until we have established a cause for the lack of response to consultation it is difficult to determine how inclusion of information from new groups of contributors will effect the outcome.

12.27.3 This indicator measures the percentage of responses that agree or strongly agree with proposed measures. It is intended to indicate how well we are responding to the needs of the community and how well we are communicating the benefits of particular measures.

**Key actions**

12.27.4 Interventions designed to impact on this indicator include:

- Annual travel and opinion surveys
- Regular features in local press
• Newsletters
• Information leaflets and posters
• Web site information
• Better on site publicity for schemes
• Better local consultation for schemes
• Publicity campaigns
• Studies (software + ANPR equipment)
• Using cars effectively

**Target – [no less than 75% of people in favour of proposed interventions by 2011]**

12.27.5 To maintain the 2005/06 baseline of 75% until 2011, increasing to 85% by 2022. The forecast without intervention is 75% and although this would appear to lack ambition, the intention is to make achievement deliberately harder for ourselves by selecting our sample to take account of previously underrepresented groups. These might include particularly deprived areas, the disillusioned and those who feel their views are not represented through the usual Local Government channels. By 2022, however, we aim to have helped to inform and empower a representative cross section of the community and to deliver locally relevant schemes, promote equity and engage the community in making informed transport decisions.
## LTP2 Mandatory Indicators Pro-Forma

### Chapter 12

#### Indicators and Targets

**LTP North East Lincolnshire**

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<tr>
<th>Core Indicator</th>
<th>Definitions</th>
<th>Year Type</th>
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### Indicators and Targets

#### Total local public transport patronage in target

**Thousands of passenger journeys (i.e. boardings) per year in the authority**

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#### Of which number of bus passenger journeys - BVPI102

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#### Satisfaction with local bus services - BVPI104

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#### Footway condition - BVPI187 (% of the category 1, 1a and 2 footway network where structural maintenance should be considered.)

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#### LPT1 - Accessibility - % of Households without a car within 30 minutes of access to Hospital

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#### LTP2 - Change in area wide road traffic mileage

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<th>2004</th>
<th>Actual Figures</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
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#### LTP3 - Cycling trips (annualised index)

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<td>Target Data</td>
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<td>165</td>
<td>100</td>
<td>109</td>
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<td>128</td>
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<td>146</td>
<td>156</td>
<td>165</td>
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</table>
### LTP4 - Mode share of journeys to school

<table>
<thead>
<tr>
<th>Share of journeys by car (including vans and taxis), excluding car share journeys</th>
<th>2003/04</th>
<th>2004/05</th>
<th>2005/06</th>
<th>2006/07</th>
<th>2007/08</th>
<th>2008/09</th>
<th>2009/10</th>
<th>2010/11</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>Percentage</td>
<td>Base Data</td>
<td>2006/07</td>
<td>NA</td>
<td>Actual Figures</td>
<td>NA</td>
<td>NA</td>
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<td>NA</td>
</tr>
<tr>
<td>Target Data</td>
<td>2010/11</td>
<td>Trajectory</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td></td>
</tr>
</tbody>
</table>

**Indicators**
- Percentage of which Car
- Percentage of which Car Share
- Percentage of which Public Transport
- Percentage of which Walking
- Percentage of which Cycling

**Notes**
- NA: Not available

### LTP5 - Bus punctuality indicator

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Financial</td>
<td>Percentage</td>
<td>Base Data</td>
<td>2005/06</td>
<td>94</td>
<td>Actual Figures</td>
<td>NA</td>
<td>NA</td>
<td>94</td>
<td>94</td>
</tr>
<tr>
<td>Target Data</td>
<td>2010/11</td>
<td>Trajectory</td>
<td>96</td>
<td>NA</td>
<td>NA</td>
<td>96</td>
<td>96</td>
<td>96</td>
<td>96</td>
</tr>
</tbody>
</table>

**Indicators**
- % of buses on time at intermediate turning points
- % of buses on time at non-timing points

**Notes**
- NA: Not available

### Average excess waiting time on frequent service routes

| Financial Minutes | Base Data | 2005/06 | NA | Actual Figures | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | |
| Target Data | 2010/11 | Trajectory | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | |
### LTP6 - Changes in peak period traffic flows to urban centres

<table>
<thead>
<tr>
<th>Area 1</th>
<th>Financial Vehicle numbers</th>
<th>Base Data 2005/06</th>
<th>Actual Figures 216746</th>
<th>Target Data 2010/11 Trajectory 216746</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Notes: One Urban Centre area to be monitored.

<table>
<thead>
<tr>
<th>Area 2</th>
<th>Base Data 2005/06</th>
<th>NA</th>
<th>Actual Figures</th>
<th>Target Data 2010/11</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Area 3</th>
<th>Base Data 2005/06</th>
<th>NA</th>
<th>Actual Figures</th>
<th>Target Data 2010/11</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

### LTP7 - Congestion

<table>
<thead>
<tr>
<th>Calendar Journey Time in Seconds</th>
<th>Base Data 2004</th>
<th>Actual Figures 14283</th>
<th>Target Data 2010</th>
<th>Trajectory 14283</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>NA</td>
<td></td>
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</tr>
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</table>

Notes: ITS data currently unavailable. Baseline data collected in 2004 on major routes as part TS. Surveys to be repeated annually until more robust method becomes available.

### LTP8 - An air quality target related to traffic

<table>
<thead>
<tr>
<th>Calendar Micrograms of Nitrogen Dioxide</th>
<th>Base Data 2004</th>
<th>Actual Figures 40</th>
<th>Target Data 2010</th>
<th>Trajectory 40</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N/A</td>
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</tbody>
</table>

Notes:
### LTP2 Local Indicators Pro-Forma

**LTP North East Lincolnshire**

<table>
<thead>
<tr>
<th>Local Indicator</th>
<th>Definitions</th>
<th>Year Type</th>
<th>Units</th>
<th>Year</th>
<th>Value</th>
<th>Actual and Trajectory Data</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>L1 - Security</strong></td>
<td>Public Perception of Security on the Transport Network</td>
<td>Calendar</td>
<td>Percentage</td>
<td>Base Data</td>
<td>Actual Figures</td>
<td>2003</td>
<td>2004</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Resident Survey revealed perception of security improved significantly over the last 2 years despite no street lighting interventions. Therefore not realistic to attribute direct correlation between street lighting and public perception of security.</td>
</tr>
<tr>
<td><strong>L2 - Efficient Use of Road Space</strong></td>
<td>Road Use Efficiency Factor indicating Number of Trips per Vehicle</td>
<td>Calendar</td>
<td>Index</td>
<td>Base Data</td>
<td>Actual Figures</td>
<td>2003</td>
<td>2004</td>
</tr>
<tr>
<td></td>
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<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td><strong>L3 - Walking Trips</strong></td>
<td>Number of Walking Trips across the cordon</td>
<td>Calendar</td>
<td>Walking Trips</td>
<td>Base Data</td>
<td>Actual Figures</td>
<td>2003</td>
<td>2004</td>
</tr>
<tr>
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</tr>
<tr>
<td><strong>L4 - Availability of Footpaths</strong></td>
<td>% of Footpaths Easy to Use - BVPI178</td>
<td>Financial</td>
<td>Percentage</td>
<td>Base Data</td>
<td>Actual Figures</td>
<td>2003/04</td>
<td>2004/05</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------</td>
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<td>---------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>L5 - Footfall in Town Centres</td>
<td>Total Number of Pedestrians Crossing Selected Locations</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Financial</td>
<td>Base Data</td>
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</tr>
<tr>
<td>Percentage</td>
<td>Actual Figures</td>
<td>420,233</td>
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<td>Target Data</td>
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<td>499,188</td>
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<tr>
<td>L6 - Freight</td>
<td>To be developed during LTP2</td>
<td></td>
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<td>Financial</td>
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<tr>
<td>Percentage</td>
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<td>93.00%</td>
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<td>Target Data</td>
<td>Trajectory</td>
<td>96.00%</td>
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<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>L7 - Emergency Repairs to Roads and Footways</td>
<td>% of dangerous damage repaired or made safe within 24 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Financial</td>
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<tr>
<td>Percentage</td>
<td>Actual Figures</td>
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<tr>
<td>Target Data</td>
<td>Trajectory</td>
<td>96.00%</td>
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<tr>
<td>L8 - Customer Satisfaction</td>
<td>% of responses that agree or strongly agree with proposed measures</td>
<td></td>
<td></td>
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<tr>
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<tr>
<td>Index based on 2003/04 = 100</td>
<td>Actual Figures</td>
<td>75.00%</td>
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<td>Trajectory</td>
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13 Performance and Risk Management

13.1 Introduction

13.1.1 As discussed in the previous chapter NELC have developed a number of tools to more effectively monitor and manage the effectiveness of the LTP2 programme.

13.1.2 A benefit/cost analysis has also been undertaken to ensure that the interventions chosen are the ones which will provide maximum value for the investment made. This has been carried out using "Target Tables" (see Appendix 9) in which the estimated impact of each intervention is compared to its cost. The Target Tables allow analysis of how varying the allocation of resources between interventions and/or targets affects delivery against each target. Through this analysis, a balance has been struck between the targets set and the resources required to deliver them. The balance reflects the priorities of the LSP and the Council, and the involvement of the community in setting the strategy.

13.1.3 To minimise risks to performance against targets, a number of controls are already in place to ensure that the programme is implemented as planned and that targets are attained. These are described in the passages below for each indicator. The monitoring regime is extremely comprehensive and very robust, with high volumes of data being collected, on a month by month basis, giving early indication of progress against many of the targets described in the following passages. The monitoring regime is described in greater detail in Appendix 8.

13.1.4 In the current financial year (2005-06), the Council has set planned transport capital expenditure above the level of the settlement announced by the Department for Transport in December 2004. For the first three years of LTP2, the Council has committed further additional investment in its three year Medium Term Financial Plan. Over this period (2006-07 to 2008-09) we will invest to the level of the Provisional Planning Guideline, which equates to an additional £1.7M (18%) above the guideline announced by DfT in December 2005. The Council currently plans to continue this level of investment as the Medium Term Financial Plan rolls forward to 2009-10 and 2010-11. In addition, the Council’s regeneration programme will include a number of schemes which will support LTP2, with additional transport investment of the order of £0.8M during 2006-07.

---

1 Delivery of LTP2 is consistent with the funding assumptions built into the MTFP for 2006/07 to 2008/09. However, as noted above the provision in the MTFP takes into account the preparatory time for the major schemes identified and does not anticipate significant spend on the major schemes prior to 2009 without successful bids for additional support from the government. The funding assumptions for maintenance of the transport infrastructure assume there will continue to be priority setting and targeting of resources to get value for money in achieving high standards. LTP2 covers two years beyond the MTFP. So, in approving LTP2 the council is signalling an intention to at least maintain spending levels for the transport infrastructure at the levels in the MTFP for two years beyond the MTFP; the outcome of the government’s CSR 2007 and future changes to RSG including the unwinding of the damping which cost the council £3.4m of grant in 2006/07 will be key factors for the council in meeting this intention.
13.2 Performance Management

13.2.1 Having taken steps to ensure that the financial resource made available is adequate to deliver the targets, and that the best value will be realised from this resource, the Council intends to ensure that the targets are met. The monitoring regime set out in this chapter explains how this will be done.

13.2.2 Each indicator will be monitored against the trajectory. Should the monitoring suggest that the target may not be met, a review will take place. The review process will follow 3 progressive stages. The process will generally start at stage 1, and end there if performance responds satisfactorily. If it does not, we will progress to stage 2, and so on. However, should it become clear that stage 1 is unlikely to be sufficiently efficacious, we will proceed straight to stage 2 or 3.

13.2.3 Stage 1- Investigate: Review the method and frequency of monitoring frequency of any indicators that are not performing as we had expected. This may highlight seasonal fluctuations, or unreliable data caused by unforeseen circumstances e.g. uncharacteristic weather conditions. It also has been developed in such a way that with combined with careful ‘before and after’ monitoring of schemes will identify which schemes are performing well and where interventions are not achieving the desired level of performance. Promotional activity has been shown to have a significant effect on the take-up and public acceptance of schemes. It is likely that in some cases increased publicity may have the desired effect on progress towards targets and this method would be employed, where appropriate, before any further action is taken.

13.2.4 Stage 2.- Re-Prioritise: As described in the previous chapter, the newly developed Target Tables comprise a number of linked spreadsheets, one for each indicator, listing the interventions targeted at that indicator and the likely impact of each intervention. This allows us to assess the effect of shifting resources between interventions aimed at a particular target or, if necessary, between targets. In this way we can best judge where to shift resources away from poorly performing interventions and towards better performing ones, thus improving performance against targets. (It is expected that improved monitoring during LTP2 will in turn improve this analysis, by adding to the data supporting the linkage between an intervention and its impact). An explanation of the Target Tables is provided in Appendix 9.

13.2.5 Stage 3 – Review Action Plan/Programme: Where all of the above steps have been employed and performance is still not responding, we will take steps to review the actions being taken. Under these circumstances we would look to current best practice and, through consultation with stakeholders, members and the public seek to introduce alternative schemes and initiatives which will improve performance. We may also seek additional financial resource, if necessary. Examples of alternatives which may be considered for each indicator are given in the following sections:
13.3 **M1 (BVPI 96) Principal road condition**

**Risks**

13.3.1 North East Lincolnshire’s road network is not untypical of the national picture in that much of the network is ageing and deteriorating through lack of investment over many years. There is a risk that work to improve the network will not keep pace with the rate of deterioration, particularly since the maintenance allocation does not allow for extensive reconstruction of the principal road network.

13.3.2 The principal road network is a key asset in attracting inward investment and poses a significant risk to the economic recovery of the area. Poor quality road surfaces will increase insurance claims against the Authority and have a negative effect on Road Safety Targets.

13.3.3 Outputs from new methods of monitoring the road network have yet to be fully established. It will be difficult to quantify the impact this has on measured performance until trends have been established from the new data. This may have an impact on targets set and potentially could affect APR scores, leading to reduced funding and having a knock on effect on CPA.

**Controls In Place**

13.3.4 As our Transport Asset Management Plan (TAMP) is developed, condition data and projection methodology will be improved, building on the preliminary work to ensure that robust targets are in place for LTP2, and longer term targets to 2022. This work will lead to a review of treatment types, and spread of available budget across the whole network having regard to life cycle planning and efficiency savings.

13.3.5 The indicative 5 year financial allocation for highway maintenance does not give sufficient scope for addressing all schemes where the need for extensive reconstruction has been identified. Minimum intervention will be undertaken to ensure that these roads are kept in a safe condition, until funding becomes available in the future.

13.3.6 The benefits of co-ordinating the programme with other integrated transport schemes has been fully considered. We will aim to maximise benefits and value for money by combining maintenance schemes with other interventions.

13.3.7 For example one of the schemes in the maintenance programme for 2006/07 is the major re-construction of the ‘Market Hotel Roundabout’. This junction is one of the locations identified through the Transportation Study as causing problems with congestion and journey delays. It is a key route for industrial traffic and carries some heavy vehicles to and from local factories. As such a full integrated transport audit has been undertaken considering capacity problems, safety issues and provision of facilities for cycling and walking. A scheme is being designed that will take full consideration of all of these issues.

13.3.8 Close cooperation with planning officers ensures that contributions from developers are realised when development necessitates improvements to the transport system. A study has been undertaken to assess the likely impacts of proposed and potential development
on the network around Immingham, where significant development is likely during the lifetime of LTP2. This has shown that progressive development will eventually overload the road network, and we intend to seek contributions from each developer in order to build up a fund to carry out improvements when they become necessary.

**Stage 3 Review- Action Plan/Programme**

13.3.9 Against this type of indicator, outcomes from road maintenance schemes are effectively the outputs. A kilometre of road represents about 2% of our network. Hence, repairing it will deliver a 2% shift in the indicator. The proposed rate of renewal is fixed by the DfT allocation, and we are predicting that it will be only slightly ahead of the rate of deterioration. Should the rate of deterioration prove to be swifter than expected, we will fail to meet the target. In that case, and having exhausted stages 1 and 2 reviews, there are 3 alternatives:

13.3.10 Seek to procure renewal at lower cost and renew more with the same financial resource;

13.3.11 Seek new and more cost-effective treatments/ maintenance strategies (see TAMP section in Chapter 11);

13.3.12 Seek additional financial resource.

13.3.13 In the event that the road maintenance programme fails to halt the decline in the condition of the road network NELC will consider all these options.

**13.4 M2 (BVPI 97a) Non-principal classified road condition**

**Risk**

13.4.1 As with the principal road network, the NEL non-principal road network is deteriorating rapidly. There is a risk that work to improve the network will not keep pace with the rate of deterioration.

13.4.2 The condition of the local road network has a significant impact on the perception of both residents and visitors to North East Lincolnshire on the quality of public realm in the area. This could impact on other indicators (customer satisfaction) and hamper progress towards the aims of Urban Renaissance programmes. Similarly, poor quality road surfaces may lead to increasing numbers of insurance claims against the Authority and have a negative effect on Road Safety Targets.

13.4.3 Outputs from new methods of monitoring the road network have yet to be fully established. It will be difficult to quantify the impact this has on measured performance until trends have been established from the new data. This may have an impact on targets set and potentially could affect APR scores, leading to reduced funding and having a knock on effect on CPA. Reduced funding and CPA scores will in turn impact negatively on performance.
Controls In Place

13.4.4 Prudent treatment interventions have been included in the forward programme to deliver the improvement in condition across the whole road network, maximising the benefit of the available funding. As our Transport Asset Management Plan (TAMP) is developed, condition data and projection methodology will be progressed to build on the preliminary work to ensure that robust targets are in place for LTP2, and longer term targets to 2022. This is work will lead to a review of treatment types, and spread of available budget across the whole network having regard to life cycle planning and efficiency savings.

13.4.5 The benefits of co-ordinating the programme with other integrated transport and Urban Renaissance schemes has been fully considered, as have any potential schemes that might benefit from planning gain in order to maximise benefits and value for money from combined schemes.

Review Action Plan/Programme

13.4.6 In the event that the road maintenance programme fails to halt the decline in the condition of the road network, as measured by this indicator, NELC will consider a bid for major scheme funding to re-build significant portions of the network in order to increase the available financial resources.

13.5 M3 (BVPI 97b) Unclassified road condition

Risk

13.5.1 Around 19% of the North East Lincolnshire unclassified road network is in a poor condition. A large proportion of our residential streets are a matrix of rows of terraced houses, built around the turn of the last century. Although these streets don’t deteriorate as quickly as more heavily trafficked parts of the network, some will eventually need to undergo extensive reconstruction and work to improve the network may not keep pace with the rate of deterioration. This may have an impact on targets set and potentially could affect APR scores, leading to reduced funding and having a knock on effect on CPA. Reduced funding and CPA scores will in turn impact negatively on performance.

Controls In Place

13.5.2 As our Transport Asset Management Plan (TAMP) is developed, condition data and projection methodology will be progressed to build on the preliminary work to ensure that robust targets are in place for LTP2, and longer term targets to 2022. This is work will lead to a review of treatment types, and spread of available budget across the whole network having regard to life cycle planning and efficiency savings.

13.5.3 As urban renaissance and other regeneration initiatives are developed within North East Lincolnshire, the opportunity will need to be taken to review programmes of work across the highway network to ensure that quality of the public realm is properly addressed.
13.5.4 Co-ordinating the programme with other Integrated Transport schemes, particularly, Safer Routes to School and other road safety schemes maximises the benefit of available funding. The Local Development Framework encourages developers to utilise the availability of brown field sites and in localised areas this will have some impact on the quality of the road network.

**Review Action Plan/Programme**

13.5.5 In some areas, particularly in wards where levels of deprivation are high, Home Zones could be considered which would not only address safety and public realm issues but would also renew road surfaces and reduce the maintenance burden. Neighbourhood renewal funding could be used to support some aspects of this type of scheme.

**13.6 M9 (BVPI 187) Footway condition**

**Risk**

13.6.1 The bulk of footway maintenance funding (M9) has been targeted at the Class 1 & 2 network, as this part of the footway network carries the most traffic, and condition data is available. However, unless there is a “spin off” benefit from other programmes of work, this work is funded solely from limited revenue budgets. This may have an impact on targets set and potentially could affect APR scores, leading to reduced funding and having a knock on effect on CPA. Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.6.2 The Council has in place a policy of replacing concrete slab footways with tarmac, when renewal becomes necessary. This reduces the whole life cost of the footway and minimises future maintenance needs.

13.6.3 As our Transport Asset Management Plan (TAMP) is developed, condition data and projection methodology will be progressed to build on the preliminary work to ensure that robust targets are in place for LTP2, and longer term targets to 2022. This is work will lead to a review of treatment types, and spread of available budget across the whole network having regard to life cycle planning and efficiency savings.

13.6.4 As data becomes available for the remaining 90% of the footway network, through the development of the TAMP, a robust case will be developed for investment across the whole footway network.

**Review Action Plan/Programme**

13.6.5 In some areas, particularly in wards where levels of deprivation are high, Home Zones could be considered which would not only address safety and public realm issues but would also renew footways and reduce the maintenance burden. Neighbourhood renewal funding could be used to support some aspects of this type of scheme.
13.7 M4, M5 & M6 (BVPI 99) Road casualty reduction

**Risk**

13.7.1 Staff resources have posed a significant problem for NELC Road Safety section. Key members of experienced staff have been lost over recent months and there is a historical issue of problems with recruitment and retention of school crossing patrols. Monitoring methods for slight casualties may be reviewed, by the police, in the near future and this could lead to a significant change in the number of injury accidents that are reported. An increase in the background growth of traffic leads to a proportionate rise in traffic accidents as does deterioration in the structure and surfacing of the road asset. All of these factors bring about an increase in the risk of accidents, particularly involving children, increased risk of insurance claims against the Council, negative publicity and subsequent impact on APR and CPA scores (possibly leading to reduced funding). Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.7.2 Integrated transport and Maintenance programmes take full cognisance of road safety issues and regular meetings take place between programme managers to ensure proper coordination between programmes and maximum benefits for the available funding. Measures are in place to minimise the negative effects of traffic growth through the Involve Inform and Encourage, and Congestion Programmes and deterioration of the road network through the Transport Asset Management Plan.

13.7.3 There is an ongoing programme of recruitment for School Crossing Patrols and we have a bank of relief staff to cover sickness and holidays.

13.7.4 We are working closely with Better Schools Better Tomorrow to ensure that the school restructuring programme takes account of safety issues and includes consideration of Safer Routes to School and School Travel Plans.

13.7.5 Integration with the Involve Inform and Encourage Programme will help to raise the public profile of Road Safety through promotional activities and dissemination of information.

**Review Action Plan/Programme**

13.7.6 We may need to review monitoring of these indicators as geographical clusters of accidents are reduced, an increased focus on demographic and monitoring of individual schemes and initiatives may be more appropriate later on as the emphasis shifts towards information and education.

13.7.7 The programme for Road Safety is under constant review and responds very quickly to changes in accident patterns. Through Involve Inform and Encourage there will be a greater emphasis on community based consultation and engagement. This may bring about a greater need for flexibility within the Road Safety Programme.
13.7.8 NELC have been seeking to engage private sector partners to help to manage delivery of transport schemes and initiatives. The inability to recruit suitably experienced officers is a historical problem for North East Lincolnshire and external resource would bring in additional capacity and expertise.

13.7.9 Neighbourhood renewal funding is being made available across the authority for schemes and initiatives which improve the quality of life for residents of North East Lincolnshire. Some of this funding could be targeted at Road Safety issues, particularly in deprived areas and where there are significant safety benefits.

13.8 **M7 (BVPI 102) Bus Patronage**

*Risk*

13.8.1 Bus patronage in North East Lincolnshire has been falling consistently over the previous few years. Trend data from base line in 2001/2002 shows a decrease in passenger numbers of approximately 5% per year. If the decline continues as at present, by 2022 numbers will be down to approximately 2.5 million. Current numbers are around 5.8 million. This may have an impact on targets set and potentially could affect APR scores, leading to reduced funding and having a knock on effect on CPA. Reduced funding and CPA scores will in turn impact negatively on performance.

*Controls In Place*

13.8.2 The Kick Start project will improve bus services on two of the major bus routes around Grimsby. This will have a significant impact in reducing the decline in bus passenger numbers. Extensive improvements have been made to bus routes across the authority area, much of the area is now covered with accessible bus stops and with the Kick Start project the majority of the area’s fleet will comprise low floor accessible buses.

13.8.3 We are working with developers to ensure that the proposed new football stadium will include provision for Park and Ride and limit car parking to limit capacity and encourage use of public transport.

13.8.4 We have a strong partnership with local bus operators and a cross boundary quality partnership with neighbouring authorities. In addition to all of these measures to reduce congestion all will have a positive impact on public transport in improving journey reliability and encouraging the use of sustainable forms of transport.

13.8.5 Programmed demand management measures and the review of parking charges will support improvements to public transport services and infrastructure.

13.8.6 The Urban Renaissance programme is developing a Town Centre Master Plan which will include a new Transport Interchange. We are working closely with those involved to ensure that the benefits to Public Transport users are maximised, and that the quality of the facilities will encourage more people to choose public transport as a means of accessing the Town Centre.
13.8.7 The new Government initiative to provide free concessionary travel will also have a positive impact on this indicator.

13.8.8 Integration with the Involve Inform and Encourage programme will help to raise the profile of more sustainable modes of transport, including public transport.

**Review Action Plan/Programme**

13.8.9 A review of monitoring bus patronage could look at individual routes, on a monthly basis, this would help us to understand better travel patterns of public transport users. Through Involve Inform and Encourage there will be a greater emphasis on community based consultation and engagement. This could help us to better identify travel needs rather than established travel patterns.

13.8.10 Increased promotional activity particularly with respect to environmental impacts may help to influence members of the public who would not otherwise consider public transport.

13.8.11 We are investigating Intelligent Transport Systems that will incorporate integration with Urban Traffic Control to give priority to buses at traffic signals and enable real time information. We will incorporate this in a bid for Transport Innovation Fund pump prime funding.

13.8.12 Should all of these measures still fail to deliver the desired outcomes we will look towards bringing forward plans to implement Public Transport Major Schemes, to include Park and Ride and new Tram – buses.

**13.9 M8 (BVPI 104) Bus Satisfaction**

**Risk**

13.9.1 The key risk in achieving this target is that the monitoring frequency is only every three year and that NELC performance is already in the upper quartile. The three year cycle means there could be a significant lag between implementation and output. In our case the main thrust of planned improvements will not be measured effectively until 2009/10. This means we have in effect only one opportunity to significantly improve our score during LTP2 the impact of any remedial measures would not be taken into account until 2012/13. Since we are already in the top quartile step changes in public opinion will be difficult to achieve and relatively small changes are statistically more difficult to measure especially where the frequency of measurement or sample size are low.

13.9.2 Levels of public transport subsidy in North East Lincolnshire are low. This means that the provision of bus services are determined to a large extent by commercial interests.

13.9.3 This may have an impact on targets set and potentially could affect APR scores, leading to reduced funding and having a knock on effect on CPA. Reduced funding and CPA scores will in turn impact negatively on performance.
**Controls In Place**

13.9.4 NELC have a comprehensive programme of improvements to bus infrastructure. Measures directed at managing congestion will have a positive impact on reliability. We have a close partnership arrangement with local bus operators and cross boundary quality partnerships.

13.9.5 We are working with Urban Renaissance teams to provide a new public transport interchange close to the Town Centre.

13.9.6 Bus punctuality partnerships are being developed as part of LTP2.

**Review Action Plan/Programme**

13.9.7 Should these measures fail to impact on targets NELC would have to review monitoring of bus passenger satisfaction by putting in place a local annual survey. This would improve feedback and lead time in response to issues raised.

13.9.8 We are investigating Intelligent Transport Systems that will incorporate integration with Urban Traffic Control to give priority to buses at traffic signals and enable real time information. We will incorporate this in a bid for Transport Innovation Fund pump prime funding.

**13.10 M10 (LTP1) Accessibility**

**Risk**

13.10.1 In general terms accessibility in North East Lincolnshire is good, however that makes it difficult to set a challenging but attainable targets. There is a risk that new bus routes, especially serving some of the outlying settlements might not be used due to an established high dependence on car use for transport. This could also could lead to not achieving value for money in implementing interventions (buses following little used routes)

13.10.2 Low levels of public transport subsidy and dependence on commercial interests could hamper achievement against this indicator.

13.10.3 Poor performance could lead to reduced APR score leading to reduced funding and poor CPA rating. Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.10.4 Phone and ride bus service provides a demand responsive service to both rural and urban communities.
13.10.5 Measures to increase bus patronage will have the knock on effect of making more services commercially viable and could enable extending bus services to more needy areas.

13.10.6 Close partnership working with the Local Development Framework team and other service providers ensures accessibility is taken into account in planning new facilities.

13.10.7 Changes in concessionary fares will make bus services more accessible and commercially viable to bus operators (through increased patronage).

13.10.8 Through Involve Inform and Encourage there will be a greater emphasis on community based consultation and engagement this will allow us to more closely monitor the effectiveness of accessibility measures and changing needs of the community.

**Review Action Plan/Programme**

13.10.9 We will investigate ways to re-allocate resources to increase services, frequency, quality. For example we could consider capital purchase of buses, which would free up revenue contributions from bus operators, to subsidise running costs on some routes.

13.10.10 The introduction of more mobile facilities would improve access to services, especially in remoter areas of the authority.

13.10.11 In deprived areas where there is a need for public transport to work or education Neighbourhood Renewal Fund could resource pilot schemes to implement new bus services.

**13.11 M11 (LTP2) Area wide traffic flows**

**Risk**

13.11.1 Reduction in Area Wide traffic flows is largely dependent on improvements in public transport, demand management measures and Smarter Choices interventions. Public transport risks have been discussed in the previous section. The success of demand management measures and Smarter Choices will to a large extent depend on support from private sector, employers, health and educational establishments and the public. Lack of achievement against this target will have a knock on effect for Safety targets and potentially could affect APR scores, leading to reduced funding and a negative impact on CPA scores. Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.11.2 A range of interventions are planned that will impact on this indicator. The public Transport Strategy aims to halt and reverse the decline in bus patronage and NELC have recently been awarded Kick Start funding, through which major improvements and increased frequency on 2 of the major public transport routes will have a significant impact. Cycling and Walking programmes are in place and will encourage mode shift.
and a programme of measures to encourage an increase in car occupancy, to include a High Occupancy Vehicle lane. In addition to this are a number of planned demand management measures and Smarter Choices (Involve Inform and Encourage). By careful coordination of all of these measures, in conjunction with a programme of promotional activity progress against this indicator will be safeguarded.

**Review Action Plan/Programme**

13.11.3 Increase use of permanent automatic monitoring sites will give us a better indication of localised increases in traffic flows. This could prove particularly useful in monitoring the impacts of new developments on the transport network and will provide useful evidence in support of any re-prioritisation of the programme. For example, it will demonstrate where there might be a particular need to implement more work based Travel Plans.

13.11.4 As part of the proposed Transport Innovation Fund bid we would look at innovative ways to reduce traffic through demand management measures.

**13.12 M12 (LTP3) Cycling Trips (Annualised index)**

**Risk**

13.12.1 North East Lincolnshire has had considerable success in previous years in encouraging cycling as a mode of transport. However during 2004/05 there was a dramatic reduction in the number of people cycling. This dramatic shift demonstrated a significant Risk in achievement against this target and further analysis attributed this to uncharacteristic weather conditions.

13.12.2 Poor performance could lead to reduced APR score leading to reduced funding and poor CPA rating. Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.12.3 We have reviewed the monitoring regime for cycling, increasing the frequency and the number of count locations. This will ensure that cycling data is robust and less vulnerable to localised fluctuations and community based consultation planned through The Involve Inform and Encourage Programme will better identify local needs.

13.12.4 We also plan to raise the profile of cycling as a mode of transport and the availability of cycling facilities through targeted publicity campaigns and cycle training. Coordination with Safer Routes to School and local road safety and maintenance programmes, as well as close involvement with planning for new developments, will ensure benefits are maximised.

**Review Action Plan/Programme**

13.12.5 In previous years there has been a reluctance to increase the number of on road cycle tracks as there is a perception that they interfere with the normal flow of traffic on the
network, as well as parked cars obstructing advisory cycle lanes in some locations. It may be that in the future that policy could be reviewed to allow us to promote the use of on road cycle lanes and introduce TRO’s on advisory lanes to stop cars parking in them.

13.13  **M13 (LTP4) Mode share of journeys to school**

**Risk**

13.13.1 The authority are expecting good progress against this indicator as there is a high level of ‘buy in’ from local schools and the Education Authority. Although no target has been set for this indicator yet we expect to set ourselves a very challenging target for this indicator. This will focus efforts to build on this strength, but also establish a new generation of considerate transport users that will stand us in good stead in future years. It will be essential to maintain the established impetus and in order to achieve this we may find that more staff resources are needed.

13.13.2 Poor performance could lead to reduced APR score leading to reduced funding and poor CPA rating. Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.13.3 We have a school travel advisor in place and funding for this post has been extended for a further 3 years.

**Review Action Plan/Programme**

13.13.4 Growth bids may need to be made to increase the availability of staff to work on ‘Smarter Choices’.

13.13.5 Monitoring of this indicator could be reviewed to improve the timescale and detail of feedback on progress against this indicator.

13.14  **M14 (LTP5) Bus punctuality**

**Risk**

13.14.1 Recent bus punctuality monitoring results were disappointing and showed that bus punctuality was not at the high level demonstrated by previous monitoring methods. Although most buses are departing from the depot on time there are considerable delays inflicted on route across the network. We have some ground to make up on this indicator and will need to allocate an appropriate level of resource to ensure good progress is made.

13.14.2 Poor performance could lead to reduced APR score leading to reduced funding and poor CPA rating. Reduced funding and CPA scores will in turn impact negatively on performance.
Controls In Place

13.14.3 All interventions directed at tackling congestion and demand management will impact on this indicator and public transport is woven into the strategy. Planned interventions include bus punctuality partnership and Intelligent Transport SCOOT. Improved enforcement of parking offences will reduce delays caused by illegally parked vehicles and the Traffic management Duty will do likewise with regard to roadworks.

Review Action Plan/Programme

13.14.4 NELC are developing a bid for Transport Innovation Fund pump prime funding to help us to develop a strategy to better manage congestion and place a much greater emphasis on public transport. Should we be successful the findings of the study will highlight and further measures that could be developed.

13.15 M15 (LTP6) Changes in peak period traffic flows to urban centres

Risk

13.15.1 The target for this intervention is to maintain the volume of traffic at its current level and is largely dependant on improvements in public transport, demand management measures and Smarter Choices interventions. Public transport risks have been discussed in the previous section. The success of demand management measures and Smarter Choices will to a large extent depend on support from private sector, employers, health and educational establishments and the public. Lack of achievement against this target will have a knock on effect for Safety targets and potentially could affect APR scores, leading to reduced funding and a negative impact on CPA scores. Reduced funding and CPA scores will in turn impact negatively on performance.

Controls In Place

13.15.2 A range of interventions are planned that will impact on this indicator. The public Transport Strategy aims to halt and reverse the decline in bus patronage and NELC have recently been awarded Kick Start funding, through which major improvements and increased frequency on 2 of the major public transport routes will have a significant impact. Cycling and Walking programmes are in place and will encourage mode shift and a programme of measures to encourage an increase in car occupancy, to include a High Occupancy Vehicle lane. In addition to this are a number of planned demand management measures and Smarter Choices (Involve Inform and Encourage). By careful coordination of all of these measures, in conjunction with a programme of promotional activity progress against this indicator will be safeguarded.

Review Action Plan/Programme

13.15.3 This indicator is already monitored monthly during non-traffic sensitive periods. If necessary we could install more permanent automatic counters on key routes and we are investigating Automatic Number Plate Recognition as a means of better understanding how demand is generated.
13.15.4 As part of the proposed Transport Innovation Fund bid we would look at innovative ways to reduce traffic through demand management measures.

13.16 M16 (LTP7) Congestion (vehicle delay)

**Risk**

13.16.1 The target for this intervention is to maintain journey delays at the current level and is largely dependant on improvements in public transport, demand management measures and Smarter Choices interventions. Public transport risks have been discussed in the previous section. The success of demand management measures and Smarter Choices will to a large extent depend on support from private sector, employers, health and educational establishments and the public. Lack of achievement against this target will have a knock on effect for Safety targets and potentially could affect APR scores, leading to reduced funding and a negative impact on CPA scores. Reduced funding and CPA scores will in turn impact negatively on performance.

13.16.2 This is not a mandatory indicator for North East Lincolnshire and as such the prescribed data from DfT is not available to us at this time. We have however collected journey time data on major routes within the authority area as part of the Transportation Study and will use this as a baseline in order to monitor journey delays. Our aim is, over a period to install automatic journey time monitoring on major routes across the authority area, but until this work has been completed we will rely on journey time surveys for monitoring. This method may not be robust enough to measure very small changes within an acceptable confidence level and could impact on targets.

**Controls In Place**

13.16.3 A range of interventions are planned that will impact on this indicator. The public Transport Strategy aims to halt and reverse the decline in bus patronage and NELC have recently been awarded Kick Start funding, through which major improvements and increased frequency on 2 of the major public transport routes will have a significant impact. Cycling and Walking programmes are in place and will encourage mode shift and a programme of measures to encourage an increase in car occupancy, to include a High Occupancy Vehicle lane. In addition to this are a number of planned demand management measures and Smarter Choices (Involve Inform and Encourage). By careful coordination of all of these measures, in conjunction with a programme of promotional activity progress against this indicator will be safeguarded.

13.16.4 Implementation of automatic journey time monitoring will provide robust data with which to measure small changes in journey delays.

**Review Action Plan/Programme**

13.16.5 As part of the proposed Transport Innovation Fund bid we would look at innovative ways to reduce traffic through demand management measures.
13.17 M17 (LTP8) Air quality

**Risk**

13.17.1 This is not a mandatory indicator for North East Lincolnshire as we currently have no Air Quality Management Areas. However the Riby Square junction is close to the threshold and so we have decided to adopt this indicator. This area is a key junction, carrying traffic from the docks, to and from the Freeman Street area and also seasonal traffic into Cleethorpes. It is also of considerable significance to plans for regeneration of the Grimsby Docks area through the Urban Renaissance Programme.

13.17.2 Poor performance could lead to reduced APR score leading to reduced funding and poor CPA rating. Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.17.3 The most significant factor impacting on this target is the volume of traffic using this junction. Therefore interventions directed at controlling the number of vehicles and journey delays (queuing traffic) will impact on this indicator.

**Review Action Plan/Programme**

13.17.4 Further actions might include the re-modelling junction/junctions feeding traffic to and from docks, re-routing bus services or introducing park and ride or park and rail.

13.17.5 As part of the proposed Transport Innovation Fund bid we would look at innovative ways to reduce traffic and improve air quality, through demand management measures.

13.18 L1 Security

13.18.1 This indicator has been replaced by an operational indicator which will not be reported in APR’s.

13.19 L2 Efficient Use of Road Space

**Risk**

13.19.1 Progress against this indicator will depend largely on our ability to promote a culture of considerate transport use, particularly with regard to car sharing. We will be reliant on the cooperation of stakeholders, employers and the public to achieve our target this indicator.

13.19.2 Poor performance could lead to reduced APR score leading to reduced funding and poor CPA rating. Reduced funding and CPA scores will in turn impact negatively on performance.
**Controls In Place**

13.19.3 This indicator has been developed to look particularly at the impact across all modes of travel on the use of the network and in particular reflects the effectiveness of the Involve Inform and Encourage programme in influencing people towards the use of more sustainable modes of travel.

13.19.4 A range of interventions are planned that will impact on this indicator. The public Transport Strategy aims to halt and reverse the decline in bus patronage and NELC have recently been awarded Kick Start funding, through which major improvements and increased frequency on 2 of the major public transport routes will have a significant impact. Cycling and Walking programmes are in place and will encourage mode shift and a programme of measures to encourage an increase in car occupancy, to include a High Occupancy Vehicle lane. In addition to this are a number of planned demand management measures and Smarter Choices (Involve Inform and Encourage). By careful coordination of all of these measures, in conjunction with a programme of promotional activity progress against this indicator will be safeguarded.

**Review Action Plan/Programme**

13.19.5 This indicator is already monitored monthly during non-traffic sensitive periods. If necessary we could install more permanent automatic counters on key routes and we are investigating Automatic Number Plate Recognition as a means of better understanding how demand is generated. A more comprehensive understanding of travel patterns and demand could provide evidence to justify reallocation of resources between modes.

13.19.6 As part of the proposed Transport Innovation Fund bid we would look at innovative ways to reduce traffic through demand management measures.

**13.20 L3 Walking Trips**

**Risk**

13.20.1 Progress against this indicator is dependant on provision of an attractive walking environment, that is clean and safe with good quality footways, open spaces, good street lighting and air quality. All of these factors contribute to encouraging people to walk more. Poor achievement on indicators relating to any of these could have a negative impact on this indicator.

13.20.2 Poor performance could lead to reduced APR score leading to reduced funding and poor CPA rating. Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.20.3 We have reviewed the monitoring regime for walking, increasing the frequency and the number of count locations. This will ensure that walking data is robust and less vulnerable to localised fluctuations and community based consultation planned through The Involve Inform and Encourage Programme will better identify local needs. We also plan to raise
the profile of walking as a mode of transport through targeted publicity campaigns with a greater emphasis on environmental issues

13.20.4 Coordination with Safer Routes to School and local road safety and maintenance programmes, as well as close involvement with planning for new developments, will ensure benefits are maximised.

**Review Action Plan/Programme**

13.20.5 Additional work to improve the pedestrian environment in Urban centres could be supported through the Urban Renaissance programme. Home Zones, and improvements to pedestrian safety could be supported by Neighbourhood Renewal Fund, particularly in areas of high levels of deprivation.

13.20.6 Growth bids may need to be made to increase the availability of staff to work on ‘Smarter Choices’.

**13.21 L4 Availability of Public Footpaths**

**Risk**

13.21.1 The indicator for PROW, Availability of Public Footpaths, is based on the survey of a 25km random sample of our network, and looks at the number of complete links available meeting the nationally established criteria. Sections of path not currently available on the ground have the potential to impact significantly on this indicator.

13.21.2 The Authority has a statutory obligation to maintain PROW and failure to do so could lead to legal proceedings against the Authority. Lack of performance against these measure could impact on APR score leading to reduced funding and poor CPA performance. Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.21.3 Targets for public rights of way have been based on delivering year on year improvements, through prudent enhancement of the asset condition, having regard to the indicative 5year capital allocation and revenue funding at current levels.

13.21.4 As development of the TAMP continues, whole life costing, and the balance and co-ordination of interventions for the different elements of the highway and transportation assets will continue to be assessed and reviewed. This will have regard to issues of safety, serviceability and sustainability. It is estimated that this will underpin the further improvements indicated in the target table over time.

13.21.5 With the proposed appointment of the rights of way mapping officer in 2006 and through the programmed development of the Rights of Way Improvement Plan, it is expected that we will be in a position to further stretch targets for improvements in rights of way from 2007/08 onwards.
Review Action Plan/Programme

13.21.6 Should the proposed measures still fail to improve performance against these targets NELC will engage consultants to support work to underpin work on the ROWIP and network improvements.

13.22 L5 Footfall

Risk

13.22.1 There are many factors that could impact on this indicator; background economic activity, seasonal fluctuations, events, or the introduction of new retail outlets. It may prove difficult to identify the specific transport impacts and more so since there is very little data available locally to determine the influence of these other factors. The method of monitoring this indicator is relatively new and is still under development and so we currently have only one site where we monitor this indicator. We expect to extend the coverage of the monitoring to include other sites, over a period of time, however until we have more comprehensive coverage it will be difficult to determine whether and to what extent the existing data might be skewed towards a particular localised pattern.

13.22.2 Poor performance could lead to reduced APR score leading to reduced funding and poor CPA rating. Reduced funding and CPA scores will in turn impact negatively on performance.

Controls In Place

13.22.3 In setting the target for this data we have taken into consideration best practice from other areas and a considerable amount of research has been done into the possible effects of background economic activity.

13.22.4 Improvements to the pedestrian environment in urban centres is closely linked with the Urban Renaissance programme.

Review Action Plan/Programme

13.22.5 As this is a new indicator, a greater understanding of transport impact on economic activity may need to be established. We may in the future need to review monitoring our methods and obtain better background growth information. It is therefore likely that a study into transport impacts on economic activity may need to be undertaken.

13.23 L6 Freight

13.23.1 Targets for this indicator have not been set and will be developed during LTP2.
13.24 L7 Emergency Repairs to Roads and Footways

**Risk**

13.24.1 Emergency repairs to roads and footways are funded mainly through revenue budgets and performance against this indicator is almost entirely dependant on the available budget.

13.24.2 Poor performance could lead to reduced APR score leading to reduced funding and poor CPA rating. Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.24.3 The issue of Emergency repairs has been raised with the Council and funding has been secured for this work as a matter of priority.

**Review Action Plan/Programme**

13.24.4 The TAMP will be subject to annual review and report to elected members, providing the opportunity to maintain the profile of this issue in the business planning processes.

13.25 L8 Customer Satisfaction

**Risk**

13.25.1 A representative sample of responses to the household survey, plotted according post code, showed that there were a number of wards underrepresented. These results demonstrate that the fewest responses came from the most deprived wards.

13.25.2 The targets set for this indicator reflect the planned changes in the survey strategy. By targeting these ward it is likely that a very different picture of satisfaction with service provision might emerge. Success in achieving this target will depend on not only in successfully engaging these communities but also in delivering appropriate schemes.

13.25.3 Poor performance could lead to reduced APR score leading to reduced funding and poor CPA rating. Reduced funding and CPA scores will in turn impact negatively on performance.

**Controls In Place**

13.25.4 In order to address this issue the Transport Policy team are working with Policy and Performance team to improve the data collection methods to better represent a cross section of the community.

13.25.5 A community based consultation exercise is being developed alongside the Neighbourhood Renewal Action Plan to target areas with high levels of deprivation.
Review Action Plan/Programme

13.25.6 Transport Policy are seeking to develop a high level of co-operation between LTP and NRF (Neighbourhood Renewal Fund) as there are many shared interest and a high level of synergy, especially with regard to consultation activities. The Neighbourhood Renewal Action Plan is still in the early stages of development but we would hope to be able to undertake joint consultation, sharing the burden and doubling the effectiveness of the available resource.