7.5.1. Challenge A – Enable sustainable growth through effective transport provision.

Why this is important? Developing employment, housing and all associated services in a manner which is economically, environmentally and socially sustainable

Using the Toolkit – Possible LTP3 Interventions

- Limiting traffic growth stemming from developments:
  - Selecting inherently accessible sites, especially for developments most likely to generate large numbers of trips
  - Ensuring that access to and from developments is possible without over-reliance on the motor car
  - Providing traffic modelling to inform the impact of proposed development sites and the feasibility and cost of improving links

- Ensuring good access to facilities and services:
  - Convenient, safe local walk and cycle routes encourage exercise, community cohesion and safety
  - Providing good local services alongside housing developments, encouraging social cohesion
  - Providing good links to local and more significant centres

- Freeing land for development by providing new or improved transport infrastructure:
  - Ensuring adequate links for freight, including rail and road, to enable development of employment land
  - Providing links from housing developments to access employment, facilities and services

- Timing developments such that public transport services can be provided on a commercial basis

We will use a clearly defined planning and interventions framework in the following order:

1. **Demand Reduction**—spatial planning, fiscal interventions, behavioural change and technological measures (e.g., enabling and encouraging teleconferencing / ICT, working from home, home shopping, travel planning).
2. **Modal Shift**—to more sustainable and space efficient modes—shifting from motorised modes to walking/cycling where possible, and shifting from private to public transport. Also shifting freight from road to rail where possible.
3. **Efficiency Improvements**—including vehicle efficiency improvements, encouraging higher occupancy rates, promotion of car clubs, eco-driving.
4. **Capacity Increases**—for motorised transport. This should only be considered once the full potential impacts of 1-3 have been appraised, an explicit delivery programme determined, and the full effects of that programme included in assessing the residual role for 4. Any capacity increases that are required should be prioritised to the most efficient and sustainable modes.

**Transport Context and evidence**

Employment and housing growth and regeneration, as set out in the Local Development Framework, are critical to the success of the area. Transport capacity for commerce and freight must be made available and guarded against congestion (see Challenge B).

**Achievements under LTP1 and LTP2**

- Victoria Street Pedestrianisation
- Scheme preparation work for A16-A180 Link, A180 and Great Coates/South Humber Bank Link Road
- Traffic model in place

**Policy Toolkit**

North East Lincolnshire will deliver sustainable growth through:

- Integrated land use and transport planning:
  - Local Development Framework
  - Modelling of transport requirements from developments
  - Timing of developments to improve sustainable transport provision
- Local Master planning:
  - Ensuring that layout and design of all developments are linked with good access between individual elements of larger developments
  - Providing local facilities alongside housing developments
  - Building in transport infrastructure, including public transport, walking and cycling from the start

- Strategic transport provision:
  - Developing infrastructure links to ensure that adequate transport provision is built into plans
  - Using investment funds and developer contributions to fund transport improvements

- Seeking structural funds, including from European Union sources.
Why this is important?  
Making North East Lincolnshire a more attractive place to invest, creating employment and boosting the local economy. Ensuring that congestion does not become a barrier to this aspiration.

Managing congestion is important in terms of North East Lincolnshire’s development: 
- Ensuring that employment land and housing can be developed without congestion becoming a limiting factor.
- The Local Development Framework sets out targets for an additional 4,200 jobs and 3,100 new or improved homes. Effective management of congestion will be an essential element.
- Regeneration of the town of Grimsby, which is expected to lead to an increase in people entering the town.
- Growth in the numbers of vehicles entering the town will increase congestion, limiting the attractiveness of the town and causing delays to vehicles using the ports.
- Realising the potential of the Port of Immingham and the South Humberside Bank as a site of national economic importance.
- By 2020, the total freight handled by the South Humberside Ports is expected to grow significantly. Congestion must not act as a brake on the development of the ports.
- Encouraging growth in chemicals, renewables and other industries along the South Humberside Bank.
- We must ensure that congestion does not affect the attractiveness of the area to growth industries.
- Maintaining and growing business in the area.
- Tourism plays an important role in the local economy attracting more than £450m of spend each year.
- The A46 Cleethorpes Bypass is a known congestion hotspot. Resolving this and other hotspots will make the area more attractive, accessible and economically successful.
- Managing traffic in an area bounded by the Humber, leaving North-East Lincolnshire with half the arterial roads of a similar size town island.
- Managing congestion is especially critical as these network limitations make wide-area economic impacts more likely.

Transport Context and evidence 
Congestion is not currently a systemic problem in North-East Lincolnshire: 
- NI167 – NEL ranked 11th out of 17 variant 2 authorities with a figure of 3:21 minutes per mile compared to 4:46 (Hull) and 2:51 (Pole).
- Mode share to school by car – NEL ranked 2nd out of 19 OYPA nearest neighbours with a figure of 19.6% compared to 13.3% (Hull) and 38.4% (2 Halen).

Congestion hotspots affect business efficiency at key locations. Our evidence indicates that we need to address the following specific issues:
The congestion “hot spots” as identified by analysis of the OYPA data as detailed in the Evidence Base.
- The congestion associated with seasonal and weekend traffic visiting the resort of Cleethorpes.
- Unavailability of journey times along the A180 (and Brooleway Interchange) for freight traffic into and out of Immingham Dock.
- The potential for more vehicles using the A16, A46 and A190 to enter Grimsby due to the projected house building programmes.
- Ensuring that an increase in the number of people entering a regenerated Grimsby due to congestion does not lead to significant increases in congestion

Achievements under LTP1 and LTP2 
- Traffic management schemes, including Cleo Rd, Hewitt’s Circus and A1173 Manby Road
- SCOOT upgrade to Urban Traffic Control

Policy Toolkit 
North East Lincolnshire will manage congestion through the use of the following policy options:
- Managing demand:
  o Managing land use to ensure that accessible sites are developed and that developments are timed and planned to reduce car dependency
  o Car parking policy, including addressing residential and workplace parking, commuter parking, short stay parking and parking charges
  o Reducing the impact of the “school run” by promoting alternatives such as walking or cycling
  o Notes that workplace parking charges or road user charging are not considered appropriate to North-East Lincolnshire at present
  o Working with freight operators, distributors, retail and industry to reduce the impact of freight movements and to ensure capacity is available for necessary movements
- Increasing capacity and managing traffic:
  o Improving “hot spots” through small schemes to improve traffic management at specific sites known to cause delay
  o Increasing highway capacity through major schemes Use of technologies such as integrated urban traffic control systems and variable message signage to route and switch traffic dynamically
  o Improving and promoting alternatives to the car
  o Promoting “smarter choices” such as workplace, school and residential travel plans.
- Improving and Promoting Alternatives to the Car
  o Provision of higher quality and more frequent public transport services
  o Park & Ride for both Grimsby town centre and Cleethorpes (during the summer and on weekends)
  o New and improved cycling infrastructure
- Smarter Choices initiatives, including car sharing, the promotion of walking, cycling and the adoption of ambitious workplace travel plans.

7.5.2. Challenge B – Improve journey times and reliability by reducing congestion.

Transport Strategy (April 2011-March 2026)
North East Lincolnshire will connect people to jobs and services through:

<table>
<thead>
<tr>
<th>Why this is important?</th>
<th>Ensure that North-East Lincolnshire has the skilled workforce it needs to attract investment and generate wealth for its citizens and the UK economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>A skilled workforce able to access changing employment patterns and the education and skills required for them is critical.</td>
<td></td>
</tr>
<tr>
<td>North East Lincolnshire has been identified as especially vulnerable to economic downturn and must capitalise on its existing strengths as a port and the centre of chemical industries as well as developing new industries such as renewables.</td>
<td></td>
</tr>
<tr>
<td>The Humberside ports remain the largest ports complex in the UK but have lost both volume and market share, falling from almost 93m tonnes in 2007 to 80m tonnes/year for the 12 months ending September 2009.</td>
<td></td>
</tr>
<tr>
<td>o Our ports must regain their competitive edge through a combination of efficiency, a skilled workforce and excellent transport links to the rest of the UK.</td>
<td></td>
</tr>
<tr>
<td>The regeneration of the town of Grimsby will provide employment opportunities, especially in retail and leisure services.</td>
<td></td>
</tr>
<tr>
<td>Growth in chemicals and renewables, e.g., wind turbine development and manufacture are key to the success of North East Lincolnshire.</td>
<td></td>
</tr>
<tr>
<td>o Our workforce must have access to the education and training required to gain the skills to help attract and support these industries.</td>
<td></td>
</tr>
<tr>
<td>Tourism, especially in Cleethorpes is a significant economic factor, generating more than £450m per year.</td>
<td></td>
</tr>
<tr>
<td>o Access to tourism employment, especially by public transport, is an important factor in continued success.</td>
<td></td>
</tr>
</tbody>
</table>

**Transport Strategy (April 2011-March 2026)**

North East Lincolnshire will connect people to jobs and services through:

<table>
<thead>
<tr>
<th>Using the Toolkit – Possible LTP3 Interventions</th>
<th>North East Lincolnshire will connect people to jobs and services through:</th>
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<tbody>
<tr>
<td>Supporting regeneration</td>
<td>o Engage in the delivery of transport improvements in Grimsby town centre, Freeman Street, Grimsby docks and Cleethorpes to front support the Renaissance programmes.</td>
</tr>
<tr>
<td>o Build connectivity and good access into the programmes to develop the South Hub,</td>
<td></td>
</tr>
<tr>
<td>o Work co-operatively with North Lincolnshire Council and the Local Enterprise Partnership</td>
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</tr>
<tr>
<td>o Build connectivity and good access into the businesses and investment plans, including developing a case for European funding through Structure Funds or the European Investment Bank</td>
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</tr>
<tr>
<td>o Provide transport advice and assistance in the planning of new housing developments identified in the North East Lincolnshire SHLAA to reduce the reliance on the private car and encourage more sustainable travel</td>
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</tr>
</tbody>
</table>

**Transport Context and evidence**

Roads infrastructure in North-East Lincolnshire provides good access by car to employment sites and most local schools are readily accessible. Public transport provides access to nearby employment sites, if choice of employment at more remote sites is sometimes limited because of long journey times.

- N191 (Working age people with access to employment by public transport and other specified modes) – NEL ranked 14th out of 19 CIPFA nearest neighbours with a figure of 79.9% compared to 84.3% (Plymouth) and 75.3% (East Riding)
- Travel time by car to nearest employment site, NEL has a figure of 4.41 minutes which is ranked 14th out of 19 CIPFA nearest neighbours.
- N192A – NEL ranked top for trips to school by cycling and walking with a figure of 65.5%. Challenge is to maintain this position with growth of new housing.
- Public transport services to employment and education sites is generally adequate. The supplementary Phone ‘N’ Ride and Vehicles to Work services provide additional links
- Engage in the delivery of transport improvements in Grimsby town centre, Freeman Street, Grimsby docks and Cleethorpes was front to support the Renaissance programme.
- Repealment and refurbishment of schools replacement for Building Schools for the Future, 9-14-19 school agenda. Address transport issues surrounding these
- Facilitate and support travel plans for new developments in the Renaissance areas
- Necessary transport infrastructure to facilitate development along the South Humber Bank.
- Provide transport advice and assistance in the planning of new housing developments identified in the SHLAA to encourage more sustainable travel

**Transport Toolkit**

North East Lincolnshire will connect people to jobs and services through:

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<td>o Ensuring that connectivity, transport and access are planned from the start and built into all developments</td>
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<td>o Work across boundaries and with regional, National and European bodies</td>
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<tr>
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<td>o Public transport network improvements</td>
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<tr>
<td>o Highways access, including cycle routes</td>
<td></td>
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<tr>
<td>o Specialist services such as Vehicles to Work where appropriate</td>
<td></td>
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<tr>
<td>o Providing access to jobs and training:</td>
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<td>o Integrated skills and training development alongside travel advice and support</td>
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<tr>
<td>o Provision of transport infrastructure and services to new and growing areas of employment</td>
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<td>o Contribution from employers, developers and structure funds for transport services</td>
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<tr>
<td>o Accessibility Planning</td>
<td>o Continuing use of school travel plans</td>
</tr>
<tr>
<td>o Improved safe access routes to schools as part of Transport Community Access Plans</td>
<td></td>
</tr>
<tr>
<td>o Working with schools, the Local Education Authority and academy sponsors to integrate safe, independent access into the replacement for Building Schools for the Future.</td>
<td></td>
</tr>
<tr>
<td>Network and service improvements</td>
<td>o Achievements under LTP1 and LTP2</td>
</tr>
<tr>
<td>o Review of bus services to employment areas shows most have good access and that Phone-n-Ride and Vehicles to Work complement pedestrian and public transport</td>
<td></td>
</tr>
<tr>
<td>o School travel plans for every school</td>
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<tr>
<td>o New bus services including supported service to Enterprise and commercial 13/14 services</td>
<td></td>
</tr>
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</tr>
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</table>
Why this is important? Ensuring that all members of the community can contribute to and benefit from the economic development of North East Lincolnshire

This is important in terms of North-East Lincolnshire's development:
- Economic growth depends on a skilled workforce and significant numbers of people in North East Lincolnshire require new or enhanced skills to be attractive to employers.
- Less than 10% of the working population are qualified to degree level with 36% having no formal qualifications.
- 10% of North East Lincolnshire is ranked amongst the 10% most deprived parts of the country based on Index of Multiple Deprivation (IMD) by Super Output Area.
- Low car ownership amongst affected groups.
- Health inequalities widened by an inability to easily access leisure, health and shopping opportunities by public transport.
- An ageing population.
- Transport inequalities that can be based upon many factors including one or more of the following: economic / financial disadvantages, location inequalities, disability / health, age, gender.

This Toolkit – Possible LTP3 interventions

Transport Context and evidence
- Travel time by public transport and walking to nearest FE site. NEL has a figure of 17.35 minutes and is ranked 14th out of 19 CPTA areas nationwide.
- NEL has 25 lower super output areas (LSOAs) in the top 10% of most deprived LSOAs, 74 LSOAs in the top 20% for Indices of Multiple Deprivation (IMD) score and only 36 outside the top 30%.
- The number of people aged 65 and over is projected to increase by 54.2% in North East Lincolnshire from 36,820 in 2004 to 41,500 by 2029.
- Key issues identified in the Joint Strategic Needs Assessment.
- Ensuring that there is equitable access to transport provision for the disabled and wheelchair users.
- Inability to access some medical centres easily by public transport.
- Lack of public transport provision to employment hubs such as Priory Industrial Estate and Immingham Docks.
- Public transport journey times are perceived as being too long and a barrier to usage.
- Provision of information in accessible, easy to understand formats.
- Inequities in transport provision between urban and rural part of North East Lincolnshire.
- Limited capacity to deliver journeys through Phone 'n' Ride.

Transport Strategy (April 2011-March 2026)

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

Policy Toolkit

North East Lincolnshire will help people access the services they require through the use of the following policy options:
- Generating demand and addressing barriers:
  - Combined approaches with regeneration and skills agencies to raise aspirations, skills levels and employability in deprived communities and groups.
  - Working with agencies such as the NHS to improve access to services and facilities.
- Providing support for communities and individuals:
  - Improving public transport networks and infrastructure.
  - Delivering the North Lincolnshire Bus Quality Partnership.

Using the Toolkit – Possible LTP3 Interventions

Generating Demand and Addressing Barriers
- Combined Access to Opportunities programmes in deprived communities to improve job prospects, employability and access.
- Appointment systems linked to public transport times, information and ticketing.
- Effective development control procedures.

Providing Support for Communities and Individuals
- Transport Community Action Plan process to be inclusive and engage those most affected by barriers.
- Working with schools and other agencies to provide travel training and advice, especially for people with learning or physical disabilities.
- Providing travel advice and support.
  - Travel training for vulnerable groups and individuals.
  - Support for workplace and school travel plans.
  - Provide assistance for the review of School Travel Plans and support initiatives to reduce car usage on the school run.

Developing and Delivering Solutions
- Make more use of demand responsive services eg Phone 'n' Ride by linking to social services, health and education transport. Use transport brokerage approach.
- Rural transport innovations, eg shared taxis/liftshare & wheels to work.
- Providing good interchange facilities and ticketing options.
- Provision of complementary services to meet specific needs beyond the mainstream public transport network.
- Improve rail station access and waiting facilities.

Improving access to, on and across highways, rights of way and public space:
- Use the highway maintenance programme to help deliver improvements.
- Integrate the Rights of Way Improvement Plan (ROWIP) into the LTP.
- Reduce reliance caused by highways on other transport infrastructure where possible.
- Provide dropped kerbs and DDA compliant pedestrian facilities.

Achievements under LTP1 and LTP2

- Phone-in-Ride services.
- Concessionary fares schemes.
- Raised kerb bus stops and improved information.

• Focusing on high quality routes Transport Community Action Plan (TCAP) roll out to all communities but prioritised towards deprived and regenerating areas.
• Run accessibility and transport policies.
• Maintaining and developing the Phone 'n' Ride system.
• Working with bus operators to provide low-floor bus services as standard.
• Ensuring that all new developments provide good access for disabled people.
• Eliminating barriers in streets and public spaces and the access routes to buildings.
• Ensuring that information and ticketing systems meet the needs of all users.
### Why this is important?
- Ensuring that people, including families, children and elderly people, can access the services they need in order to live and work without undue concern about safety.

### Using the Toolkit – Possible LTP3 Interventions

#### Analysing, reporting and acting on information
- Continuous appraisal and improvement of our use of information
- Using information from healthcare services to verify road accident data
- Undertaking regional, National and International comparisons in terms of comparative statistics and best practices

#### Building safe access, safety and security into all communities, schemes & facilities
- Ensuring short, attractive, direct and safe (SADS) routes to public transport
- County-wide speed limit review
- Traffic-calming and speed management schemes
- Building safe, easy access into development sites, including access to neighbouring facilities

#### Taking action where accidents are shown to happen
- Building safety improvements into maintenance schemes
- Specific safety schemes where appropriate

#### Addressing road user behaviour
- Speed management, including cameras
- Education and support for older drivers
- Initiatives for young drivers
- Motorcyclists
- School children
- Initiatives linked to the insurance industry
- Consider the use of 'shared space' where appropriate

#### Working with partners to promote and enhance community safety
- Joint working with Safer Neighbourhood Teams and operators to address public transport safety
- Initiatives to improve general safety and security in communities and town centres

### Transport Context and evidence

**KSIs (NI48)** - NEL had a figure of 118 (2006-2008) which was the 7th highest out of 19 CIPFA nearest neighbours. Decline of 35% (67-08), the 5th highest decline during the period.

**2003-2007** Proportion of KSIs that involved HSIs is higher compared to other accidents.

**Children killed and seriously injured (KSI)** - NEL has a figure of 19.6 (2006-2008), CIPFA nearest neighbours range from 23 [Wals] to 4.8 [Darlington], NEL 5th highest out of 19 nearest neighbours.

% decrease in C04s (67-08), NEL 37%, NEL had the 5th lowest decline out of 19 CIPFA nearest neighbours.

Every Child Matters focuses on the following key outcomes. Feeling safe and secure are critical to all five and directly so for the second:
- be healthy
- stay safe
- enjoy and achieve
- make a positive contribution
- achieve economic well-being

Transport and access provide critical support for children by enabling safe access to schools and leisure facilities (including public transport, walk and cycle routes).

### Achievements under LTP1 and LTP2

- Schemes put in place across the area, using maintenance and other funding, for example Pease Lane improvements which improved both safety and access by removing safety barriers, reducing 80 zone radii and relocating crossing points
- Improved security in car parks and Grimsby Bus Station
- Village speed limits and speed management and awareness, including speed cameras

### Policy Toolkit

North East Lincolnshire will address safety and security by:
- Analysing, reporting and acting on information
- Using a wide range of data from local authority sources, National datasets and partner organisations, especially Police and NHS
- Comparing our performance, processes and outcomes with others
- Building safe access, safety and security into all communities, schemes & facilities
- Working with communities as part of the Transport Community Action Plan process
- Working with developers to ensure safe, convenient access
- Taking action where accidents are shown to happen
- Identifying axes, patterns and common factors
- Developing and delivering safety schemes
- Linking to other initiatives such as maintenance and developments
- Addressing road user behaviour
- Schemes targeted to ‘at risk’ groups such as schoolchildren, elderly drivers, driving for work, motorcyclists, mobility scooter users
- Education schemes
- Targeted enforcement
- Working with partners to promote and enhance community safety
- Developing safer neighbourhoods and town centres
- Tailoring specific traveller safety and security issues
### Why this is important?

Ensuring that North East Lincolnshire is an attractive place to live and work and that people lead healthy, fulfilling lives — adding years to life and life to years.

### Using the Toolkit – Possible LTP3 Interventions

**Active travel provides exercise as part of people’s day-to-day activities:**
- Physical inactivity is a significant contributor to health. Ongoing reliance on the motor car has reduced levels of walking and cycling.
- UK guidelines recommend at least 150 minutes moderate exercise on 5 days each week. This can be difficult to achieve with time pressures on people’s lives.
- School travel plans have been adopted across North East Lincolnshires and nearly 70% of our children walk or cycle to school.
- Commuter cycling brings significant health benefits with studies showing that regular cyclists live longer and have better health and fitness than non-cyclists.
- Travelling by public transport generally involves a walk at each end, providing the opportunity for exercise.
- Some developments have been very car-oriented, making it seem unattractive to use public transport or walk to the site – or between premises on the same site.
- Community safety and social cohesion are both enhanced as lots of people walk and cycle in the area.
- There are excellent examples in the UK and elsewhere where good planning has encouraged cycling and walking.
- Rights of way in the UK are an excellent foundation.

**Transport Context and evidence**

- Life expectancy in NEL for males is 76.0 years compared to a national average of 77.5 years and for females the score is 80.6 years (national average 81.7 years).
- Obesity prevalence percentage amongst year 6 pupils is 19.7% compared to the average for England of 18.2%
- Obesity rates amongst adult in NEL is 32.3% compared to the average for the Yorkshire & Humber region of 32.5%
- Only 22.5% men and 14.5% of women get the recommended amount of exercise per week. Figures lower in socio-economic groups C2DE than in groups A&B.
- Cost of physical inactivity to North East Lincolnshire CTP £2.23m per year.
- Local topography clearly suited to cycling, flat terrain and lower than average rainfall.
- Existing well developed network of on and off road cycle paths.
- Pedal & Stride branding already in place.

**Achievements under LTP1 and LTP2**

- Public rights of way improvements.
- Cycle routes, facilities and promotion, including schools.
- Grimsby town centre walking improvements.

### Policy Toolkit

**North East Lincolnshire will encourage, support and enable active travel through the use of the following policy options:**

**Encouraging People**
- Continued use of travel plans for schools, employers and housing developments.
- Working with the partners, especially the NHS, to build exercise into daily lives.
- Involve the voluntary sector and community groups.
- Publicity, leaflets, signage and reporting systems.

**Providing and improving facilities**
- Designing exercise opportunities.
- Design guides for developers.
- Accessibility assessments applied to proposed development sites.
- Rights of way improvements.

**Transport Strategy (April 2011-March 2026)**
Why this is important:

Promoting the development of North-East Lincolnshire by ensuring that travel for employment, for work (including freight) and for access to facilities and services is as efficient and straightforward as possible. Includes the less tangible aspects of local transport that are vital to creating a positive and vibrant local economy making North East Lincolnshire and area where local residents feel proud to live, work and welcome visitors.

Transport Context and evidence:

- Bus punctuality for NEL (Normal services) was 77% (2009) and was ranked 10 out of 18 CIPFA nearest neighbours.
- HGVs are frequently observed parking in residential areas.
- Despite the relative remoteness of North-East Lincolnshire, access to the UK motorway network is good. Passenger rail services link it to Lincoln, Doncaster, Sheffield and Manchester as well as local links to Immingham. Rail freight is a major element of rail traffic and capacity improvements are incorporated into the UK Railfreight RUS.
- Provide appropriate HGV routes away from residential areas addressing noise, safety and air quality concerns of nearby residents.
- Address the inappropriate HGV on street parking and the lack of a secure well serviced lorry park within Immingham Dock area.
- Air quality and quality of life issues (noise, vibration) surrounding HGV routes along Police Road.
- Lack of secure overnight HGV parking.
- The falls on the Humberside create a significant barrier in terms of connectivity to Hull.
- Bus punctuality is a barrier to increasing patronage.
- Especially in terms of financial constraint we must ensure that we gain most benefit from the existing highway network, including undertaking planned and reactive maintenance.
- Encourage more people to be involved in local transport issues through consultation and community engagement.
- Provide initiatives to improve people's perception of their personal safety and security whilst using the transport network.

Achievements under LTP1 and LTP2:

- New public transport services and infrastructure, including low-floor buses and better information.
- Freight partnership in place and freight study completed.
- Rail and bus station improvements.

Policy Toolkit:

The journey experience will be assessed and improved by:

Planning, research and information:
- Building good connectivity into physical plans for developments.
- Obtaining, analysing and presenting feedback from users.
- Stakeholder research with employers and others to establish issues.
- Journey time and road condition data.

Delivery of improvements:
- Working with the Highways Agency and neighbouring highway authorities to identify highway issues and put in place improvements.
- Working with communities to improve the travel environment in their area.
- Policy Toolkit
- Working in partnership with local and National transport operators to improve public transport.
Reducing impacts of travel and transport in North-East Lincolnshire on climate-changing greenhouse gas emissions, air quality and noise and as part of a wider environmental and carbon management strategy.

Why this is important?

- Reducing the carbon emissions from transport in North-East Lincolnshire is important:
  - Damaging climate change is considered the likely outcome of continued growth in greenhouse gas emissions.
  - Rising demand and limited supply are expected to lead to significant increases in the cost of oil in the next 10-20 years.
  - Transport accounts for around 21 percent of total UK CO2 emissions and is increasing faster than any other sector of the economy, with growing levels of car use, road freight and flying.
  - Land use changes have driven up the demand for travel and emissions and this has been offset only partially by technological changes in engines to improve fuel efficiency.
  - Unlike dependence on imported oil, our energy security
  - Short journeys, which could be made by cycle or public transport, are responsible for a significant proportion of local transport emissions.
  - Supporting alternative fuel vehicles, and electric vehicles, which can be recharged using renewable energy, should offer an excellent low-carbon alternative to petrol or diesel for local journeys.
  - Many European cities have achieved significant reductions in local transport, with additional benefits in terms of air quality, improved road safety, a healthier population and greater social cohesion.

Using the Toolkit – Possible LTP3 Interventions

<table>
<thead>
<tr>
<th>Communication</th>
<th>Possible LTP3 Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guidance and support</td>
<td>• Leaflets, newspaper articles and other information</td>
</tr>
<tr>
<td>Working with voluntary sector organisations and environmental groups</td>
<td>• Guidance and support</td>
</tr>
<tr>
<td>Local Strategic Partnership</td>
<td>• Working with voluntary sector organisations and environmental groups</td>
</tr>
<tr>
<td>Freight operators and other commercial partners</td>
<td>• Local Strategic Partnership</td>
</tr>
</tbody>
</table>

| Behaviour Change | • Benchmarking with other UK and European areas to encourage best practice |
| | • Local Development Framework and development control |
| | • Travel plans |
| | • Events, publicity and incentives |

| Delivering low-carbon transport | • Reducing emission commercial vehicles |
| | • Alternative fuel vehicles, electric vehicles and charging points |
| | • Cycle promotions and hire initiatives |
| | • Walkable, cycle-friendly neighbourhoods |
| | • Cycle network improvements |
| | • Improved highway management (see Challenge B) |
| | • Improved signage for HGV traffic |

Transport Context and evidence

- NI 186 shows a small decline in road transport CO2 emissions
- A160 at peak hours HGVs make up over 20% of the traffic flow.
- Many R4s, Immingham 1/3rd of vehicles fail to meet Euro 5 emission standards due to age.
- Air Quality Management Areas declared in Grimsby (Cleethorpe Road; NOx) and Immingham (Pelham Road, PM10)

Achievements under LTP1 and LTP2

- Congestion reduction schemes reduce fuel consumption
- High level of cycling

Policy Toolkit

North East Lincolnshire will manage the carbon emissions from transport through:

- Communication:
  - Informing stakeholders and members of the public of Government, European and local policies towards greenhouse gas emissions
  - Informing members of the public how they can work with us to reduce their individual carbon emissions
  - Working with partner organisations to develop effective strategies for overall carbon management

- Behaviour change:
  - Effective land use planning to reduce demand
  - Other demand reduction strategies (see Challenge B)
  - Encouraging behaviour to reduce emissions, including selecting low emission vehicles, public transport, walking, cycling or car sharing

- Delivering low carbon transport:
  - Improved public transport
  - Alternative technologies and vehicles
  - Walking and cycling

7.5.8. Challenge H – Ensuring transport contributes to environmental excellence, improved air quality and reduced greenhouse gas emissions

- Transport Strategy (April 2011-March 2026)

27 Resilience of UK Regions Report, Experian 2010, Commissioned by BBC.
28 Review of bus routes serving the main employment areas in North East Lincolnshire, NE Lincolnshire Council, 2010.
The Policy Toolkit interventions above have been summarised in the following table which highlights the inter-relationships between and intervention and the Local Transport Challenges. The table also highlights that one intervention can impact across a range of challenges for example developing new Public Transport solutions could improve people’s access to training and work, enable disadvantage groups to connect with health care and shops, improve journey experiences for the public transport using public and could encourage modal shift away from private cars which would have positive environmental effect.

| Challenge | Local transport provision | Strategic transport provision | Integrated land use and transport planning | Managing demand | Increasing capacity and managing traffic | Providing access to job, training and education | Network & service improvements | Accessibility planning | Supporting regeneration | Supporting communities and individuals | Developing and deliver public transport solutions | Improving access | Travel advice and support | Analysing, report and acting on accident information | Building in safety and security | Taking actions where accidents happen | Working with partners to promote community safety | Encourage people to choose active travel modes | Providing and improving information | Designing in exercise opportunities | Delivery of improvements | Partnership working | Research and information | Delivering low carbon transport alternatives | Encouraging behaviour change |
|-----------|---------------------------|-------------------------------|------------------------------------------|----------------|------------------------------------------|-----------------------------------------------|----------------------------|-----------------|----------------------|-------------------------------------------|-------------------|-------------------------|--------------------------------------------|-------------------|------------------------|------------------------------|---------------------------------|-------------------|------------------------|---------------------|-----------------|-----------------|-----------------------------|--------------------------|
| A         | ✓                         | ✓                             | ✓                                       | ✓             | ✓                                       | ✓                                             | ✓                           | ✓               | ✓                    | ✓                                         | ✓                 | ✓                        | ✓                                           | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            |
| B         | ✓                         | ✓                             | ✓                                       | ✓             | ✓                                       | ✓                                             | ✓                           | ✓               | ✓                    | ✓                                         | ✓                 | ✓                        | ✓                                           | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            |
| C         | ✓                         | ✓                             | ✓                                       | ✓             | ✓                                       | ✓                                             | ✓                           | ✓               | ✓                    | ✓                                         | ✓                 | ✓                        | ✓                                           | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            |
| D         | ✓                         | ✓                             | ✓                                       | ✓             | ✓                                       | ✓                                             | ✓                           | ✓               | ✓                    | ✓                                         | ✓                 | ✓                        | ✓                                           | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            |
| E         | ✓                         | ✓                             | ✓                                       | ✓             | ✓                                       | ✓                                             | ✓                           | ✓               | ✓                    | ✓                                         | ✓                 | ✓                        | ✓                                           | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            |
| F         | ✓                         | ✓                             | ✓                                       | ✓             | ✓                                       | ✓                                             | ✓                           | ✓               | ✓                    | ✓                                         | ✓                 | ✓                        | ✓                                           | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            |
| G         | ✓                         | ✓                             | ✓                                       | ✓             | ✓                                       | ✓                                             | ✓                           | ✓               | ✓                    | ✓                                         | ✓                 | ✓                        | ✓                                           | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            |
| H         | ✓                         | ✓                             | ✓                                       | ✓             | ✓                                       | ✓                                             | ✓                           | ✓               | ✓                    | ✓                                         | ✓                 | ✓                        | ✓                                           | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            | ✓                 | ✓                      | ✓                            |

Local Transport Plan 3
8. The Transport Network

8.1. The Highway Network

Taking action to address the eight Challenges requires that we manage, maintain and improve our networks in a co-ordinated way.

Whilst some elements of this will be driven by the need to maintain our current assets, we must align our programmes with the broader objectives of the Sustainable Community Strategy and the specific actions concerned with the development and regeneration of the area.

It is crucial that these two elements are not seen in isolation. For example, by aligning our highway maintenance programme with casualty reduction programmes, we will lever far greater benefits than would be possible from ‘road safety’ funds alone.

Although North East Lincolnshire Council is responsible for local roads, the major highway route through the area, connecting us with the National motorway network, are managed by the Highways Agency. Similarly, the rail routes are the responsibility of Network Rail. We will work in partnership with these agencies to seek improvements that would deliver against our Challenges. Similarly, we will work with bus operators to identify development sites which can be served by good commercial services.

One of the most critical requirements in managing our existing networks and in delivering improved links will be in providing resilience in the context of extreme weather or other events. This may include actions to adapt to the effects of climate change which is likely to become apparent towards the end of the strategy period.

The following sections detail how we will develop these synergies at a strategic level and how these will be developed further within our Delivery Plan.

8.1.1. Current network overview

In total, there are 1147.9km of urban and rural lane kilometres of highway in North East Lincolnshire.

The table on the following pages highlights the key strategic highway network in North East Lincolnshire, an assessment of the current conditions and a summary of the key challenges for that section of the highway.

Figure 18 - Major Highways in North East Lincolnshire.
<table>
<thead>
<tr>
<th>Road</th>
<th>Description</th>
<th>Responsible Authority</th>
<th>Existing Conditions</th>
<th>Key Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>A180</td>
<td>The A180 is a dual two lane primary route that links North East Lincolnshire with the national motorway network via the M180. The A180 also links the Port of Immingham to the wider highway network via the A160.</td>
<td>Highways Agency (to Pyewipe Roundabout) and North East Lincolnshire Council (between Pyewipe Roundabout and Issacs Hill (A46/A1098) Roundabout).</td>
<td>The A180 has an adequate level of reserve capacity in the main but localised congestion occurs at peak times. From Riby Square to Issac’s Hill (A46/A1098) Roundabout is wide single two lane carriageway, apart from a short section of dual two-lane between Victor Street and Park Street.</td>
<td>Maintain existing capacity and performance. Address congestion associated with peak hour traffic (Westgate Rbt). Address congestion associated with tourist traffic into the resort of Cleethorpes. Maintain or improve the condition of the carriageway.</td>
</tr>
<tr>
<td>A46</td>
<td>The A46 is predominately wide single carriageway primary east / south west route through North East Lincolnshire linking Cleethorpes to Lincoln, with a significant length of dual two lane between Bradley Cross (B1444) Roundabout and the Laceby Cross (A18) Roundabout.</td>
<td>North East Lincolnshire Council</td>
<td>The A46 suffers from significant localised congestion occurring at peak times due to commuter traffic within the urban area, notably between the A1243 Bargate Junction through the A16 Peaks Parkway junction to the A1031 Love Lane corner roundabout Road safety Issues along Laceby Duals</td>
<td>Provide and improve infrastructure to reduce congestion at peak hours.</td>
</tr>
<tr>
<td>A16</td>
<td>The A16 is a single carriageway primary north/south route between the A180 Lockhill Roundabout, through the centre of Grimsby, to the borough boundary and on towards Louth and Boston (Lincolnshire)</td>
<td>North East Lincolnshire Council</td>
<td>The A16 suffers from localised congestion at it’s junctions with Weelsby Road (A46) with the A1136 Ellis Way in the centre of Grimsby and at Tollbar Roundabout</td>
<td>Maintain or improve the condition of the carriageway. Provide appropriate infrastructure at Tollbar Roundabout for pupils at the nearby school</td>
</tr>
<tr>
<td>A18</td>
<td>The A18 is a single carriageway north west / south east route between the A180 (outside the borough boundary) and the A16 to the south. The road passes through the rural parts of North East Lincolnshire and provides the main HGV route southwards towards Boston from the Port of Immingham (via the B1210 / A1173).</td>
<td>North East Lincolnshire Council</td>
<td>Problems with HGV port bound traffic passing through town of Immingham</td>
<td>Identified need for a more appropriate HGV link between the A18 and the A180 to reduce the impact of HGV traffic on the town of Immingham (via the proposed major road scheme, the A18-A180 Link )</td>
</tr>
<tr>
<td>Road</td>
<td>Description</td>
<td>Responsible Authority</td>
<td>Existing Conditions</td>
<td>Key Challenges</td>
</tr>
<tr>
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<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>A160</td>
<td>The A160T is the trunk road link between the A180T and the Port of Immingham, the route is predominantly in North Lincolnshire but is a key route for road traffic accessing the Port.</td>
<td>Highways Agency</td>
<td>The A160 suffers from congestion at various locations along the route and in particular on the single carriageway section (in North Lincolnshire).</td>
<td>Increase link and junction capacity along the A160 corridor – identified major scheme in trunk road programme.</td>
</tr>
<tr>
<td>A1173</td>
<td>This single carriageway rural road provides a link between the A46 (Lincolnshire), crossing the A18 near Riby, to join the B1210 at Stallingborough roundabout. The A1173 continues from the A180 Stallingborough Interchange, connecting to the Port of Immingham (Eastgate) to join the A160 near Port of Immingham (Westgate)</td>
<td>North East Lincolnshire Council</td>
<td>There are no identified congestion problems along the A1173. However, the break in the principal road network between B1210 and the A180 / A1173 Stallingborough interchange cause serious problems with HGV port bound traffic passing through town of Immingham.</td>
<td>Maintain and/or improve the condition of the carriageway.</td>
</tr>
<tr>
<td>A1243 (Louth Road / Scartho Road / Bargate)</td>
<td>Prior to the creation of Peaks Parkway in the late 1990's this single carriageway route formed part of the main A16 into Grimsby town centre. Grimsby's main hospital is located along this route.</td>
<td>North East Lincolnshire Council</td>
<td>Bargate / Scartho Road have significant localised congestion occurring at peak times caused by traffic entering / leaving Grimsby town centre from the south.</td>
<td>Maintain and/or improve the condition of the carriageway.</td>
</tr>
<tr>
<td>A1031</td>
<td>Single carriageway commuter / tourist route connecting southwards from the A46 Love Lane Corner Roundabout to coastal Lincolnshire towns and villages.</td>
<td>North East Lincolnshire Council</td>
<td>Problems with HGV port bound traffic passing through town of Immingham. Significant localised peak hour congestion at the A1098 Hewitt’s Circus roundabout due to tourist and commuter traffic.</td>
<td>Provide and improve infrastructure to reduce congestion at peak hours.</td>
</tr>
<tr>
<td>A1098 (Cleethorpes Seafront to A16 south of Grimsby)</td>
<td>This single carriageway route joins the A46 / A180 at Issacs Hill Roundabout, continuing along Cleethorpes Seafront, connecting to the A1031 at Hewitt’s Circus junction and terminating at the A16 Low Farm roundabout.</td>
<td>North East Lincolnshire Council</td>
<td>The A1098 suffers from severe congestion associated with circulating traffic looking for parking spaces in the resort of Cleethorpes at weekends and during the summer holiday season, and along the Hewitt’s Avenue section due to tourist and commuter traffic.</td>
<td>Provide appropriate signage and parking information to address the congestion issues.</td>
</tr>
<tr>
<td>Road</td>
<td>Description</td>
<td>Responsible Authority</td>
<td>Existing Conditions</td>
<td>Key Challenges</td>
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</tr>
<tr>
<td>A1136</td>
<td>Single carriageway route connecting from the A180 Great Coates inter-change, to the A1243 Bargate junction through Grimsby Town centre to A16 Victoria St / Frederick Ward Way junction to Hainton Square (B1213)</td>
<td>North East Lincolnshire Council</td>
<td>Great Coates Road and Yarborough Road form part of the identified diversion route in the event of emergency closure of the A180. Great Coates Road has localised congestion occurring at peak times caused by traffic entering / leaving Grimsby town centre from the west. Also localised congestion at junctions around Grimsby town centre at peak hours and especially during peak shopping periods</td>
<td>Provide and improve infrastructure to reduce congestion at peak hours.</td>
</tr>
<tr>
<td>A1173</td>
<td>The B1210 is a locally important commuter route between the western edge of Grimsby (A1136 Great Coates Roundabout) and North Lincolnshire, bypassing the villages of Healing and Stallingborough, and passing through Immingham and Habrough.</td>
<td>North East Lincolnshire Council</td>
<td>The B1210 is the identified diversion route in the event of emergency closure of the A180. Between the A1173 Stallingborough roundabout and Immingham the B1210 carries HGV port bound traffic which causes significant issues as it continues through the centre of Immingham</td>
<td>Maintain and/or improve the condition of the carriageway. Maintain and/or improve the condition of the carriageway. Contribute to a more appropriate HGV route between the A18 and the Port of Immingham (via the proposed major road scheme, the A18-A180 Link). Extend the existing facilities for Non Motorised Users (NMUs) along the route.</td>
</tr>
<tr>
<td>B1444</td>
<td>Little Coates Road provides an important local commuter link between the A46 Bradley Cross Roads roundabout and the A1136 Toothill Roundabout.</td>
<td>North East Lincolnshire Council</td>
<td>Regular peak hour congestion at mini roundabout junction with Cambridge Rd</td>
<td>Provide appropriate infrastructure to reduce congestion at peak hours.</td>
</tr>
<tr>
<td>Boulevard</td>
<td>Locally important classified single carriageway commuter route connecting between the A1136 Market Hotel roundabout and the A180 Westgate roundabout.</td>
<td>North East Lincolnshire Council</td>
<td>Identified diversion route in event of emergency closure of the A180 Regular peak hour congestion at the Corporation Road traffic signal junction and A180 Westgate Roundabout approach HGV traffic from surrounding rural areas to food processing industries during harvest time, identified issues of noise / vibration due to empty wagons particularly along Boulevard Avenue</td>
<td>Maintain and/or improve the condition of the carriageway. Provide and improve infrastructure to reduce congestion at peak hours.</td>
</tr>
</tbody>
</table>
8.1.2. Managing and improving the network

The highway network provides the primary means of transport and connectivity, serving cars, freight, public transport, walking and cycling. Improving, managing and maintaining this network to meet this multiplicity of need is one of the most important elements of our Local Transport Delivery Plan. This Transport Strategy focuses on the headline issue which will drive our priorities in relation to highway management.

8.1.3. Infrastructure delivery

Delivering the transport and connectivity infrastructure required to meet our development goals, as set out in the Local Development Framework requires that we have in place a clear framework to secure developer contributions and to supplement this, where appropriate funding from other sources.

The Council has yet to determine whether it will introduce a Community Infrastructure Levy (CIL), however the work on the Infrastructure Delivery Plan element of the Core Strategy will provide valuable information to help in identifying the contribution triggers and charging/delivery mechanisms. It is likely that future infrastructure will in part be provided through a system of planning obligations related specifically to site mitigation measures. The introduction of a CIL charging schedule could support further development by funding infrastructure the council, community and neighbourhoods want. The levy should not be used to remedy pre-existing deficiencies unless the development makes the deficiency more severe.

The introduction of a charging mechanism must be based on robust evidence of the infrastructure needed. Initial work has been undertaken to support the LDF Core Strategy but is acknowledged that this work will need to be supplemented. Any proposed charging schedule must be balanced against viability, as in reality it is likely that viability will set the charging level.

8.1.4. Proposed Major Schemes

The regeneration programmes on which this Transport Strategy is focused will require additional capacity to improve highway capacity and access and ensure that congestion does not impact adversely on our plans. Design and delivery of improvements will be done in partnership with the Highways Agency and local stakeholders. The schemes can be seen in Figure 18 and are outlined below:

Figure 19 - Proposed Major Scheme Locations

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A18-A180 Link

The Port of Immingham is the largest port operation in the UK and is one of Britain’s fastest growing ports. Access to the port from the A18 to the south is poor with no direct link between the A18 and A180. This results in dock bound traffic from the south using Pelham Road, which passes through the town centre and residential areas of Immingham, causing safety and environmental nuisance to the local residents. This dock traffic is largely due to agricultural produce such as grain being transported to the port and fuel oil going to the rural areas.
The key transport objective for the scheme is the provision of good access from rural Lincolnshire to the docks and other industrial areas in Immingham and vice versa including improved journey times for commercial traffic. The key environmental objective is the removal of heavy goods vehicles from Pelham Road in Immingham resulting in significant environmental benefits and a reduction in severance. Objectives also include the removal of through traffic (cars and light goods vehicles) from the village of Stallingborough resulting in significant environmental benefits and a reduction in severance.

The route between the A18 and the docks is severed by a gap in the A1173, which ends at the B1210 and continues to the north of the A180, giving access to the industrial area to the east of Immingham and, through it, to the eastern entrance to the port of Immingham. This relatively simple scheme provides a connection between the B1210 just to the north of the Sheffield to Grimsby railway line and the A180 Stallingborough Interchange. The A18-A180 Link Road offers a connection that avoids the archaeological heritage site, minimises the impact on Stallingborough village and overall has a low visual impact on the relatively flat landscape.

The A18-A180 Link gained entry into the Government’s funding programme in 2010. The Coalition Government is now reviewing all the major transport schemes in its programme and has indicated that the A18-A180 Link Road is one of the schemes in the “Development Pool”. Subject to further analysis, consultation and revised funding offers from Local Authorities a decision is expected by the end of 2011 on whether this scheme will receive funding.

**Europarc Phase 4 Highway Infrastructure**

The development of Europarc 4 as a key employment area will be dependent upon good connectivity and highway links. The highway impact of the current Europarc development has been less than predicted than when the development was first mooted in 2001. The intention is therefore to defer major upgrade works to the A180(T) Great Coates Interchange (GCI) and adopt a planned phased approach for the provision of highway infrastructure for Europarc Phase 4.

A phased approach will help minimise infrastructure costs and help the deliverability of the site securing more jobs and investment for the area therefore having a positive impact on the social and economic future of the area.

This approach allows cost effective solutions during the early phases of the development of Europarc 4 and ensures that any long term works provide value for money at the point of investment.

The South Humber Bank Link Road (SHBLR) will be the main spinal access road for the Europarc 4 site and as part of this approach the requirements for this road will be reviewed allowing other possible solutions to be considered.

**A160 improvements (including Brocklesby Interchange)**

This is a Highways Agency scheme which as part of the DfTs review of major schemes in 2010 was classified as a “Future schemes / Review schemes” indicating that work will not start until after 2015. Although the scheme is located across the border in North Lincolnshire there are likely to be significant benefits for the port of Immingham and surrounding area. Costs are estimated at around £110m. The scheme is designed to improve access to Immingham docks, primarily to cater for growing freight traffic. Currently, freight accounts for 44% of the vehicles. The scheme is predicated on the increased traffic flows predicted to reach 22,000 vehicles per day (up from 13,000 in 2010). Key preparatory elements may be included in the Delivery Plan but this will be a long-term project. The engagement of the Local Enterprise Partnership, Associated British Ports and North Lincolnshire Council will be essential to help progress this scheme.

**Grimsby Area Integrated Transport Scheme (GAITS)**

The Renaissance vision for Grimsby town centre requires a high quality transport scheme that is bold and contributes to the delivery of a step change in the local transport system, to match the transformation taking place in the urban realm.

The Grimsby Area Integrated Transport Scheme (GAITS) has three major elements:

- A modern and attractive bus station in Grimsby town centre
- Park and ride along the three main principle routes into the area
- Bus rapid transit, using high quality vehicles with limited stop services operating between the park and ride sites and the town centre.

The scheme will introduce an innovative, high-tech transport infrastructure providing high quality sustainable travel.

A new central bus station for Grimsby will provide opportunity for improved links with Grimsby Railway Station and will help to tackle congestion by encouraging a modal shift to public transport. The new facility will provide a single, high quality, weather-proof waiting area for bus passengers, with electronic information about departures. The construction of the bus station will support the regeneration aspirations in the town centre probably as part of a wider retail development, providing opportunity for further urban realm improvements.
As part of the approach to deliver a step change in public transport provision, access to the Town Centre will be improved through the development of a park and ride service. Intended to relieve Grimsby town centre and its approaches from congestion, and provide a more sustainable means of travel, the service will be complemented by appropriate bus priority and demand management measures.

Three Park and Ride sites will be established, each serving one of the three principle routes into Grimsby (A180, A46 and A16).

The vision includes a rapid transit system for the area. Historically, this has been provided in some cities by introducing tram systems. Recent innovations in bus technology have introduced the concept of “Bus Rapid Transit”, which can provide a similar level of quality transport system which is more cost effective, making it a financially viable alternative for towns the size of Grimsby.

A new BRT service will provide a rapid connection between each park and ride site and the new bus station. It will be an express service, stopping only at selected locations, or Station-Stops, each with high quality information, waiting facilities, and secure cycle parking.

Each rapid transit route will be complemented by appropriate bus priority measures and ticketing systems ensuring competitive travel times.

8.1.5. Maintenance

The areas transport network, which includes roads, pavements, lighting and bridges as well as Public Rights of Way and passenger transport assets, is one of North East Lincolnshire’s most valuable assets. The management of this network to meet the needs of current and future customers is one of our main responsibilities.

The first North East Lincolnshire Transport Asset Management Plan was produced in 2005, covering a period to 2022. The vision expressed in this is:

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.

It sets out how this will be achieved. It is important that this is now reviewed and updated in the light of the new pressures in terms of regeneration, reductions in public spending and changes to the formula through which funds are allocated. This review will be a significant element of the Local Transport Plan Delivery Plan. It will cover:

- Highways
- Bridges and structures
- Drainage and coastal defence (primarily highways close to sea)
- Specific relationships, such as maintenance links with cycle network delivery, road safety & development (including Section 278/Section 106)
- Major maintenance requirements, including Immingham and Grimsby port access

8.1.6. Network Management Duties

Taking action under the eight Challenges requires that we manage, maintain and improve our networks in a co-ordinated way.

Whilst some elements of this will be driven by the need to maintain our current assets, we must align our programmes with the broader objectives of the Sustainable Community Strategy and the specific actions concerned with the development and regeneration of the area.

It is crucial that these two elements are not seen in isolation. For example, by aligning our highway maintenance programme with casualty reduction programmes, we will lever far greater benefits than would be possible from ‘road safety’ funds alone.
Although North-East Lincolnshire Council is responsible for local roads, the major highway routes through the area, connecting us with the National motorway network, are managed by the Highways Agency. Similarly, the rail routes are the responsibility of Network Rail. We will work in partnership with these agencies.

Similarly, we will work with bus operators to identify development sites which can be served by good commercial services.

One of the most critical requirements in managing our existing networks and in delivering improved links will be in providing resilience in the context of extreme weather or other events. This may include actions to adapt to the effects of climate change which is likely to become apparent towards the end of the strategy period.


The Traffic Management Act 2004 was introduced to help local authorities and other agencies to tackle urban and inter-urban congestion and disruption on the road network.

More information on the Act and its importance to North East Lincolnshire can be found in the Local Transport Delivery Plan. However, the following key strategic elements are important:

- **Part 2** – The Network Management Duty to secure the expeditious movement of traffic by avoiding, eliminating or reducing congestion on our roads and those of surrounding authorities.
- **Part 4** – Covers streetworks, includes the provision for stronger powers for local highway authorities to direct when works are carried out or where new apparatus is placed. It provides for a noticing system for street works, fixed penalty notices and overrun charging schemes. It modifies many elements of the New Roads And Streetworks Act 1991 (NRSWA).
- **Part 6** - Civil Enforcement of Traffic Contraventions builds on and strengthens the civil enforcement regime, including parking, introduced by the Road Traffic Act 1991 and the Transport Act 2000. Legislation under the Traffic Management Act means authorities are able to enforce moving traffic contraventions, such as yellow box junctions, one way streets and bus lanes.

### 8.2. Road Safety

Road safety is a significant issue for North East Lincolnshire. As well as its impact on our communities, our levels of casualties are high in comparison with other similar local authorities. Our performance in addressing this is also less effective, in terms of casualty reduction, than other local authorities. This has been recognised in the North East Lincolnshire/Balfour Beatty partnership and two ten-year performance targets:

- Reducing the number of people killed or seriously injured on the roads by 33 percent (adults) and
- By 50 per cent (children) respectively (compared to five year average of 2004/05 to 2008/09);

In addressing these targets alongside our broader plans to regenerate communities and improve access to education, training, employment and community facilities, we will address the following priorities in order of effectiveness against our targets:

- **Casualty Reduction**

  This requires a focused approach to reducing accidents where, when and to whom they happen. It requires the coordination of resources across a number of budgets as well as clearly defined processes to identify the issues and tackle them.

- **Safer Access**

  This requires that safe access is incorporated into all development schemes (including housing, retail, employment and education) and that we work with existing communities, through the Transport Community Action Plans, to improve access.

- **Perceived danger**

  Linked to the ‘safer access’ above, this element addresses the issues which our communities feel limit their safe access and amenity. It is understood that this will not in itself impact on casualty numbers and expenditure in this area will not be seen as an alternative to our targeted casualty reduction programme.

In the accompanying LTP3 Delivery Plan we have identified a comprehensive programme of actions which includes:
- Identifying the locations and other common factors of accidents, especially those involving death or serious injury, through collection, analysis and presentation of information.
- Tackling ‘worst first’ the locations of accidents through the application of appropriate engineering solutions.
- Linkage of the highway maintenance programme to delivery of road safety improvements.
- Addressing causes of accidents linked by common factors other than location, for example those involving pedal cyclists, motorcyclists, young drivers, child pedestrians and older people.
- Developing and delivering education, enforcement and publicity measures to address the behavioural aspects of road safety in order to deliver both casualty reduction and improved access to jobs, education and services.
- Working with communities, through a programme of Transport Community Action Plans to identify the barriers to safe access and develop appropriate solutions to resolve them.
- Delivery of safe access, perceived danger reduction and casualty reduction actions through the regeneration programme, involving the inclusion of these elements within schemes and their funding through developer contributions.

### 8.3. The Public Transport Network

Public transport within North East Lincolnshire is dominated by the bus services operated by Stagecoach. By working in partnership with the bus operator and with neighbouring authorities, we will:
- Improve the quality, performance and reliability of our bus services by finalising and developing further the Bus Quality Partnership. We will work imaginatively within the current regulatory arrangements whilst seeking to improve these where possible.
- Improve the integration of our services, building up to a ‘door to door’ network strategy. Our long-term goal is for seamless networks, high-capacity quality routes with interchange, ticketing, information and waiting facilities to match. This will include integration with rail services.
- Provide more priority for buses through a combination of improved enforcement and extensions to on-street bus priority measures. Along with measures to resolve specific congestion, the Grimsby Area Integrated Transport Scheme (GAITS) identified a comprehensive programme of improvements, including bus priority measures, park and ride sites and a new Grimsby bus station (linked to the town centre regeneration). These will be developed as part of the LTP3 Delivery Plan.
- Continue to build on our complementary services, including Phone-n-Ride and Wheels to Work where these serve needs not easily met through mainstream public transport. These will be integrated with mainstream public transport where possible. Where appropriate we may extend the offer through the use of other services that could include licensed taxis, shared taxis, taxi contracts, community cars, community transport and ‘brokered’ vehicles sourced from other agencies.
- Ensure that development sites are assessed for public transport access and any required new and improved services are designed and delivered as sites are occupied.
- Build good public transport into the regeneration plans for Grimsby and Cleethorpes, using it as a strategic tool to improve access whilst reducing congestion and the requirement for car parking.
- Work with bus operators to improve the commercial performance of bus services by linking with the development of new and refurbished housing and with employment sites.
- Work in partnership with regeneration professionals and developers to provide short, attractive, direct and safe routes to good quality public transport services, building interchange and bus priority facilities into masterplans as required.
- Use new technology, including Smartcard ticketing and real-time travel information, to make the public transport network more attractive.
- Manage public transport alongside parking policy. Consider the use of park-and-ride where appropriate to provide links, especially to Grimsby and Cleethorpes.
- Work with bus operators to identify congestion ‘hotspots’ which affect bus operation, tackling these through effective highway management.
- Work with employers and developers to provide and fund good bus services to employment areas, especially those on the South Humber Bank.
• Work with the rail operators to improve services where feasible, examples may include:
  o improving connections between Trans-Pennine and Cleethorpes-Barton-on-Humber services
  o extension of East Midland Trains service between Newark & Grimsby to Cleethorpes in the summer season
  o Improving line speeds between Cleethorpes and Doncaster (which could reduce journey times to and from London.)

These public transport initiatives will be combined with travel advice, travel planning and publicity provided in partnership with rail and bus operators. Public transport will also be a part of the Transport Community Action Plan process.

A comprehensive Strategic Bus Review will be carried out during the early stages of the first Delivery Plan. This review will inform the future delivery of public transport services and the ongoing programme of infrastructure improvements.

8.4. The Cycle Network
Cycling is an important mode of travel in North East Lincolnshire, providing access links not easily met by public transport. Levels of cycling are broadly in line with other similar areas, especially in providing sustainable, independent access for children to schools and other facilities. In developing cycling further we will:
• Build on the well-established strategic route network in the area, improving links within residential areas and between these areas and jobs and services. Develop the strategic cycle network as part of the regeneration programme, the highway maintenance programme and UK Government funding schemes to promote sustainable local travel.
• Work with communities to identify and address access issues relating to cycling using the Transport Community Action Plan process.
• Continue to promote cycling as a means of healthy, independent travel for children and young people.
• Investigate cycle park and ride at local rail stations as a means of extending their catchment areas. Explore the potential for linked cycle hire schemes in Grimsby and Cleethorpes.
• Investigate and tackle the safety issues surrounding cycling and how accidents and injuries can be best reduced.
• Work with employers to promote and encourage cycling as a healthy, cost-effective means of travel.
• Promote cycling as part of the tourism offer.
• Use traffic modelling techniques to explore the value of cycling as an alternative to highway investment to tackle congestion and access to new developments.

8.5. The Public Rights of Way Network
Public rights of way are an important asset for North East Lincolnshire. They provide access to people on foot, cycle and horseback. As well as providing links to schools and workplaces, they offer opportunities for leisure, healthy exercise and access to green space. It is important that rights of way are accessible to all, including those less able to walk, people in wheelchairs and families with baby buggies.

The North East Lincolnshire’s Rights of Way Improvement Plan (2008) sets out the current position regarding rights of way and the requirements for improvement identified through consultation and monitoring. This important document also sets out a Statement of Action through which to deliver improvements. This seeks to:
• Overcome legal deficiencies
• Improve the condition of the network
• Make the network safer
• Improve accessibility
• Extend and link the network

These improvements to the rights of way network will have positive impacts on one or more of the LTP3 Challenges. Consequently, the 3 Year LTP3 Delivery Plan will contain the relevant elements of the RoWIP.

8.6. Taxi and Private Hire
Taxis and private hire vehicles are an important complement to both public and private transport. The role of both and their integration with other modes of transport will be reviewed as part of the overall strategic development of transport in the Borough.
North East Lincolnshire currently limits the number of Hackney licences. This reflects its view that the needs of the public and the long-term needs of the taxi trade are best served by imposing such a limit.

As required by the guidance issued by the Department for Transport, this policy will be reviewed during the period covered by this Transport Strategy. This will involve the commissioning of studies to determine that the levels of demand are being met by the number of hackney licences issued and that no significant unmet demand exists.

In addition, the needs of those people with mobility difficulties and other disabilities will be established and suitable amendments to our licensing policies and relationships with the trade will be made to ensure that needs are met. This will be explicitly reflected in the development of Challenge D.

8.7. Freight

Freight is a crucial part of transport for North East Lincolnshire. As well as sea traffic, the economic success of the area is reliant on good rail and road freight links. Its importance to the UK economy makes this an issue of importance for the whole of the UK, providing an additional level of stakeholder support in seeking funding for our plans within the UK or through European agencies.

There are many aspects to freight transport which affect our economy including:

- Local access to sites such as ports, affecting their day-to-day operation
- Transit routes which can affect communities through high levels of HGV traffic and the severance, noise and pollution this can bring.
- Access to main trunk routes, especially the motorway network
- Capacity constraints some distance from the area, such as constraints on the M1, A1 and East Coast Mainline.
- Rail freight capacity in terms of train paths, line speeds and height restrictions

As part of the on-going development of LTP3 we will seek to refresh our existing freight study and will work with neighbouring authorities and local stakeholders from the ports, freight and haulage sectors to develop a Freight Quality Partnership to look to understand the issues and propose viable solutions.

One area for further investigation is to determine the scope for further transfer of freight from road to rail, waterway or pipeline, freeing road capacity and delaying or eliminating the need for highway capacity increases. Comparative options would need to be developed to assess the relative short and long term benefits of road investment versus expenditure on other modes. It is also clear that demand management measures for non-freight road traffic will also impact on freight capacity and this element will be included in the study.

The principal demand for additional rail freight capacity in North East Lincolnshire is the growth in the use of imported low-sulphur coal in UK power stations. This is primarily due to an overall switch from gas to coal (due to rising gas prices) and a reduction in burning domestically mined high-sulphur coal in order to meet emissions targets and reduce costs. To meet additional demand, the Rail freight Route Utilisation Strategy set out the following short-term (2007-2009) recommendations:

- Brigg Line enhancement to provide a significant number of additional paths per day in each direction between Immingham and the Trent Valley Power Stations/Doncaster. This also provides a diversionary option to the South Humberside Main Line. This has been completed.

- Wrawby Junction line speed improvements. In the medium term (2009-2014), the Lindsay Oil Refinery-Killingholme Branch Loop to regulate traffic in Immingham is proposed.

In addition, there are proposals to address gauge restrictions to provide capacity for larger containers and possibly cars.

Although the proposed direct link to the Trent Power Stations via Cottam Cord and the Brigg Line has been rejected, we would like to see an increase in the capacity of the South Humberside Main Line and we work with Network Rail to consider alternative solutions.

The additional capacity gained through improvements would provide scope to deliver train paths on the South Humberside Main Line which could be used for freight. We will explore the potential for this with Network Rail and likely rail freight clients on the South Humber Bank.
8.8. Wider Network Connectivity

Given its relatively remote location, good transport links are essential for the success of the area. This includes road and rail links for freight and passenger traffic, as well as access to airports.

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

Although the A180 provides a good link to the seaside town of Cleethorpes, congestion at the end of the route may be a barrier to significant tourism growth if left unresolved.

Buses provide links into Lincolnshire and north to Hull. The Lincolnshire InterConnect Network provides a network of high quality buses which provide key links (Louth, Lincoln and Newark), supplementing local bus and rail services. An hourly service to Humberside Airport and Hull is also available.

The hourly Trans-Pennine Express service from Cleethorpes & Grimsby to Manchester provides the primary access to the National Rail Network. Currently no direct trains are available to London, with a change required at Doncaster or Newark. The fastest journey via Doncaster is 3 hours, with an average of 3 hours 20 minutes.

Economic growth prospects would be improved through better connections with London in terms of encouraging businesses and industries to locate in North-East Lincolnshire. This is especially so with new emerging industry, a key growth sector for North and North-East Lincolnshire.

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

Our Transport Strategy will seek to bring about rail connectivity improvements for both passenger and freight traffic.

8.9. Parking

Across North East Lincolnshire there are currently thirty-three car parks managed by Balfour Beatty for North East Lincolnshire Council providing some 3644 spaces (and 138 disabled spaces). The majority of these spaces are located around Grimsby and Cleethorpes town centres with smaller car parks servicing smaller local retail developments.

Within Grimsby town centre there is currently a mix of public and privately owned car parks serving the area. The majority of privately owned or managed car parks in this area serve the retail developments on the outskirts of the town centre. There are two large multi-storey car parks serving the Freshney Place shopping centre. In addition there are several publicly owned car parks. In total, between the public and private car parks there are around 4,000 off street spaces available for parking in the town centre.

There are currently two off street lorry parking sites, providing ninety-eight overnight spaces for HGVs.

The provision of parking is currently subject to a full review as part of the Parking Strategy following the Council’s adoption of powers for Civil Parking Enforcement in 2010.

The review will look at the following aspects of local parking policy:

- Off street car parking charges
- On street parking charges
- Parking on verges and pavements
- Resident car parking
- Disabled parking review
- Staff car parking

The outcomes of the review will incorporated into the delivery of this Local Transport Plan

8.10. Streetscape

Alongside the bigger regeneration, maintenance and improvement projects, we will seek to reduce street clutter and ensure that the streetscape is enhanced as part of our asset management and maintenance programmes.

The development of Home Zones in housing renewal areas and the introduction of the “Shared Space” concept into town centres are prime examples of where transport can have a significant impact on the streetscape, creating environments that are not dominated by cars but where people feel free to move about without being constrained to their traditional spaces along footways.
8.11. Accessibility and Rural Communities

Although the majority of the population of North East Lincolnshire live in the urban areas of Grimsby, Cleethorpes and Immingham, there are a significant number of rural communities in our area.

Some of these lie on the fringe of the urban area or on main transport corridors and whilst some residents of these communities may be unable easily to access mainstream public transport, in general they are well served.

More isolated communities are extremely difficult to serve with conventional public transport. In North East Lincolnshire we have achieved a great deal with our Phone-n-Ride service which does provide access across the whole of our area. This is supplemented by the more specialist Dial a Ride service which provides full accessible vehicles and through Wheels to Work which provides small motorcycles to enable people (primarily the young) to access work, education and training.

In addition to the more isolated communities, the same factors make some employment and training destinations difficult to get to, even for those living in the urban area.

What is clear is that this kind of isolation and poor access is a problem for a minority. Most of those living in rural areas or working in remote facilities will use a car and many rural households have several cars. Many elderly people have the means to use taxi services even if they are unable to drive.

All this underlines the plight of those who do not have the means to own and run a car, or who find that the need to own a car is a significant drain on a limited income. In many cases a single household car is used by a wage-earner, leaving other household members without access.

This can especially affect young people in rural areas and can limit their ability to access education, training and employment. This is likely to be exacerbated in the light of benefit cuts (including Educational Maintenance allowance) under the current Government’s deficit reduction policies.

Rural communities often depend on facilities in neighbouring local authority areas. Though this is less true within the relatively small area of North East Lincolnshire, there are many communities in Lincolnshire and North Lincolnshire which depend upon services in North East Lincolnshire. We will take this into account, working with neighbouring authorities, in developing our rural policies and implementation programmes.

Recognising the access difficulties of their clients, many agencies have sought to help by providing transport. Whilst this is welcomed, there can be difficulties caused through the facilities being restricted to a single use. For example, an ambulance provided to take an elderly person to a hospital appointment cannot be used for a shopping trip at the same time.

We plan to undertake a review of bus and complementary services with a view to establishing ‘brokered’ services through which agencies will make their vehicles available for bookings taken through a central service, enabling use by people on the basis of their individual needs rather than the needs of the specific delivery services.

This may make use of ‘transport hubs’ where people can interchange from one vehicle to another (including rail and low floor buses) to access a wider range of destinations.

In resolving the relative isolation of some of our rural residents we must develop innovative approaches if we are to tackle them in a cost-effective and affordable way. This requires that we consider the use of community-based solutions such as community cars and car sharing, alongside more conventional solutions.

Across our entire delivery programme, we will judge the impact of individual schemes and the programme as a whole against the impact on our eight challenges. However, in the case of rural areas, it is likely that most actions will impact significantly on Challenge D.

Our approach to meeting the needs of rural communities, we will:

- Use our Transport Community Action Plan process to help our rural communities identify and address the access issues which affect them
- Engage with partners and other Council departments to develop ways to deliver services to reduce the need to travel or locate them in places which can be easily reached.
- Work in partnership with the neighbouring local authorities of Lincolnshire and North Lincolnshire to establish effective ways to deal with the issues and seek funding jointly
- Incorporate rural bus services and the potential for transport brokerage into a review of bus services
- Ensure that the needs of rural communities are built into any reviews of traffic management and speed management which encompass rural areas
integrating this with the Rights of Way Improvement Plan, and any opportunities from the highway maintenance programme. In addressing the needs of our rural areas, we will follow the guidance of the Commission for Rural Communities.

8.12. Transport Community Action Plans

Communities themselves are often best placed to identify the transport, access and connectivity barriers which affect the lives of residents. Workshops facilitated by transport professionals enable the development of a Transport Community Action Plan for the area. These plans provide a flexible approach and form the basis for improving access for a community.

The approach is especially important for communities undergoing transition, for example through a regeneration programme.

The process will be tailored to the community and in many cases it will be sponsored through existing democratic structures such as a Parish Council. Although the existing North East Lincolnshire “15-5-1” neighbourhood working arrangements can be used to oversee the process, in general the approach works best at a smaller scale. Many of the issues raised and their solutions are extremely local and can be lost in a large geographic area.

Figure 22 opposite shows how the process works in the context of the broader issues which affect a given community.

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**Figure 21 – Developing a Transport Community Action Plan**

Where a Transport Community Action Plan is part of a regeneration programme, its results will be built into the overall plan. Delivery agencies (including transport operators) will be involved in the process to ensure that they take an active role in helping identify the issues and potential solutions. In most cases, proposals will be tested using qualitative and quantitative consultation and will be subject to the relevant democratic processes.

What is crucial is that the Transport Community Action Plan addressed the ‘door to door’ journey, such as lighting walkways used to access public transport.

The resultant Action Plan will in all cases be co-ordinated with established maintenance and other larger programmes of works in the area to achieve value for money and reduce disruption to communities.
8.13. Demand Management and Smarter Choices

As detailed under Challenge A, key policy tools will be applied to ensure that developments take place in inherently accessible locations. This is a key element of the Local Development Framework.

Linked to this are other actions designed to reduce demand, including parking policies and the use of ‘smarter choices’ to encourage people to use sustainable modes or alternatives to travel.

The existing experience of North East Lincolnshire in providing alternatives to the car provides an excellent platform to develop our Smarter Choices actions. These include:

- Partnership working with employers, JobCentre Plus (and other agencies) and training and education providers to develop and deliver an integrated skills development and access package geared to meeting the needs of jobseekers and young people.
- A requirement for effective travel plans for every new development above agreed threshold levels.
- Parking policies consistent with encouraging the use of sustainable modes, linked to ensuring the availability of highway capacity for freight and essential users. This will incorporate, where appropriate, proposals for park and ride.
- Clear targets, backed by suitable incentives, incorporated in travel plans.
- A programme of voluntary travel plan initiatives, linked to employers and lifestyle initiatives in partnership with the NHS.
- Working with transport operators to develop attractive discounted ticketing schemes for public transport, helping build up commercial business for operators and to deliver against modal share and carbon reduction targets.
- Develop effective marketing of public transport, linked to the integrated network proposals
- Co-ordinated monitoring of the effectiveness of travel plans and publication of the results as ‘best practice’ guidelines. Sharing of such best practice with other transport authorities.
- Further development of school travel plans to maintain our excellent performance in ensuring the use of sustainable modes by school and college children.

To assist in the development of our ‘smarter choices’ programme, we will use our experience to date as set out in the recent report on access to employers with 100+ employees. This demonstrates:

- That there are good commercial public transport links to most sites
- That fares on these routes generally offer value for money
- That Wheels to Work and Phone ‘n’ Ride provide good complementary services
- Barriers to entering employment tend to be in aspiration, knowledge of transport links and skills, supporting the proposal to focus on combined skills/transport initiatives.
- In future there should be ongoing monitoring, linked to the travel plan arrangements, including surveys with employers, employees & skills providers
- It is essential that good access is considered during the planning of new employment and training sites.
9. Managing the Strategy

9.1. Governance

The on-going governance of the delivery of LTP3 will require a series of processes to ensure compliance with acknowledges good practice and the requirements of the Balfour Beatty / NELC partnership.

9.1.1. Scheme Delivery

As schemes are initiated and progressed, a project manager will be assigned to manage all aspects of delivery. Where appropriate, a project team representing key stakeholder and contributor interests will be assigned, under the overall responsibility of the project manager.

Monthly reports will be provided and submitted to the LTP3 Programme team for review. Although this will routinely focus on delivery, including financial aspects, there will also be key milestone points within the project at which outputs and scheme outcomes will be measured.

The outcomes of schemes, along with significant delays, new or modified risks and financial variations (greater than £10K or 10% of the project cost) will be reported, by exception to the North East Lincolnshire Council Regeneration Directorate. Decisions made will modify both individual schemes and the overall Delivery Programme. For example, a significant underspend which cannot be corrected within the scheme itself may lead to additional schemes being initiated and brought forward for delivery.

9.1.2. Delivery Plan & Annual Programme

An annual refresh of the Delivery Plan and associated annual programme will be approved prior to the commencement of the new financial year by the Portfolio Holder on the basis of the progress made and the available resources.

The overall Delivery Programme will be reviewed on a quarterly basis and reported to the Portfolio Holder which may again involve decisions being made in relation to specific schemes and the programme as a whole.

On an annual basis, a Delivery Report will be prepared which identifies progress on all schemes in the programme, including their spending profile against plan. In addition, indicators which are on track or otherwise will be reported through a red/amber/green (RAG) system.

This annual report will be delivered to the Portfolio Holder as well as the Local Strategic Partnership.

9.1.3. Transport Strategy

This Transport Strategy has been written in such a way as to be flexible and adapt to changes in local priorities. It is appropriate though that a formal review of this document be carried out at least every three years to ensure that it builds upon the most current strategies and polices ensuring that the document remains applicable and relevant to local people and the transport, access and connectivity issues they face.

9.2. Resources

Resources will be fully defined in the LTP3 Delivery Plan, however the level of funding made available through the DfT settlement is based on a formula and the decision to remove the ring fencing of the DfT settlement now means that the final amount of capital funding that is made available to deliver LTP3 projects is decided at a local level.

In addition to traditional LTP3 block allocations we will look to resource our Delivery Plans by:

- Aligning small-scale improvements to the larger maintenance and regeneration programmes, ensuring that we gain best value.
- Ensuring best practice in the design and delivery of schemes, utilising the expertise and procurement disciplines of Balfour Beatty where appropriate.
- Engaging communities and partner organisations with our plans through the existing 15-5-1 neighbourhood working arrangements and the Transport Community Action Plans.
- Drawing in partner and other local authority funding, especially where transport interventions deliver against other important outcomes such as health, skills and employment.
- Making a bid for substantial funding through the Local Sustainable Transport Fund, linked to our plans for the local economy, carbon reduction, environmental and road safety measures.
- Explore the use of developer funding possibly through a Community Infrastructure Levy and other potential sources such as European Investment Bank or Tax Incremental Funding.
9.3. Outcomes, Targets and Monitoring

To manage the delivery of LTP3 a number of indicators will be monitored and where appropriate targets will be set. Performance monitoring will be an integral part of the LTP3 programme management and a comprehensive approach will be developed to ensure the delivery of key performance targets within the wider strategic arena.

DfT guidance published in July 2009 states “Authorities should consider as they develop their Local Transport Plan what performance indicators are most appropriate for monitoring it”.

In 2007 the Department of Communities and Local Government (DCLG) published a new National Indicator Set, replacing previous Best Value Performance Indicators (BVPI). In 2009 the DCLG also provided guidance on forming Local Strategic Partnerships (LSP) to create community based partnerships that were monitored through Local Area Agreements (LAA).

The Coalition Government is emphasising the importance of ‘localism’, tailoring delivery and associated performance management to meet local needs. Under the now disbanded Local Area Agreement process, North East Lincolnshire selected a range of performance indicators and targets which were seen as especially important to help drive forward our economic, social and environmental development.

Consequently, although the performance indicators we use may be reviewed and modified over time, North East Lincolnshire is likely to retain many of the elements already decided through its strong local partnership working.

### Area wide Performance Indicators

A comprehensive set of performance indicators are in place covering the Partnership between Balfour Beatty & North East Lincolnshire Council covering all aspects of the agreement including the delivery of LTP3. In addition to a range of high level targets including the creation of jobs and the level of investment in North East Lincolnshire there are a selection of transport specific targets that have been agreed as part of partnership. Many of these are based on existing targets set either nationally or as part of the delivery of LTP2. Performance indicators have been an important part of the whole LTP3 process throughout LTP1 and LTP2 and previous LTP3 indicators provide good baseline and trend data and this will be used where relevant to LTP3 to inform the development of targets.

The intention is to use a selection of these indicators and targets where appropriate to monitor performance of LTP3. Details of these and all the LTP3 performance indicators are presented below.

### LTP3 Performance Indicators

<table>
<thead>
<tr>
<th>Ref</th>
<th>LTP3 Performance Indicator</th>
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<tbody>
<tr>
<td>LTP1</td>
<td>Condition of the principal road network</td>
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<tr>
<td>LTP2</td>
<td>Condition of the non-principal road network</td>
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<tr>
<td>LTP3</td>
<td>Condition of the unclassified road network</td>
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<tr>
<td>LTP4</td>
<td>Condition of the category 1, 1a and 2 footway network</td>
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<tr>
<td>LTP5</td>
<td>Repairs to “unsafe” highway made within 24 of notification</td>
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<tr>
<td>LTP6</td>
<td>Car parks (owned or managed by North East Lincolnshire Council/ Balfour Beatty) accredited to “Parkmark” standards</td>
</tr>
<tr>
<td>LTP7</td>
<td>Ease of use of the Public Rights of Way network</td>
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<tr>
<td>LTP8</td>
<td>Pedestrian crossings with facilities for disabled people</td>
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<tr>
<td>LTP9</td>
<td>All aged killed or seriously injured as a result of road traffic accidents</td>
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<tr>
<td>LTP10</td>
<td>Children (aged &lt;18) killed or seriously injured as a result of road traffic accidents</td>
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<tr>
<td>LTP11</td>
<td>All aged slight injuries as a result of road traffic accidents</td>
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<tr>
<td>LTP12</td>
<td>Number of School Safety Zones in operation</td>
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<td>LTP13</td>
<td>Bus passengers beginning their journey in North East Lincolnshire.</td>
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<tr>
<td>LTP14a</td>
<td>Bus punctuality (services with a frequency of 4 or less buses per hour)</td>
</tr>
<tr>
<td>LTP14b</td>
<td>Bus punctuality (services with a frequency of 6 or more buses per hour)</td>
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<tr>
<td>LTP15</td>
<td>Satisfaction with local bus services</td>
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<td>LTP16</td>
<td>Annual growth in traffic across the principal road network</td>
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<td>Pupils travelling to school by car</td>
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<td>LTP18</td>
<td>Street lights that are working</td>
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<td>LTP20</td>
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<td>LTP21</td>
<td>Walking trips</td>
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<tr>
<td>LTP22</td>
<td>Public satisfaction with the delivery of LTP3 projects and initiatives</td>
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</tbody>
</table>
Local Transport Plan 3

Information relating to performance indicators and targets is presented in the Delivery Plan.

As our Local Transport Delivery Plan develops, we may choose to undertake monitoring of individual schemes or initiatives to measure local improvements stemming from schemes implemented at a smaller level. This will complement the set of area-wide transport performance indicators and those linked to important economic, social and environmental imperatives such as the delivery of new jobs and the development of low carbon technologies.

Undertaking this before and after monitoring enables successes at a local level to be monitored where the area wide impact of the same scheme may not be recordable.

9.4. Performance and Programme Management

Individual projects will be managed by small LTP3 Project Teams led by a Project Manager who will be responsible for overseeing all aspects of the project.

Management of projects within tolerances will be undertaken by individual Project Managers and the LTP3 programme team with reports strictly by exception going to the North East Lincolnshire Council Regeneration Directorate and the Portfolio Holder.

An updated Delivery Plan will be presented to the Portfolio Holder for The Environment and the Green Agenda each year. The report will present a detailed programme for the year ahead.

This LTP3 Transport Strategy will be reviewed and update at least once every three years. This timeframe may be shortened subject to agreement by the Portfolio Holder. Revisions to the Transport Strategy will be ratified by Full Council and may involve discussions with Scrutiny.

An annual end of year report will outline the key achievements in the delivery of the LTP3, a summary of financial information and results of the LTP3 Performance Indicators. This report once approved by Portfolio Holder will be made public and circulated to local Stakeholders.

In order to maintain alignment with the Sustainable Community Strategy, an annual report focussing on LTP3 will be presented to the Local Strategic Partnership. Members of the LSP will also be invited to attend Stakeholder workshops to review the Transport Strategy as and when it is appropriate.

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

Overall programme management will be defined within the Delivery Plan. Key elements which will be incorporated include:

- Reporting to the Council and its delivery partners on the progress of individual projects, the overall programme and the broader outcomes.
- Project and programme management arrangements, including the use of designated project sponsors to report progress and ensure projects have the required level of support.
- The use of simple Red/Amer/Green (RAG) ratings to report progress
- Integrating LTP-3 progress reporting into the Local Strategic Partnership, alongside economic, physical and social regeneration
- Reporting and liaison with the Local Enterprise Partnership and other key external bodies.

The focus of the Local Transport Strategy is on regeneration, the creation of jobs, economic and social inclusion, developing a low-carbon economy and environmental excellence.

However, much of the resource we have available must be directed towards maintaining our current assets. In setting priorities we must ensure that we get the most out of these assets and that we lever in additional funds to add value to schemes in terms of delivery against the key economic, social and environmental imperatives.

It is crucial, especially during a time of public spending constraint, that we put in place a sound 15 year strategy for transport geared to the delivery of our overarching ambitions.
Stakeholders will be fully engaged in this process, providing critical feedback on our priorities and how we should tackle these using the Challenges and their associated Policy Toolkits and Interventions.

9.5. Delivery Constraints

The Delivery Plan explicitly incorporates the following constraints and duties:

- Full regard to Government guidance and policies (as required under the Transport Act 2000)
- A Strategic Environmental Assessment will be an integral part of both the LTP3 Delivery Plan and its delivery, as required under European legislation
- A comprehensive approach to equality and diversity under the Single Equalities Act 2010. Specifically both our Transport Strategy and the Delivery Plan address the needs of disabled people as required under the Local Transport Act 2008
- Incorporation of actions to address the requirements of the Network Management Duty and Children and Young People’s Plan
- The Rights of Way Improvement Plan will be reflected in all relevant aspects and ultimately will be fully incorporated into the Local Transport Plan

9.6. Developing the Annual Programme

Since there are many competing demands on available funding, careful appraisal of projects will take place. This will be geared towards prioritising activities involving statutory duties and high priority actions such as maintenance of the highways asset, balancing this with the other themes which contribute significantly to the economic and social regeneration of the area. There are several key issues that will need to be taken into account in developing the annual programme of works:

Commitment

Is there a statutory duty involved or are there any existing commitments in terms of critical maintenance requirements, committed and contracted schemes?

Schemes where there is an existing commitment carry a higher priority than those where no such commitment exists.
Policy Fit

In assessing individual schemes against each other their fit to the Local Transport Challenges is a key consideration. The following table sets out an initial framework against which schemes will be judged for their policy fit. This framework will be subject to review in light of local policy changes.

Policy Fit matrix

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Overall Aims for Scoring</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Challenge A</strong> Enable sustainable growth through effective transport provision</td>
<td>Delivering employment growth Delivering housing growth Delivering services and facilities LDF Core Strategy measure</td>
</tr>
<tr>
<td><strong>Challenge B</strong> Improve journey times and reliability by reducing congestion</td>
<td>Reduced congestion impacts on business &amp; community</td>
</tr>
<tr>
<td><strong>Challenge C</strong> Support regeneration and employment by connecting people to education, training and jobs</td>
<td>Delivering a strong economy Regenerating Grimsby Delivering Sustainable Growth</td>
</tr>
<tr>
<td><strong>Challenge D</strong> Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities</td>
<td>Deliver a skilled workforce Inclusion for the whole community Access to services &amp; facilities</td>
</tr>
<tr>
<td><strong>Challenge E</strong> Provide safe access and reduce the risk of loss, death or injury due to transport accidents or crime</td>
<td>Safe access for all Reduced road casualties Safe &amp; secure communities</td>
</tr>
<tr>
<td><strong>Challenge F</strong> Improve the health of individuals by encouraging and enabling more physically active travel</td>
<td>Improving life expectancy Reducing health inequality Improving quality of life</td>
</tr>
<tr>
<td><strong>Challenge G</strong> Improve the journey experience on the local transport network</td>
<td>Better connectivity to National &amp; International destinations</td>
</tr>
<tr>
<td><strong>Challenge H</strong> Ensuring transport contributes to environmental excellence, improved air quality and reduced greenhouse gas emissions</td>
<td>Reducing North East Lincolnshire Councils impact on climate change Reducing the impact on transport on Air Quality Improving energy security Strengthen economy through sustainability</td>
</tr>
</tbody>
</table>

Affordability

At a time of funding constraints this is a key consideration, what level of value for money does the project expect to realise? Schemes that are unlikely to be affordable within current budgets can be removed from the programme and may be subject to bids for external funding or revision to bring costs down.

Deliverability

Schemes that are unlikely to be deliverable for whatever reason will be identified and removed from the programme at an early stage.

**Strategic Added Value**

What additional value can be added as part of the primary scheme? This may include the delivery of several projects at once in an area,
RISK

Each project will be subject to an appropriate level of risk assessment. Factors such as risks of funding loss, cost escalation, significant barriers to progress (e.g. land acquisition or regeneration programme risks) will be considered. The approach to risk management will be in line with the type and value of individual projects.

At the start of each review cycle all schemes currently in the Local Transport Plan or associated documents such as the Transport Asset Management Plan (TAMP) will be appraised against the Transport Strategy and its constituent Challenges.

In parallel, new schemes will be developed and brought forward as the annual Delivery Plan is developed, refined and reviewed in line with overall Council priorities and available funds.

Through the prioritisation process identified above we will develop an annual programme of works that has a significant impact on the Local Transport Challenges and associated strategies and indicators.
10. Appendix A. Causal Chains

The causal chain diagrams illustrate how the policy tools and interventions help deliver North East Lincolnshire’s strategic goals.

**Causal Chain Diagram - Challenge A**

Enable sustainable growth through effective transport provision

- **Overall Aims**
  - Delivering employment growth
  - Delivering housing growth
  - Delivering services & Facilities
  - LDF Core Strategy

- **Policy Toolkit**
  - Develop Inherently Accessible Sites
  - Integrated land use & transport Plans
  - Package/link sites
  - Improve Network Efficiency
  - Strategic Transport Provision
  - Traffic Modelling
  - Local Masterplanning
  - Encourage walk cycle

- **Results & Outcomes**
  - Effective Public Transport
  - Modal Shift
  - Reduced traffic impact
  - Less Need For Capacity Increases for Motorised Transport
  - More active travel
  - Access to Jobs & Services

- **Key Partnership Performance Indicators**
  - Number of jobs created
  - Number of houses built
  - Inward & public investment

**KPIs**

KPI 01
KPI 02
KPI 03

**Figure 23 - Challenge A Policy Framework**
Causal Chain Diagram - Challenge B

Improve journey times and reliability by reducing congestion

- Reduce demand
  - Fewer journeys made
  - Reliability of journeys improved
  - Improved journey times
- Increase Capacity
  - Fewer delays
- Fewer car journeys
- Better public transport
  - Better access to jobs & services
- Promote & improve alternatives
  - More active travel
  - More physical exercise
  - More people walking & cycling

Overall Aims
Policy Toolkit
Results & Outcomes

Sustaining & Developing Business
Supporting Children and Families
Reducing Health Inequalities
Making Communities Safer

Key Partnership Performance Indicators
- Number of jobs created
- Regeneration & new houses
- Inward Investment
- Training, apprenticeships & work placement

Figure 24 - Challenge B Policy Framework
Support regeneration and employment by connecting people to education, training and jobs.

**Delivering a Strong Economy**
- Supporting Regeneration
- Accessibility Planning
- Network & Service Improvements
- Provide Access to Education

**Regenerating Grimsby**
- Building in Connectivity
- Transport Community Action Plan

**Delivering Sustainable Growth**
- Best use of existing assets
- Improved public transport
- Integrated skills and travel support
- Travel plans

**Overall Aims**

**Policy Toolkit**

**Results & Outcomes**

**Key Partnership Performance Indicators**
- Number of jobs created
- Regeneration & new houses
- Inward Investment
- Training, apprenticeships & work placement

**Figure 25 - Challenge C Policy Framework**
Causal Chain Diagram - Challenge D
Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities

Overall Aims
- Deliver a skilled workforce
- Inclusion for the whole community
- Access to Services & Facilities

Policy Toolkit
- Generating Demand & Addressing Barriers
- Partnership Working
- Transport Community Action Plans
- Travel Advice & Support
- Developing & Maintaining Solutions
- Integrated skills and travel support

Results & Outcomes
- Skilled Workforce
- Greater Equality; Reduced Exclusion
- More Jobs & Stronger Economy
- Better Access to Jobs & Services
- Active Travel
- Makes area more attractive to business

Key Partnership Performance Indicators
- Number of jobs created
- Inward Investment
- Training, apprenticeships & work placement

Figure 26 - Challenge D Policy Framework
Safe access for all
Reduced road casualties
Safe and secure communities

Overall Aims
Policy Toolkit
Results & Outcomes

Causal Chain Diagram - Challenge E
Provides safe access and reduces risk of loss, death or injury due to transport accidents of cause.

Safe access for all
- Analysing, reporting & acting on information
  - NE Lincs Data
    - Comparisons
      - Reduced anxiety
      - Reduced casualties
      - Easier Access to Jobs & Services

Reduced road casualties
- Building in safe access
  - Transport Community Action Plans
    - Engineers & Developers
      - Worst First
      - Targeted actions
        - Safe Neighbourhoods
        - Working in partnership for safer communities
        - Travel Safety

Safe and secure communities
- Taking action where accidents happen
- Addressing road user behaviour
- Safe Town Centres
- Safe Public Transport

Key Partnership Performance Indicators
- Number of jobs created
- Housing & Regeneration
- Inward Investment
- Reduce road casualties

Figure 27 - Challenge E Policy Framework
Causal Chain Diagram - Challenge F

Improve the health of individuals by encouraging and enabling more physically active travel

- Improving life expectancy
- Reducing health inequality
- Improving quality of life

- Encouraging people
- Partnership working
- Voluntary sector
- Publicity & signage
- Transport, Community Action Plans
- Better Public Transport
- PROWIP etc
- Developers & communities
- Location of facilities

- Travel Plans
- Easier Access to Jobs & Services
- Active travel
- More exercise
- More walking & cycling

- Makes area more attractive to business
- Healthier workforce

- Sustaining & Developing Business
- Supporting Children and Families
- Reducing Health Inequalities
- Making Communities Safer

Key Partnership Performance Indicators
Number of jobs created

Overall Aims
Policy Toolkit
Results & Outcomes

Figure 28 - Challenge F Policy Framework
**Causal Chain Diagram - Challenge G**

*Improving the journey experience on the local transport network*

**Overall Aims**

- **Better connections to National & International Destinations**
- **Improvements for public transport users**
- **Improvements for drivers, including freight**

**Policy Toolkit**

- **Research & Information**
  - Public transport surveys
  - Road user feedback

**Prioritisation**

- Road condition
  - LSP Priorities
  - Transport Community Action Plans
  - Freight, Industry, Rail
  - Public transport

**Partnership Working**

- Quality Bus Partnership
  - HGV facilities
  - Efficient highways
  - Improved wider connectivity
  - Better Public Transport
  - Improved local connectivity

**Delivery of Improvements**

- Road Safety (Challenge E)

**Results & Outcomes**

- Makes area more attractive to business

**Sustaining & Developing Business**

- Supporting Children and Families

- Reducing Health Inequalities

- Making Communities Safer

**Key Partnership Performance Indicators**

- Number of jobs created
- Inward Investment
- Reduce road casualties

**Figure 29 - Challenge G Policy Framework**
Figure 30 - Challenge H Policy Framework

Key Partnership Performance Indicators
- Number of jobs created
- Housing & Regeneration
- Inward Investment
- Carbon emissions

Reducing NE Lincs impact on climate change
Improving energy security
Strengthen economy through sustainability
Excellent Natural Environment

Issues
Policy Toolkit
Results & Outcomes

Causal Chain Diagram - Challenge H

Ensuring Transport Contributes to Environmental Excellence and Reduced Greenhouse Gas Emissions

- Reducing NE Lincs impact on climate change
- Improving energy security
- Strengthen economy through sustainability
- Excellent Natural Environment

Communication
Informing public
Partnership working

Good Spatial Planning
Low carbon choices
Land use changes

Behaviour Change
Mitigating Impacts
Highway Design

Delivering Low-Carbon Transport
Alternative fuels
Walk & cycle

Informing stakeholders
Other low-carbon initiatives

Low carbon economy
Less reliance on oil
Better air quality
Less noise
Reduced severance

More exercise
More walking & cycling

Healthier workforce
Natural Environment & Biodiversity

Makes area more attractive to business

Sustaining & Developing Business
Supporting Children and Families
Reducing Health Inequalities
Making Communities Safer

KPI 01
KPI 03
KPI 05

KPI 02

Transport Strategy (April 2011-March 2026)