

# Grimsby Town Centre Access to Growth



31st March 2014

## Foreword

I have pleasure in enclosing North East Lincolnshire Council's bid for revenue funding from the Local Sustainable Transport Fund (LSTF). The Council supports the aims set out in the Government's White Paper "Creating Growth, Cutting Carbon" and is keen to play its part in delivering these objectives.

The focus of the bid is to stimulate economic growth in Grimsby town centre and increase accessibility by widening out the network of cycle routes and town centre walking routes, providing more sustainable access to new development opportunities. This will be achieved through a package of behaviour change measures to encourage physical activity and improved information dissemination, travel planning and affordable ticketing. The interventions offer a significant contribution to the Local Transport Strategy goals for North East Lincolnshire.

The bid reflects our ambition to build on our successes and continue to attract investment in the renewables sector, capitalising on the opportunity to service offshore wind developments from the South Humber Bank. Investment in local transport infrastructure will support developments in alternative energies and ensure there is continued access to local centres of employment and commerce.

I believe that these proposals will make a significant contribution to achieving the aims of the Government and North East Lincolnshire Council, and I commend them for your consideration.



**Cllr Oxby**

Portfolio Holder for Environment  
and Housing  
North East Lincolnshire Council



# Local Sustainable Transport Fund 15/16 Revenue Application Form

## Applicant Information

Local transport authority name(s):

North East Lincolnshire Council

Bid Manager Name and position:

Martin Lear, Principal Transport Officer

Contact telephone number:

01472 324482

Email address:

[martin.lear@nelincs.gov.uk](mailto:martin.lear@nelincs.gov.uk)

Postal address:

Origin Two, 2 Origin Way,  
Europarc, Grimsby,  
North East Lincolnshire,  
DN37 9TZ

Website address for published bid:

<http://www.nelincs.gov.uk/resident/transport--streets-and-parking>

## Section A:

# Project Description and Funding Profile

### A1. Project Name: Grimsby Town Centre Access to Growth

### A2. Headline Description:

---

This scheme is an extension of the current Local Sustainable Transport Fund (LSTF) funded capital infrastructure works currently being delivered in Grimsby Town Centre. The focus of the LSTF works are to support economic growth in North East Lincolnshire by improving the public transport provision for those travelling to and from the town centre and to local employment zones. Increased travel choices for people wanting to access employment and encouraging active travel options amongst our communities are other vital elements of the bid.

The intention of this LSTF bid is to complement the original project to stimulate economic growth in Grimsby Town Centre. The project will increase the network of cycle and walking routes enabling more sustainable access to additional new development, leisure and lifestyle opportunities, and thereby further increasing accessibility. This will be encouraged through a package of behavioural change measures encouraging physical activity, improving information, travel planning and affordable ticketing.

### A2. Geographical area:

---



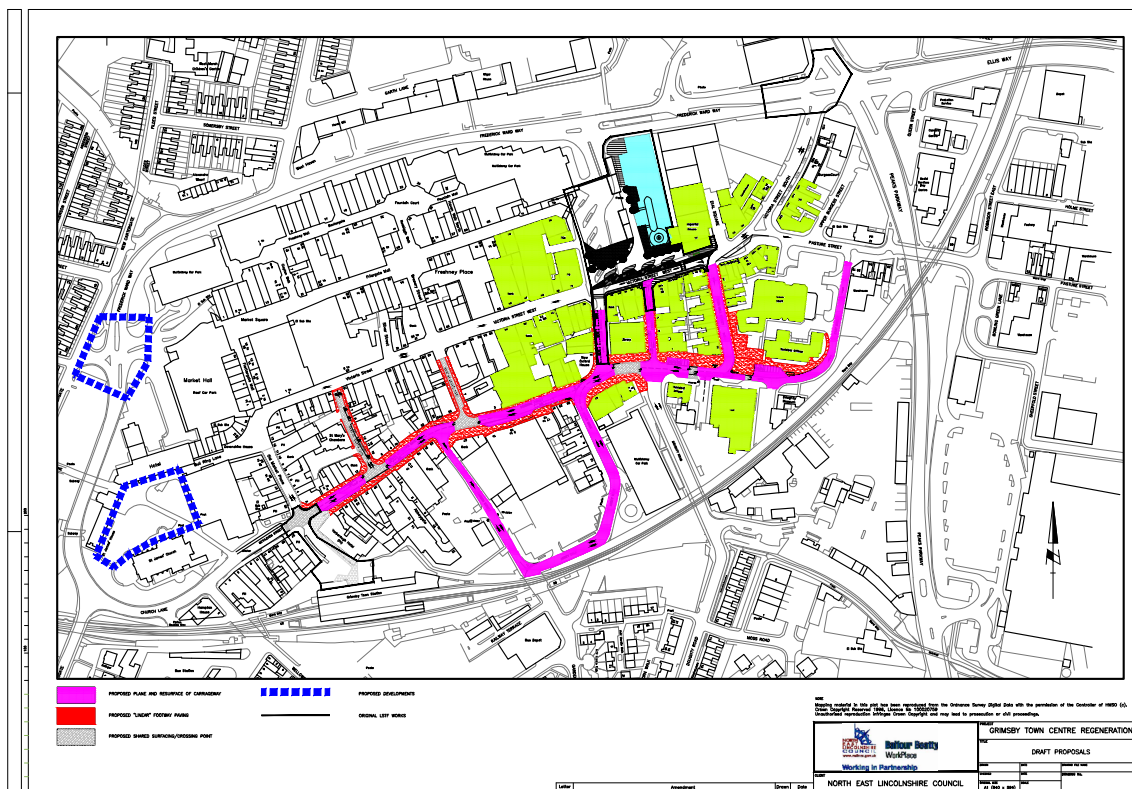
The borough of North East Lincolnshire sits on the east coast of England, at the mouth of the Humber Estuary. The area includes the port of Immingham and Grimsby; the largest port complex in the country and the fourth largest in Europe, which is of international trading significance. Our area has a proud tradition of fishing and following the decline in the 1970s our main economic base has been in chemicals, port activities and food processing. More recently the area has emerged as a key location for renewable energy, specifically as the preferred location for operations and maintenance services to the offshore wind industry. There is also a thriving traditional seaside resort in Cleethorpes which attracts significant visitor numbers from across the region and beyond.



The area includes the largest port complex in the UK, which includes the ports of Immingham and the Humber Sea Terminal, the UK's biggest refinery cluster, currently provide jobs for approximately 5000 people. The area also includes over a 1000 hectares of allocated development land, predominately for employment land uses. The area is attracting significant global interest and is experiencing unprecedented levels of inward investment with an estimated £3 billion+ of investment over the next 10 years, bringing with it upwards of 20,000 jobs (direct and indirect). These ports are already the busiest in the UK by tonnage of cargo handled, and with further port developments planned the capacity to handle an increase in cargo will only grow. Not only is it UK's fastest growing ports complex, a top ten European Port and the East Coast's largest roll on - roll off port but also, together with the Humber Sea Terminal, the ports are key nodes on the North European Trade Axis.

The area of this bid includes an element of regeneration enabling, specifically at the vacant Cartergate site which has long been earmarked for commercial development. The Cartergate site is a key gateway site in the town centre and sits in a strategic position next to Grimsby Minster and close to the Freshney Place Shopping Centre and Grimsby Town Railway Station.

Further investment in the town centre has also been announced this week which will include the extension of Freshney Place shopping centre to provide a multi complex cinema and increased retail offer.



A4. Total Package Cost (£m): 1.666

A5. Total DfT Revenue Funding Contributions Sought (£m): 0.37

## A6. Local contribution (£m): 1.296

The following organisations will provide a local contribution both financial and in-kind. Where appropriate, letters of support have been received and are attached to this bid in Appendix C.

Local Contribution		
Organisation	Details	Contribution
North East Lincolnshire Council	Capital infrastructure allocation from LTP Integrated Transport Block	£120k Plus uncoded staff time
Stagecoach East Midlands	Promotional activity and ticketing discounts	£3k
Greater Lincolnshire LEP	Strategic support and direction	Uncoded time
Humber LEP	Strategic support and direction & LGF	£1146k
Cofely WorkPlace	Staff resources to enable bid	Uncoded time
Cofely WorkPlace	Project Bid Production	Uncoded time
Cofely WorkPlace	LSTF staffing overhead costs	Uncoded
Job Centre Plus	Staff resources for travel planning	£13k
HWRCC	Wheels 2 Work contribution	£7k
Cofely	Travelincs Car Share system	£1k

*Further Section 106 monies obtained through addition developments are not included in this bid in respect of the uncertainty on when these monies become available.*

*However, such contributions are frequently received and are committed to improvements to sustainable travel and non-motorised accessibility in the area, ensuring long term sustainable transport is available.*

## A7. Equality Analysis

Has any Equality Analysis been undertaken in line with the Equality Duty?

Yes

No

## A8. Partnership bodies:

A transformational Regeneration Partnership has been established between North East Lincolnshire Council and Cofely WorkPlace to increase the pace of change in North East Lincolnshire. It will be the budget holder with responsibility for financial management, project management and will lead the design and delivery programme. The project will be supported by a range of partners as indicated below, letters confirming support are included in Appendix C.

Partnership bodies	
Partner	Role and Responsibility
Transpennine Express	Delivery Partner
Stagecoach East Midlands	Delivery Partner
Sustrans	Strategic direction and support
Cofely WorkPlace	Delivery Partner
Humber Chamber of Commerce	Strategic Direction
Job Centre Plus	Delivery Partner
Wheels 2 Work	Scheme Provider
Humber & Wolds Rural Community Council	Scheme Provider

## A9. Local Enterprise Partnership:

North East Lincolnshire is covered by two LEPs, both support this bid and consider this bid as a priority bringing access to a wider labour pool for the companies operating on and around the Ports and creating an increase in employment opportunities for the Humber area. Their letters of support are included in Appendix C

The package of measures in this bid are supported in the relevant Strategic Economic Plan in the following sections;

**GLLEP SEP – Page 10 “Priority for Growth”- “Improve transport”**

**Humber LEP SEP – Page 21 – 3.27 to 3.32 “Transport”**

# Section B:

## The Business Case

### B1. The Scheme - Summary:

---

The 'Grimsby Town Centre Access to Growth' project enables sustainable and integrated access to Grimsby Town centre businesses and leisure facilities, including expected and confirmed new developments. It aims to meet the needs of commuters and job seekers in North East Lincolnshire by delivering a package of measures encouraging sustainable travel choices, reducing congestion and enabling economic growth. The bid includes a range of tailored measures, infrastructure and resources to encourage sustainable access to the town centre, with the key aims of helping to reduce carbon emissions and enabling economic growth.

The package measures are summarised below;

#### Infrastructure

A major element of the bid is for the continuation of the previous successful LSTF bids scheme of Highway improvements to increase safety, encourage cycling and walking, improve bus punctuality and enhance the public realm.

A section of Highway between the shared space area at Grimsby Town Station Approach and the newly created bus station area will be revolutionised into a cycle and pedestrian friendly shared area acknowledging the desire of local people to make the "door to door" journey using sustainable methods.

In doing so the project will provide an attractive public realm that facilitates an increase in footfall across the town centre helping increase investor confidence in the area as illustrated by the expansion of the leisure and retail offer brought about by the relocation of the new bus station.

In addition the project will improve pedestrian and cyclist safety, encouraging more people to travel using sustainable methods. It will also reduce the amount of through traffic and as a result will improve the punctuality of local bus services.

#### Cycling and Walking

The infrastructure works will integrate into the wider cycling network creating sustainable and healthy access to the town centre and encouraging use of the newly created CycleHub located at Grimsby Town rail station. Continuation of the previous LSTF 'Move More' inform and encourage programme will ensure the new facilities use is maximised.

#### Public Transport

The project aims to provide an improved journey for the bus user through enabling bus stop infrastructure improvements along the route. Punctuality will also be improved by the creation of a 'bus only' link and associated bus stop infrastructure. Fare incentives will be introduced and events such as free Christmas shopping buses will stimulate economic growth. Further roll out of real time information will encourage use and increase satisfaction.



## Travel Planning

NELC will work with key partners such as large employers, schools and colleges to ensure the delivery of mandatory travel plans as part of planning applications but also to encourage the adoption of voluntary Travel Plans elsewhere to promote sustainable travel. Significant efforts will be made to understand the barriers to travelling more sustainably and introduce measures and initiatives which will enable more people to use non-car modes. Personal Journey Planning will be introduced individually visiting households and business hubs to understand people's travel needs, responding to barriers to change, providing bespoke information and incentives to travel more sustainably.

This bid will enable us to improve the access to employment opportunities for unemployed residents of deprived and rural neighbourhoods, facilitating better connectivity between people, places and economic opportunities, supporting the link between economic growth and social inclusion. As a result of increased partnership work with local Jobcentre Plus, Work Programme Providers, Training Providers and Education Facilities we can better understand where local public transport accessibility issues exist. For many people in North East Lincolnshire the cost of transport can be a barrier to returning to work. The travel voucher scheme aims to remove this barrier by providing up to a month's bus travel for unemployed people who are returning to work. This project will expand on this increasing awareness and in turn the number of individuals who will benefit.

Travel Plan Grants will increase collaborative working between the Local Authority and private and third sector organisations, allowing for the Local Authority to provide joint-solutions to the problems and barriers that may be restricting the opportunity for travel by sustainable methods to and from these locations. The match-funded grant element is an excellent method of increasing investment from private organisations into functions that do not necessarily directly affect their business but do matter to their staff and local residents.

## Community Transport

The creation of a Community Transport 'Self-help Kit' will support a range of measures to improve accessibility and reduce social isolation by facilitating better connectivity between people, places and economic opportunities. It will help the community identify transport needs, determine the most effective way to respond and to develop and implement the solutions. Designed as an online resource that will remain up to date, link to further specialised information, evolving with users' needs and hard copy available by request.

The Community Transport Self-help Kit will encourage more people in North East Lincolnshire to have conversations about needs and appropriate transport initiatives in the local community. It will demonstrate possible solutions and provide ideas and information sharing that will enable the community to become actively involved, providing clarity about what is required in operating and setting up a transport scheme and details of where further support can be found.

## Wheels 2 Work

The bid enables support for additional projects by Wheels 2 Work such as cycle hire to assist job seekers to access work. HWRCC have operated a successful and cost effective wheels to work scheme for residents of North East Lincolnshire for over 7 years. During the past two years over 80 individuals have been offered employment support with 41 have benefited from the loan of a scooter and 30 have successfully passed their CBT test and been awarded their certificates. This has allowed those individuals to gain employment and/or increase their skill set by attending courses at training establishments throughout North East Lincolnshire. Part of the success in North East Lincolnshire has been due to an on-going need for its residents to find an affordable transport solution, particularly those who are rurally isolated and on low incomes. We have identified through work with Job Centre Plus, the local authority and partners such as the Cycle Linc Hub, (a newly formed facility through LSTF funding to provide safe cycle storage and a hire facility), that there is a need for cycles to assist those back into work who reside within 3 to 5 miles of their potential work place.

## B2. The Strategic Case:

### North East Lincolnshire Council's Council Plan (2011-15)

This aims to provide first class facilities, infrastructure and services to support business investment and growth and has four priority areas:

- Increase jobs and strengthen the local economy. (CPP1)
- Enable children, young people and adults to learn and be ready for work (CPP2).
- Improve the health and well-being of all, especially vulnerable people (CPP3).
- Be an effective and efficient Council (CPP4).

 <http://www.nelincs.gov.uk/news/2011/jun/four-year-council-plan-announced>

### Local Transport Plan 3

The Council Plan reflects national and local objectives and the Council's LTP3 and this bid are aligned to these.

Central to the eight Local Transport Challenges identified in LTP3 are the aims to support and facilitate local economic development, and reduce carbon emissions.

Delivering economic growth in parallel with guarding and enhancing the environment is an important part of building a sustainable local economy. Through the delivery phase of this bid we will seek to minimise the effects of the project on the natural environment and seek wherever possible to improve the quality of the built environment through the delivery of the schemes in line with the Council's Environmental Sustainability Framework.

 <http://www.nelincs.gov.uk/council/policies-and-strategies/environmental-protection/environmental-management>

The following table sets out how these LTP and wider Council objectives can be achieved through LSTF intervention.

LSFT Intervention				
Context	INPUT (investment, money, skills, people)	OUTPUT	OUTCOMES	IMPACT (Links to Council Plan Priorities)
<b>Challenge A:</b> Enable sustainable growth through effective transport provision	Investment in rail and bus information and facilities. Partner organisation contributions	Improved facilities at rail station and bus waiting area.	Improved transport links to enable employees to access their workplaces	Better access to the town centre and workplaces, increasing jobs and strengthening the local economy (CPP1)
<b>Challenge B:</b> Improve journey times and reliability by reducing congestion	Policies and budgets identified in LTP3. Introduction of the real time travel information.	Route prioritisation for buses, cyclists, and pedestrians.	Reduction of peak time travel congestion within the town centre.	Supports CPP1 by improving transport network reliability and reducing journey times for business.

LSFT Intervention				
Context	INPUT (investment, money, skills, people)	OUTPUT	OUTCOMES	IMPACT (Links to Council Plan Priorities)
<b>Challenge C:</b> Support regeneration and employment by connecting people to education training and jobs.	Skills and experience of Community Investment Team – reducing barriers to employment.	Subsidised transport options for people requiring training to secure work opportunities Wheels to Work Scheme.	Reliable, and affordable, methods for getting people to training facilities and workplaces.	Easier access to education, employment and training facilities reducing barriers to work and education (CPP1 & CPP2).
<b>Challenge D:</b> Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities.	Skills and experience of Community Investment Team.	New routes and facilities to improve access to work from disadvantaged areas. Subsidised travel for the newly employed.	New support facilities which provide transport solution information for all groups, including people living in disadvantaged areas.	Supports CPP1, CPP2 and CPP3 by improving reliable access to essential facilities and workplaces.
<b>Challenge E:</b> Improve the health of individuals by encouraging and enabling more physically active travel.	Skills and expertise from Care Trust Plus, NHS.	Improve the physical and mental health of local people. 'Move More' through active travel.	Improved pedestrian and cycle routes, and opportunities to use more physically active modes of transport.	A healthy, active, and available workforce (CPP3). Reducing the impact of inactivity and ill health on the public purse and private business.
<b>Challenge F:</b> Provide safe access and reduce the risk of loss death or injury due to transport accidents or crime.	Policies and budgets identified in LTP3. Partner organisation contributions.	Reduction in traffic accidents.	Improved safety and security provision at transport facilities, and along pedestrian/ cycling routes.	Significant reduction in traffic and travel related accidents (CPP3).
<b>Challenge G:</b> Improve the journey experience on the local transport network.	Transport Accessibility Planning Partnership	Increased use of local transport network	Improved journey information systems and support facilities.	Increase in number of people using more sustainable modes of travel, improving the experience turns users into advocates of sustainable modes. (CPP3).
<b>Challenge H:</b> Ensuring transport contributes to environmental excellence, including improved air quality and reduced greenhouse gas emissions	Activities to promote sustainable transport in education facilities, communities, and workplaces	Reduction in transport emissions and improvements in air quality.	Contribute to reducing greenhouse gas emissions by Increased use of pedestrian / cycling routes.	Reduced dependency on fossil fuels, enables North East Lincolnshire to contribute to national and international carbon reduction targets and its commitments in The Nottingham Declaration (2011) (CPP3).

## Children and Young People's Plan (CYPP)

<http://www.nelincs.gov.uk/GetAsset.aspx?id=fAAxADIAMwAzADUAfAB8AFQAcgB1AGUAfAB8ADAAfAA1>

Our CYPP is structured to reflect the five outcomes of Every Child Matters and subsequent Government legislation and guidance on developing and delivering policies for children and young people. The plan contains five outcome areas; safety, health, enjoy and achieve, economic wellbeing and making a positive contribution. In delivering this project we will contribute positively to all these outcomes, actively engaging with children and young people through the “Move More” projects encouraging them to be more active, healthy and safe.

## Joint Health and Wellbeing Strategy 2013

North East Lincolnshire's Joint Health and Wellbeing Strategy 2013 aims to deliver improved health and wellbeing through a focus on:

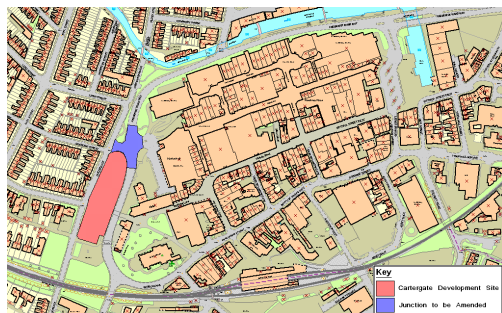
- Transforming the provision of services
- Integrating commissioning
- Maintaining and enhancing standards
- Engaging and empowering individuals and communities
- Closing inequality gaps.

Again, in delivering the elements of this bid we will help support the outcomes of the Health and Wellbeing Strategy. The provision of community transport guidance, high quality information, travel advice and the promotion of an active healthy lifestyle are key elements of the bid

## New Horizons, Regeneration Strategy for North East Lincolnshire (2006-2022)

<http://www.nelincs.gov.uk/GetAsset.aspx?id=fAAzADIANQA5AHwAfABUAHIAAdQBIAHwAfAAwAHwA0>

The regeneration of Grimsby town centre is a key aspiration within the New Horizons strategy. The proposed package enables an element of regeneration, specifically at the vacant Cartergate site which has long been earmarked for commercial development. The Cartergate site is a key gateway site in the town centre and sits in a strategic position next to Grimsby Minster and close to the Freshney Place Shopping Centre and Grimsby Town Railway Station. The site is a vacant site and is currently owned by North East Lincolnshire Council. The overall vision for the site is to create a high quality, mixed-use development that provides a welcoming gateway to the town centre. Location and vision are pictured below;



In 2008 the Cartergate site was cleared of redundant buildings and underwent extensive ground investigations in a bid to improve the attractiveness to potential developers. Elements of this bid will improve the accessibility of the site to unlock the site for redevelopment helping to kick-start the regeneration of this area which will bring in £12m of inward investment, create a 100 jobs through direct employment and supports a further 330 jobs indirectly over the lifetime of the project.

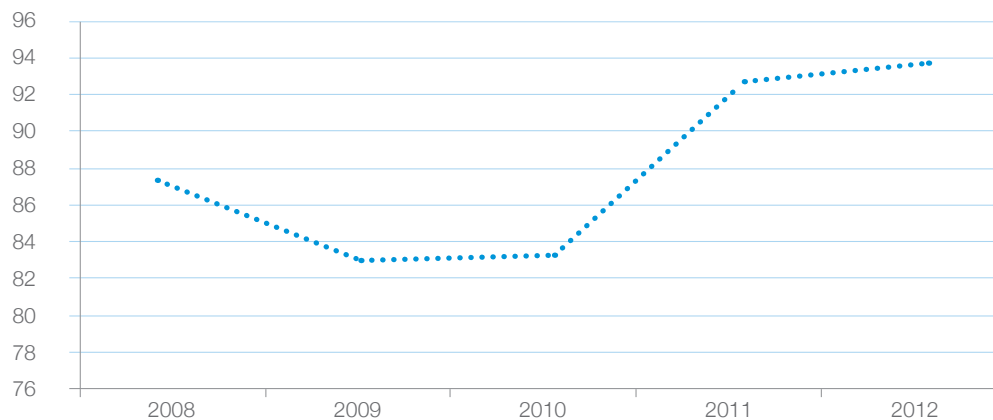
### B3. The Economic Case – Value for Money:

Value for Money Assessment:		
Bethlehem/Osborne Street-VfM Non- Quantified Assessment		Benefit Rating
Economy	Reliability impact on Business Users	Slightly Beneficial
	Regeneration	Moderately Beneficial
	Wider Impacts	Neutral
Environmental	Noise	Moderately Beneficial
	Air Quality	Moderately Beneficial
	Landscape	Moderately Beneficial
	Townscape	Moderately Beneficial
	Heritage of Historic Resources	Neutral
	Biodiversity	Neutral
	Water Environment	Neutral
Social	Reliability impact on Commuting and Other Users	Neutral
	Physical activity	Moderately Beneficial
	Journey Quality	Moderately Beneficial
	Security	Moderately Beneficial
	Access to services	Moderately Beneficial
	Affordability	Slightly Beneficial
	Severance	Moderately Beneficial
	Option values	Neutral

As a result of granting higher priority to buses in Grimsby town centre, it can also be considered that bus punctuality will be improved throughout the day. Buses have historically had problems with timeliness due to external factors within the town centre including HGV movements, unpredictable pedestrian activities and roadworks. Freeing up more designated space for public transport on Osborne Street will have a positive impact on timeliness. It is an unquantifiable resultant benefit that bus passenger numbers are likely to increase as a result of improved bus services and punctuality in the town centre.



### Bus Punctuality in Grimsby Town Centre



North East Lincolnshire Council became a signatory to the Nottingham Declaration on Climate Change in March 2008. This is a voluntary commitment to address the issues of climate change by working towards reducing CO<sub>2</sub> emissions by 80% by 2050.

Emissions from transport account for over 11% of North East Lincolnshire's total carbon emissions. Increased numbers of vehicles pose a threat to local air quality and are detrimental to North East Lincolnshire's target of cutting emissions by 20% by 2015. An Air Quality Management Area (AQMA) has been declared on Cleethorpes Road, Grimsby. Local emissions need to fall by 33% within the AQMA Cleethorpes Road.

Due to the promotion of sustainable modes, carbon emissions in Grimsby town centre are likely to reduce as a result of this scheme. The proposals will reduce the amount of private vehicle through trips in an area where pedestrians are encouraged to shop, engage with the local community and work. The reduction in trips will have a positive benefit on the reduction of carbon emissions in the town centre. Additionally, the attractiveness of the public transport environment that would be created is also likely to encourage a step change for access into the town centre via car.

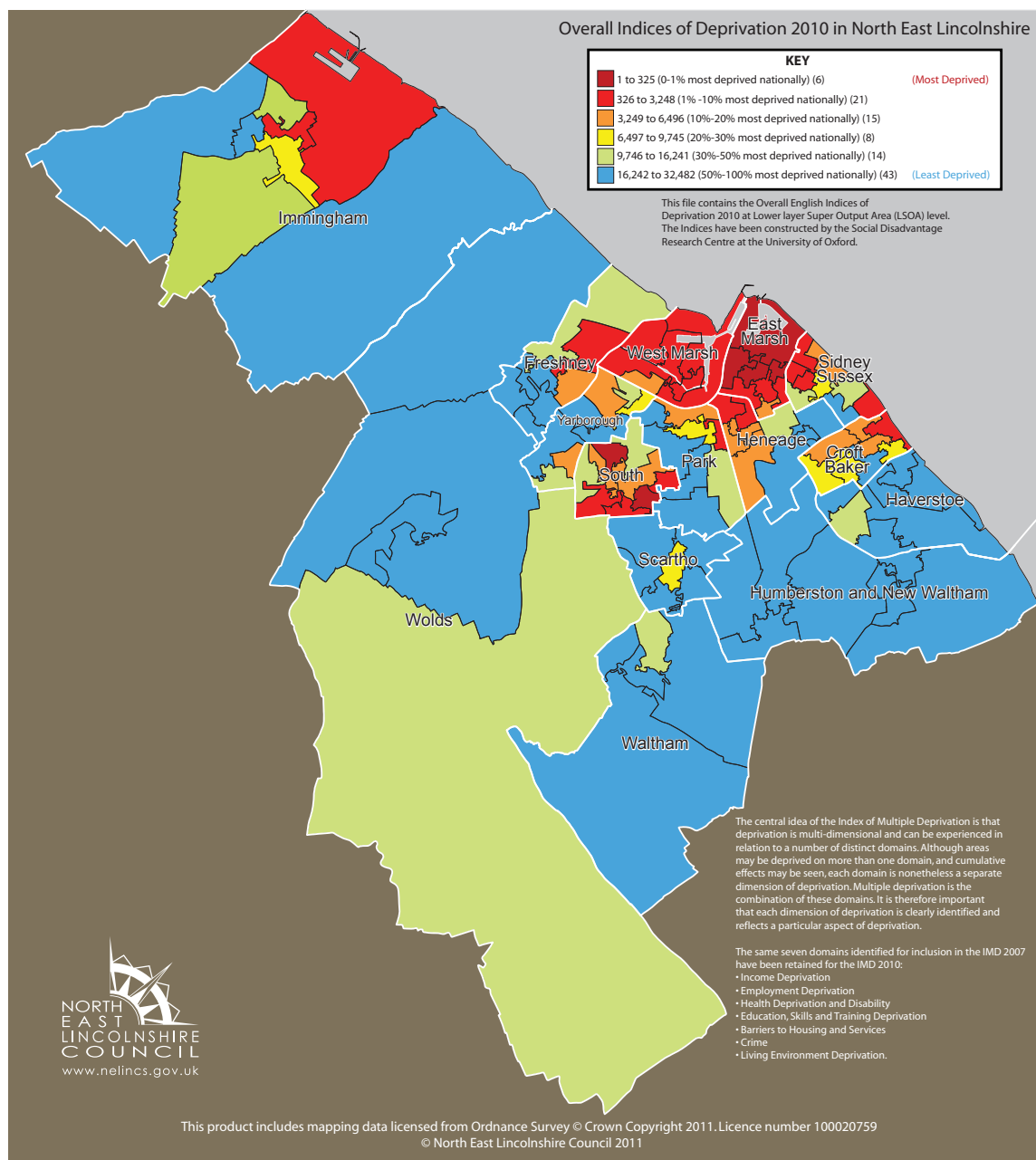
Implementation of this scheme will also assist in the delivery of targets proposed in the initial LSTF bid for modal shift detailed below.

LSTF Modal Shift Prediction									
People Accessing the Town Centre									
		Without LSTF		With LSTF1			With LSTF2		
Mode of Travel	Baseline Daily 7am -7pm	Weekly 6 Day Week	Annual 52 Weeks	Weekly 6 Day Week	Annual 52 Weeks	Change	Weekly 6 Day Week	Annual 52 Weeks	Change
Car as Driver	53,465	320,792	16,681,184	309,565	16,097,380	-583,804	305954.64	15,909,589	-187,791
Car as Passenger	12,168	73,007	3,796,364	71,036	3,693,872	-102,492	70397.7373	3,660,630	-33,242
Walking	12,584	75,507	3,926,364	80,415	4,181,580	255,216	82157.341	4,272,182	90,602
Cycling	2,739	16,436	854,672	17,668	918,736	64,064	18109.4492	941,691	22,955
Public Transport	18,581	112,085	5,828,420	126,656	6,586,112	757,692	132144.408	6,871,509	285,397

## Indices of Multiple Deprivation

Unemployment stands at 12.4% compared to the national figure of 8.1%. In 2011 16.3% of households containing at least one person of working age were out of work. 20.4% of people aged 16-64 are claiming some kind of benefits, and an estimated 8,600 (28%) children are living in poverty. The number of benefit claimants has risen year-on-year over the last three years. The skill levels of the working age population, (18 to 59/64), are lower than those within the region and nationally.

Analysis of the 2010 Indices of Multiple Deprivation show that the North East Lincolnshire authority is the 78th most deprived out of 326 authorities in England. A more detailed analysis at the Lower Super Output Area (LSOA) level reveals that North East Lincolnshire contains the second most deprived LSOA in England (East Marsh). Furthermore



when considering all LSOAs in England, 55% of the LSOAs in the North East Lincolnshire authority fall into the two most deprived LSOA quintiles, whilst 30% fall into the two least deprived quintiles. NE Lincolnshire IMD (2010).

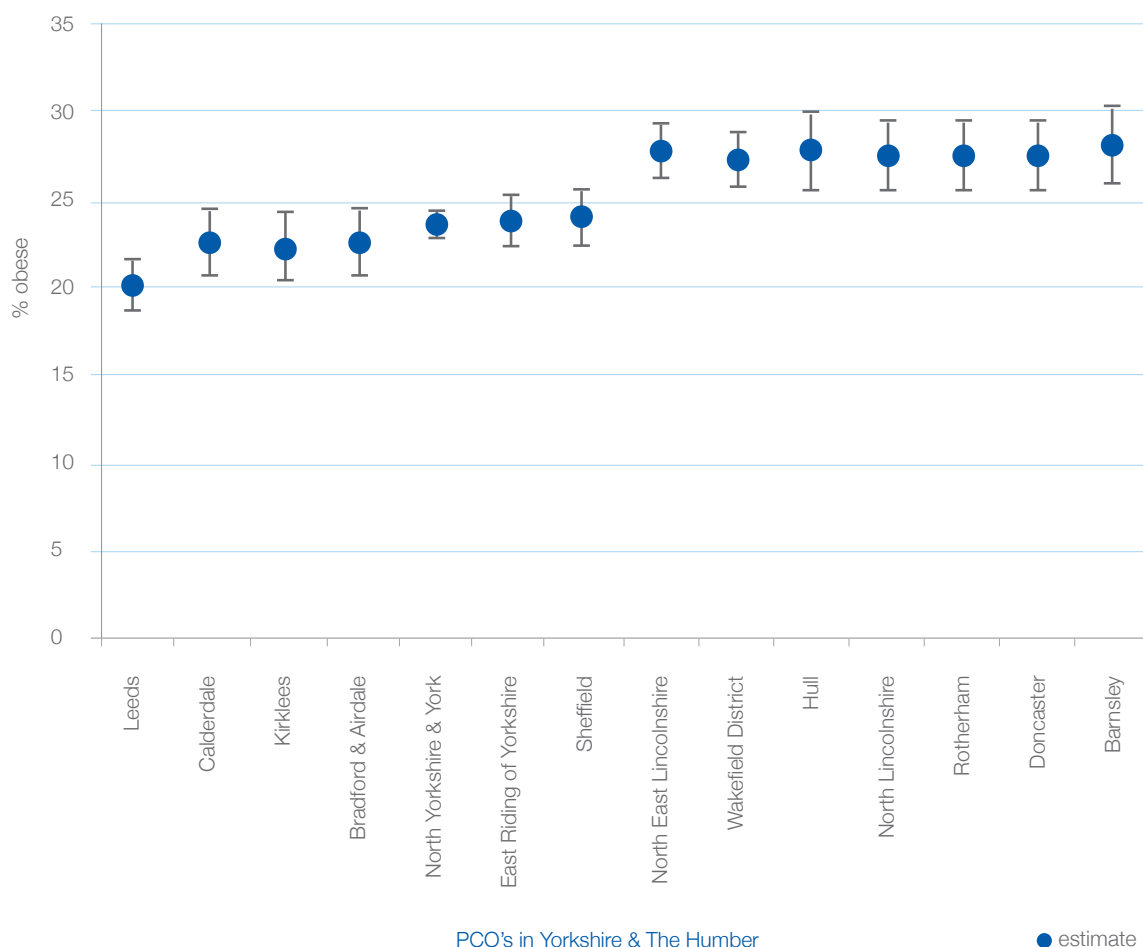
When considering the Health and Disability index alone, 54% of LSOAs in the authority fall into the two most deprived LSOA quintiles nationally, whilst 17% fall into the two least deprived, indicating that the area faces some notable issues in terms of health.

Health inequalities exist within the area and against the national picture, rates for teenage pregnancy, smoking, obesity and healthy eating are all significantly worse than the England average. Within the borough life expectancy is 11 years lower for men and 8 years lower for women in the most deprived areas than in the least deprived areas. With so many of our citizens dependent on benefits and services for basic daily living, a major challenge for us is to build on the assets within our communities and work with them and through them to deliver improved life outcomes.

## Obesity

Such findings are reinforced through results outlined in the National Centre for Health and Social Care's (2008) document Health Surveys for England 2003-2005, which estimated that obesity levels for North East Lincolnshire were at 26.8% for the period 2003-2005. This is higher than both the average for the Yorkshire & Humber region (24.1%) and estimates nationally (23.6%).

Model-based estimates of obesity (adults) for PCO's in Yorkshire & The Humber, 2003-2005



## Town Centre Improvements

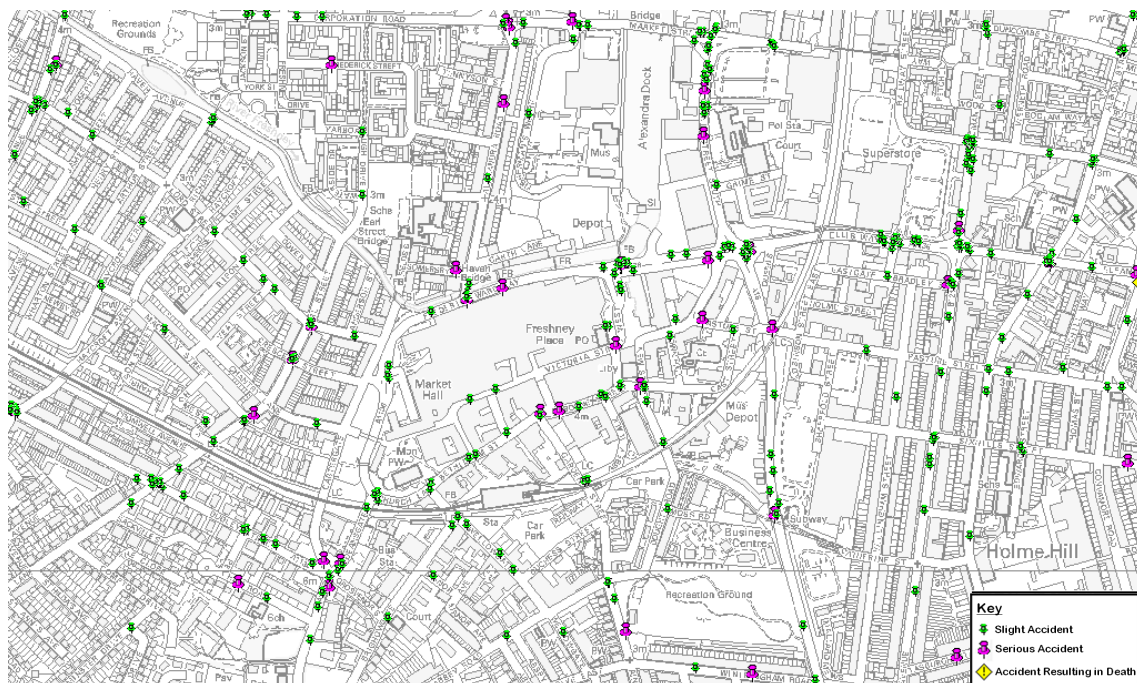
The outline of the scheme is a continuation of the successful LSTF capital infrastructure works, and as such is designed around improving conditions for sustainable travel. Inherent upgrading of infrastructure and promotion of sustainable modes including cycling, walking and public transport will help reduce carbon emissions in Grimsby town centre.

Extensions to pedestrianised areas, widening of town centre footways, creation of contra-flow cycle lanes and upgrading of existing cycle parking will enable easier access to active travel modes and hence encourage further take-up of them by the community.

National Institute for Health and Care Excellence's guidance on walking and cycling has the aim to "shift attention away from focusing on individual risk factors and isolated, small-scale interventions and ensure programmes comprise an integrated package of measures, implemented by all relevant sectors and stakeholders. Where appropriate, they should link to existing national and local walking and cycling initiatives, and incorporate actions in specific settings, such as workplace or schools". This bid aligns with that aim by creating a whole area network of accessibility.

The scheme is located in an urban town centre typified by high pedestrian movement and any scheme to reduce traffic flows and/or speeds will assist in reducing casualties in the area, and particularly help vulnerable users.

Whilst there is evidence to support this scheme from a road safety perspective in terms of the number of personal injury collisions resulting in slight injury, there are thankfully only 4 KSIs within the study site within the last 5 years. It is anticipated a scheme of this nature would result in a 75% reduction in KSIs.



## B4. The Financial Case – Project Costs:

Table A: Funding profile (Nominal terms)						
£000's	2015-16	2016-17	2017-18	2019-19	2020-21	TOTAL
DfT funding sought	370	-	-	-	-	370
Local Authority contribution	120	-	-	-	-	120
Third Party contribution including LGF	1176	-	-	-	-	1176
<b>TOTAL</b>	<b>1666</b>	-	-	-	-	<b>1666</b>

## B5. Management Case - Delivery:

The LSTF programme will be implemented using the same approach which has successfully delivered the Local Transport Plan programme in the last seven years. This includes working in collaboration with long standing partnerships such as the Bus Quality Partnership with Stagecoach and the Transport Accessibility Partnership.

This programme of works will be led by a senior manager using the bid partners, new resource and existing teams. Underneath the senior manager, project leads will be responsible for delivering the packages of measures and will use our Prince 2-based approach. The governance structure will feature a project board to help steer and guide the programme to ensure the schemes are implemented in the most effective way possible. For infrastructure improvements the project leads will commission the detailed design and preparation of contract tender documents from our Regeneration Partnership design team.

The North East Lincolnshire Council/Cofely GDF-Suez Partnership enables us to bring in specialist resources to assist in the development and delivery of schemes and programmes. It will reduce costs and enable barriers to scheme delivery to be overcome through the timely availability of additional skilled resources where required. This will ensure that a rapid start on the projects will take place following approval of the funding. The Council and its partner have significant experience of the delivery of capital schemes.

This delivery partnership involves Cofely GDF-Suez working alongside the council in the planning and delivery of physical regeneration, property and technical services in North East Lincolnshire. This includes the development and delivery of transportation, highways and connectivity, including the development and delivery of the Local Transport Plan for the duration of the contract. The aim of the Partnership is to speed up progress on regeneration of the borough whilst getting value for money for residents.

It is proposed that the Tender process will start as soon as confirmation that this bid has been successful, this will enable a start on site April 2015.

A detailed project plan is attached in appendix A.



Table C: Construction milestones	
	Estimated Date
Start of Works	April 2015
Handover	September 2015
H&S File	November 2015
Opening Date	January 2016
Completion of works (if different)	n/a

## B6. Management Case – Statutory Powers and Consent:

**a)** Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.

None required prior to funding allocation.

**b)** Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them.

None required prior to funding allocation.

## B7. The Strategic Case:

Delivery of this project will use the same approach which has successfully delivered the Local Transport Plan programme over the last 13 years. North East Lincolnshire Council entered into a public/private partnership with Balfour Beatty Workplace, now Cofely Workplace for the delivery of Regeneration Services including planning, highways, project management, economic development and housing.

The Partnership enables us to bring in specialist resources to assist in the development and delivery of schemes and programmes. It reduces the costs and enables any barriers to scheme delivery to be overcome through the timely availability of additional skilled resources where required. This ensures that a rapid start on the projects can take place following approval of the funding. The Council and its partner have significant experience of the delivery of capital schemes. All projects are managed using the Prince 2 methodology and project managements structures are put in place.

The project management structure has four tiers:

1. Cabinet Board

At the highest level of the project management structure is the Cabinet Board. Whilst not part of the project management as such, the Cabinet Board approves the initial business case and the capital funds to deliver the project.

2. Project Board

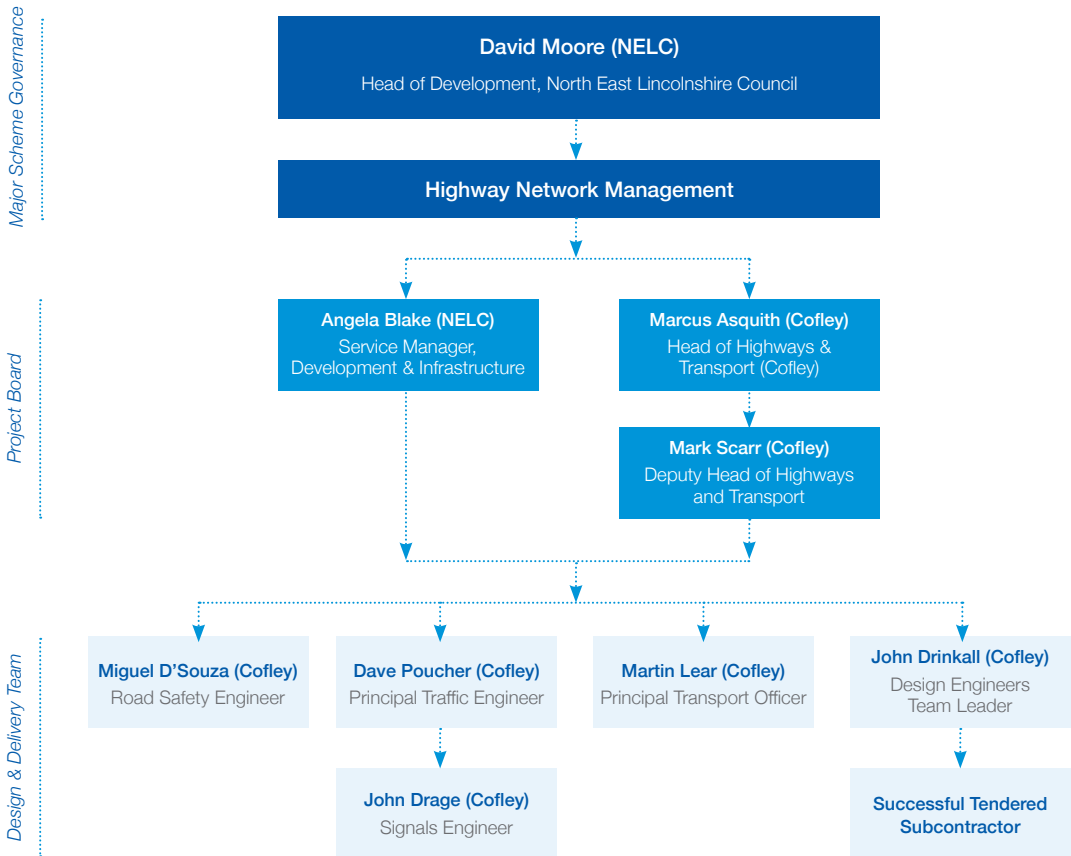
The Project Board has the overall responsibility for delivering the project and represents at managerial level the business, user and supplier interests of the project. The Project Board is accountable for the success of the project and has responsibility and authority for the project within the instructions set by the Cabinet Board. The Project Board sets the tolerances for the project based on time, cost and quality.

3. Project Manager

The Project Manager is given the authority to run the project on a day-to-day basis on behalf of the Project Board. They will be supported during the delivery phase by a Contract Manager who will manage the contract between the Council and the Contractor. The Project Manager is responsible for producing the Project Initiation Documents, managing the production of the required work packages and planning and monitoring the project

4. The Project Team

The Project Team is responsible for delivering the work packages throughout the lifetime of the project. The Project Team will also be responsible for financial management, risk management, legal arrangements and procurement.



## B8. Management Case - Risk Management:

Our approach is based upon the Prince2 methodology and ensures that all risks are recorded and processed in a consistent manner and become a regular feature of both project development and delivery. The principles of which are based upon the identification and recording of risks, evaluating their potential to occur, development of mitigating actions and regular monitoring / updating of the current position.

The overall risk assessment of this programme based on the application of these principles is deemed to be low because the main elements that are being proposed have been based upon tried and tested measures which have been successfully delivered locally and elsewhere in the country.

A summary of the key risks associated to the delivery of the Bid have been summarised in the table below.

Key Risks								
Risk Category	Risk Identified	Gross Risk Score			Control Action	Net Risk Score		
		Likelihood	Impact	Risk Score		Likelihood	Impact	Risk Score
<b>Political</b>	Political resistance to support the proposals presented within our bid	3	3	9	Early involvement of all political groups during preparation of bid. All groups have confirmed their support for the bid	1	4	4
<b>Partnership</b>	Support for the proposals from our partners to deliver the programme	2	4	8	Early involvement of our partners during preparation and design the of bid has ensure that solutions meet joint objectives	1	4	4
<b>Commercial</b>	Commercial viability of sustaining social enterprises as a means to continue designed intervention	3	4	12	Business advice and support to be given to Social Enterprises from the Regeneration Partnership	2	4	8
<b>Technical</b>	Risk of technical problems arising during delivery	3	3	9	Robust cost estimates including appropriate contingency allowance. Regular monitoring of risks will enable mitigation of emerging risk at an early stage	2	3	6
<b>Financial</b>	Securing all of the match funding required to deliver the project	3	5	15		1	5	5

### Risk matrix scoring;

- 1-9 = Low risk - No further action required if control measures are used.
- 10-15 = Medium risk - Ensure additional control measures are implemented to reduce the level of risk prior commencing
- 16-25 = High Activity - Can not be progresses until discussed at Project Board

## B9. Management Case - Stakeholder Management:

Extensive community consultation has been undertaken since 2009. The proposed package of measures has evolved as part of a wider stakeholder review of Grimsby town centre. Through consultation, community and major stakeholder aspirations have been incorporated within proposals for the town centre. Two main documents highlight community aspirations for the town centre, and specifically detail the proposals for Riverhead Square and Station Approach. These are:

### 1. Grimsby Town Centre Masterplan Nov 2009

The Grimsby Town Centre Masterplan (GTCM) was endorsed by North East Lincolnshire Council in November 2009. The GTCM built on previous work undertaken by NELC, including the Vision and Options Strategy which identified the need to focus growth on Grimsby town centre and on existing assets. The GTCM is focused on project delivery and is informed by extensive consultation with key stakeholders and community groups.

### 2. North East Lincolnshire Council LTP3 2011

LTP3 highlights eight challenges for the area. As part of the LTP3 consultation process a number of stakeholder workshops were held in 2010 where stakeholders provided views and comments relating to the challenges. The outcome of the workshops is detailed in 'LTP3 Evidence Base Oct 2010' and provides a summary of the views expressed. Themes such as improving access to the town centre, promoting cycling and providing better pedestrian facilities were all highlighted.

Stakeholder Workshop Outcomes		
Stakeholder	Involvement	Communication
LEP's	Strategic direction	LEP board meetings
Public & businesses	Traffic management	Highways notification
Businesses	Travel Plans	Officer engagement
Bus operator	Bus service	Bus Quality Partnership

- a) Can the scheme be considered as controversial in any way?

Yes

**No**

*If yes, please provide a brief summary (in no more than 100 words)*

- b) Have there been any external campaigns either supporting or opposing the scheme?

Yes

**No**

*If yes, please provide a brief summary (in no more than 100 words)*

## B10. Commercial Case:

---

Please provide evidence of the viability of a proposal and, where relevant, the procurement strategy that will be used to engage the market. This should include evidence that you are able to mobilise and begin to deliver at the start of the funding period if successful.

The current delivery of the previous successful LSTF bid will enable seamless continuation of many elements of this bid. Staff members are already in post and employment contracts can be readily extended for 2015/16.

The North East Lincolnshire Council/Cofely Partnership enables us to bring in specialist resources to assist in the development and delivery of schemes and programmes. It will reduce costs and enable any barriers to scheme delivery to be overcome through the timely availability of additional skilled resources where required. This will ensure that a rapid start on the projects will take place following approval of the funding. The Council and its partner have significant experience of the delivery of capital schemes.

Scheme procurement will be governed by North East Lincolnshire Council's (NELC) constitutional Contract Procedures Rules (CPRs). When procuring goods, services and works from any public funds these rules and EU Procurement Regulations will apply. If the total value of the contract is less than £4.3m then NELC CPRs instruct Cofely Workplace to invite 4 tenders via the YOR Tender electronic tender system. The NELC Regeneration Partnership also operate an "approved list" that will invite appropriate contractors with the capacity and technical capabilities to deliver the works on a rotational basis. In 2014, Cofely will be moving to tendering all its various work categories via a bespoke framework. This will meet all of its future works procurement requirements over the next four years. If this framework is in place NELC will be able to "call off" a 'Major Works Lot - £750,000 19-OJEU threshold'. The top 7 ranking contractors that will have been evaluated on quality will then be invited via a mini completion to submit a competitively priced bid on receipt of specification and requirements.



## Section C:

# Monitoring, Evaluation and Benefits Realisation

### C1. Monitoring and Evaluation:

---

Evaluation is an essential part of scheme development and should be considered and built into the planning of a scheme from the earliest stages. Evaluating the outcomes and impacts of schemes is important to show if a scheme has been successful.

Please set out how you plan to measure and report on the benefits alongside any other outcomes and impacts of the scheme:

The Council and its partners will undertake monitoring activities throughout the initiative and is willing to work with DfT on the overall evaluation of the programme.

We will develop an evaluation toolkit to determine more specifically our success criteria. We will be pleased to cooperate with the Department in developing this to ensure we are clearly identifying the benefits achieved by our packages. Projects such as our Local Transport Plan have already developed extensive monitoring and evaluation tools.

Output evaluation of the overall project would include quantitative figures relating to the travel mode split of people accessing the town centre. Other evaluation would be based on the specific measures such as:

- Pre and post intervention travel surveys as part of participating travel plans.
- Changes in the level of cycling in the borough as measured by the automatic cycle counters.
- Number of people taking advantage of the 'Wheels 2 Work' scheme.
- Qualitative figures would be obtained through wider satisfaction surveys such as the 'Place Survey'.

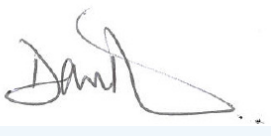
## Section D:

# Declarations

### D1. Senior Responsible Owner Declaration:

As Senior Responsible Owner for Grimsby Town Centre: Access to Growth I hereby submit this request for approval to DfT on behalf of North East Lincolnshire Council and confirm that I have the necessary authority to do so.


I confirm that North East Lincolnshire Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name:	David Moore	Signed:	
Position:	Head of Development, North East Lincolnshire Council		

### D1. Senior Responsible Owner Declaration:

As Section 151 Officer for North East Lincolnshire Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that North East Lincolnshire Council:

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2015/16;
- confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name:	Sharon Wroot	Signed:	

*\*This is only required from the lead authority in joint bids.*

## Submission of bids

The deadline for bids is 5pm, **31 March 2014**

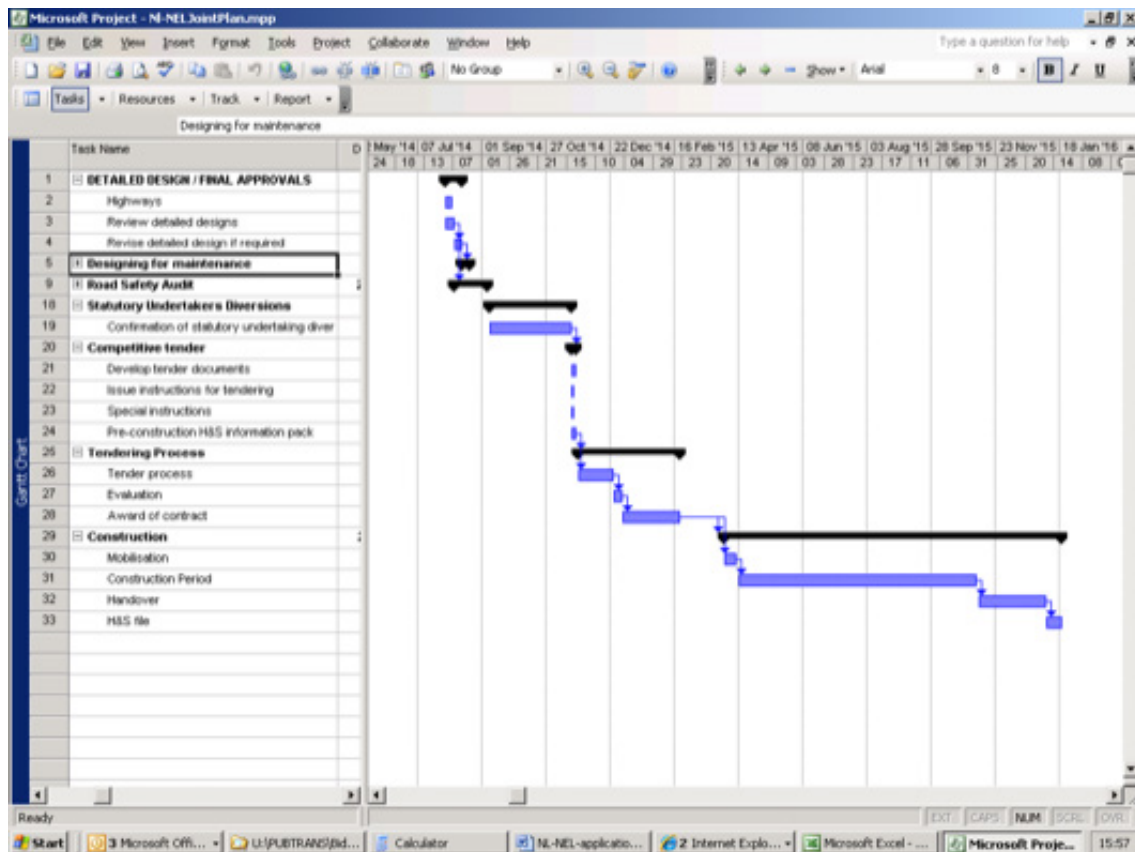
---

An electronic copy should be submitted to [lsth@dft.gsi.gov.uk](mailto:lsth@dft.gsi.gov.uk)

If, for any reason, you need to send hard copies of papers to DfT, please provide 3 copies to:

LSTF 15/16 Bids  
Department for Transport  
Great Minster House  
33 Horseferry Road  
London  
SW1P 4DR

## Appendix A – Project Plan



## Appendix B – Impact Proforma

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma			
For cycling / walking elements of your bid, please provide the following data - if available			
Input Data	Without Scheme	With Scheme	Reference to supporting Information (e.g. section of Economic Assessment Report)
Description of Infrastructure / facilities	n/a	n/a	<p>E.g. cycling along general traffic/ in bus lane/ parking bicycles on lampposts/secure cycle racks etc - refer to section 1.9 of WebTAG 3.14.1.</p> <p>Please provide reference to more detailed description.</p> <p><b>This scheme improves cycling provisions in Grimsby town centre as a continuation of the original LSTF works, and is supported by soft measures to encourage uptake of sustainable modes.</b></p>
Route length (km)	n/a	0.2 km	See attached plan in tab 'cycle route plan'
Average trip length (km)	5.13547101	5.13547101	<p>In the absence of local data (e.g. from survey), National Travel Survey has average trip lengths and trips times: <a href="https://www.gov.uk/government/statistical-data-sets/nts03-modal-comparisons">https://www.gov.uk/government/statistical-data-sets/nts03-modal-comparisons</a> Table nts0306 has average distance per cycle trip.</p> <p>Again, not expected to change unless users re-route onto new/improved route.</p> <p>From table nts0306 from <a href="https://www.gov.uk/government/statistical-data-sets/nts03-modal-comparisons">https://www.gov.uk/government/statistical-data-sets/nts03-modal-comparisons</a> (converted to KM)</p>
Average cycling speed (kph)	10-12mph	10-12mph	<p>E.g. from visual inspection/ automatic count/ speed cameras - please note the NTS data on distance and time are not sufficiently robust to be combined to get a robust estimate for average speed.</p> <p>Based on average local speeds in similar conditions</p>
Number of users (per day)	277	351	E.g. from Automatic Cycling Counters or an appropriate sample of manual counts. Given cycling is highly seasonal, adjustments might be needed to account for that if e.g. a survey was undertaken in winter.
Percentage of additional users that would have driven a car otherwise	0%	69.13%	From traffic count (see traffic count tab).



## Appendix B – Impact Proforma

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma			
If you are expecting your project to reduce car travel, please provide the following information			
Input Data	Without Scheme	With Scheme	Reference to supporting Information (e.g. section of Economic Assessment Report)
Traffic levels (Vehicle km) in the affected area	488k (Dft NEL traffic count data 2012)	479.60	<p>Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions</p> <p><a href="http://www.dft.gov.uk/traffic-counts/area.php?region=Yorkshire+and+The+Humber&amp;la=North+East+Lincolnshire">http://www.dft.gov.uk/traffic-counts/area.php?region=Yorkshire+and+The+Humber&amp;la=North+East+Lincolnshire</a> (Vehicle KM).</p> <p><a href="http://www.persona.uk.com/ashton/Core_docs/C14.pdf">http://www.persona.uk.com/ashton/Core_docs/C14.pdf</a> (Speed data)</p>
Traffic levels (Vehicle km) in the affected area		-1.72%	
Average Speed in the Morning Peak	25.1 mph (DfT Table CGN0201a - NL A road average)	25.52921	
Mode share (in person trips)			
Car Driver	51.14%	50.26	
Car Passenger	11.73%	11.56	
Bus Passenger	20.92%	21.71	
Rail Passenger	n/a	n/a	
Cyclist	2.92%	2.97	
Walking	13.28%	13.50	
For Bus elements of your bid please fill in the following table			
Input Data	Without Scheme	With Scheme	Reference to supporting Information (e.g. section of Economic Assessment Report)
Annual number of passenger trips	6586112	6871509.20733372	<p>Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions</p> <p>Bus user numbers increases measured as an extension of LSTF 1 works extrapolated over an additional year's improvement works. See tab 'LSTF Modal Shift Prediction'</p>
Average trip distance (km)	no change	no change	
Average wait time (mins)	no change	no change	
Average fare per trip (£)	£1.50	£1.50	
Average in-vehicle time (mins)	no change	no change	
Description of your intervention	<p>E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boards, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time.</p> <p>Increased frequency of services to the employment area, provision of bus waiting facilities including real time information, area travel planning and promotions of sustainable modes.</p>		

## Appendix C – Letters of Support



GDF Suez  
Cofely  
Mark Harris  
Partnership Director

31 March 2014

Dave Moore  
Interim Assistant Director Economy  
Place Directorate  
Municipal Offices  
Town Hall Square  
Grimsby  
North East Lincolnshire  
DN31 1HU

Dear Mr Moore

**Re: Grimsby Town Centre Access to Growth Employment' – Letter of support for Local Sustainable Transport Fund Bid**

On behalf of Cofely I would like to offer my full support to North East Lincolnshire Council's bid to the Local Sustainable Transport Fund (LSTF). The schemes contained within the bid such as the transport infrastructure, cycling and walking links, improved public transport, travel planning, Wheels to Work initiative, community transport and car share system will contribute towards encouraging modal shift, reducing congestion and encouraging sustainable travel across the borough.

I am pleased to confirm that in the event of North East Lincolnshire Council's LSTF bid being successful we will contribute the Travellincs car share system and staff costs to enable the delivery of the bid.

Cofely has a history of successful partnership working with the Council over nearly four years, including the delivery of the Council's Local Transport Plan, delivering elements of the Council's previous LSTF bid and Strategic Transport Planning Service.

Cofely wishes you every success with the bid and I look forward to continuing to work together in partnership with the Council.

Yours Sincerely,

A handwritten signature in blue ink, appearing to be "Mark Harris".

Mark Harris  
Partnership Director  
GDF Suez - Cofely

**Care Plus Group**

Freeman Street Resource Centre  
Kent Street  
Grimsby  
North East Lincolnshire  
DN32 7DH

Our Ref: SS

Date: 11<sup>th</sup> March 2014

Tel: 01472 266995  
CPG.EmployabilityServices@nhs.net

Dear Martin,

**Local Sustainable Transport Fund**

Thank you for your email on 11<sup>th</sup> March 2014. Care Plus Group wholeheartedly support the proposals put forward in North East Lincolnshire's Local Sustainable Transport bid. As an area, we suffer from high levels of unemployment and deprivation and access to transport is seen as a significant barrier to work by residents, employers and employment agencies.

Care Plus Group fully support proposals that offer unemployed people access to a variety of affordable transport provision assisting them to access employment sites across the borough. Many unemployed people returning to the labour market are confronted with immediate cash flow problems, offering assistance with travel to work costs will go a long way to alleviating this transitional period.

Care Plus Group also supports proposals to improve accessibility to key sites that provide employment, education and/or training. Any additional provision relating to public transport links, and safer cycling facilities would be of benefit to North East Lincolnshire and is welcomed by the Care Plus Group.

Yours sincerely,



**Sharon Stead**

Employability Services Manager  
Care Plus Group

E-mail: [Sharon.stead@nhs.net](mailto:Sharon.stead@nhs.net)  
Telephone: 01472 266 996





Greater Lincolnshire LEP  
City Hall  
Beaumont Fee  
Lincoln LN1 1DD

T 01522 550540

Dave Moore  
Interim Assistant Director Economy  
Place Directorate  
Municipal Offices  
Town Hall Square  
Grimsby  
North East Lincolnshire  
DN31 1HU

28<sup>th</sup> March 2014

Dear Dave

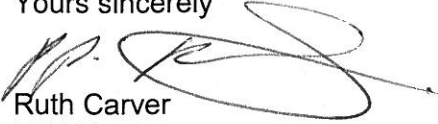
I am writing to confirm that the Greater Lincolnshire Local Enterprise Partnership (GLEP) endorses North East Lincolnshire Council's Local Sustainable Transport Bid "Grimsby Town Centre Access to Growth" which aims to support the economic growth in Grimsby.

As a Local Enterprise Partnership, we are particularly focussed on improving infrastructure and economic growth, and it is for that reason, we offer our support to this project. The 'Grimsby Town Centre Access to Growth' project enables sustainable and integrated access to Grimsby Town centre businesses and leisure facilities, including expected new developments. It aims to meet the needs of commuters and job seekers in North East Lincolnshire by delivering a package of measures encouraging sustainable travel choices, reducing congestion and enabling economic growth.

The bid includes a range of tailored measures, infrastructure and resource to encourage sustainable access to the town centre, with the key aims of helping to reduce carbon emissions and enabling economic growth.

I trust this is sufficient for your current purposes, but please do contact the lep if you require anything further.

Yours sincerely



Ruth Carver  
LEP Manager  
Greater Lincolnshire LEP



Dave Moore  
Interim Assistant Director Economy  
Place Directorate  
Municipal Offices  
Town Hall Square  
Grimsby  
North East Lincolnshire  
DN31 1HU

28<sup>th</sup> March 2014

Dear David

**Re: Grimsby Town Centre Access to Growth - South Humber Bank**

On behalf of the Humber LEP I would like to offer my full support to North East Lincolnshire Council's bid to the Local Sustainable Transport Fund (LSTF). The schemes contained within the bid such as the cycling and walking links, improved bus services, travel planning, Wheels to Work initiative and car share system will contribute towards encouraging modal shift, reducing congestion and encouraging sustainable travel across South Humber Bank.

The Humber LEP wishes you every success with the bid and I look forward to continuing to work together in partnership with the Council.

Kind regards

A handwritten signature in blue ink that reads 'R. Kendall'.

Richard Kendall  
Humber LEP Manager

jobcentreplusDepartment for  
Work and Pensions

David Atkin  
Cofely Workplace  
Origin 2  
Origin Way  
Europarc  
Grimsby  
DN37 9TZ

Grimsby Jobcentre Plus  
Victoria Street  
Grimsby  
DN31 1NH  
01472 622244

Fax: 020 1234 5678  
[www.dwp.gov.uk](http://www.dwp.gov.uk)

14<sup>th</sup> March 2014

Dear David

**LSTF Bid**

With regards to the LSTF Bid, Jobcentre Plus would like to offer their support to the application. We will offer assistance by promoting the various schemes to Jobseekers and encourage take up by issuing leaflets and forms confirming eligibility to participate. We will also accommodate the co-location of the transport officer to enable engagement with our customer group. Job Centre Plus will contribute approximately £12,600 in staff costs to support the administration of this scheme.

Schemes developed to remove transport barriers to our Jobseekers and improve access to local employment hotspots will support economic development and reduce unemployment in the local area.

Yours sincerely,

Lorraine Alexander  
Employer Engagement Manager

Email                [lorraine.alexander@dwp.gsi.gov.uk](mailto:lorraine.alexander@dwp.gsi.gov.uk)  
Direct line        01472 622244



25 March 2014

Mr M Lear  
Principal Public Transport Officer  
North East Lincolnshire Council  
Origin 2, Origin Way  
Europarc  
GRIMSBY  
DN37 9TZ

PO Box 15  
Deacon Road  
Lincoln  
LN2 4JB

T 01522 522255  
F 01522 538229

[stagecoachbus.com](http://stagecoachbus.com)



Dear Martin

**LOCAL SUSTAINABLE TRANSPORT FUND 2015/16:  
GRIMSBY TOWN ACCESS FOR GROWTH**

I write to confirm Stagecoach East Midlands' support for North East Lincolnshire Council's bid to the Local Sustainable Transport Fund to improve the infrastructure for bus services in the Grimsby area along with a range of town centre and public realm improvements.

Stagecoach East Midlands has successfully worked with North East Lincolnshire Council through a strong Bus Quality Partnership to consistently improve the quality and frequency of bus services in the Grimsby and Cleethorpes area to grow bus patronage, achieve modal shift away from the private car, reduce congestion and support economic development.

The proposed enhancement to bus services in Grimsby will support the viability of bus services into the town, which will support economic development and assist access to employment, education, retail and healthcare especially for people on low incomes. Moreover, better bus services will promote environmentally friendly, sustainable travel.

Stagecoach East Midlands will support North East Lincolnshire Council in the delivery of the LSTF bid through:

- The supply of additional labour and equipment to improve bus stop flags and timetable information across the Grimsby area to the value of £1.5k per annum.
- Additional marketing and design services to the value of £1.5k to promote bus services to users.

We hope the North East Lincolnshire Council bid to the Local Sustainable Transport Fund is successful and, if so, we look forward to working with your team on the delivery of this project.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Dave Skepper', written over a horizontal line.

Dave Skepper  
COMMERCIAL DIRECTOR



27 March 2014

Mr Dave Moore  
Interim Assistant Director  
North East Lincs Council  
Town Hall Square  
Grimsby  
North East Lincolnshire  
DN31 1HU

**TransPennine Express**

7th Floor  
Bridgewater House  
60 Whitworth Street  
Manchester M1 6LT

**Kathryn O'Brien**  
**Head of Franchise Dev.**

Tel: 0161-228-8487  
Fax: 0161-228-8120

Dear Mr Moore

I am writing on behalf of First Transpennine Express to show our support for North East Lincolnshire Council's bid to the Local Sustainable Transport Fund.

We support all elements of the bid, specifically the provision of electric vehicle car sharing points at Cleethorpes and Grimsby stations, and the provision of car share spaces at Cleethorpes. Also at Cleethorpes support is given to the customer waiting facilities, the improved access with the removal of step entry, and the provision/improvement of cycle parking facilities.

These schemes will create greater integration between rail and cycling at Cleethorpes, which is regarded as essential to effectively compete with private car journeys. Where car journeys are unavoidable the provision of electric charging points and specific car share bays actively reduces car emissions in the area.

Additionally, the new waiting shelter at Cleethorpes is a much need provision for the benefit of the travelling public.

We have worked successfully with NE Lincs in the past to provide improved ticket office and waiting provisions at Grimsby; a redesigned and much improved station forecourt; the well-used Cycle Hub at Grimsby station; and improved waiting provision and CCTV at Cleethorpes. We look forward to working with you once again.

Yours sincerely

**Kathryn O'Brien**  
**Head of Franchise Development**

## Humber & Wolds Rural Community Council



### Wheels to Work

Humber & Wolds Rural Community Council, 19a Bridgegate, Howden, East Yorkshire, DN14 7AE

Telephone: 01652 637700 Email: [Robin.Bradshaw@hwrcc.org.uk](mailto:Robin.Bradshaw@hwrcc.org.uk)

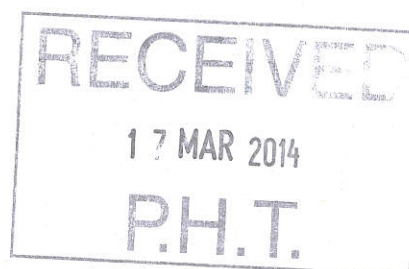
Charity No: 1099439 / Company No: 4606085

Contact: Robin Bradshaw, Project Co-ordinator

Our Ref: WTW / LSTF/NELC

12<sup>th</sup> March 2014

North East Lincolnshire Council  
Jonathan Ford  
Senior Transport Officer (Accessibility)  
Cofely  
Origin One, 2 Origin Way  
Europarc  
Grimsby  
North East Lincolnshire  
DN37 9TZ



#### RE: Local Sustainable Transport Fund

Dear Jonathan

I am writing to you with regards to Local Sustainable Transport Fund as announced by the Minister for Transport Baroness Kramer and I would wish to offer you and North East Lincolnshire Council our support in respect of any bid that you may submit to acquire monies from the LSTF.

We have always found that in our dealing with you and North East Lincolnshire Council that you have an appreciation of not only the transport needs of the residents of North East Lincolnshire but also how the need for an adequate, affordable and diverse local transport infrastructure meets with the requirement of employers across the county.

As a small third sector community transport operator we have always found you to be willing to listen to our suggestions and support us wherever possible financially. Significantly our wheels to work scheme which has operated across North East Lincolnshire over the past 5 years would not have survived without your support.

Best wishes and we hope you are successful in any bid you may consider pursuing through the LSTF.

Yours sincerely

  
**Robin Bradshaw**  
Project Co-ordinator

*Supporting rural communities to thrive*