

North East Lincolnshire **Local Transport Plan**



Transport Strategy

engie



Working in Partnership



Foreword

Our Local Transport Plan focusses on creating and maintaining quality highway and transport networks that support the growth of the Borough in line with the Council's Economic Strategy and Town Centre Investment Plans.

This updated Local Transport Plan complements our Local Plan and explains how we will improve the area's highways and transport as we enter an era of growth in the local economy.

Residents, visitors, businesses and other organisations all rely on a well-managed highway network and public transport links. A well run transport network helps attract investment, create jobs and makes it easier for people to get to and from work, college or school.

We want the best for the borough and having the right transport in place will make travelling around North East Lincolnshire easier and quicker, whether it's for business, education, health or for leisure and socialising.

I believe this strategy (and associated delivery plan) demonstrates how we will identify, develop and deliver improvements to our local transport system. It reaffirms our determination to work with our partners across the public, private and voluntary sectors to deliver a strong, safe and sustainable North East Lincolnshire. In doing so, we will help create a place in which we are proud to live, work, invest and welcome visitors.



Cllr David Watson

Deputy Leader of the Council &
Portfolio Holder Energy & Environment
North East Lincolnshire Council

Executive Summary

Introduction

North East Lincolnshire Council's Local Transport Plan has been developed to support the ongoing growth and economic development aspirations of the Council. A modern, well managed and efficient transport system is a key component that supports the vision for North East Lincolnshire.

In its entirety LTP consists of three parts, the first, this LTP Transport Strategy sets the overall long-term vision for highways and transport. It presents the national and local policy background against which the LTP will be delivered and provides a detailed review of each of the eight LTP transport challenges. These have been identified as key priorities by Council Members with key local stakeholders helping to highlight why each challenge is important to North East Lincolnshire, what has been done so far through previous LTPs and what can be done in the next five years to further address these challenges helping to make North East Lincolnshire somewhere that we are proud to live and work in.

The associated LTP Delivery Plan sets out in more detail the ways in which schemes will be delivered and how these schemes are to be financed, managed and monitored to ensure that they are both effective in addressing the LTP transport challenges and offer good value for money.

Finally a two year programme of schemes and their funding has been developed. This forms an integral part of the LTP Delivery Plan. During the course of this LTP it is hoped that we will be able to move to a programme with a three year look ahead to give greater certainty of delivery.

An accompanying LTP Evidence Review document sets out in greater detail the facts and figures that support the development and delivery of the LTP programme. It provides detailed reasoning for the priorities in relation to North East Lincolnshire and how local performance compares to regional and national trends.

In addition to undertaking our statutory responsibilities as a Local Transport Authority our LTP is geared towards the delivery of projects which have been identified as crucial to support a stronger local economy and stronger communities.

Our vision for North East Lincolnshire

The emerging Local Plan sets out a bold vision for North East Lincolnshire based on strong growth in the operations and maintenance industries supporting the area's burgeoning offshore renewable energy sector. Along with continuing strong performance in the food and chemical process industries and in ports and logistics. Allied to this growth will be the construction of new housing to accommodate a growing more affluent local population.

This strategy identifies that the LTP has a major role in helping to facilitate this growth by enabling and supporting the transport infrastructure necessary to make North East Lincolnshire a place where people want to live, work and visit.

A robust policy background

The LTP sits against a strong policy background at national, regional and local levels. Nationally, the Government's focus for transport over the last Parliament has been on maximising transport's role driving forward economic growth and tackling the impact of long-term climate change. The Government's white papers "Creating Growth, Cutting Carbon" (2011) and the "Door to Door" strategy (2013) both emphasise these goals and put sustainable local transport firmly on the agenda. As with most other areas of

government the Localism Act (2011) and the Cities and Local Government Bill (2016) allow for the transfer of powers (including many transport powers) to be devolved to local areas. This devolution and the increasing role of Local Enterprise Partnerships (LEPs) will be a key difference looking ahead to this LTP period.

At a local level the LTP is one of the Council's key strategies and as such is closely linked to the Council Plan's Outcome Framework and its priority of "Stronger Economy & Stronger Communities". The LTP is also intrinsically interwoven with the Council's Local Plan and Town Centre Investment Plans supporting many of the growth aspirations set out within these strategies.

Our Transport Challenges

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

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

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

In addressing each of these challenges we have developed a series of policy tools that impact upon them. Under each toolkit item there are a list of interventions and actions that give further detail. The Policy Toolkit approach to addressing the challenges is summarised in the table below:

Challenge	Policy Toolkit interventions
Enable sustainable growth through effective transport provision.	• Integrated land use and transport planning • Local master planning • Strategic transport provision
Improve journey times and reliability by reducing congestion.	• Managing demand • Increasing capacity and managing traffic • Improving and promoting alternatives to the car
Support regeneration and employment by connecting people to education, training and jobs.	• Supporting regeneration • Accessibility planning • Network and service improvements • Providing access to jobs & training • Improving access to education
Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities.	• Generating demand and addressing barriers • Providing support for communities and individuals • Developing and delivering solutions
Provide safe access and reduce the risk of loss, death or injury due to transport collisions or crime.	• Analysing, reporting and acting on information • Building safe access, safety and security into all communities, schemes & facilities.

	• Taking action where accidents are shown to happen • Addressing road user behaviour • Working with partners to promote and enhance community safety
Improve the health of individuals by encouraging and enabling more physically active travel.	• Encouraging people • Providing and improving facilities • Designing in exercise opportunities
Improve the journey experience on the local transport network.	• Research and information • Partnership working • Delivery of improvements
Ensuring transport contributes to environmental excellence, improved air quality and reduced greenhouse Gas emissions.	• Communication • Behaviour change • Delivering low-carbon transport

In developing the LTP Delivery Plan that accompanies this Strategy we will take into account these challenges and policy toolkit items. We will develop a programme of works that impact on the challenges in ways that most effectively address our responsibilities. In doing so we will develop detailed implementation plans for all aspects of local transport.

Delivery LTP

A separate LTP Delivery Plan accompanies this strategy and gives further details of the way in which the LTP is managed and monitored through the North East Lincolnshire Regeneration Partnership.

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Chapter I

Introduction

I. Introduction

1.1. Local Transport Plan 2016-2032

Our Local Transport Plan (LTP) sets out the vision for highways and transport in North East Lincolnshire. The plan has been updated from LTP3 adopted by the Council in 2011 to maintain an up to date strategic local transport document as set out in the Local Transport Act 2008¹. There are several factors that have contributed to the decision to refresh the LTP at this time. These are:

- To reflect the long term look ahead of the Council's emerging Local Plan to 2032 and to provide support for the local growth agenda.
- To reflect the changes in the organisation of national and regional government since 2010.
- To incorporate the development of Local Enterprise Partnerships (LEPs) and their growing importance as funders of infrastructure projects.
- To account for changes in funding levels and sources.
- To refresh the documentation to contain up to date case studies, delivery information and statistics.

The strategy sets out the role of highways and transport in enabling the delivery of our over-arching economic, social and environmental goals within North East Lincolnshire in addition to meeting our statutory duties as a highway authority.

The plan is not a "bidding" document and there is no direct link between it and the funds being made available to the Council and its partners by Central Government. The Local Transport Plan does however form the basis through which highways and transport networks will be developed and managed. It forms the foundation through which bids for additional funding above the annual LTP settlement are developed and provides a basis for linking physical regeneration and development to the provision of appropriate transport and access requirements.

The LTP also sets out the connectivity issues affecting North East Lincolnshire at a regional, national and international level. The Humber Ports at Immingham and Grimsby and the growth of renewable energy projects along the Humber are nationally significant projects and this document helps make the case for improving our connectivity as a means to further economic success.

The LTP demonstrates how our policies and plans for transport will contribute towards the Borough's aims to develop a stronger economy and stronger communities in North East Lincolnshire

In Chapter 3, the LTP sets out a vision for the area over the next 15 years. However, we must be realistic and acknowledge that we currently do not have the resources to fully deliver all the measures we would like to over the lifetime of the plan. We will seek to lever in as many additional funding sources as we are able to in order to help deliver projects that address our local transport challenges. In doing this the LTP sets the policy framework against which future opportunities will rest.

1.2 A new approach to Local Transport Plans.

Unlike previous LTPs the timescales and structure of the document have not been prescribed by Central Government, this has allowed greater flexibility and the ability to focus to local transport matters that may not have been in scope during previous LTP periods.

Alongside this Transport Strategy which will be refreshed every five years to ensure its relevance will sit a Delivery Plan that will describe in greater detail the mechanisms for delivering local highway and transport

¹ The Local Transport Act 2008 removed the requirement to prepare a new LTP every five years, and replaced it with a requirement to keep the LTP under review and replace it as the authority sees fit.

projects. The Delivery Plan is likely to be reviewed in line with the Transport Strategy although it has been created to be flexible enough to take into account many of the likely changes in delivery mechanism in the future. Completing the suite of documents will be an Annual Capital Programme detailing a list of schemes to be undertaken, this will have a two/three year look ahead to provide greater continuity and confidence in delivery. The Council will develop subsequent three year programmes each year during the life of this LTP which will take into account emerging national, regional and local policy changes and will include an updated three year programme of schemes.

Collectively the three elements, the Transport Strategy, the Delivery Plan and the Annual Programme provide an effective, flexible toolkit through which we can deliver the transport, access and connectivity improvements necessary for North East Lincolnshire to be a great place in which live, work and visit.

Supporting the development and delivery of the LTP will be a suite of strategies and action plans covering each of the key highways and transport programme areas. This suite of “daughter” plans will contain more details on many of the specifics referenced in the Transport Strategy and Delivery Plan.

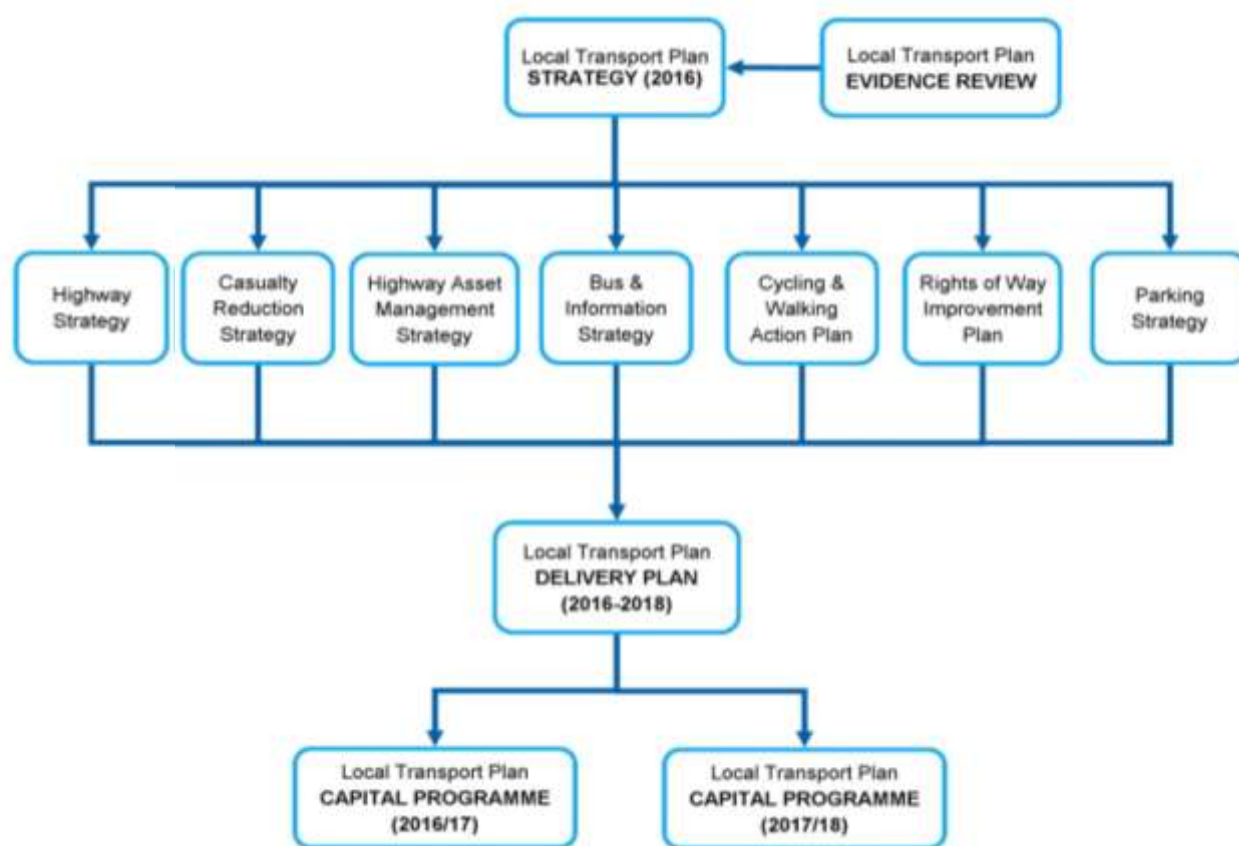


Figure 1.1 LTP Strategy hierarchy

The most critical requirements for this LTP are:

- A focus on the role of highways and transport to support local growth and regeneration priorities whilst meeting existing statutory duties.
- The flexibility to cope with changes in national legislation, levels and sources of funding.
- The delivery of the agreed North East Lincolnshire Regeneration Partnership objectives.
- Effectively managing the delivery of the LTP annual programme to ensure value for money and the appropriate use of public funds.

1.3 Local Transport Challenges

The development of this LTP has been based around a desire to deliver schemes and initiatives that help address one or more of our eight key local transport challenges. A short summary of these challenges presented below, further details are included in Chapters 8-11.

Challenge A: Enable sustainable growth through effective transport provision.

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

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

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

Challenge E – Provide safe access and reduce the risk of loss, death or injury due to transport collisions or crime.

Challenge F – Improve the health of individuals by encouraging and enabling more physically active travel.

Challenge G – Improve the journey experience on the local transport network.

Challenge H- Ensure transport contributes to environmental excellence, improved air quality and reduced greenhouse gas emissions.

In order for growth to be sustainable it requires amongst other things that people and goods are able to freely move around the local area without excessive delay or difficulty. Taking steps to reduce congestion and improve access to employment sites helps support local business by reducing direct business costs and makes the area more attractive to future investors which in turn improves the area for everyone who lives and works here.

Ensure that people who do not have ready access to private transport means are able to live a full and healthy life by having transport alternatives available to them to access people and places important to them.

Delivering interventions and projects that improve road safety and help address safety and security barriers to peoples desired travel patterns.

Helping to address the general poor health of many individuals in North East Lincolnshire by encouraging and enabling cycling and walking opportunities.

Addressing those less tangible issues that affect people's travel choices.

Doing all of the above in ways that don't harm the natural environment and wherever possible take steps to improve the built environment around our town and countryside.

1.4 Funding

Local Government overall continues to face a challenging funding environment and the delivery of the LTP is no exception. Direct grant funding from the Department for Transport has been lower in the first five years of LTP3 compared to similar periods in LTP2.

From 2016/17 there is also additional 'incentive' based element to the maintenance funding. The Council will fall in to one of three bands depending on the results of a self-assessment questionnaire relating to efficiencies, asset management, and collaboration. Depending on which band the authority sits in will depend how much additional funding it receives. Based on 2016/17 self-assessment the Council is within Band 2.

The role of a LTP is to develop small scale transport improvements for the local area. However, there some projects that require larger pots of funding than is available through LTP. There are a number of different ways in which local authorities can bid for funding for these larger schemes such as new roads or major packages of improvements. Some of these funding streams are administered nationally by the DfT including the Local Sustainable Transport Fund (LSTF), the Local Pinch Point Fund, and major transport scheme funding (before 2012). Other sources of funding, including major transport scheme funding (from 2012), are now managed by Local Enterprise Partnerships (LEPs). Using LTP as a basis the Council has

been successful in attracting over £25m of additional investment in local transport projects during the lifetime of LTP. Funding received for these projects has come from a variety of sources and has helped deliver major projects that would not have been affordable using LTP funds alone.

Scheme	Bid value
Lo-zone 13/14 (DfT Kickstart)	£0.5m
Europarc bus services (ERDF Eurobus)	£0.3m
Safer routes to school (Sustrans)	£0.1m
Travelling towards a vibrant economy (Grimsby Town Centre LSTF bid)	£4.3m
A18/A180 link road (DfT major capital scheme)	£6.3m
Cleethorpe Road flyover structural maintenance (Local Pinchpoint funding)	£3.3m
Street lighting energy project (NELC capital reserves)	£8.2m
Total transport pilot fund bid (Total transport fund)	£0.3m
Pothole funding (DfT)	£0.3m
Western Access Route and Park & Ride Feasibility (Regional Growth Fund)	£0.1m
Town centre accessibility works (Humber LEP)	£1.5m
Access to employment zones (Greater Lincolnshire LEP) – From 2017/18	£4.2m
Sustainable Travel Transition Year funding (2017/18)	£0.4m
Total	£29.8 m

Table 1.3 Successful external funding applications

From 2015/16 funding to deliver major capital schemes has been devolved from the DfT to Local Enterprise Partnerships (LEPs). Further details about LEPs are presented in chapter 6 of this strategy and the Council will continue to liaise with the local LEPs to develop major transport improvements to support local growth.

The “New Homes Bonus” is a Government scheme which is aimed at encouraging local authorities to grant planning permissions for the building of new houses in return for additional revenue. Local authorities may use this Bonus funding to fund important highway improvements necessary to facilitate residential development sites. In 2015/16, North East Lincolnshire Council received £2.16m from this fund.²

In his 2015 Autumn Statement, the Chancellor announced £580 million (£80 million revenue and £500 million capital) for sustainable travel. This “Access Fund” was formally launched in 2016 with delivery starting in 2017/18. The amount of funding available through the Access Fund allows us to be more ambitious with the schemes proposed and allows us to package a variety of revenue and capital initiatives that otherwise would have been unaffordable through normal LTP funding. The funding will be administered on a competitive basis to all English local transport authorities outside London. The Council has submitted the “Pedal & Stride to economic growth” bid in September 2016 and currently await a decision.

As part of the delivery of our Local Transport Plan we will be working with our partners to develop credible bid applications based on addressing our local transport challenges.

1.5 What can be delivered through LTP?

LTP funding is split into Integrated Transport (IT) and Maintenance blocks. The IT block funding can be spent on improvements to the transport network such as junction improvements, road safety projects, bus stop shelters and kerbing, cycle route schemes or new pedestrian crossings. Maintenance funding is to be spent on maintenance schemes such as major resurfacing and the maintenance or replacement of bridges (and other structures) and street lighting.

² New Homes Bonus Scheme Grant Determination (2015-16), DCLG

Neither of these capital funding blocks can be spent on initiatives that have a significant ongoing revenue cost, such as supported bus services or concessionary fares, travel planning or school crossing patrols. These activities are typically funded through the Council's revenue budget or in some instances through external funding bids.

1.6 What should the LTP aspire to deliver?

Although the current funding environment is challenging it is important that the LTP is clear about the highway and transportation networks that will be needed to meet our growth, social and environmental objectives. It is only by doing this that we will be able to make the case for additional investment from external funding sources and developer contributions.

1.7 Working in Partnership

At a time of limited public funding there is a need to look at new and innovative ways to deliver the aspirations desired by local authorities and their populations. More and more the way forward is to work in partnership with bodies across the public, private and third sectors and North East Lincolnshire is no exception. The delivery of many aspects of this Transport Strategy will require a collaborative approach with neighbouring local authorities, local businesses and community groups all having a part to play.

1.8 North East Lincolnshire Regeneration Partnership.

On 1st July 2010 North East Lincolnshire Council commenced a ground breaking long term Regeneration Partnership with Balfour Beatty (now ENGIE). The partnership involves ENGIE working alongside the Council in the planning and delivery of a range of service areas including Highways & Transport, Architecture, Planning, Regeneration and Facilities Management whilst delivering value for money for local residents.

In the six years since the launch of the partnership, it has helped to deliver many major projects including public realm and highway improvements along Freeman Street and Grimsby town centre, refurbishment of local housing stock and Council offices, new and refurbished schools, sustainable transport projects and an improved planning process that actively supports development.

In addition the partnership is working towards longer term goals including securing economic investment and jobs in North East Lincolnshire, reducing road collisions, increasing the number of people travelling by public transport and effectively managing the highway.

The LTP Transport Strategy and associated documents are key elements of the partnership , acknowledging that a well-managed, efficient and safe highway network supports the partnership in the delivery of many of its objectives.

1.9 Strategic Environmental Assessment (SEA)

In accordance with the European Directive 2001/42/EC regarding Strategic Environmental Assessments (SEA), the LTP must be subject to a formal environmental assessment. Strategic Environmental Assessment (SEA) is an iterative process of gathering data and evidence, assessment of environmental effects, developing mitigation measures and making recommendations to refine plans or programmes in view of the predicted environmental effects.

In 2010 a full SEA was prepared based on LTP3 (2011-2026). The report suggested that each programme area within the broad LTP is expected to provide more environmental benefits than adverse effects. This is principally because the priorities within the LTP are broadly compatible with the SEA objectives. Where significant adverse effects have been identified, mitigation measures that will minimise or eliminate the adverse effects have been identified. Where possible, opportunities to enhance positive impact have been

highlighted. Taking account of these mitigation measures, North East Lincolnshire Council's LTP is considered to have a net benefit on the environment of the Borough and its immediate surrounds.

This time around it has been decided to adopt a 'light touch' approach to the SEA given that there are no substantive policy changes involved. The recommendations from the existing SEA have been considered and incorporated into the relevant parts of this document. In addition to a high level SEA it is anticipated that Environmental Impact Assessments (EIA) will be carried out as appropriate for individual schemes.

1.10 Equality Analysis

The Equality Act (2010) sets out a general duty which applies to public bodies including the Council to ensure that people are not discriminated against or suffer from unfair treatment on account of their race, age, gender, sexual orientation or disability.

The LTP transport strategy has been subject to an Equality Impact Assessment to ensure that the strategy complies with the duties set out in the Act. In addition any changes or improvements to the highway or transport networks delivered through LTP funding will also be the subject of an appropriate equality assessment to ensure they contribute to a fairer, more equitable society.

Chapter 2

North East Lincolnshire – Our Place and People

2. North East Lincolnshire – Our Place and People

The following section we explore what North East Lincolnshire is like as place in which to live, work and enjoy yourself, helping to set the context for the LTP strategy.

2.1. Geography – Our Place

North East Lincolnshire is located on the east coast of England at the mouth of the River Humber, the UK's emerging 'Energy Estuary' and one of the key gateways to Europe for the economies of the Northern Powerhouse and Midlands Engine. The area is relatively small; covering just 74 square miles (192 sq. km) but there is a lot happening within that area. In broad terms the area can be divided into four zones each with their own set of characteristics, opportunities and problems.

Urban Area

The Urban Area mainly comprises the towns of Grimsby and Cleethorpes. Once separate towns the two have coalesced over time to create one continuous built up area. Home to around three-quarters of the Borough's population the urban area encompasses the docks to the north of Grimsby and the resort area of Cleethorpes that fronts on to the Humber Estuary.

Western and Southern Arc

An arc of smaller settlements on the periphery of the main urban conurbation home to around 15% of the area's population, they include Waltham, New Waltham, Laceby, Healing and Humberston.

Estuary Zone

The Estuary Zone comprises of a strip of land that runs between (and encompasses) the ports of Grimsby and Immingham along with its neighbouring town. The zone is host to nationally significant companies in the renewable energy and chemical & processing industries. Over the course of this LTP it is anticipated that this zone will see significant growth, providing a catalyst for significant economic and social change in the area. The area stands on the brink of unprecedented levels of investment in the offshore wind industry - up to £60bn by 2030 with the potential to create long-term, skilled and well paid jobs in engineering and supply chain sectors.

Rural Area

The largest yet least populated of these areas with less than 2% of the Borough's population. It is dominated by small village settlements clustered along key transportation corridors set against a background of fields, farms and mature woodlands, the foothills of the Lincolnshire Wolds can be found to the south of the area.

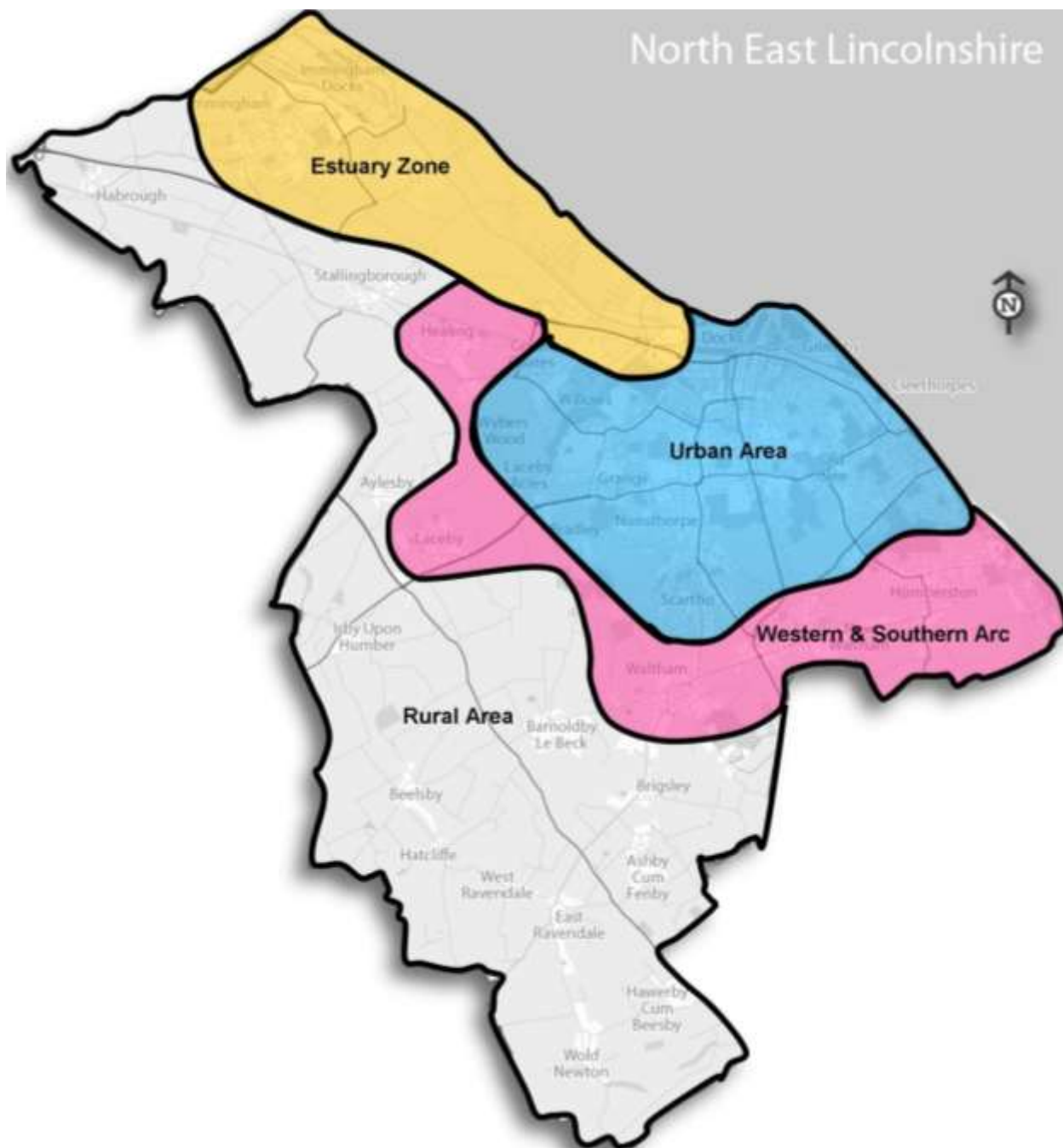


Figure 2.1 Zone map

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Connectivity

Chapter 3 “Getting around North East Lincolnshire and beyond” provides more details about local transport networks and connectivity which is summarised here.

Although geographically peripheral in the context of the UK, the Borough sits right at the heart of one of the busiest trading estuaries in Europe. It finds itself 200 miles north of London, 80 miles east of Leeds by road yet just 200 miles across the North Sea to Rotterdam and mainland Europe.

The Humber Estuary bounds the area to the east and north-east with the area connected to the national road network primarily by the A180 dual carriageway running westwards (becoming the M180 at Barnetby Top) before joining the M18 and the wider motorway network north of Doncaster. The two other main routes providing road access to the rest of the country are the A46 which runs south-westwards through Lincolnshire towards Lincoln and onwards and the A16 which links the area with rural Lincolnshire and

Boston before terminating at Peterborough. Although only its interchange with the A180 lies in North East Lincolnshire the A160 is strategically important to the local economy as it provides a vital link from the A180 to the Port of Immingham. The current upgrading of this road is seen by local business as a key enabler for future development along the South Humber Bank.

The main rail link runs parallel to the A180 from Cleethorpes through Grimsby and onwards towards Doncaster where connections are available to destinations along the East Coast Main Line. The route provides hourly services to Scunthorpe, Doncaster, Sheffield and Manchester. As well as being the main passenger rail line the route is also a busy freight line mainly moving bulk fuel imports from Immingham to power stations in Yorkshire and along the Trent. This causes a level conflict with passenger traffic as additional train paths are restricted and line speeds are comparatively low.

The Cleethorpes – Manchester link is supplemented by services between Grimsby – Newark via Lincoln and between Barton-upon-Humber & Cleethorpes (Part of this line is designated as a “Community Rail Partnership Line”).

Inter-urban bus services run between the area and Hull, Lincoln & Louth. Humberside Airport is located in neighbouring North Lincolnshire just 12 miles from Grimsby. The airport provides business and tourist flights to destinations across Europe with connections to worldwide destinations via a seven day a week service to Schipol Airport in Amsterdam. The airport is also used to service the offshore energy operations in the North Sea. Freight ferry services operate from the Port of Immingham to Continental Europe; there is limited passenger availability on board services. The main passenger ferries from the region depart from Hull with daily sailings to Rotterdam and Zeebrugge.



Figure 2.2 Transport connectivity map

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Summary

- Small geographical area with a concentration of population in the urban areas of Grimsby & Cleethorpes.
- Good connectivity to the Midlands & the North and Continental Europe via North Sea shipping routes.
- A180, A46 and A16 provide main road links to national road networks
- Inter-urban bus services to Hull, Lincoln and Louth
- Rail services operate to Manchester Airport (via Doncaster & Sheffield), Newark (via Lincoln) and Barton-upon-Humber.
- Humberside Airport (in neighbouring North Lincolnshire) provides passenger flights to UK and European destinations with international connections at Schipol Airport.

2.2. Our people

Together with other Council (and partner) strategies our LTP will seek to support the ongoing well-being of our local communities. Many of our local transport challenges impact directly on our local communities and taking into account all the factors that affect them will enable us to present a LTP that helps build stronger and safer communities.

Population

North East Lincolnshire is home to 159,804³ people, the majority of the local population live in the main urban areas of Grimsby, Cleethorpes and Immingham. The population is mostly White British (95.4%) and other White ethnic groups (1.7%) by ethnicity with no other single ethnic group comprising more than 0.5% of the total.

Over the last decade the population of North East Lincolnshire has seen a small increase of 1.1% which compares to a rise of over 8% nationally⁴. The projections for 2033, is for an increase in the rate at which the local population is growing with around 166,300 (+5.3%) expected to call North East Lincolnshire home by 2033⁵. An increase in population is likely to put some additional pressure on all local infrastructure. The local highway infrastructure is no exception, the role of this LTP is to consider how we can mitigate these pressures ensuring that growth and economic prosperity is not curtailed by transport networks.

Data from the 2011 Census demonstrates that the Borough's population is ageing and that in comparison to the rest of the UK North East Lincolnshire has comparatively fewer people of working age. The area is ranked 8th out of the 59 largest urban areas in the UK for percentage of population aged over 65⁶, by comparison its ranking is 57/59 in the 30-44 age group. Developments in health technology and an overall improvement in peoples general health and wellbeing will mean that by the end of this LTP period in 2032 over a quarter of the total population in North East Lincolnshire will be aged 65 or over, currently this figure is just 17.7%. This brings with it particular challenges for transport planning. The LTP must be able to respond to these trends and forecasts ensuring that transport networks will be able to adapt to the needs of an ageing population who may be less mobile and more reliant on public transport or other specialist transport providers.

³ Office for National Statistics, 2015

⁴ Office for National Statistics, 2015

⁵ North East Lincolnshire Informed, 2016

⁶ Centre for Cities

Deprivation

The English Indices of Deprivation⁷ measure relative deprivation in small areas in England called lower-layer super output areas (LSOA). The index of multiple deprivation (IMD) is the most widely used of these indices and is calculated based on assessments of a range of factors. Findings from the English Indices of Deprivation 2015 show that North East Lincolnshire has high levels of socio-economic deprivation, particularly within areas of the East Marsh, West Marsh and South wards⁸. 41 out of the 106 (38.6%) LSOAs are classified within the top 20% most deprived areas in England with seven LSOAs in the East Marsh ward ranked in the 1% most deprived nationally.

Overall, North East Lincolnshire is ranked as the 65th most deprived local authority in England, out of 326. This demonstrates a slight improvement overall from 2010 when the Borough was ranked 46th from 326

⁷ The English Indices of Deprivation 2015, DCLG

⁸ The English Indices of Deprivation 2015, DCLG

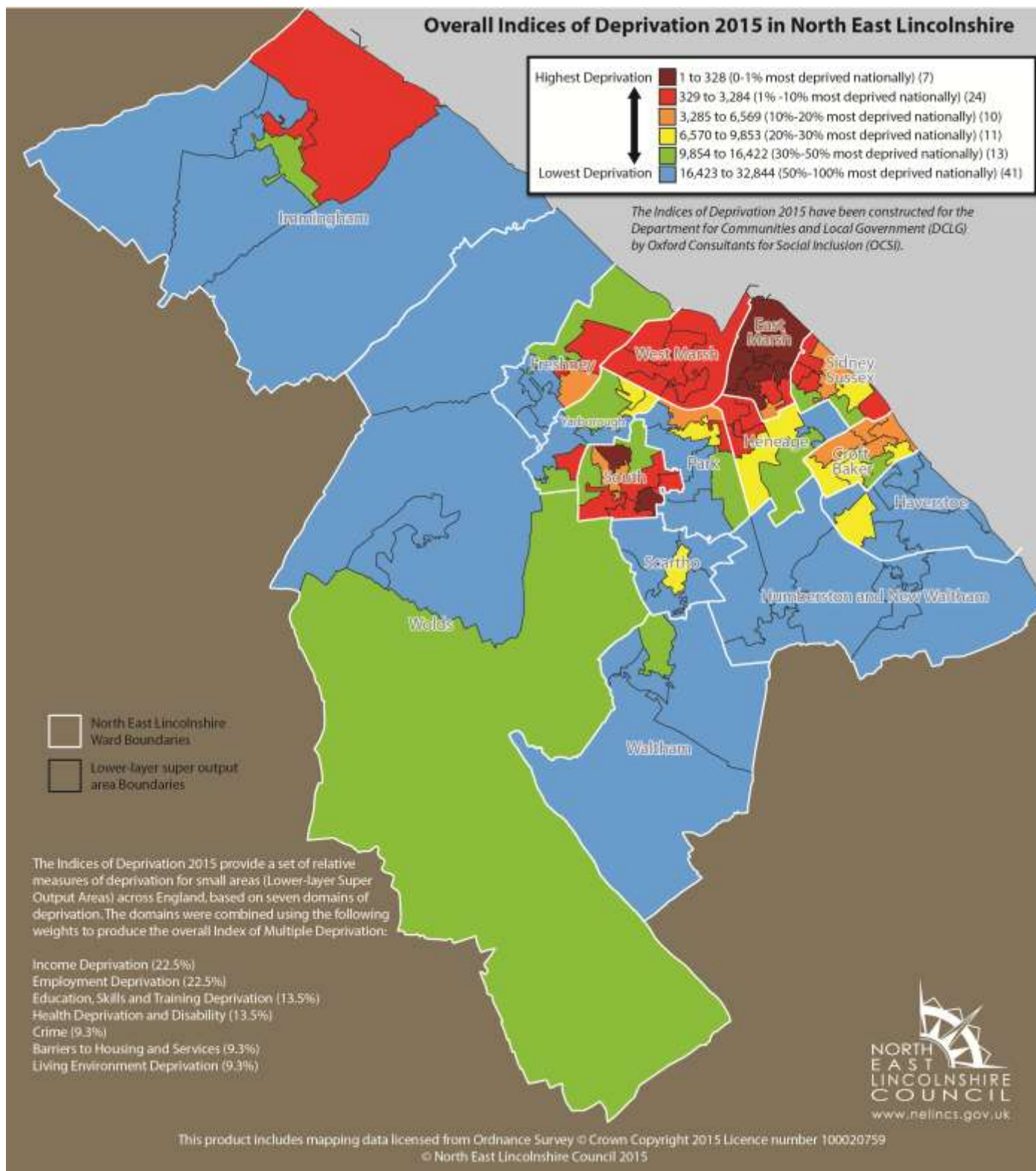


Figure 2.3 Overall Indices of Deprivation (2015)

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Health and well-being

The health of people in North East Lincolnshire is improving slowly with most measures showing a positive trend over the last decade. However, health is generally worse than in similar areas across the country. Life expectancy is also lower in North East Lincolnshire (77.9 years for men and 81.9 years for women)

than the national averages (79.2 years for men and 83.0 years for women⁹). These headline figures do however mask some significant differences within North East Lincolnshire. Life expectancy is 12.9 years lower for men and 7.9 years lower for women in the most deprived areas of North East Lincolnshire than in the least deprived areas.¹⁰ Overall the mortality rate from causes considered preventable is significantly higher in North East Lincolnshire (172 deaths per 100,000 people) compared to the 160 deaths per 100,000 people in the Yorkshire & Humber region and 146 deaths per 100,000 people across England¹¹.

Housing

House prices in North East Lincolnshire are amongst some of the most affordable in the UK with the average price in 2014 being £119,500¹². Although house prices remain relatively low compared to other areas, there is still an affordability issues as gross household incomes are also low. During the period of this LTP there is likely to be around 12,000 new homes built across the Borough¹³. By working in partnership with providers, developers, contractors and the local community, the Council will seek to bring forward neighbourhood improvements and infrastructure schemes that unlock housing growth sites and create attractive and vibrant places where people want to live.

Employment

The vast majority of jobs in North East Lincolnshire are located in the main Urban Area and the Estuary Zones with small pockets in the Western and Southern Arc. Employment opportunities are limited in the Borough's rural areas and access to employment in this zone can be difficult for those who do not have access to a car.

The Labour Market Survey (2011- 2012), indicated that there were 67,700 employee jobs in North East Lincolnshire with a high proportion of jobs in the 'manufacturing' and the 'distribution, hotels and restaurant' industries and a lower proportion of jobs in the 'construction' and 'banking, finance and insurance' sectors when compared to the Yorkshire & Humber region. Overall wages have increased in North East Lincolnshire since 2010, most noticeably for men, who have seen a 7.4% increase to an average of £13.27 per hour¹⁴. Average hourly earnings for women also rose by 4.4% to £9.90. However local salaries are still lower than national and regional comparators.

In 2011, 76.4% of the working age population of North East Lincolnshire were economically active (aged 16 to 74) and 67.2% were in employment. Unemployment amongst the economically active working age population was recorded at 9% between 2014 and 2015. This compares poorly to the regional average, at 7.2%, and the national average of 6%¹⁵. There remains significant inequalities between wards in North East Lincolnshire. For example, the highest total claimants for one or more key Department for Work & Pensions (DWP) benefits were in East Marsh ward (43.2%). By comparison, wards such as Waltham and Wolds have far fewer claimants, at 7.9% and 8.2% respectively¹⁶.

⁹ North East Lincolnshire Health Profile 2014 – Public Health England

¹⁰ North East Lincolnshire Health Profile 2014 – Public Health England

¹¹ North East Lincolnshire Informed 2014

¹² Land Registry © Crown Copyright 2014

¹³ North East Lincolnshire Council Local Plan (2016)

¹⁴ Office of National Statistics Annual Population Survey 2011

¹⁵ Office of National Statistics Annual Population Survey 2015

¹⁶ Department for Work & Pensions (DWP)

Summary

- Population : 159,804 (2015) anticipated to grow by 5.3 % in the period to 2033 to 166,300
- Ageing population with over a quarter of people expected to be aged over 65 by 2033.
- Area suffers from significant levels of deprivation with 41 out of the 106 (38.6%) LSOAs classified as within the top 20% most deprived areas in England.
- Health of local people slowly improving but still behind national averages for most measures. Mortality rate from causes considered preventable is significantly higher in North East Lincolnshire (172 deaths per 100,000 people) compared to the 146 deaths per 100,000 people across England.
- Significant inequalities between the most deprived and least deprived Wards in terms of income and health.
- Jobs concentrated in Urban Area and the Estuary Zone between the Ports of Immingham & Grimsby.
- High proportion of jobs in lower skilled, lower wage industries.
- Unemployment higher than national and regional levels

2.3. Doing business and working in North East Lincolnshire

North East Lincolnshire has established supply-chains in key industries such as;

- Port & logistics,
- Food processing
- Energy & renewables
- Chemical process industries

These are all supported with great housing and development and a thriving visitor economy. In a report commissioned by the Greater Lincolnshire LEP, Grimsby was named as the top place in Lincolnshire for connectivity and access to customers and suppliers, as well as being highly rated for cost of business premises and business confidence.¹⁷

Ports and logistics

The Ports of Grimsby and Immingham are the UK's largest ports by tonnage, handling around 12% (62.6 million tonnes) of the UK's cargo. Benefiting from a prime deep-water location on the Humber Estuary, one of Europe's busiest trade routes, it plays a central role in the commercial life of the UK and is poised to seize new opportunities that will shape our future. The port has seen major investments in recent years and now has specialist terminals capable of handling large vessels. Immingham has direct routes to Europe, North and South America, Africa, Australia, the Middle East and the Far East.

Being just 200 miles from the global logistics hub of Rotterdam, many logistics operators use Immingham and Grimsby for 'short-sea shipping' solutions. This involves international shipments going into Rotterdam and then smaller vessels completing the journey into Immingham. This puts goods right into the heart of the UK, minimises road transport and reduces the impact of disruption at the Channel Ports. This type of shipping is not only more environmentally-friendly, but it is cost-effective too. The area is well suited to the 'just-in-time' culture of modern industry, by being able to provide high quality, well developed and easily accessible storage and distribution services. Goods can be delivered to 75% of the UK population within a four hour drive.

The commercial docks at Grimsby are also a major site for the import and export of vehicles to and from mainland Europe and the import of timber and other bulk products from Scandinavia.

¹⁷ Greater Lincolnshire Local Enterprise Partnership (2015)

Energy & renewables

North East Lincolnshire has emerged as a key player in the renewable energy revolution with potential to be the UK capital of the offshore wind industry. Grimsby is less than 50 miles from many of the existing and planned wind farms off the Lincolnshire coast in the North Sea. Significant growth in the number of offshore energy generators is anticipated over the next ten years with at least 4000 new turbines being planned for the area. The proximity of Grimsby to these sites has led to significant interest from operations and maintenance (O&M) providers, major manufacturers, component suppliers and supply chain organisations.

Food processing

Grimsby has one of the largest concentrations of food manufacturing, innovation, storage and distribution in Europe. As 'Europe's Food Town' it is the centre of the UK's seafood industry and is home to around 500 food related companies, a fully modernised Fish Market and one of the largest concentration of cold storage facilities in Europe. Allied to these industries are a proven supply chain of specialist food sector service companies, leadership in innovation food technology & research and a ready & able workforce with a strong food culture. The £5.6 million Humber Seafood Institute is home to the UK Seafish Industry Authority. The Institute provides incubation and managed workspace units; new product development kitchens; chemical and environmental laboratory facilities; and microbiological laboratories.

Chemicals & Processing

From chemicals to biotechnology, North East Lincolnshire is at the centre of a major concentration of process industries, which in the wider Humber region employs around 15,000 people in over 100 companies. The process industries sector is incredibly diverse and includes petrochemicals; commodity and speciality chemicals; composite materials; pigments and paints; and pharmaceuticals.

The Humber Refinery is one of the most sophisticated in Europe. It is a fully integrated plant that produces light products and fuel oil. It is the only coking refinery in the UK, the world's largest producer of speciality graphite cokes and the largest anode coke producer in Europe.

CATCH, the Centre for the Assessment of Technical Competence – Humber based in Stallingborough is a unique training facility for these process industries. It is able to simulate authentic environments for training and development without the associated risks of handling potentially dangerous substances at high temperatures and pressures. The concentration of food processing companies presents several areas of opportunity for companies involved in biotechnology, ranging from potential use of fish waste in biotech research; extraction of Omega-3 oils from fish; and the use of microorganisms in the food-processing industry

Tourism & Retail

The seaside resort of Cleethorpes and the foothills of the Lincolnshire Wolds give an added leisure dimension for residents and visitors with tourism being a major employment and investment sector. Recent private sector investment has seen two new national hotel chains set up in the area and the iconic Cleethorpes Pier has recently undergone a major refurbishment setting a benchmark for development in Cleethorpes in the future.

The visitor economy accounts for around 7.2% of local jobs¹⁸ and generates an income of around £0.5 billion to the area each year¹⁹ with around three million people visiting North East Lincolnshire each year.

¹⁸ ONS Annual Business Enquiry Employee Analysis data reproduced in: Bridget Baker consulting Ltd Hotel Study for North East

The main retail offer in North East Lincolnshire is located in the centre of Grimsby with Freshney Place Shopping Centre being home to a range of high street retailers. The owners of the facility have identified plans to incorporate new retail and leisure space. Secondary local shopping areas are located along St Peters Avenue, Cleethorpes and at the Civic Centre in Immingham. For a more boutique shopping experience, Abbeygate in Grimsby and Seaview Street in Cleethorpes offer quality branded fashion choices and a thriving cafe culture. The quality of the shopping environment is high across the borough, with vacancy levels remaining low year on year.

2.4. Traveling to Work

The Travel to Work Area for North East Lincolnshire shows that the area exerts an influence much wider than its geographical borders. The vast majority of economically active people who live in North East Lincolnshire also work here. The area also attracts workers from further away, residents of Barton-upon-Humber and the Humber villages (in North Lincolnshire), Holton-le-Clay and Keelby plus many other smaller settlements all look towards North East Lincolnshire for a range of services including employment, schools and healthcare provision.

The majority of trips to work are by car (or van) as a driver, 39% according to the 2011 Census, this figure is higher than both the regional and national averages. A further 4.5 % are passengers in cars. 10.5% of trips are on foot or by cycle and a little under 4% of trips to work are by bus²⁰.

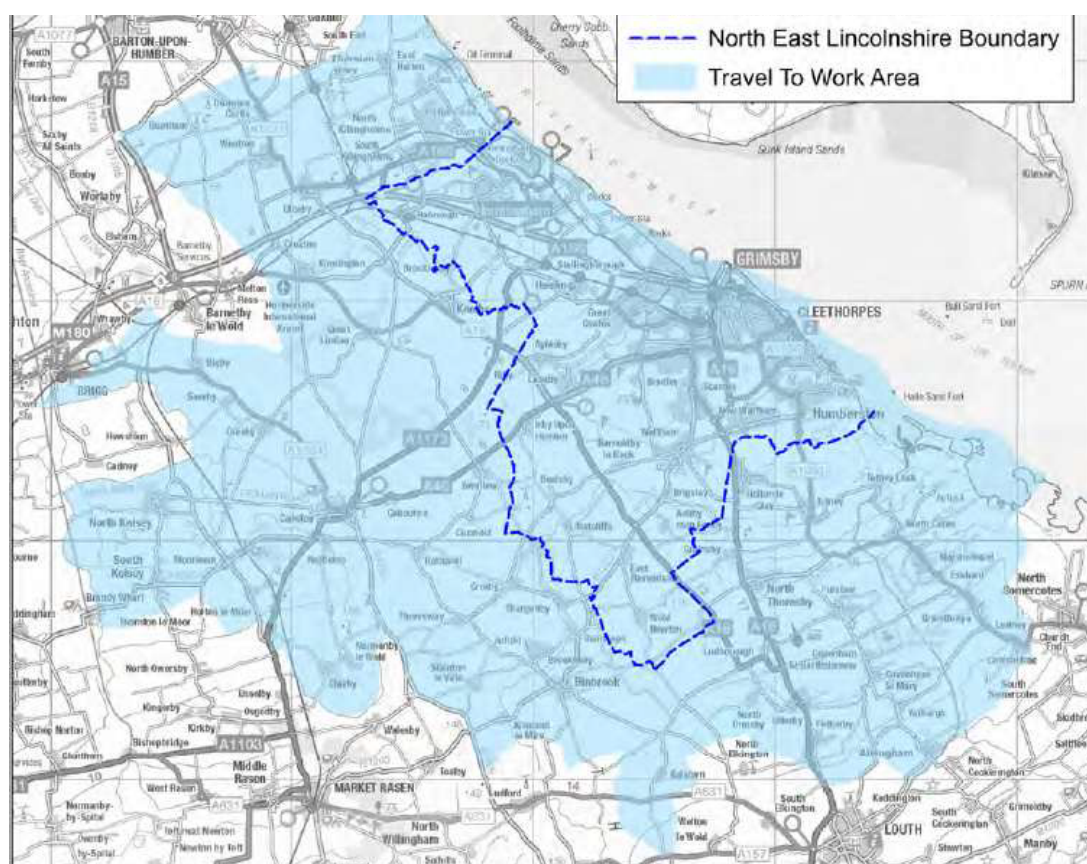


Figure 2.4 Grimsby "Travel to Work Area"

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Summary

- Local economy built of five key industries; Ports & logistics, Energy & renewables, Food processing, Chemicals and processing and Tourism & retail.
- Ports of Immingham & Grimsby handle over 12% of UK cargo annually.
- Key base for the O&M operations for off-shore wind industry in the North Sea.
- Significant growth expected in the next decade in the renewable energy industry.
- Large concentration of food processing, home to over 500 companies
- Chemical processing employs over 15,000 people in the Humber region with North East Lincolnshire being home to cutting edge training facilities at CATCH and the Grimsby Institute.
- Tourism contributes £0.5bn to the local economy annually, with 7.2% of local jobs linked to tourism.
- Travel to Work Area stretches much wider than administrative boundaries showing the regional significance of Grimsby in the South Humber sub-region.

2.5. Climate change and the environment

Emissions from transport account for over 11% of North East Lincolnshire's total carbon emissions²¹. 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. Motor transport is a significant source of poor air quality mainly in the built-up urban areas and led to the establishment of two Air Quality Management Areas (AQMAs) at Kings Road, Immingham and Cleethorpe Road, Grimsby, although the Kings Road AQMA has recently been revoked.

In addition, transport related emissions are contributing to climate change and in March 2008 North East Lincolnshire Council became a signatory to the Nottingham Declaration on Climate. This is a voluntary commitment to address the issues of climate change by working towards reducing CO₂ emissions by 80% by 2050. Noise associated with traffic may also have a negative effect on people's physical and mental health. Modernising the transport system and encouraging people to choose low carbon forms of transport for appropriate journeys has the potential to make a contribution to regeneration in North East Lincolnshire.

The Council is also part of the Local Government Associations "Climate Local" scheme which aims to help local residents and businesses to capture the opportunities and benefits of action on climate change.

During the course of this LTP it is likely that there will be advances in low carbon transport technologies, clean fuels and alternative power sources and it is vital that the local transport networks are adaptable to facilitate these new technologies if the Council is to make good on its commitments to reducing emissions and support efforts to address the challenge of climate change.

Summary

- Transport accounts for 11% of local carbon emissions, less than similar areas across the country.
- Committed to a 80% reduction in CO₂ emissions by 2050

²¹ NEL informed 2015

Chapter 3

Getting around North East Lincolnshire and beyond

3. Getting around North East Lincolnshire and beyond.

Following on from the previous chapter this section sets the scene for our long-term transport strategy by:

- Looking at our existing transport networks
- Assessing how those networks are currently performing
- Summarising the key network pressures.

Our transport networks enables people, materials and goods to move around for economic, social and leisure purposes. It includes:

- Roads for which either North East Lincolnshire Council as the local highway authority or the national Highways England are responsible.
- Passenger transport services, including local buses, community transport services and taxi/private hire provision.
- Footways, footpaths, cycle lanes, cycle paths and bridleways.
- The rail network

North East Lincolnshire Council does not have direct responsibility for all elements of the local transport system. Where the responsibility lies elsewhere we will seek to adopt a collaborative approach working with our partners and operators to bring together everyone to provide an integrated transport provision.

3.1. The Strategic Road Network (SRN)

The Strategic Road Network (SRN) is made up of the motorways and major trunk roads in England that are managed by Highways England. It provides the capacity and connectivity to support national and local economic growth, effectively linking communities and allowing us to commute to work, transport goods and visit friends and family.

Locally, the roads managed by Highways England are the M180/A180, to Pyewipe Roundabout and the A160 which links Immingham Docks to the national motorway network. Since 2000, the number of vehicles using the SRN has increased by nearly 15% with the network accounting for 2/3rds of HGV traffic in England. This growth has in part, led to the delivery of the A160/A180 Port of Immingham Improvement Project which when complete in Autumn 2016 will provide better access to the Port of Immingham and the surrounding area, stimulate growth and unlock economic benefits in the area.

The growth aspirations set out in the Local Plan are likely to have an impact on the SRN and mitigation will be required to facilitate the successful delivery of the proposed housing and employment sites particularly those sites in the Estuary Zone. The capacity enhancements and infrastructure required to this deliver strategic growth are not yet fully determined and the Council will work with Highways England to develop appropriate measures including the delivery of new / improved infrastructure and the implementation of workplace and residential travel plans which seek to reduce the number of single occupancy car journeys and encourage sustainable alternatives.

Road	Description	Responsible Authority	Existing Conditions	Key Challenges
A180T/A180	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.	Highways England for A180T to Pyewipe Roundabout and North East Lincolnshire Council (NELC) for A180 between Pyewipe Roundabout and Isaacs Hill Roundabout.	The A180 has an adequate level of reserve capacity in the main but localised congestion occurs at peak times. From Riby Square to Isaacs 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.	- Maintain or improve the existing capacity and performance. - Address congestion associated with peak hour traffic (Pyewipe Roundabout & Westgate Roundabout). - Address congestion associated with tourist traffic into the resort of Cleethorpes. - Maintain or improve the condition of the carriageway and highway structures - Improve signage for the Port of Immingham & Grimsby
A46	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.	NELC	The A46 suffers from significant localised congestion occurring at peak times due to commuter traffic within the urban area, notably between the A1243 Bargate (Nuns Corner / Fryston Corner) junctions through the A16 Peaks Parkway junction to the A1031 Love Lane corner Roundabout.	- Provide and improve infrastructure to reduce congestion at peak hours. - Extend the existing facilities for sustainable travel modes along the route. - Maintain or improve the condition of the carriageway
A18	The A18 is predominantly a single carriageway north west / south east route between the A180 and the A16 to the south, with a section of dual carriageway between Laceby Cross (A46) roundabout and the borough boundary at Aylesby. The road passes through the rural parts of North East Lincolnshire and is a significant HGV route southwards from Immingham towards Boston.	NELC	Problems with HGV port bound traffic passing through town of Immingham. History of road safety problems affecting the section from the A46 Laceby Crossroads southwards	- HGV problem through Immingham addressed by the A18/A180 link road (Open Summer 2016) - Develop solutions to known accident problems along the route. - Maintain or improve the condition of the carriageway
A16	The A16 is a single carriageway primary north/south route between the A180 Lockhill roundabout, through the centre of Grimsby, to the borough boundary at New Waltham and on towards Louth and Boston.	NELC	The A16 suffers from localised congestion at the junctions with Weelsby Road (A46) with the A1136 Ellis Way (in the centre of Grimsby) and at Tollbar Roundabout.	- Maintain or improve the condition of the carriageway. - Provide appropriate infrastructure at Tollbar Roundabout for pupils at the nearby academy. - Develop solutions to address existing congestion issues and support the growth of residential development to the south of the Borough.

Road	Description	Responsible Authority	Existing Conditions	Key Challenges
A160T	The A160T is the trunk road link between the A180 and the Port of Immingham; the route is predominantly in North Lincolnshire but is a key route for road traffic accessing the port, however part of the A180 Brocklesby interchange lies within the borough boundary.	Highways England	The A160T suffers from congestion at various locations along the route and in particular on the single carriageway section.	Increase link and junction capacity along the A160 corridor – major scheme delivered by Highways England in 2015-2017 seeks to address these matters.
A1173	This single carriageway rural road provides a link between the A46, near Caistor in Lincolnshire crossing the A18 Riby, to join the B1210 at Stallingborough roundabout. The A1173 continues from the A180 Stallingborough Interchange, connecting to the Port of Immingham East Gate to join the A160 for access to the West Gate.	NELC	There are no identified congestion problems along the A1173. The new A18/A180 link between the existing B1210 and the A180 (Stallingborough Interchange) completed in 2016 has been classified as the A1173. The B1210 between the new link road roundabout and A1173 Stallingborough roundabout is to be re-classified as the A1173 on completion of the new link road.	- Traffic regulation order for weight restriction on Pelham Road, Immingham to be implemented on completion of the new A18/A180 link road in 2016 to militate against HGV traffic travelling through Immingham. - Monitor the impact of the new link road in reducing HGV traffic & severance in Immingham and the impact on journey times and journey time reliability.
A1243	A principal route linking from A16 Louth Road roundabout to the A46 Nuns Corner, joining the A1136 at Dudley Street. Prior to the creation of Peaks Parkway in the late 1990's this single carriageway route formed part of the main A16 into Grimsby.	NELC	Bargate / Scartho Road have significant localised congestion occurring at peak times caused by traffic entering / leaving Grimsby town centre from the south.	- Maintain and/or improve the condition of the carriageway. - Extend the existing facilities for sustainable travel modes along the route. - Develop a solution that address peak time congestion at Nuns Corner to support economic and housing growth.(scheme in design stage)
A1031	Single carriageway commuter / tourist route connecting northwards from Lincolnshire coastal area crossing the borough boundary at Humberston joining the A46 Love Lane Corner Roundabout.	NELC	Significant localised peak hour and weekend congestion at the A1098 Hewitt's Circus roundabout due to tourist and commuter traffic.	Provide and improve infrastructure to reduce congestion at peak hours and weekends.

Road	Description	Responsible Authority	Existing Conditions	Key Challenges
A1098	This single carriageway route commences at the A46 / A180 at Isaacs Hill Roundabout, continuing along Cleethorpes Seafront, connecting to the A1031 at Hewitt's Circus junction and terminating at the A16 Low Farm roundabout.	NELC	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 Hewitt's Avenue due to tourist and commuter traffic.	- Provide appropriate signage and parking information to address the congestion issues. - Maintain and/or improve the condition of the carriageway.
A1136	Single carriageway commuter route connecting from the A180 Great Coates interchange, to the A1243 Bargate junction, and continues through Grimsby Town centre to A16 Victoria St / Frederick Ward Way junction to Hainton Square (B1213).	NELC	The A1136 is the identified diversion route in the event of emergency closure of the A180 between Great Coates Interchange and A16 Lockhill junction. Significant localised peak hour congestion on Great Coates Road associated with school and commuter traffic.	- Maintain and/or improve the condition of the carriageway. - Ensure that the route can carry out its function as the A180 diversionary route when needed. - Improve existing infrastructure to reduce congestion at peak hours. - Develop solutions to address existing congestion issues that will support the growth of residential development to the west of the Borough.
B1210	Single carriageway route from the A1136 Great Coates Road through the outskirts of Immingham and Habrough to the junction with the A18 near Humberside Airport.	NELC (to Borough boundary)	Part of the B1210 between the new link road and Stallingborough roundabout junction with the A1173, is to be re-classified as the A1173 on completion of the new link road.	Extend the existing facilities for sustainable travel modes along the route.
B1444	Little Coates Road provides an important local commuter link between the A46 Bradley Cross Roads roundabout and the A1136 at Toothill roundabout.	NELC	Regular peak hour congestion at mini roundabout junction with Cambridge Rd.	Provide appropriate infrastructure to reduce congestion at peak hours.
C504 Pyewipe Road/ C504 Boulevard Avenue	Locally important classified single carriageway commuter route between the A1136 Market Hotel roundabout and the A180 Westgate roundabout.	NELC	Identified diversion route in event of emergency / temporary closure of the A180. Regular peak hour congestion at the Corporation Road traffic signal junction and A180 Westgate Roundabout approach	- Maintain and/or improve the condition of the carriageway. - Provide and improve infrastructure to reduce congestion at peak hours. - Maintain and/or improve the condition of the carriageway.

- Need to develop infrastructure solutions to address existing congestion issues that will support regeneration and growth
- Need to address road maintenance and road safety matters.

3.3. Public Transport – Buses

Most parts of the urban core benefit from regular bus services with buses operating at frequencies better than half hourly with reduced frequencies in the evenings and on a Sunday. Most of the smaller settlements are also connected, although frequency and operating times may be more restricted. Inter-urban routes run between North East Lincolnshire and Hull, Lincoln and Louth.

Most services are run on a commercial basis and do not receive any additional subsidy from North East Lincolnshire Council, they do however receive concessionary fare reimbursement in accordance with the Government scheme. Where services are commercially operated the bus operator decides when and where these services operate. A small number of services are operated as a result of direct subsidy from the Council; these tend to be socially necessary services where passenger numbers are too low for a commercial service to be a realistic option. The Council supports a quarterly Bus Quality Partnership (BQP) meeting with local operators and user groups. This collaborative approach helps address network and service matters and facilitates dialogue between the Council and operators.

3.4. Demand Responsive services.

Away from the traditional bus network local communities are served by a demand responsive bus service Phone n Ride. The service provides transport for residents and visitors to facilities throughout North East Lincolnshire who do not have access to conventional public transport. A further demand responsive service, Dial-a-ride provides assisted mini-bus travel for eligible individuals or groups.

Key Issues

- Ensure the ongoing commercial viability of local bus services.
- Identify demand for new and improved services
- Maintain dialogue between the Council and bus service operators to help improve services.
- Demand responsive services help to fill gaps in bus network where traditional service are not able to meet demand or where to do so would not be commercial.

3.5. Public Transport – Trains

North East Lincolnshire benefits from hourly passenger rail services to Doncaster, Sheffield and Manchester Airport with interchanges at Doncaster to the East Coast mainline services providing connections to London and Scotland. A rail service between Grimsby and Newark via Lincoln operates a two-hourly service Monday – Saturday. Both services only call at Habrough, Grimsby Town and Cleethorpes in North East Lincolnshire. A further local rail service between Barton-upon-Humber and Cleethorpes provides the only stopping service at the smaller intermediate stations.

In addition to passenger services the main east-west railway route is busy with rail freight traffic leaving the Port of Immingham. This has a limiting effect on passenger services due to the lack of spare capacity on the line and the speed difference between freight and passenger trains affecting passenger journey times.

Key Issues

- Direct rail services to Manchester (via Doncaster & Sheffield), Newark (via Lincoln) and Barton upon Humber.
- Rail line busy with freight traffic limits opportunities for improvements to passenger services.
- Infrastructure improvements needed to improve the station experience.
- Desire to see better connectivity to regional centres and a direct London train service from the area.

3.6. Taxi & 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 continue to be reviewed as part of the overall strategic development of transport in the Borough.

We will work closely with taxi and private hire providers to ensure that policies currently adopted by the Council are fit for purpose and continue to meet the needs of the public. In particular we will look specifically at the needs of people with mobility impairments or other disabilities and those people who cannot access other public transport modes easily.

Key Issues

- Ensure integration of taxi policy with wider transport policy
- Ensure an appropriate supply of taxis and private hire vehicles
- Ensure that the needs of people with mobility impairments and those with other disabilities are catered for.

3.7. Car-sharing

Encouraging residents and visitors to North East Lincolnshire to car share has benefits for both the car-sharers themselves but also for the wider travelling public. Encouraging and enabling car sharing can help increase accessibility particularly in rural areas where car ownership rates are higher. It is also an effective way of providing access to employment sites that may not be serviced by traditional bus routes when staff need to get to and from work. Every car journey shared also results in less congestion, reduced carbon emissions and improved air quality.

Key Issues

- Encourage car sharing, promoting the benefits to participants.
- Consider the role of car sharing as a means of improving access to education, training and employment opportunities.

3.8. Cycling

Cycling is an important mode of travel in North East Lincolnshire, providing access links not easily met by public transport especially in areas where levels of car ownership are low. Levels of cycling to work are

higher locally (3.4%) than both the regional (1.6%) and national averages (1.9%)²⁴. Cycling to work levels are particularly high in the East Marsh and West Marsh wards (both over 5%) where cycling is often the only viable way of accessing lower paid, unskilled/semi-skilled employment opportunities.

There are over 65km of dedicated cycle infrastructure in North East Lincolnshire; this is mainly made up of shared or segregated paths alongside key highway routes between residential areas and commercial or industrial sites. The resort of Cleethorpes benefits from an extensive traffic free route along the seafront which is popular with leisure and recreational cyclists. These main routes will be further supplemented by local feeder routes and infrastructure improvements at destination sites.

Cycling is about more than just accessibility, unlike most other forms of transport there are leisure and health dimensions too and as such any cycling network must be multi-faceted able to facilitate more than just trips to work.

Key Issues

- Over 65km of dedicated cycle infrastructure.
- Levels of cycling to work higher than regional and national averages.
- Cycling can be important for both accessibility and health reasons.
- Need to consider provision for cyclists and other NMUs as part of all highway projects and new infrastructure schemes.
- Continue to promote and facilitate cycling as for both transportation and leisure purposes.

3.9. Walking

Most everyday journeys involve walking in some way, whether that's the walk to the bus stop in the morning or the daily walk from the car park to the office. Walking is therefore a key element of the transport mix.

At a basic level most walking takes place in an urban environment where footway provision already exists. The additional provision of dropped kerbs and pedestrian crossing facilities enhances the experience as well as allowing local residents who suffer mobility impairments (or families with prams or buggies) fair and equitable access to local facilities.

Key Issues

- Ensure the "walkability" of new developments is assessed and that appropriate pedestrian routes are included.
- Continue to deliver dropped kerb crossings to assist residents with mobility impairments.
- Maintain the footway network to a high standard to reduce the risk of injury from slips, trips or falls.

3.10. Public Rights of Way (PRoW)

There are over 200km of Public Rights of Way across North East Lincolnshire, 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.

²⁴ Census 2011, Office of National Statistics

In accordance with The Countryside and Rights of Way Act 2000 (CRoW Act 2000) North East Lincolnshire Council produced the Public Rights of Way Improvement Plan (RoWIP) in 2008. The 10 year plan sets out the existing situation regarding rights of way and the need for improvement identified through consultation and monitoring. This 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 identified in the RoWIP will have positive impacts on the LTP Challenges; consequently the delivery plan which accompanies this strategy will contain projects that support the RoWIP.

Key Issues

- Overcome legal deficiencies with the current Definitive Map of PRowS
- Improve the condition of the PRow network especially for people with mobility impairments
- Extend and link the PRow network to enable better access

3.11. Road Safety

North East Lincolnshire Council's Casualty Reduction Strategy has been completed utilising the guidance presented in the DfT circular 1/06 'Setting Local Speed Limits. In January 2013, the DfT revised its guidance when they published the circular 1/13 'Setting Local Speed Limits'. In light of this document the Speed Management Strategy has been reviewed and updated, this has latterly become the Casualty Reduction Strategy.

The purpose of the Casualty Reduction Strategy is to set out:

- How casualty reduction schemes are selected and funded.
- A consistent approach to setting speed limits based on the function and nature of the route
- A consistent approach to the implementation of speed management traffic calming measures.
- The role of the Police and County Council as Highways Authority in relation to speed enforcement.
- The key criteria for the selection of safety camera sites.

The local Police and Crime Commissioner (under the Commissioner's legal powers) set out a five year Police and Crime Plan determining local Police priorities which will be formulated after identifying views from Humberside communities. Speed enforcement will fall within the plan and priorities.

North East Lincolnshire Council and Humberside Police Service receive many requests in relation to speed management. These can be addressed through a number of interventions:

- Enforcement
- Engineering measures
- Education

The strategy considers which of the interventions' is the most suitable approach to speed management in a particular instance. It also considers how these requests should be prioritised within limited financial and human resource constraints. This revised strategy will help promote tools that deliver against agreed strategic policies, and can be measured against the LTP Challenges.

Key Issues

- Adoption of the Casualty Reduction Strategy and the use of enforcement, engineering and education measures to address driver behaviour.
- Local KSI figures are falling and ahead of the DfT trajectory

3.12. Parking

Across North East Lincolnshire there are currently thirty-four car parks managed on behalf of the Council providing in excess of 3,500 parking spaces. The majority of these spaces are located around Grimsby and Cleethorpes town centres with smaller car parks servicing other local retail areas.

The provision of parking is currently subject to a full review of the Parking Strategy following the Council's adoption of powers for Civil Parking Enforcement. As well as off street parking the review will consider on street parking charges, extending the verge & pavement parking restrictions, residents parking restrictions, and car parking for the disabled and staff. The outcomes of the review will be incorporated into the delivery of the LTP.

Key Issues

- Ensure adequate supply of car parking to meet existing demand and support growth and regeneration
- Maintain and improve car parking sites to meet industry recognised quality standards.

3.13. Freight

The Borough's economy is reliant on good rail and road freight links, along with sea traffic. Continued local economic growth is dependent on several key freight transport related issues:

- Local access to sites such as ports for staff and products, affecting their day-to-day operation,
- Transit routes that affect communities through high levels of HGV traffic and the severance, noise and pollution this can bring,
- Ease of 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,
- Greater use of rail freight capacity limited by the number of available train paths, line speeds and height restrictions.

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

Key Issues

- Maintain easy access to industrial sites and the Strategic Road Network for HGV traffic.
- Reduce the impact of HGV traffic on residential streets.

- Work with hauliers to investigate the development of a Freight Quality Partnership.
- Consider how the use of rail freight can be expanded.

3.14. School Travel

School related journeys account for around 1 in 10 of all journeys in the morning peak hour²⁵. Nationally since 2003 the percentage of primary school children travelling by car to school was increased slightly with an equal fall in the number of children walking. Walking and travel by car remain the two most popular modes of travel to school with more than 90% of journeys by these modes. By secondary school more children are using cycles or public transport to get to school with 38% walking, 23% travelling in a car and 29% using public transport.

The local picture shows a slightly different situation with more children walking and cycling than both national and regional averages. The extra numbers of children using these modes are reflected by the lower than average number of car and public transport journeys to school.

Whereas historically most children will have attended their nearest school, the recent growth in Academies and greater parental choice on where children go to school has increased the length of journeys which in turn may limit the choices available.

The Local Authority has a duty under the Education Act 1996 to consider home to school transport for specific groups of pupils. The Council's Home to School Transport Policy identifies how it will interpret this duty. The arrangements only apply to pupils resident in North East Lincolnshire, or deemed by legislation.

In the LTP context schools are just another destination, and share many of the same access and transport issues. The impact of journeys to school are however more significant given that they occur at peak times for general traffic and as such add further congestion and delays to an already struggling network.

Key Issues

- Safe and sustainable access to schools and other educational sites
- Disproportional impact on congestion due to journeys occurring in the morning peak.
- Safety around the school gate.

²⁵ National Travel Survey 2014

Chapter 4

Development of Local Transport Plans

4. Development of Local Transport Plans

4.1. Transport Policies

Transport has a key role in enabling economic growth, facilitating social inclusion and tackling environmental issues. The evolution of wider Government and local policies has been driven by the growing recognition of the key role transport plays. The development of Local Transport Plans, from the previous bidding documents of the Transport Policies and Programme (TPP) era, through LTP1 and LTP2, has followed this process of evolution. Although LTPs have evolved over time, the strategic need and desire to address the fundamental economic, social and environmental issues in North East Lincolnshire has remained.

4.2. Developing LTP (2016-2032)

The development of this LTP began in 2008 with the mid-term review of the then current LTP2, this was important as it started to develop the background against which the new LTP would sit. LTP3 was published in April 2011 following a lengthy development process which took place between September 2009 and March 2011. Whilst developing LTP3 there was a statutory duty to consult with a range of organisations on the development of the transport strategy, in addition to this we have also involved local groups who we considered to be our key local stakeholders including representatives from:

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

The key issues raised by these stakeholder groups were:

- A desire to improve the experience of using the local transport network.
- Reducing in peak hour congestion and improvements to traffic management making it easier to get around.
- Efficient management of the highway network.
- Improving the look and visual impact of “gateways” into the area.
- Improving access into Grimsby Town centre including better facilities for public transport users in the area.
- Investment in education, engineering solutions and enforcement to address road safety concerns.
- Appropriate provision made for freight and HGV movements.
- Initiatives and incentives to reduce car travel.
- Facilitating cycling and walking opportunities as a way of addressing health inequalities.

The outcomes of these initial workshops along with a comprehensive appraisal of local, regional and national policies and a thorough review of the local evidence base shaped the development of this LTP.

The DfT’s guidance on local transport plans no longer contains an obligation for the Council to refresh or replace plans at any prescribed interval. Instead, it is now the responsibility of each local authority to ensure that they maintain an up to date and relevant plan that best meets the needs of the local area.

Local Transport Plan (2016-2032) – Transport Strategy

Following extensive review of LTP3 it has been decided that this refreshed strategy will propose no significant local policy changes but will instead seek to fill in some of the gaps in national & regional policy and local delivery & management of LTP that resulted from LTP3 being developed at a time of significant political and policy uncertainty.

Themes and Challenges

A key difference between LTP3 and previous LTPs is a move away from nationally imposed “transport priorities” to a more localised document that seeks to address relevant transport challenges, set, delivered and monitored at a local level. The table below shows that although the wording of the priorities and subsequent local transport challenges may have varied the underlying themes have remained constant.

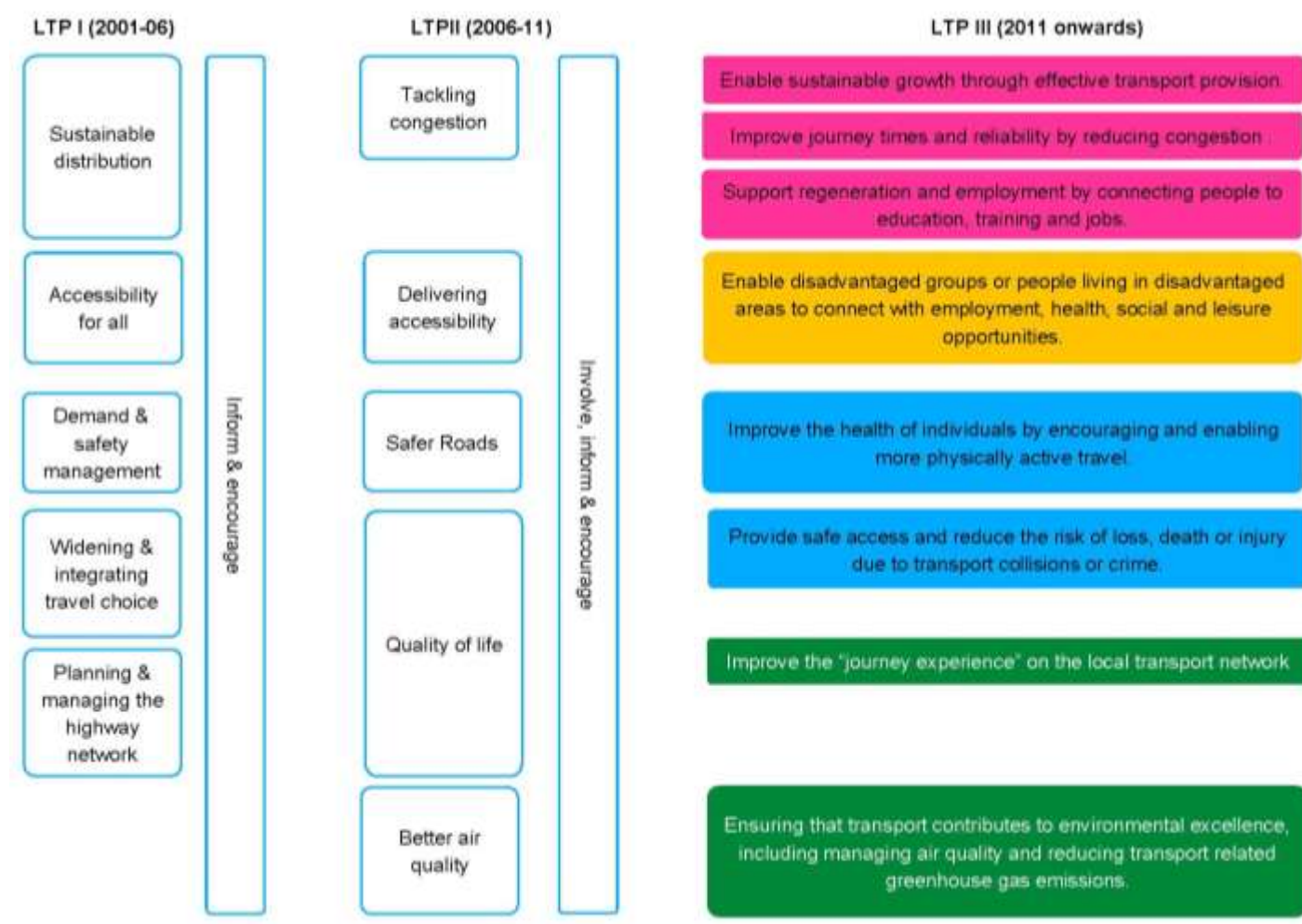


Figure 4.1 Evolution of LTP themes and challenges

Chapter 5

Our vision for North East Lincolnshire

5. Our Vision for North East Lincolnshire

5.1. Our vision

The Council's Vision for North East Lincolnshire (taken from the new Local Plan) is...

“By 2032 North East Lincolnshire will be nationally and internationally recognised as a centre for offshore renewables, focusing on operations and maintenance, and as a location with key sector growth in food, energy, chemicals and ports, and logistics.

Growth in these sectors will be matched by a strong tourism, leisure and retail offer. This economic growth will be evident through increased jobs and diversity of skills, providing a platform for sustainable economic growth, creating conditions to capture and sustain more and better jobs in the area. This will be supported by measures that enable people to access jobs by removing barriers to participation. This includes the establishment of facilities to improve education and skills and address housing needs and affordability as well as health and service needs including countering deprivation issues in specific wards”.



Figure 5.1 Spatial Vision for North East Lincolnshire taken from the Local Plan (2016)

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Successful places have a strong and compelling vision for their future development which drives their brand offer as attractive destinations. The area has witnessed significant public and private sector investment in recent years, and planned development projects will further enable economic growth. Since 2014 two major hotel chains have opened premises here in North East Lincolnshire and there is keen interest in at least one further hotel development in a prime location. The expansion of Freshney Place to include a cinema complex and associated branded restaurants is proposed and a major new office development on the Cartergate site is also due for completion in 2016. All these developments will strengthen the identity of our town centres as destination brands.

The Council with support from LEPs plans to invest circa £30m by 2020 in the delivery of enabling infrastructure including the creation of new strategic employment sites and industrial floor space. To support growth and deliver a better area for all our residents, the Council's Economic Strategy identifies three significant challenges;

- To create the 'right environment' to attract and sustain business investment. The role of the LTP is to deliver high quality business infrastructure so that people, raw materials and finished goods can be efficiently transported around the area and wider afield across the Northern Powerhouse, continental Europe and further to existing and emerging trade partners.
- To improve our 'quality of place', creating liveable streets and opportunities for cycling and walking. Improving road safety and perceptions of security and crime on our streets are also important in developing somewhere where people want to live and work.
- To equip North East Lincolnshire residents – particularly young people, and those living in our most deprived communities – with the skills and confidence to secure and sustain well paid employment in all sectors of our economy. The LTP can help meet this goal by ensuring that local people are able to access education, training and employment opportunities. This is particularly relevant for people living in deprived areas where private car ownership may be low and there is greater reliance on public transport and other non-car transport alternatives.

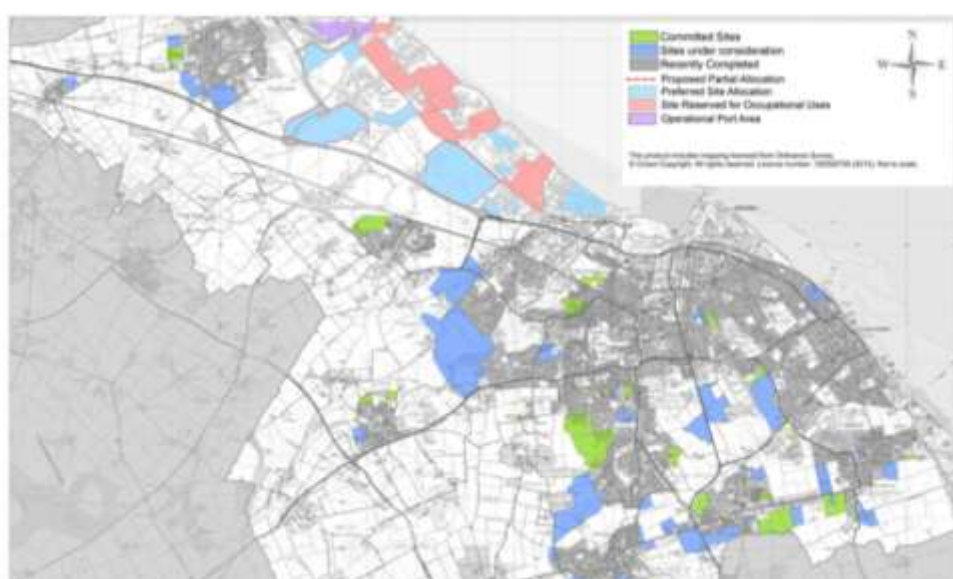


Figure 5.2 below shows the areas of anticipated growth highlighted in the Local Plan²⁶.

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²⁶ North East Lincolnshire Local Plan (2016), NELC

5.2. Humber Local Enterprise Partnership - The vision for 2020²⁷

The Humber LEP has developed a Strategic Economic Plan (SEP) for the Humber, it is an integrated plan for growth, informed by experience and expertise from across the region. It is structured around five strategic enablers covering infrastructure, business growth, place, skills and floods/environment.

The SEP sets out a broad ambition for the Humber to maximise the potential offered by the Humber Estuary, leading the Humber to become a renowned national and international centre for renewable energy and an area whose economy is resilient and competitive. We will continue to develop our strengths in key sectors, supporting our businesses to grow and helping our residents to access the opportunities they need to lead prosperous and rewarding lives. Alongside this ambition sits a vision for the Humber in 2020 focussed on three key areas, the economy, skills and place

Economy - By 2020, the Humber will have a thriving renewables sector, with ambitious capital schemes well underway and a growing reputation for excellence and expertise. Many thousands of jobs will have been created, driven by this major growth in renewables alongside the further strengthening of our other key sectors. Existing and new businesses will be able to easily find and access finance and quality business support to help them succeed.

Skills - By 2020, we will have a skills system that is better aligned with the current and future needs of our economy. The proportion of our working age population with no qualifications will have decreased significantly and we will have observed another period of above average growth in higher level skills.

Place - By 2020, our visitor economy will be stronger than ever, civic pride will have risen and a stronger sense of ambition and self-confidence will be evident across the LEP area. The area will be benefiting from the legacy impacts of Hull: UK City of Culture 2017, our infrastructure and housing offer will have progressed considerably and we will be adequately resourced to deal effectively with issues of flooding and coastal erosion. Strategic development sites, including Enterprise Zones, will be thriving locations for economic growth.

5.3. Greater Lincolnshire Local Enterprise Partnership²⁸ -

Greater Lincolnshire stretching from the Humber to the Wash is an area of real contrasts, from the industry in and around Grimsby and Scunthorpe to the rolling hills of the Lincolnshire Wolds and the historic city of Lincoln with its Cathedral and castle. It has some of the most, and some of the least, deprived communities within its boundaries and whilst overall employment levels are above the national average there are stubborn pockets of high unemployment and low skills. As we will go on to discuss in greater detail later the vision set out by the Greater Lincolnshire LEP is for the area to grow in areas such as agri-food, manufacturing, the ports & logistics sector and the visitor economy. With strong connections to the rest of the UK and mainland Europe and existing strong bases in agriculture, food processing, specialist engineering and tourism the region already contributes over £16 billion to the national economy annually. The GLLEP have identified factors that hold the economic growth of Greater Lincolnshire back. Transport bottlenecks, underdeveloped economic infrastructure and a risk of flooding are problems that need solving.

Looking ahead, the future for the Greater Lincolnshire region is one of real potential to deliver sustainable growth with businesses across Greater Lincolnshire creating wealth and jobs, contributing to the local economy. Growth will be supported by training to the increasing skill levels of the local population allowing local business to recruit local people and support for the local housing market to ensure the delivery of a

²⁷ HLEP Strategic Economic Plan

²⁸ Greater Lincolnshire LEP Strategic Economic Plan (2014)

wide range of homes to suit all budgets and in the right places to support business growth and stronger communities.

5.4. Immingham and the South Humber Bank

The area along the Humber Bank and around Immingham is home of North East Lincolnshire's "engine room" industries. There is significant development potential in the zone between the ports of Grimsby and Immingham and beyond into North Lincolnshire with an almost unique blend of large tracts of vacant land and easy access to suppliers and markets across the UK and mainland Europe.

The area has the potential to be a prime location for modern industry and set the standards in sustainable development. Over the lifetime of this LTP it is expected that an additional 8,500 jobs will be created in North East Lincolnshire, many of them are likely to be located in this band between the ports. There is strong investor interest in the area but upfront investment in infrastructure to remove some of the key physical constraints to development is needed. The continued development of Europarc and future expansion will provide high quality accommodation for a variety of uses from bespoke office space and business incubation units through to specialist manufacturing and processing sites.

The future success of these sites will be dependent on good transport and highway links to enable the movement of goods and people to and from these sites. Through the LTP we will evaluate the specific highway and transportation requirements needed to unlock commercial and industrial development. This approach will see a collaborative approach taken with the private sector to reduce barriers to development and focus on transport as a key enabler to growth in this area.

5.5. Grimsby Renewables Enterprise Zone

The Port of Grimsby is already a major centre for the operations and maintenance of the North Sea offshore wind turbine industry and associated supply chain activities. Businesses locating within the 11ha site on Grimsby Docks receive benefits including up to 100% business rate discount over a 5 year period, simplified planning and development rules, support to roll out superfast broadband and tax relief on the purchase of large plant and machinery. In addition, the Government is committed to working actively with Enterprise Zones to help to unblock any barriers to delivery, such as Department for Transport support on transport infrastructure. The inclusion of Enterprise Zone status within the Port of Grimsby will contribute towards the Humber LEP vision to become a national and international centre for renewable energy. It also complements the development of other Enterprise Zones across the Humber LEP area.

5.6. Grimsby Town Centre

The Grimsby Town Centre Masterplan (2009) has identified a set of regeneration projects which specifically aim to deliver transformational change within the town centre including the main shopping areas. These projects will provide new urban quarters, gateway sites and improved civic amenities. The enhanced town centre experience will be home to a strengthened high quality retail offer and culture & leisure led evening economy.

Delivery of several elements of this masterplan have been completed or are well underway with urban realm improvements along Station Approach and a new bus interchange adjacent to Riverhead Square completed in 2014 with funding secured from the DfT's Local Sustainable Transport Fund (LSTF). The Council has also developed a section of the former Cartergate site in a £5.1 million project to create new office and retail opportunities. The scheme provides over 20,000 square feet of new office space which is

set to become the headquarters for a local law firm. The remaining land on the site is being marketed for further development.

The Grimsby & Cleethorpes town centres investment plan (2016) builds on Grimsby Town Centre Masterplan (2009) and identifies six key projects for the regeneration of Grimsby town centre:

- Gateway entrance – an attractive urban gateway welcoming visitors to Grimsby town centre,
- Entertainment Hub - the main town centre entertainment destination, a place to meet friends and relax,
- Waterside - a retail or residential-led mixed use development with a proportion of local convenience, retail and leisure provision.
- Station Quarter - mixed use independent shopping area with downgraded vehicle access and a new central public space.
- Minster Quarter - a new office and hotel quarter west of the town centre retail area, centred on the Minster as one of Grimsby's main historic attractions.
- Parkway - redeveloped to accommodate a range retail and leisure outlets in a more coherent layout, improving the efficiency of the site and its relationship with the surrounding areas.

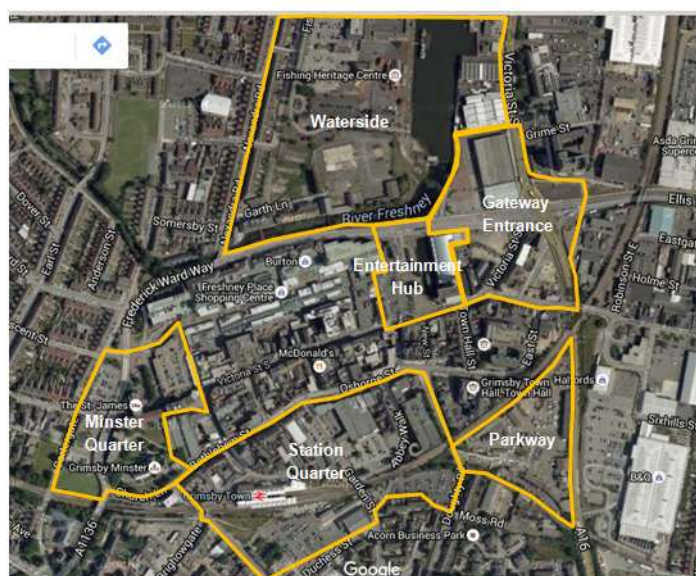


Figure 5.3 Grimsby town centre regeneration projects (including artists' impressions of the Entertainment Hub [above] and the Station Quarter [below])²⁹

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Transport and accessibility the effective management of traffic will be key considerations in the delivery of many of these projects, how people are able to get around these new urban quarters will be important factors that help determine the long-term success of these projects.

²⁹ Grimsby & Cleethorpes Town Centres Investment Plan (2016)

5.7. Cleethorpes Resort Area



Figure 5.4 Artists impressions of Cleethorpes Market Place [left] and North Promenade [right]³⁰

The 2009 Cleethorpes Renaissance Charter sets out a vision for the resort to be year round visitor destination with a revitalised town centre and seafront. A sustainable visitor economy helps to create a vibrant and prosperous place which has both direct and indirect economic benefits. It can also cultural and health benefits associated with active and socially engaging lifestyles where there is also a strong overlap with sport and recreation.

The recent development by a national hotel chain and the refurbishment of the Pier show signs of investor confidence in the area, the challenge is now to build on these and develop a revitalised visitor economy that embraces opportunities to develop facilities and attractions that match future visitor expectations.

As with Grimsby, The Grimsby & Cleethorpes Town Centres Investment Plan (2016) builds on the existing development framework and highlights four projects considered vital to the regeneration of the town and resort of Cleethorpes:

- Resort arrival – the creation of an attractive, bustling High Street with a range of retail, food and drink outlets will be the main approach into the resort.
- Station Quarter – a new public space fronted by modern mixed use retail, leisure, entertainment and residential uses creating a distinct sense of arrival at the destination.
- The Golden Loop and Central Promenade – reconnecting Cleethorpes town centre with its seafront increasing the appeal of the resort as a destination beyond the beach and its promenade.
- North Promenade – an inclusive and attractive seaside destination that provides a complementary offer to the pier, central promenade and holiday parks to the south of the resort.

All of these projects have some elements of transport associated with them, whether that is how visitors access the resort via the A180 through the “Resort arrival” site or how people walk around the Golden Loop when here. Improvements to transport links and the highway realm are key elements in the deliverability of this vision for Cleethorpes.

5.8. Humberston & New Waltham employment sites

Whilst the majority of new employment sites are located to the north of the Borough there is a smaller cluster of sites in the Humberston and New Waltham area. Between them these sites provide around 15ha of land identified to meet the needs of smaller business operations and provide the opportunity for

³⁰ Grimsby & Cleethorpes Town Centres Investment Plan (2016)

sustainable communities within the area by offering local employment opportunities. As with other commercial and industrial sites the key issues to be addressed through the LTP are ensuring ease of access for both goods and people to these sites.

5.9. Lincolnshire Wolds

Much of the south of the Borough is located in the Lincolnshire Wolds Area of Outstanding Natural Beauty (AONB). The villages of Irby, Beelsby, Hatcliffe, East Ravendale and Wold Newton nestle in the foothills of the Wolds.

The area is relatively poorly served by public transport with sporadic bus services and no local access to the rail network; this in turn places extra reliance on the private car for all transport needs. The Wolds does however benefit from an extensive network of public footpaths and bridleways which offers the opportunity for use by leisure cyclists and walkers.

5.10. Housing development

Working with landowners and developers the Council has identified sites with the potential to deliver new homes across the Borough. It is anticipated that an additional 12,500 homes will be built in North East Lincolnshire during the course of this LTP; most of these homes will be delivered in three main sites; Scartho Top, West of Grimsby and a group of sites along Humberston Avenue. The approach outlined in Local Plan will provide for a variety of housing types and tenures to address demand from across the demand spectrum. The plan strives to improve accessibility to jobs and services, where possible reducing the overall need to travel and making it safer and more convenient to access jobs and services by use of public transport, cycling and walking; and provide the necessary infrastructure to support sustainable growth.

The key challenges for the LTP arising from this increase in the number of homes are:

- Ensure that the highway network can cope with the expected increase in trips particularly during the peak hour.
- Increase usage of sustainable transport modes to reduce the dependency on the car.
- Delivery of residential development in locations that provide easy connections by public transport to schools, employment, hospitals and health centres.

5.11. Strategic green corridors

Maintaining strategic green corridors and preventing the coalescence of outlying settlements is an aim of the Council's Local Plan. This policy stance gives the opportunity to create a secondary network of cycling and walking routes to complement those that run alongside the highway network. These ribbons of green provide attractive and traffic free routes for both transportation and leisure purposes and encourage people to choose sustainable transport modes.

Chapter 6

Policy Framework

6. Policy Framework

6.1. The National Context

In 2010, when LTP3 was being developed there were significant aspects of Government policy were under review following the election of the Coalition Government. Since then there have been several major policy announcements that have helped shaped this review of the LTP. In the following sections we consider the main national policy statements that have shaped the way in which this refreshed LTP has been developed.

Environment Act (1995)

Part IV of the Environment Act 1995 and supported with statutory technical guidance provided by the Department of Environment, Food and Rural Affairs (DEFRA) governs the Council's statutory responsibilities for air quality. Transport related emissions can be a significant contributor to poor air quality, as such it is important that where possible interventions are delivered to alleviate problems and improve air quality.

Traffic Management Act (2004)

The day to day responsibilities of the Council as a local highway authority to manage its network were established by the Traffic Management Act 2004 and its subsequent guidance. Between them they place a 'Network Management Duty' on local highway authorities. The aim of this duty is to minimise disruption to all highway users and to make the most efficient use of the highway network. Locally, an element of this Act has been used to introduce the civil enforcement of parking offences by the Council.

The Eddington Transport Study (2006)

The Eddington Transport Study helped provide the evidence to the government on the long-term links between transport and the UK's economic prosperity. The report concluded that the existing national road and rail networks were broadly adequate but significant bottle necks and pinch-points existed. Investment in these parts of the networks was required to relieve congestion and allow growth. The report set the scene for the acceptance by successive governments that transport has a major role to play in supporting economic growth at both local and national levels.

The Stern Review (2006)

Around the same time that Eddington was highlighting the economic importance of transport, a review led by economist Nicholas Stern concludes that climate change is the greatest and widest-ranging issue to economic growth. According to the review, without action the overall costs of climate change will be equivalent to losing at least 5% of global GDP every year. As a key contributor to carbon emissions transport has a role to play in helping to address climate change. The review is seen as a key cornerstone in the government's desire to cut carbon and meet its international targets on emissions.

Between them the Eddington Study and Stern Review have helped focus national transport policy for the last decade and were instrumental in the adoption of the 2011 adoption of the "Creating Growth, Cutting Carbon" Government white paper.

Local Transport Act (2008)

The Local Transport Act 2008 is the key Government policy that guides Local Transport Plans. The Act places a statutory duty on all local authorities to produce and maintain local transport plans for their area. In line with the Government's localism agenda the DfT no longer prescribes the content of these plans or how they are monitored and reviewed, instead they are developed at a local level and approved by local decision makers. In this respect the plans are here to address local transport issues important to local stakeholders. This has been a subtle change from previous guidance which identified themes for inclusion in plans.

The Climate Change Act (2008)

Most significantly this Act set out a legally binding target for the UK to cut its greenhouse gas emissions by 80% by 2050. As vehicle pollutants are a significant contributor to national emissions it will be necessary to consider how transport can be decarbonised. This will need to be achieved through a mix of strategies, from replacing some journeys with cycling, walking and public transport alternatives to advances in technology that develop ultra-low emission vehicles and improve fuel efficiency. The Paris Agreement on Climate Change (2015) provides further impetus towards the removal of carbon emissions from the transport system at a national and local level.

During the lifetime of this LTP there are likely to be significant new policy announcements from the Government on climate change and the role of transport. As these are developed we will seek to integrate these policies into the delivery of the LTP.

Creating Growth, Cutting Carbon (2011)

'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' confirmed the DfT's two key objectives for transport; to provide the infrastructure that supports economic growth and reduce carbon emissions. A key theme of the report is to encourage journeys to be made by cycle, on foot or by public transport. As nearly two thirds of all journeys nationally are less than five miles, addressing these short local trips can have a significant impact on traffic congestion, journey times and traffic related carbon emissions and air quality. There are however limits to how many car journeys it is practical to replace with cycling, walking and public transport alternatives particularly in the more rural parts of the Borough or where longer distance trips are being made. The Government is therefore committed to supporting manufacturers and the public to make car travel greener by investing in electric vehicle / ultra-low emission technologies and initiatives such as car-share and car clubs. In line with the current move towards devolved decision making the delivery mechanisms are to be decided upon at a local level with local transport authorities leading on the delivery of schemes that best address the transport needs of their local area.

Localism Act (2011)

The Localism Act (2011) set the scene for the devolution of certain decision making powers away from Central Government to locally accountable bodies. The Act had four main themes;

- New freedoms and flexibilities for local government,
- New rights and powers for communities and individuals,
- Reform to make the planning system more democratic and more effective,
- Reform to ensure that decisions about housing are taken locally.

Reforming our Railways: Putting the Customer First (2012)

This Command Paper sets out the Government's vision for the railways, alongside the policies that are needed to realise that vision. Making life better for customers – both passengers and freight users – is at the heart of the approach which should ensure that the railways are financially sustainable in the longer term and can contribute towards the country's economic growth and environmental goals.

Although no significant rail infrastructure investment has been highlighted in North East Lincolnshire over the course of this LTP it is likely that local users of the network will see quicker journey times thanks to better maintained track & signalling equipment, new smart ticketing being rolled out across the rail network and technological advances in the way passengers purchase tickets

National Planning Policy Framework [NPPF] (2012)

The National Planning Policy Framework sets out the Government's planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities. NPPF constitutes the Government's view of what sustainable development in England means in practice for the planning system. The policy identifies three dimensions to sustainable development; economic, social and environmental.

Within the context of the LTP, the NPPF provides a steer for Local Authorities to actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable. It acknowledges that the transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. It adds that transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives.

All developments that generate significant amounts of trips should be supported by a Transport Statement or Transport Assessment which takes into account opportunities for safe, sustainable access and whether improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. However the guidance from the Government is that development should only be prevented on transport grounds where the residual cumulative impacts of development are 'severe'.

Health and Social Care Act (2012)

This Act transferred the Public Health function away from the NHS to local authorities. Significantly this brought Public Health and Transport under the same umbrella organisation. It is widely acknowledged that environment and the way people get around can have major implications on their physical and mental well-being. Adopting a transport plan that supports people to be physically active by enabling cycling and walking opportunities can lead to reduced levels of many life limiting conditions. In addition enabling easy access to healthcare provision can lead to more people attending health centres receiving early treatment which in the long term brings with it significant health improvements and financial savings.

Door to Door (2013)

The DfT's 'Door to Door: A Strategy for Improving Sustainable Transport Integration' report aims to support and encourage people to make their whole "door to door" journey using sustainable transport. Travelling on foot, by bike and using public transport must be integrated, and comparable to the ease of using a car in

order for it to be a realistic alternative for travellers. This includes providing safe walking and cycling routes between residential areas, railway and bus stations, and other key trip generators. The four key areas within the report are:

- Improving the quality and availability of transport information,
- Making smart and integrated ticketing the norm,
- Improving connections at every stage of the journey,
- Enhancing transport facilities.

Action for Roads: A network for the 21st Century (2013)

Whilst the majority of this paper concerns the national motorway network it does consider locally managed roads which make up 98% of the national road network. It concludes that keeping this network functioning is vital to promoting national and local growth. It also highlights that the local road network has a daily impact on the lives of millions of people. The report sets out the Highways Maintenance Efficiency Programme (HMEP) framework through which the Government has been working with local authorities to develop and share best practice for the effective asset management of highway infrastructure.

Get Britain Cycling (2013)

In 2013, the All Party Parliamentary Cycling Group held an inquiry into how barriers to cycling could be addressed and opportunities taken to encourage more people to cycle more often. The report concluded that investment in cycling provided a high degree of value for money and provided significant savings across the wider public sector when compared to road investment. The result was the Get Britain Cycling Report which included eighteen recommendations under five broad headings;

- A new priority for investing public funds including a desire to see investment of at least £10 per head of population per year on cycling projects by 2020
- Redesign of our roads, streets and communities to make them more cycling friendly
- Safe driving and safe speed limits suggesting the expansion of 20mph in towns and 40mph rural roads to protect cyclists
- Training and education, providing cycle training to all children and adults and promoting cycling as a normal activity
- Political leadership, the appointment of a national Cycle Champion and the production of a national action plan to increase cycle usage from less than 2% (UK average) of all trips in 2011 to 10% of all journeys by 2025 and to 25% by 2050.

In 2015, the Council adopted a motion calling on local MPs to lobby the Government to implement these recommendations with the aim of getting a better deal for cyclists in North East Lincolnshire.

National Infrastructure Plan (2014)

A majority of economic studies report that infrastructure has a significant positive effect on output, productivity, and growth rates, and is a key driver of jobs throughout the economy. As such, it is a key element of the government's long-term economic plan. The National Infrastructure Plan (2014) sets out details of the key national infrastructure including roads, railways, local transport networks and airports necessary to support growth. Locally, the capacity improvements along the A160 corridor between the A180 and the Port Of Immingham are seen as a key project to open up growth opportunities at the port and on nearby sites along the South Humber Bank. In 2015, the National Infrastructure Commission was formed to oversee the delivery of key nationally significant infrastructure projects.

Cities and Local Government Bill (2016)

The Cities and Local Government Bill progressing through Parliament will allow for the transfer of wide-ranging powers to local areas. When enacted, this will create the framework for locally negotiated deals between central and local government to accelerate economic growth and public service reform. In response to this opportunity, North East Lincolnshire Council may agree to form part of a new, Combined Authority for Greater Lincolnshire with North Lincolnshire Council, Lincolnshire County Council and the seven District Councils across Lincolnshire.

Securing greater local influence and control over national skills, business support and infrastructure investment programmes as part of a Combined Authority represents a significant opportunity to accelerate economic and housing growth in NEL.

6.2. The Regional Context

Greater Lincolnshire Devolution

The Council is currently working with Lincolnshire County Council, the eight Lincolnshire District Councils and North Lincolnshire Councils to develop the Greater Lincolnshire Devolution Agreement with the Government. The agreement aims to accelerate the delivery of the Greater Lincolnshire Strategic Economic Plan, which aims to increase the value of the Greater Lincolnshire economy by over £8 billion, creating more than 29,000 new jobs, and delivering at least 100,000 new homes.

Amongst the powers and functions that will be devolved from central government are:

- Responsibility for a devolved and consolidated, multi-year local transport budget for the area of the Combined Authority.
- Ability to franchise bus services, which will support the Combined Authority's delivery of smart and integrated ticketing across the Combined Authority's constituent councils.

In establishing the Greater Lincolnshire Combined Authority, responsibility for an area-wide local transport plan and public transport functions will be conferred to the Combined Authority and exercised by the Mayor.

The Combined Authority, in its capacity as the new area-wide transport body responsible for determining, managing and delivering the Mayor's transport plans, will work in partnership with the existing transport bodies currently operating in the region. This will take account of the rural nature and social and demographic context of the area. This will enable the achievement of a wide range of policy objectives across health and wellbeing, reducing isolation and barriers to employment and the reduction of congestion and pollution.

At time of writing the impact of these new arrangements is not yet fully developed. They are however likely to lead to changes in the way in which the Council exercises its responsibility for highways and transportation. It is however likely that the key local challenges will remain and the Council will work with the other partner local authorities & district councils to implement these changes to support the delivery of the devolution agreement and bring about positive change for the area and its people.

Local Enterprise Partnerships (LEPs)

The Government's policy of devolving powers away from Westminster to more local bodies has brought about the creation of Local Enterprise Partnerships (LEPs). LEPs were established around the UK in 2011, to replace Regional Development Agencies. They are jointly run by local authorities and the private sector

and have been established with the aim of allowing local areas to have more influence over their economies, creating jobs, whilst addressing barriers to employment. LEPs will also focus on efforts to align improvements to the built environment (i.e. housing, the public realm, workspace and transport) with business investment. Local Enterprise Partnerships are a direct result of an increasing realisation that the need to improve an areas' infrastructure cannot be assessed without an in depth understanding of the geography of jobs and where future job creation is likely to come from. The importance of combining physical regeneration with economic interventions to create a viable economic future for areas has been recognised as a key priority that LEPs will help deliver. North East Lincolnshire Council is part of two Local Enterprise Partnerships, the Humber LEP (HELP) with a strong focus on developing a skilled and productive workforce and key infrastructure improvements that supports thriving successful businesses and the Greater Lincolnshire LEP (GLLEP) with strong focus on three of North East Lincolnshire's key economic sectors; agri-food, manufacturing/engineering and the visitor economy.



Figure 6.1 Local Enterprise Partnerships

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Humber Local Enterprise Partnership (HLEP)

The Humber LEP (HLEP) includes representatives from businesses and commerce, the University of Hull, and the four Local Authorities in the Humber area (Hull, East Riding of Yorkshire, North Lincolnshire and North East Lincolnshire). It has developed a Strategic Economic Plan (SEP) which is an overarching plan for growth to 2020 setting the overall context and priorities under which other more detailed plans and strategies sit. The SEP focuses on three key ambitions; developing a skilled and productive workforce, thriving successful businesses and most significantly to our LTP, an infrastructure that supports growth including support for road improvements that alleviate congestion and open up new development sites.

The idea of the Humber being the nations 'Energy Estuary' underpins the Humber SEP, this highlights the economic contribution of renewable energy, chemicals/petrochemicals, food, port and logistics, and the visitor economy.

Funding for the HLEP has been awarded through Growth Deal funding from the Government, a competitive process which to date has seen over £47m of investment in projects across the Humber region including

£1m towards the redevelopment of Cleethorpes town centre and resort, £1m to highway improvements that support business growth near Stallingborough and more than £1.5m of funding to undertake highway and public space improvements along Osborne Street and Bethlehem Street in the centre of Grimsby.

Greater Lincolnshire Local Enterprise Partnership (GLLEP)

The Greater Lincolnshire LEP (GLLEP), a partnership including of public and private bodies from across North Lincolnshire, North East Lincolnshire, Lincolnshire County Council and the Lincolnshire District Council areas.

The Greater Lincolnshire SEP has strong focus on three of North East Lincolnshire's key economic sectors; agri-food, manufacturing/engineering and the visitor economy. The strategy places considerable emphasis on investment in infrastructure – including road/rail and broadband – to unlock economic and housing growth.

North East Lincolnshire is the terminus point for the key A16 and A46 highway routes that run northwards from Lincolnshire. Each of these routes suffers from outdated junction infrastructure, which has historically not been amended in line with growth and now presents restrictions for future growth in both housing and economic market places. These problems will be addressed following the announcement of £4.2m of Growth Deal allocation to undertake major improvement schemes at Tollbar Roundabout and Nuns Corner. The schemes will improve traffic flow at two key strategic junctions in North East Lincolnshire. In addition to easing congestion issues, the improvements will support acceleration of housing and employment growth in the area.

The Government's Growth Deal investment in Greater Lincolnshire now totals £146.2m, focusing on key priorities that will truly make a difference to the local economy.

Transport for the North

The Northern Powerhouse report in March 2015, sets out the ambitions of Transport for the North (TfN), including an acknowledgement of the role of the Humber Ports (including Immingham and Grimsby) in providing freight transport links to Continental Europe and the wider world beyond supporting growth in the north of England. Following its publication a major multi-modal freight and logistics study has been commissioned to inform the development of future transport investment. Once a full study is published the Council will work with regional partners to ensure that the identified improvements are supported to help grow the local economy as part of the Northern Powerhouse where the relevant powers exist for the Sub National Transport Bodies. Subsequent to the Transport for the North discussions, the authorities across the Midlands are working together to form the Midlands Engine. North East Lincolnshire Council will be consulting with both bodies to maximise the benefits of membership for the authority and the surrounding area.

6.3. The Local Context

The Government's drive towards localism and the devolution of powers to local bodies will mean a greater emphasis on the links between the LTP and other local plans and policies in the future. At a strategic level, the eight Local Transport Challenges wholly reflect the broader North East Lincolnshire priorities and can be readily set in the National context as described previously.

Our new Local Plan is currently under development and it is clear that the growth and housing aspirations set out within the plan will need to be supported by enhancements to local infrastructure if our local roads and transport networks are not to be a brake on development.

In the following sections we look at some of the local plans, policies and strategies that interact with the Council's Local Transport Plan.

Rights of Way Improvement Plan [ROWIP] (2008)

North East Lincolnshire's 204km of public rights of way (PRoW) network is a valuable asset offering opportunities for walking, cycling and horse riding. Although walking and cycling are the most popular recreational past times, North East Lincolnshire has a low uptake compared nationally and to the neighbouring authorities. This had been tackled in line with Government guidance by widening the appeal of using the PRoW for all sections of the community by investigating present and future needs and drawing up an Action Plan forming part of a 10 year Rights of Way Improvement Plan. The ten year RoWIP approved by the Council in 2008 contains a list of actions to be delivered during the course of the plan, they include:

- Overcoming legal deficiencies
- Improve the condition of the network
- Making the network safer
- Improving accessibility
- Extending and linking the network

As Public Rights of Way are important elements of the local transport mix these actions are all considered to be key actions for the LTP strategy.

Parking Strategy (2011)

The Council's Parking Strategy adopted in 2011 reflects the commitment that North East Lincolnshire Council continues to give to the development of a balanced and integrated transport network for the Borough. The Strategy provides detailed information covering both on and off street parking provision. It contains a series of aims to be addressed to effectively manage car parking and access across the Borough:

- To ensure that there is an adequate supply of parking spaces, in highly accessible locations, for essential purposes whilst reducing conflicts with other highway activities;
- To ensure that those who face limitations due to disability, age or other mobility restrictions can use the most appropriate mode of transport to access town and district centres and other facilities;
- To ensure that all visitors to North East Lincolnshire are provided with an attractive range of travel options within the area and for visits to local attractions;
- To improve the quality of key access routes and transport services into town centres; and,
- To maximise opportunities to improve parking provision through early planning of development and regeneration³¹.

Faced with a growing economy and the potential for continued increase in car ownership, a progressive programme of effective parking measures put in place now will ensure that the economy and community of the Borough will continue to flourish. These measures will, by necessity, be focussed on keeping the road network, particularly in central areas, free from the detrimental effects of traffic congestion and pollution whilst improving road safety for the public.

³¹ North East Lincolnshire Council's Parking Strategy 2011

Health & Wellbeing Strategy (2013)

The health and wellbeing strategy sets out the key priorities that North East Lincolnshire Health and Wellbeing Board will seek to deliver, with the residents and communities in the borough over the three year period to 2016. Its purpose is to improve health and wellbeing by guiding the commissioning intentions and service plans of all Board members. The strategy is a statement of the board's vision, outcomes, priorities and principles for the period 2013-16, drawing heavily on the joint strategic needs assessment (JSNA) and other evidence to identify the health and wellbeing needs and assets within North East Lincolnshire.

The focus of the Health and Wellbeing Board is to take action to foster healthy people living in healthy places, as by doing that we acknowledge the impact of place on people's lives and the inter-relationship between people and place in the creation of health and wellbeing. The Health & Wellbeing Strategy clearly shows the links between health and transport, particularly the role that active transport modes can have in raising physical and mental wellbeing.

North East Lincolnshire Council Outcomes Framework (2016)

In February 2015, Cabinet approved the implementation of a 'corporate and democratic core' delivery model, created to facilitate the council in moving further towards a fully commissioning and enabling organisation.

This plan outlines the approach to commissioning in order to achieve the outcomes which will deliver the priorities of "stronger economy and stronger communities". The framework has five broad themes, under which sit a range of outcomes which the council consider to be important in achieving its priorities.

As a key local strategy the LTP has close synergies with these outcomes as identified in the diagram below which also shows how delivering schemes and initiatives that address one of the challenges can help deliver against several of the council's outcomes.

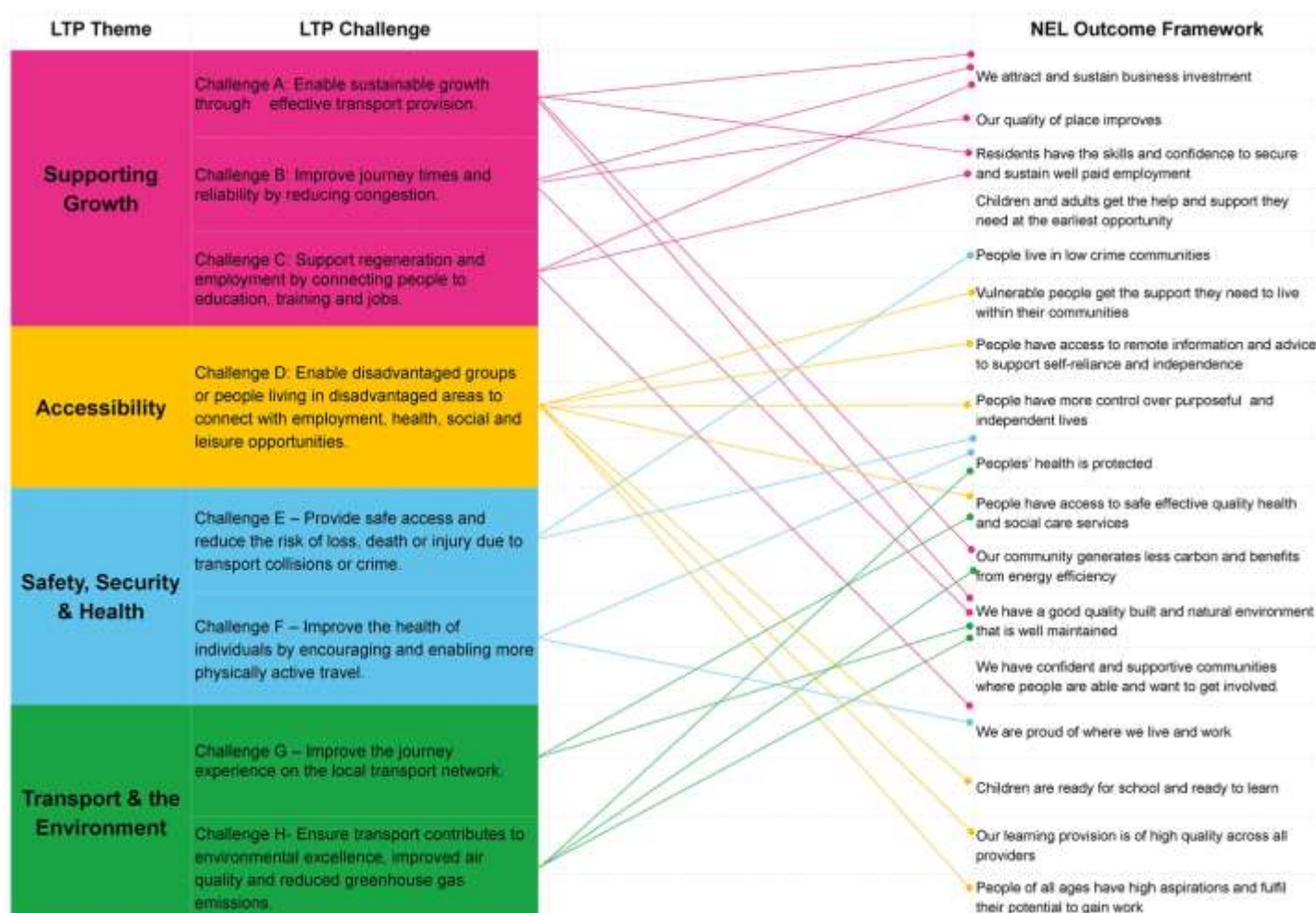


Figure 6.2 How the Council's Outcome Framework links with the LTP Challenges

Children and Young Peoples Plan (2014)

The 2014-2016 Children and Young People's Plan is based entirely on the views and opinions of children and young people. The priorities and actions in the plan have been developed through consultation with children and young people. Of particular significance to the LTP are the issues of road safety, access to school and training opportunities and the desire for independent travel.

Strategic Housing Land Availability Assessment (SHLAA) (2014)

The SHLAA provides an assessment of the land available to meet North East Lincolnshire's housing need over the coming 15 year period. It identifies sites in the borough with the potential to accommodate housing development and assesses when they could potentially be developed.

The SHLAA has been informed by a separate Strategic Housing Market Assessment (SHMA) that reviewed the projected economic growth, changes in population and household make up, concluding that around 495 households per annum (between 2011 and 2030) would be needed to meet demand.

The evaluation of each potential site includes an assessment of the transport accessibility with those site where sustainable transport access is possible being preferable than those that would be heavily reliant on private car travel.

Travel Plan Guidance (2014)

The Council provides guidance for developers on the creation of travel plans. These documents are required through the planning process for all new developments that generate a significant level of additional traffic.

Within the context of this strategy, Travel Plans can play an important part in encouraging and supporting people to choose sustainable travel modes to work and can be used by businesses and organisations to address transport and travel issues faced by people travelling to and from a site. Through a mixture of information, advice, IT, communications, technology, incentives and demand management, Travel Plans can encourage and make it easier for people to reach sites by sustainable modes while reducing the need to use private cars.

Development & Growth Plan (2015)

Invest North East Lincolnshire, the Development and Growth Plan sets out the Council's plan for unlocking economic growth and highlights the importance of transport as one for the cross-cutting themes that create the environment for growth. It goes on to conclude the role of highways and transport assets as drivers of growth need to be fully recognised and enhanced if the area is to fulfil its potential.

Highway Asset Management Strategy (2015)

North East Lincolnshire Council recognises the importance of the highway infrastructure in the context of the well-being of all who use it. The Council as Highway Authority is committed to the good management of the highway asset not only for now but also, for future generations, and recognises that effective asset management is essential to deliver clarity around standards and levels of service, and to make best use of available resources.

The Asset Management Strategy underpins the Highway Asset Management Policy and is one of the key strategic documents related to the delivery of the Council's highway services. The strategy sets out the key asset groups and components and describes the desired outcomes for each of the asset groups.

Winter Service Policy (2015 – reviewed annually)

The Highway Authority is under a statutory duty to maintain the highway. In order to facilitate safe movement, as far as reasonably practicable, during bad weather, the Highway Authority will undertake prioritised precautionary treatment and, subject to available resources, snow clearing operations on the adopted highway.³²

The categorising of routes to receive the stated level of highway winter service is primarily based upon the amount and character of traffic that would normally be expected to use the route. This has regard to the wider objectives for transport integration and network management, including strategies for public transport, walking and cycling.

Full details of the Council's responsibilities is outlined in the Winter Service Policy, the key LTP considerations are:

- Ensuring as far as it is practical that the highway network is safe to use.
- Ensure that treatments are prioritised towards strategic routes and bus public transport corridors.

³² Highways Act 1980 S41 [1]

Home to school transport policy (2015)

Parents/carers are legally responsible for ensuring their child's regular attendance at school. In some cases the local authority has a duty to support parents/carers with transport to school. The home to school transport policy describes how the local authority interprets its duty and applies its powers in respect of home to school transport. The arrangements apply only to pupils resident in North East Lincolnshire, or deemed by legislation to be the responsibility of the local authority.

In addition to transport based on distance the Council also has a duty to make transport arrangements for all children who cannot be reasonably expected to walk to the nearest suitable school because the nature of the route is deemed unsafe to walk.

Local Plan (2016)³³

The Local Plan looks forward to 2032 and is a key document which will guide the changing use of land in the North East Lincolnshire and define the purpose to which it is put in the future. The Plan has three central themes:

- Building the economy we need;
- Building the homes we need; and,
- Building the place we need.

The Plan sets out the Council's vision and strategy for development, including why, where and how the Borough will grow. The Plan is a plan for growth and aims to ensure North East Lincolnshire becomes a sustainable location in which people can live, work, and enjoy their recreation, both now and in the future. It is a wide ranging strategy that covers many aspects of life in the Borough, consequently the Plan has ten strategic objectives at its core, and these are;

SO1 Population	Meet development needs and facilitate economic development by supporting population growth, retaining working age population and providing for a generally ageing population.
SO2 Climate change	Address the causes and effects of climate change by promoting development that minimises natural resource and energy use; reduces waste and encourages recycling; reduces pollution; brings about opportunities for sustainable transport use; responds to increasing flood risk; and, incorporates sustainable construction practices. Promote appropriate distribution of development and the role of green infrastructure in mitigating aspects of flood risk. Recognise the increased stress on habitats and species that climate change causes
SO3 Economy	Support environmentally responsive local economic growth by promoting conditions that sustain an increase in the number of better paid jobs; removing barriers to investment and access to jobs; and, raising skills. Promote rural regeneration and diversification, including a strengthened tourism offer.
SO4 Housing	Significantly boost housing supply to meet the existing and future housing needs of the whole community. High quality market and affordable housing, specific provision for the elderly, special needs housing and gypsy and travellers' accommodation will be supported. A balanced supply of deliverable sites will be identified to achieve as a minimum, the objectively assessed needs of the Borough, identified overall housing target.

³³ Local Plan 2016, North East Lincolnshire Council

SO5 Social and health inequality	Narrow the gap in terms of social and health inequality by addressing issues of housing choice, providing accessible employment and training opportunities, promoting healthier lifestyles, providing healthcare and community facilities, improving educational attainment and cultural facilities; and establishing protecting, and maintaining a network of accessible good quality open space, sport and recreation facilities.
SO6 Built, Historic and Natural Environment	Ensure that the development needs of the Borough are met in a way that safeguards and enhances the quality of the built, historic and natural environment. Direct development to locations of least environmental value and proactively manage development to deliver net gains in biodiversity overall. Encourage the use of brownfield land.
SO7 Transport	Improve accessibility to jobs and services by sustainable transport modes, including cycling and walking; reduce the overall need to travel with employment and housing growth spatially balanced; and, provide the necessary infrastructure to support sustainable growth.
SO8 Town centres and local facilities	Strengthen the vitality and viability of town centres, meeting the needs for retail, commercial and leisure uses, focusing appropriated uses on town centre sites, promote regeneration where appropriate and support the retention of local community and service facilities
SO9 Design	Raise the quality of developments by applying the principles of good sustainable and inclusive design; promote safe, secure and accessible streets and places; and, recognise the importance of supporting and strengthening local character and distinctiveness
SO10 Minerals and Waste	Safeguard important mineral resources and support minerals infrastructure for the future. Promote the application waste hierarchy in the management of waste and deliver sustainable facilities to manage waste.

Figure 6.4 Local Plan Strategic Objectives

LTP Challenges	Local Plan: Strategic Objectives									
	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9	SO10
A: Sustainable growth through effective transport provision		✓	✓				✓	✓		
B: Reduce congestion			✓				✓			
C: Connect people to education, training & jobs	✓		✓				✓			
D: Accessibility to key local services	✓			✓	✓		✓	✓		
E: Safe access and reduce risk of loss or injury					✓		✓		✓	
F: Improve health by encouraging active travel					✓		✓			
G: Journey experience							✓			
H: Environmental excellence		✓				✓	✓			✓

Figure 6.5 Relationship between LTP Challenges and Local Plan Strategic Objectives

As the table above shows there are strong synergies between the strategic objectives set out in the Local Plan and the LTP Challenges, demonstrating that the two documents are complementary to each other and both have the Council's core values of a stronger economy and stronger communities at their core.

Economic Strategy (2016)

The North East Lincolnshire Economic Strategy sets out how the Council will bring together the skills, capacity and resources of the public, private and voluntary sectors to realise North East Lincolnshire's potential for economic growth; and to ensure that all local residents can benefit from growth and prosperity.

The strategy has been developed jointly by North East Lincolnshire Council and the Development and Growth Board, a public/private partnership tasked with responsibility for setting the economic strategy for the area. The strategy sets out a long-term vision for the local economy and details the priority actions that will be delivered to help achieve our objectives over the next three years.

The strategy confirms the idea that for the area to realise its full potential in terms of economic growth, the infrastructure that underpins the future development needs to be strong, resilient and sustainable. It contains actions aimed at improving junctions and road capacity by working with partners to secure the necessary public/private sector funding. In addition the strategy seeks to bring about improved freight and passenger rail links to support future growth.

Chapter 7

Managing the Transport Strategy

7. Managing the Transport Strategy

We are entering a period of economic growth that has not been seen in a generation and this Transport Strategy has been developed, so as to be adaptable to changes in local priorities. A formal governance process has been adopted by the North East Lincolnshire Council to manage the delivery of all aspects of this Transport Strategy and the associated Delivery Plans. It is also appropriate that a review of the Transport Strategy is carried out every five years, to maintain compliance with national guidance and best practice, as well as consistency with other developing strategies and policies. This helps to ensure that the Transport Strategy remains applicable and relevant to local people and the transport, access and connectivity issues they face.

7.1. Governance

In support of the delivery of LTP, a detailed governance process has been adopted since the development of the LTP3 Transport Strategy in 2010. This governance process is described in detail in the accompanying Delivery Plan and is summarised below.

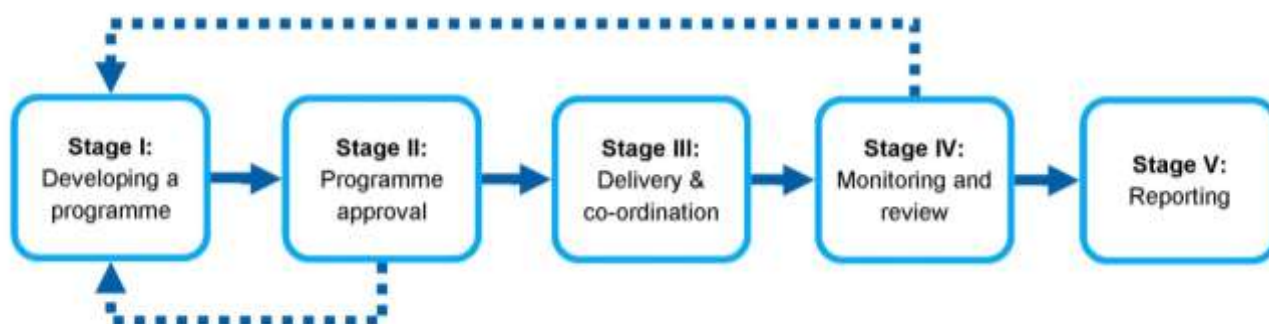


Figure 7.1 LTP development and delivery process map

Stage I: Developing a programme.

Programme Managers develop a prioritised forward programme of potential projects. The creation of which is a continuous process and is under constant revision, to take into account any new requests or emerging network pressures. Typically, Programme Managers will be looking ahead three or more years at this stage and will prioritise the projects on the forward programme based on the impact on the LTP Challenges and assessments of the affordability, deliverability and risk associated with each project.

Stage II: Programme approval.

The LTP Scheme Approval board is made up of Managers and Senior Officers from within the Regeneration Partnership team and recommends to the Council which schemes should be included in the Annual Capital Programme. Overall the LTP Scheme Approval board will seek to present a balanced programme with regard to the available budget and the Council's priorities in accordance with LTP. A report detailing all of the projects for delivery in the forthcoming financial year is then circulated to all Members for information and challenge before being submitted for approval to the appropriate NELC Portfolio Holder.

Stage III: Delivery and Co-ordination

Following approval by the Portfolio Holder, the management of the delivery phase passes to staff within the Regeneration Partnership. Programme Managers are responsible for the delivery of their own elements of the programme with monthly co-ordination meetings being used to monitor delivery, manage risk and forecast expenditure.

Stage IV: Monitoring and Review

Once complete the scheme will be subject to an appropriate period of review. During this period, data may be collected regarding usage/condition etc. to assess the impact of the scheme.

Stage V: Reporting

Councillors and the public are kept informed about progress on the current year's LTP Capital Programme through an update report delivered quarterly. The report focusses on progress in delivering the LTP Capital Programme for the year and provides an opportunity for any changes made to the programme to be formally ratified.

7.2. Programme Management

Projects delivered through the LTP programme are carried out in accordance with the North East Lincolnshire Council Project Management Framework. The framework sets out the key stages and processes for delivering successful projects and is adaptable based on the size, value and complexity of individual projects. Further details about the LTP approach to programme management are included in the Delivery Plan.

7.3. 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 accordance with the Council's Risk and Opportunities Management Framework and will take into account the type and value of individual projects. Further details about risk management are included in the LTP Delivery Plan which accompanies this document.

At the start of each review cycle all schemes currently in the LTP programme will be appraised against the transport challenges. In parallel, new schemes will be developed and brought forward as the annual programme is developed, refined and reviewed in line with overall Council priorities and available funds.

Through the 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.

7.4. Resources

Resources will be fully defined in the Delivery Plan that accompanies this strategy, however the level of funding made available through the DfT settlement is based on a formula and the removal of ring-fencing of the settlement now means that the final amount made available to deliver LTP projects is decided at a local level.

In addition to traditional LTP 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 ENGIE where appropriate.
- Engaging communities and partner organisations with our plans through the existing working arrangements
- 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 new external funding sources, 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 or other avenues.

7.5. Communications

An action plan has been agreed by the Council and its delivery partner covering how communications will be managed regarding the on-going delivery of the LTP.

7.6. Outcomes, targets and monitoring

To help manage the delivery of LTP a number of indicators will be monitored and where appropriate targets will be set. Performance monitoring will be an integral part of the LTP 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...”

A comprehensive set of performance indicators are in place covering the North East Lincolnshire Regeneration Partnership including the delivery of the LTP. As well as wider partnership targets we will continue to monitor data from a variety of sources to assess long term trends, in most cases we will not define a target to these. In addition where appropriate we will monitor the impact of individual schemes through the use of before and after surveys or user surveys where opinion is required. Full details regarding the performance indicators and how they are to be monitored is presented in the accompanying LTP Delivery Plan.

Chapter 8

Supporting Growth

8. Supporting Growth

8.1. Supporting Growth

One of the key objectives for transport in the Borough is to support the local economy and encourage sustainable growth. The Economic Strategy sets out how we will bring together the skills, capacity and resources of the public, private and community sectors to realise the Borough's potential for economic growth and to ensure that all local residents can benefit from that growth and prosperity.

In order for the area to realise its full growth potential, the infrastructure that underpins future development needs to be strong and resilient as well as ensuring that there are different transport options available to both businesses and residents to get around.

The future growth potential in the areas five key sectors; renewable energy, ports & logistics, food processing, chemicals and the visitor economy are all reliant on good transportation links, whether that is road and rail enhancements to improve the flow of goods into and out of the local ports or better car parking provision and pedestrian and cycle routes around Cleethorpes for visitors. Strong and sustainable economic growth will not be possible without appropriate highway and transportation improvements being delivered alongside development.

Although Borough wide congestion is less of an issue here than in larger built up urban areas it is still a problem at localised pinch points on the network at peak periods of the day or when particular events occur. Within the lifetime of this strategy there are likely to be significant additional pressures on the network resulting from growth in both residential and commercial developments. How the local transportation networks adapt and cope with these additional demands will be a key determinate of the success of this strategy. Feedback from business and industrial stakeholders highlights that congestion has a detrimental impact through increased delays and higher operating costs. In addition, queues of slow moving vehicles also contribute to increasing levels of greenhouse gases and other environmental problems.

The consultation undertaken during the development of LTP 2011-2026 led to the development of three local transport challenges around supporting sustainable economic growth. These are:

Challenge A: Enable sustainable growth through effective transport provision.

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

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

In the following sections we look at each of these three challenges in more detail, outlining;

- The evidence as to why these are considered important issues to address looking ahead to the period of this LTP,
- How the challenges can be addressed by adopting the tool kit approach
- Case studies of schemes already implemented
- Details of how success will be monitored and measured.

8.2. Challenge A - Enable sustainable growth through effective transport provision.

Transport planning, advice and provision are key factors that underpin sustainable growth. Effectively being able to transport goods and people around the local area supports the development of employment, housing and associated services in a way which is economically, environmentally and socially sustainable.

Justification

Over the lifetime of this Local Transport Plan there is anticipated to be over 8,500 new job opportunities and 12,000 new homes³⁴ created in North East Lincolnshire. This growth will need to be delivered alongside the enabling infrastructure if it is to be sustainable in the long term.

The ports and logistics sector continues to be one of the area's largest employers with over 7,400 people employed in the sector or its supply chain across the Humber. Without good transportation links these industries couldn't grow and may very well move out of the area, taking with them thousands of jobs. It is therefore vital to deliver improvements to transportation networks supported by investment through the LTP.

Between 2004-2013 the area has seen a small population growth of less than 1% but a decline in employment opportunities of over 6%³⁵. Whilst there are many factors beyond the scope of this LTP that affect these changes it is clear that business is telling us that an effective and well managed highway and transport network that enables efficient movement of people and goods is a key prerequisite to reversing this trend and encouraging growth.

The growth of employment opportunities across North East Lincolnshire is likely to impact on areas outside the Borough's geographical boundary. The Grimsby Travel to Work Area (TTWA) already spreads into neighbouring Local Authority areas, 87.2%³⁶ of the residents who live within the Grimsby Travel to Work Area also work there. As the Humber region grows as a centre for renewable energy and other industries it is likely that this area of influence will increase to take into a wider geographical area. It is therefore essential to consider traffic movements from outside of North East Lincolnshire as well internal movements when developing measures that impact on this challenge.

The average commuting distance in North East Lincolnshire has increased in the decade between 2001 and 2011, rising from 12.6km at the start of the decade to 13.2km by its end. Average commutes are still shorter in North East Lincolnshire than both the regional (14.6km) and national (15.0km) averages³⁷.

Travel to work by car (either as driver/passenger) is broadly in line with similar local authority areas and the regional average. There is however a larger number of people cycling and walking to work than those areas.

The ongoing urban regeneration of Grimsby town centre, the growth of the South Humber Bank industries and the emerging development plans for Cleethorpes are amongst the Council's key priorities and the local transport networks in these areas have a major role to play in supporting these regeneration aspirations. Transport capacity for commerce and freight must be made available and guarded against congestion that may result from additional traffic that is generated by new developments if transport networks are not to reduce the attractiveness of the area to investors.

³⁴ North East Lincolnshire Council Local Plan (2016)

³⁵ Centre for cities (www.centreforcities.org)

³⁶ Office for National Statistics Census 2011

³⁷ Office for National Statistics Census 2011

What has been achieved already?

The completion of the A18/A180 link road and improvements to the A160 in 2016 brought to an end a long desired aim to improve road access to the Port of Immingham and surrounding areas from rural Lincolnshire. The new links provides faster journey times and greater journey time reliability for commercial traffic into and out of the area. The new A18/A180 link road also provides environmental and safety benefits of people living along the old HGV route to the port. Historically HGV traffic accessing the nearby port had taken a route along Pelham Road through the main residential and shopping areas of Immingham. This had led to road safety, noise, severance and air quality problems. By removing heavy vehicles from the town there is likely to be safety and environmental benefits too.

In 2011, the Council was awarded £4.43m from the Government's Local Sustainable Transport Fund (LSTF) in part to make improvements to the town centre in Grimsby to support future economic growth. Amongst the projects were changes to the approach to the railway station, better integrating it into the town centre for visitors arriving by train and the redevelopment of the Riverhead bus interchange including the provision of an indoor waiting area and real-time bus information? This work built on the pedestrianisation project along Victoria Street completed back in 2008.

The Council has also refreshed and expanded its traffic model to incorporate the whole of the strategic road network across North East Lincolnshire. This is an important development as it allows the extent of the growth aspirations to be modelled in detail and the traffic impacts assessed. In doing this we are able to develop scenarios to address future traffic and congestion problems helping to support sustainable growth.

How will the challenge be addressed?

Challenge A

Enable sustainable growth through effective transport provision.

The Council will implement a clearly defined planning and interventions framework to enable and support sustainable economic growth through the effective provision and management of transport networks and services.

This involves adopting a sequential approach of seeking to:

- Reduce demand, through the implementation of spatial planning, fiscal interventions, behavioural change programmes and technological measures such as teleconferencing and home working.
- Encourage modal shift towards more sustainable travel modes, shifting from private to public transport and from road/air freight to rail.
- Increasing the efficient use of vehicles, encouraging higher occupancy rates by promoting car sharing and car clubs. Supporting eco-driving and measures to smooth demand peaks to increase network capacity without the need to build new links.
- Finally, develop and implement projects that increase capacity for motorised transport. This should only be implemented once the full potential impacts of the three above approaches have been appraised and the full impact that new road links will have on the local economy and communities has been assessed. Any capacity increases that are required should be prioritised to the most efficient and sustainable modes.

Where developments generate significant amounts of movement, the Council will require the developer to support their application with a Transport Statement (or Transport Assessment) and a Travel Plan in line with current guidance.

Measures / Indicators

HT6	Percentage of principal roads where maintenance should be considered
HT7	Percentage of non-principal roads where maintenance should be considered
HT8	Percentage of unclassified roads where maintenance should be considered
TCI1	Bus passenger journeys
L20	Growth in area wide traffic mileage
L22	Average number of occupants per private car/van
L23	Total number of monitored cycle trips
L24	Total number of monitored walking trips

Further details about all the LTP Performance Measures can be found in the LTP Delivery Plan which accompanies this document.

8.3. Challenge B - Improve journey times and reliability by reducing congestion.

Traffic congestion impacts everything from how long it takes us to get to work and the amount of fuel we consume in our vehicles to the costs of food at the grocery store. A key outcome of this challenge is to take actions to reduce traffic congestion in a co-ordinated way using a mix of measures that enable & encourage the use of alternative travel modes and increasing highway capacity particularly at pinch-points.

Providing businesses with more accurate journey times can help with their business planning helping to reduce uncertainty and bring down business costs.

Justification

A study carried out by the Centre for Economics and Business Research (CEBR) estimates that annual cost of congestion to the economy is £4.3bn or £491 per car commuting household³⁸. Between 2013 and 2030 the CEBR predicts that congestion will cost the national economy over £115bn in indirect costs (those relating to higher freightage and business fees from company vehicles idling in traffic, which are passed on as additional costs to the end consumer). This is in addition to the £191bn of direct costs relating to the value of fuel used and time wasted rather than being productive at work.

Traffic congestion in North East Lincolnshire tends to be a relatively transient problem with delays occurring at specific points on the network for relatively short periods of the day. In chapter 5 we identified that many of the junctions on the highway network were currently operating at or near capacity at peak times, this in turn is likely to cause delay to travellers. The growth aspirations as detailed in the Local Plan and outlined above are likely to lead to a significant increase in the volume of traffic on the local road network during the lifetime of this LTP. Unless suitable solutions are identified it will exasperate the existing situation, although predicting where and how severe the increased congestion will occur is as difficult as it is dependent on build out rates at individual sites and where and when new employment sites occur.

What has been achieved already?

LTP funding has been used to undertake a significant upgrade to the system that controls traffic signals across North East Lincolnshire. The old Siemens SCOOT system had been developed over a number of years and technical support for the system was to cease. The new PC SCOOT system provides a modern wireless solution enabling better co-ordination between different locations, helping to move traffic through a series of junctions more easily, reducing congestion and improving journey times and journey time reliability. The project was the first phase in an ongoing programme of upgrades that will in time mean that all the traffic signal junctions within North East Lincolnshire will be linked allowing them to react to changing traffic flows and demands.

Localised peak time congestion was identified at the junction of Peaks Lane and Hewitts Avenue, Cleethorpes. Through the LTP, a small lane widening project was implemented to provide additional capacity for left-turning vehicles to Peaks Lane. This has improved traffic flow through the junction and helped reduce queueing traffic.

³⁸ Centre for Economics and Business Research (2013)

How will the challenge be addressed?

Challenge B

Improve journey times and reliability by reducing congestion.

The Council will seek to reduce congestion and its impact on the local economy using a multi-tiered approach that promotes alternatives to private car travel as well as undertaking highway improvements to increase capacity and vehicle flow.

In the first instance we will look to effectively plan and manage land use to ensure that accessible sites are developed, that the full impact of proposed developments is understood before consent is granted and that developers are required to maximise accessibility to sustainable travel choices, promoting walking, cycling and public transport; and address necessary improvements to the highway network, both on and off site as a result of their development.

The Council will also keep under review its policies towards car parking charges as a mechanism of influencing travel demand. It will look to reduce the impact of the school run on peak time traffic congestion by promoting and enabling more sustainable alternatives such as walking or cycling and will work with freight operators, distributors, the retail sector and industry to reduce the negative impacts of freight movements on our local communities.

Public transport operators will be supported to improve the quality and attractiveness of local bus, demand responsive and rail services to encourage mode shift away from private cars. The Council and its partners will commission the delivery of “smarter choice” interventions alongside operators such as workplace, school and residential travel plans that commit to targets to reduce car usage and encourage sustainable travel alternatives.

Once the extent of these measures has been considered the Council will seek to create new or improve highway infrastructure that addresses well evidenced congestion at the identified “hot-spots” to improve traffic management. Where the scale of the necessary improvements is outside that deliverable through the LTP we will work with external funding bodies to bring about major highway improvements including the introduction of new technologies that result in increased capacity and better managed traffic.

Measures / Indicators

TCI1	Bus passenger journeys
L20	Growth in area wide traffic mileage
L22	Average number of occupants per private car/van
L23	Total number of monitored cycling trips
L24	Total number of monitored walking trips

Further details about all the LTP Performance Measures can be found in the LTP Delivery Plan which accompanies this document.

8.4. Challenge C - Support regeneration and employment by connecting people to education, training and jobs.

The area of North East Lincolnshire and its people are starting to see set the early shoots of significant economic and social change. The pace of change is only likely to increase over next 25 years and it is vital to the local economy that local people are able to take full advantage of the opportunities that are expected to present themselves. In order for that to be a reality we need to ensure that local people have the opportunity to access education, training and employment opportunities that will lead to them and their families achieving better, well paid jobs.

Justification

Much of the economy in North East Lincolnshire in the recent past has been based around relatively low skill process operations; as a result wages remain significantly lower than regional and national averages. There is a local skills gap identified by the Council through the North East Lincolnshire Sector Study (2014), with industries in various sectors, particularly ports and logistics, renewables and energy and chemical and process industries all recruiting staff from outside the Borough because of a lack of a skilled local workforce. The CATCH training facility at Stallingborough and the provision of degree level and specialist courses through the Grimsby Institute are helping to address this skills shortage.

A key element of the Council's Economic Strategy is to bring about economic investment in key sectors that generate well paid local jobs for local people, in order to achieve this a key challenge is to ensure that transport infrastructure and provision are not a barriers to our young people taking up training and education opportunities that enable them in the future to gain employment in well paid, high skilled jobs.

What has already been achieved?

The Council has worked closely with businesses on Europarc and local bus operators to make significant improvements to public transport access to the business park. Improved frequencies, modern vehicles, cheaper ticketing and expanded routes have all led to a rise of 98% in passenger numbers between March 2011 and March 2016.

The Humber and Wolds Rural Community Council (HWRCC) has operated a successful and cost effective Wheels to Work scheme for North East Lincolnshire residents for over 10 years. During the past three years over 80 individuals have been offered employment support, 30 have successfully passed their CBT test and been awarded their certificates and 41 have benefited from the loan of a scooter. This has enabled individuals to gain employment and increase their skills set by attending training courses.

How will the challenge be addressed?

Challenge C

Support regeneration and employment by connecting people to education, training and jobs.

The Council will adopt a range of policies to enable local residents to access education, training and employment opportunities including early engagement with developers to offer advice and assistance to bring forward sites that are accessible particularly to people living in the most deprived areas of the Borough. We will work co-operatively with neighbouring Local Authorities and Local Enterprise

Partnerships to build connectivity and good access into business and investment plans.

Transport network and service improvements will be necessary to facilitate the development of many of the anticipated growth sites along the South Humber Bank. Where appropriate the Council will seek to invest in new highway infrastructure and transport services ahead of anticipated development to help improve the viability of these development sites helping to attract investment, create jobs and deliver a stronger local economy.

Alongside infrastructure we will use accessibility planning and on-going community engagement as key tools to identify poor accessibility and gaps in transport provision. Once identified we will work partners to identify solutions appropriate to the individual circumstance.

Workplaces, training establishments and schools will all be encouraged to adopt travel plans that take into account how people, especially those from the most deprived parts of the Borough can access their facilities. Partnerships with transport operators and service providers will be encouraged and the provision of information about services will be a priority as a way of creating and broadening travel horizons.

Measures / Indicators

TCI1	Bus passenger journeys
SD11	Percentage of non-frequent buses on time
SD12	Average excess waiting time for frequent services
SD13	Number of licensed taxis
SD14	Licensed taxis with wheelchair accessible requirements
L17	Percentage of road crossing with facilities for the disabled
L22	Average number of occupants per private car/van
L23	Total number of monitored cycle trips
L24	Total number of monitored walking trips

Further details about all the LTP Performance Measures can be found in the LTP Delivery Plan which accompanies this document.

In addition, we will use specialist TRACC software to carry out more detailed transport accessibility monitoring and compare these results to the national DfT data. This additional monitoring will include analysis of the percentage of North East Lincolnshire residents (without access to a vehicle) who are within a 30 & 60 minute bus journey of:

- A Primary school
- A Secondary school
- A Further Education College

Chapter 9

Accessibility

9. Accessibility

9.1. Accessibility

Transport underpins everything we do in North East Lincolnshire. Every resident in the borough has a transport decision to make at the start of every day. Ensuring local transport networks (including footpaths, road, bus and cycle networks) enable residents to access essential services is a key element to delivering transport accessibility across the borough.

Transport Accessibility is defined as the ability of people to access locations, goods and services they need to, allowing them to participate in work, training, education, healthcare, shopping and leisure activities. A society with the ability to access local facilities as they require means that people can lead a full and active life. Poor accessibility can lead to social exclusion and the feeling of isolation which in turn can have a significant negative impact on people's physical and mental health.

Accessibility is not just about people's ability to get to key services easily. Where these services are located is as important. The role of land use planning cannot be under-estimated, the location, type and design of developments will all influence how people are able to get there and what modes they choose. Too often poor accessibility is a result of the lack of synergy and harmony between land use and transport planning. Spatial policies can make the use of public transport, cycling and walking more likely by locating development in areas that are already or that can be made accessible by these modes.

Since the 1950's the need to travel has become far greater and more complex as society has organised itself around use of the private car, and at the same time services and facilities have become concentrated in certain areas. In this time car ownership has steadily risen, however, not everyone has access to a car and this has led to problems of accessibility especially for those on low incomes, and for those in areas not well served by other forms of transport. The problem of poor accessibility has been exasperated by the growing levels of car ownership resulting in a reduction in the commercial bus network as demand for services have reduced. Furthermore additional pressure has been put on Local Authorities to pay for socially necessary bus services where operators are not able to run commercially. At a time of reducing budgets in the public sector the ability of Councils to subsidise these services is coming under threat.

Transport accessibility contributes to a range of strategic issues and LTP consultation led to the development of a specific accessibility challenge:

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

In the following sections we look at each of this challenge in more detail, outlining;

- The evidence as to why these are considered important issues to address looking ahead to the period of this LTP,
- How the challenges can be addressed by adopting the tool kit approach
- Case studies of schemes already implemented
- Details of how success will be monitored and measured.

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

Justification

For some residents in North East Lincolnshire there are no public transport options, in some instances it doesn't go to the right places or at the right times, for others it does not go often enough or reliably enough, or vehicles are not accessible to disabled people. People living in rural areas without access to a car can face particularly acute problems. Where people do not have access to places they need to get to at certain times, such as in the early morning or late evening or on Sundays, because of lack of bus services. For example, shift-workers needing to get to or from work at unsociable hours, or young people who cannot take part in night time social activities because there is no transport home. People may not have access to places because of a disability, or those who are effectively prisoners in their own home because of fear for their personal safety if they venture out. For example, someone with learning difficulties who cannot read a bus timetable but has to travel alone, or an older person who finds it difficult or intimidating to walk to the bus stop.

Residents in some of the most deprived Wards in the Borough may find the costs of personal or public transport to be unaffordable. Bus fares have doubled since 2000 and motoring costs now account for around a quarter of the average weekly expenditure of households in these areas.

Developments including housing, hospitals, business and retail are often located in areas not easily accessible to people without a car. The location of these facilities effectively excludes some people from using them; this can have serious implications for the individuals concerned.

Within North East Lincolnshire the rates of 16-18 year olds not in education, employment (NEET) is above regional averages and educational attainment rates are below those in similar Local Authorities across England³⁹. Difficulties with transport can prevent people from participating in learning or restrict their choice of the quality, subject matter or type of learning they attend. Transport is therefore an integral part of the Council's drive to increase participation and achievement in education.

Transport enables access to number of activities and services which can influence health in a positive way. Appropriate access to health care for a diverse population requires more than simply providing the health services. Provision alone cannot guarantee access to health care. Equal access to healthcare has been a central objective of the NHS since it began, yet inequalities still exist. For people living in rural areas, access to health care can be difficult due to distances to services and the time taken to travel to those services. Lack of public or private transport may mean that people living in rural areas do not use available services. Annually over 1.4 million people miss, turn down or simply choose not to seek healthcare because of transport problems. This poor access to healthcare can result in significant financial costs to both the patient and the health provider.

Poor transport can prevent local people from taking up and keeping employment, it may even restrict their choice of jobs. It is essential the appropriate transport links are available to support people into employment opportunities and to help sustain employment. Job vacancies are not always within easy reach of workless people, even when they are quite close. The main problems are: a lack of access to public or private transport, prohibitive costs of fares or running a vehicle to get to work, and limited travel horizons, which includes lack of knowledge about and trust in the available travel options. Inadequate

³⁹ LTP Evidence Base, 2016

transport is rarely the only barrier to entering paid work, or even the most important one, but it can be a significant problem for many. It prevents people attending interviews, limits the range of jobs they can apply for, and forces them to turn down job offers, thus prolonging their time on benefits.

Transport has become more of an issue over time partly because of the growth of employment in places and at times that are not served by public transport, and which are not always close to where unemployed people live. Many of the new jobs created in recent years have been in out of town or suburban locations, which can be hard to reach without a car. More jobs also require evening and weekend work, when public transport services are poorer.

Over time commuting patterns have become more complex and the growth of “flexible working” both have implications in terms of accessibility. There are many people of working age who do not have access to a car, as well as workers in low-paid employment often working anti-social hours where access to their employment can be exceedingly difficult without access to a car. Maintaining and improving accessibility to employment remains an important issue for the Council particularly in uncertain economic times.

North East Lincolnshire’s transport accessibility challenges are not unique, with many other areas of England, particularly in the Yorkshire and Humber region, suffering with similar issues. North East Lincolnshire has key challenges in relation to health, education attainment and low employment rates and transport can play a key role in improving the quality of life for local residents.

What has been achieved already?

The Local Authority has worked with a variety of partners from across the public, private and voluntary sectors for over ten years to improve transport accessibility in North East Lincolnshire.

Measures to address transport accessibility in North East Lincolnshire have included:

Improving physical accessibility and availability	• Subsidised bus services - 1, 2 & 20, • Phone n Ride - demand responsive transport • LSTF funded projects
Widening travel horizons	• Quarterly "Bus It" travel surgeries • Real Time Bus information • Electronic bus information at train stations to improve integration
Safer streets and stations	• CCTV on local buses • Station Approach street lighting scheme • Partnership working with Humberside Police
Making travel more affordable	• North East Lincolnshire Concessionary Travel Scheme • Multi value journey tickets
Partnerships	• North East Lincolnshire Accessibility Planning Partnership
Reducing the need to travel	• North East Lincolnshire Travel Plan Guidance • Land Use and Transport Integration Mapping

Figure 9.1 Achievements to date

How will the challenge be addressed?

Challenge D

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

The Council will use robust data sources and modelling techniques to identify where potential transport accessibility problems are likely and where transport accessibility issues are identified, we will seek to review the issues and to develop an action plan to deliver solutions. As far as possible, the development of these solutions will include collaborative working with local operators and service providers. These organisations and partnerships often have knowledge about specific client groups and ways to meet their needs and are able to identify appropriate solutions. The plans will include measures to monitor delivery performance over a given time, and how these will be achieved. Action plans should include consideration of the following issues:

- Physical access, particularly for people with mobility impairments, the aged or disabled.
- Current transport options including the punctuality and reliability of services when people are needing to travel.
- Cost of travel, can be a significant barrier to people entering employment or accessing local services.
- Crime and the perceptions of crime on local transport networks can significantly reduce people's ability to access facilities.
- The provision of information including that for the blind or partially sighted in alternative formats and in alternative languages.
- Safety from traffic including safe walking links to and from bus stops.
- The location and scheduling of services, including timing health appointments to coincide with the availability of transport services and the decentralisation of healthcare and other services to community settings.

Measures & Indicators

TCI1	Bus passenger journeys
SD13	Number of licensed taxis
SD14	Licensed taxis with wheelchair accessible requirements
L17	Percentage of road crossing with facilities for the disabled
L23	Total number of monitored cycle trips
L24	Total number of monitored walking trips

Further details about all the LTP Performance Measures can be found in the LTP Delivery Plan which accompanies this document.

In addition, we will use specialist TRACC software to carry out more detailed transport accessibility monitoring and compare these results to the national DfT data. This additional monitoring will include analysis of the percentage of North East Lincolnshire residents (without access to a vehicle) who are within a 30 & 60 minute bus journey of:

- A local hospital
- A local grocery store
- A GP
- A “town centre”

These figures will be reported directly through the Transport Accessibility strategy monitoring process.

Chapter 10

Safety, Security and Health

10. Safety, Security and Health

10.1. Safety, Security and Health

Safety and security on our local transport networks are key considerations that can have a major influence on an individual's travel horizons and travel choices. Interventions that address safety and security concerns can help encourage people back into work or education.

There was a significant change in the area of Public Health as a result of the Health and Social Care Act 2012 which transferred public health responsibilities from the NHS to North East Lincolnshire Council in April 2013. The transfer of responsibilities was accompanied by a fresh focus from treating sickness to actively promoting health and wellbeing. This new duty has an impact across wider Council strategies such as the LTP where steps to encourage cycling and walking can lead to local people being more active and consequently being healthier.

Analysis of a range of local plans and policies and the feedback received from the LTP stakeholder workshops has led to the development of two LTP transport challenges that summarise the main challenges around safety, security and health, these are;

Challenge E - Provide safe access and reduce the risk of loss, death or injury due to transport collisions or crime.

Challenge F - Improve the health of individuals by encouraging and enabling more physically active travel.

In the following sections we look at each of these challenges in more detail, outlining;

- The evidence as to why these are considered important issues to address looking ahead to the period of this LTP,
- How the challenges can be addressed by adopting the tool kit approach
- Case studies of schemes already implemented
- Details of how success will be monitored and measured.

10.2. Challenge E - Provide safe access and reduce the risk of loss, death or injury due to transport collisions or crime.

Improving road safety and reducing the rate and perceptions of crime on our local networks can encourage people to be more active and social, engaging in positive lifestyles that can have benefits not only to the individual concerned but to society in general

There are also direct economic benefits from reducing road collisions. Since 1993, the valuation of both fatal and non-fatal casualties has been based on a consistent willingness to pay (WTP) approach. This approach encompasses all broad range of aspects of the valuation of casualties. The 'Reported Road Casualties in Great Britain: 2011' annual report from the DfT put the total value of prevention of reported road collisions in 2011 at an estimated £15.6 billion.

In 2014, it was estimated that the total cost of road traffic collisions in North East Lincolnshire using this WTP approach was over £30million, this includes many factors including the direct costs of dealing with the aftermath of the accident incurred by the blue light services, the costs of long-term health care and the loss of future earnings for people who are unable to return to work after the accident.

Justification

Road Safety

Road safety and a reduction in road traffic collisions is a significant local issue and is cornerstone of the Council's partnership with ENGIE. The most recent figures available for North East Lincolnshire show that KSIs are heading in the right direction with a reduction of over a third in all KSIs from the 2004/2008 baseline. Child KSI are showing a similar trend with a fall of 27% from the same baseline period.

Despite these falls it is important to continue efforts to improve the situation. As well as the obvious physical and mental impacts of road collisions on the people involved and their families the financial costs of each accident can be very significant. In 2014, there were four fatalities, 69 serious injuries and 443 slight injuries reported on our local roads, it was estimated that the total cost of these collisions was over £32.6 million⁴⁰. It is clear that there is a strong financial case for investment in road safety with every accident that can be prevented making a significant financial saving.

Crime and security

Security has an impact on a number of levels, the presence of good street lighting and CCTV in local car parks can deter theft from and damage to vehicles parked there. Well-lit footpaths and cycle ways can reduce the fear of personal crime, theft and mugging for pedestrians and cyclists using these routes.

Data collected by Humberside Police show that transport related crime rates (theft from a motor vehicle, theft of a motor vehicle and bicycle theft) are all broadly around or just above national averages.

Theft of a motor vehicle rates in 2015 were higher in North East Lincolnshire (0.38 per 1,000 population) than in the wider Yorkshire and Humber region (0.29/1,000), although there are significant variations between Wards. In East Marsh the rate is almost three times the regional average at 0.76/1,000 compared to Scartho Ward where the figure is 0.14/1,000. The trend in thefts from a vehicle in North East Lincolnshire is showing a small improvement in the two years to 2015 compared to a stationary rate in the wider Yorkshire & Humber region. Figures from the National Crime Survey show that theft from a vehicle rates peaked in the mid-1990s and advances in vehicle security and Police initiatives since then has seen that rate decline since then.

Figures for the year to September 2015 show that bicycle theft in North East Lincolnshire is higher than regional averages and within the Borough there are significant differences with the West Marsh ward experiencing a rate five times higher than the Borough average.

What has been achieved already?

The beginning of 2016/17 saw the introduction of two key road safety projects. The first, the introduction of engineering measures to support a 20mph School Safety Zone outside Thrunscoe Academy on Trinity Road, Cleethorpes was a direct result of an identified accident problem. The new road markings and speed tables have been introduced to slow traffic and make drivers more aware of the nearby school and

⁴⁰ STATS19, Humberside Police

the increased likelihood of young children crossing ahead. The scheme was well received by the school management and to date no incidents have been reported outside the school. Monitoring of the site will continue to ensure that the project delivers long-term road safety benefits.

A further scheme along High Street, Cleethorpes has been delivered as a result of a rise in pedestrian related road traffic collisions, partially associated with vehicles mounting and parking on the pavement. A simple scheme to introduce pedestrian guard railing along the section of pavement in question has been delivered creating a safer environment in which people can enjoy the nearby bars and restaurants and encourages people to use the nearby pedestrian operated Puffin crossing nearby.

LTP funding has been used to part fund the installation of new secure cycle parking facilities at a range of local businesses and community organisations. Overall more than 500 new cycle parking spaces have been created over the last five years. These facilities help overcome the concern about cycle security which is often cited as a reason why people don't cycle more often. This project has been supported by partnership working across the Council and the Police to ensure that cycle security information is provided to anyone who buys a bike or takes theirs for repair at a local cycle shop.

Through joint working with local bus operators a number of safety and security enhancements have been delivered over the last five years. An ongoing programme of improvements to bus stop kerbing and lighting has made it easier and safer for passengers particularly those with mobility impairments to board and alight buses, helping to reduce injury from falls or trips. On board security and safety has improved with all local Stagecoach buses now being fitted with CCTV inside and out. These improvements have been supported by events specifically aimed at reducing falls associated with bus travel and delivered in partnership with the local Falls Collaborative.

The Council has recently made a significant capital investment in upgrading over 17,000 of the local street lights to white LED lighting. As well as providing energy savings the new lighting will help improve safety and security by providing a better quality of light which makes it easier for road users to see at night.

In 2016, the Council has successfully obtained the parking industry's "Park Mark" status for all Council owned and managed car parks again for a further a year. The is given to car parking facilities that have demonstrated they are concerned with safety and have taken steps to ensure that they're secured and safe from crime. The Park Mark award scheme is managed by the British Parking Association and fully supported by the Home Office and Scottish Government.

How will the challenge be addressed?

Challenge E

Provide safe access and reduce the risk of loss, death or injury due to transport collisions or crime.

Interventions to address this challenge will be firmly rooted in the systematic and robust analysis of data. The Council will continuously appraise and seek to improve the use of information to identify where and why transport collisions and transport related crimes are occurring. This involves closely working with Humberside Police and other agencies, the undertaking of regional and national benchmarking comparisons and the identification of appropriate best practice from across the country.

The Council will expect that developers of new sites across the Borough will achieve a reduction in crime and the fear of crime through adopting the principle of "designing out crime". Developers will be encouraged to lift the quality of development, reducing crime and fear of crime issues.

Where crimes are occurring on existing networks we will adopt a collaborative approach to tackling transport related crime and will work with Safer Neighbourhood Teams, operators and community groups to address well evidence security concerns in the most appropriate manner.

Where collisions are shown to happen the Council adopts a three pronged approach to tackling the problem using a combination of enforcement, education and engineering solutions. Enforcement solutions are delivered in partnership with Humberside Police and the Humberside Road Safety Partnership at sites with an identified speeding or accident problem. Education programmes mainly centre on addressing user behaviour with initiatives specifically aimed at vulnerable user groups such as children, cyclists, users of motorbikes or new drivers, all of whom account for a higher percentage of collisions than their mode share. Finally, engineering solutions are implemented where it is appropriate and where this type of physical infrastructure is identified as being useful. Typically this may be speed management infrastructure in support of a 20mph School Zone or in a residential area being blighted by “rat-running”. Physical build outs, speed tables and road markings are all used to physically slow traffic and provide a safer street for local residents and users.

Measures / Indicators

HT2	Percentage of repairs to dangerous highway made within 24 hours of notification
HT3	Percentage reduction in people killed or seriously injured in RTAs compared with 2004/2008 average
HT4	Percentage reduction in children killed or seriously injured in RTAs compared with 2004/2008 average
HT6	Percentage of principal roads where maintenance should be considered
HT7	Percentage of non-principal roads where maintenance should be considered
HT8	Percentage of unclassified roads where maintenance should be considered
SD15	Skidding resistance survey
L16	Car Parks that meet “Parkmark” standards
L18	Total number of “School safety Zones” in operation
L21	Percentage of street lights owned and maintained by the Council that are working

Further details about all the LTP Performance Measures can be found in the LTP Delivery Plan which accompanies this document.

10.3. Challenge F - Improve the health of individuals by encouraging and enabling more physically active travel.

The growing reliance on private motor vehicles for personal mobility in the last fifty years has been one factor that has coincided with deterioration in people’s physical health. People in 2015 are more inactive than at any point before with driving to work, sitting behind a computer and lounging on the sofa watching TV or playing on computer games with a take-away meal being normal everyday activities for most. As a result, nationally, over a third of men and nearly half of women do not achieve the Chief Medical Officer’s recommendations to be active daily up to a total of 150 minutes per week.

Public Health England’s (PHE) report “Reducing obesity and improving diet” (2014) reported that nearly two thirds of adults and one third of 10/11 year olds are overweight or obese. The report goes on to say that

community and environment play an important role in determining health. It is widely recognised that health, transport planning and built environment all have a role to play in addressing the challenge of the cost of treating chronic diseases related to increasing levels of obesity, such as cardiovascular disease. A new public health agenda has emerged based on a shift in focus from prescriptive treatment to preventative methods that promote good health.

People's transport decisions are influenced by many factors including the distance that they have to travel and their perception of the physical environment. Thus, land-use decisions and good planning can encourage people to make sustainable travel choices by improving the quality of the built environment and connections between places. In areas with appropriate infrastructure, it is often possible for walking and cycling to be incorporated into daily routines to replace existing short car trips – for example, to and from work, school or the shops.

A study published by the South East Public Health Observatory (SEPHO) demonstrates that a correlation exists between the mode share held by walking and cycling for travel to work and Cardio Vascular Disease (CVD) mortality rates; as the mode share held by walking and cycling increases, the CVD mortality rate per 100,000 population tends to decrease. This correlation is seen to be more pronounced for women than it is for men. By transforming daily routines into an opportunity for physical activity, active transport can overcome many of the traditional barriers that prevent engagement in physical activity. In addition to cycling and walking the study also suggests that public transport use also encourages physical activity with people walking an average of 19 minutes a day to get and from the bus network.

A follow-up survey⁴¹ of people's understanding of the link between transport choices and CVD risk factors highlighted that very few people who responded to the survey said that health benefits were the reason why they chose their particular mode of travel. As such it can be assumed that the relationship between travel choices and health is not widely understood by the public or if it is then people may not feel suitably equipped, informed or enabled to make these choices.

Why is this a challenge in North East Lincolnshire?

In general, across a variety of measures the health of people in North East Lincolnshire is poorer than both regional and national averages. The crude mortality rate from conditions considered preventable in North East Lincolnshire is 253 per 100,000 people compared to 226/100,000 in the wider Yorkshire & Humber region and 212/100,000 for the whole of England⁴². Figures for life expectancy show similar trends, although the crude rate has improved over the last decade to an average of 77.9 years, it is still somewhat lower than the national average of 79.5 years⁴³. Allied to this are the significant differences between Wards in North East Lincolnshire with people living in the most affluent areas expected to live more than three longer than those in the most deprived parts of the Borough.

Health inequalities between Wards in North East Lincolnshire is one of the most worrying issues, with people living in the more affluent areas benefitting from better health across the board in comparison to those living in areas considered to be amongst the most deprived. Nearly 1 in 10 residents of the East Marsh Ward consider themselves to be in bad/very bad general health compared to less than half that rate (1 in 22) for residents of the Wolds Ward.

⁴¹ Investigating the relationship between transport & health (CILT)

⁴² Humber Data Observatory 2015

⁴³ Humber Data Observatory 2015

There are many factors contributing to an individual's health, most of which are outside the scope of this strategy however there are some issues that can be addressed. As mentioned in the previous chapter good access to healthy lifestyle choices can lead to people adopting these ways of living. Also having access to healthcare services can make a major difference in illnesses being diagnosed early at a treatable stage or them becoming more acute resulting in a lengthy stay in hospital.

Enabling and encouraging people to switch to cycling or walking for short local trips as opposed to driving can have a benefit to their individual health. These active travel modes enable local residents to achieve the 150 active minutes a week without needing to find more hours in the day or incur the additional cost of a sports club membership. Locally, it is estimated by the Care Plus group that physical inactivity has a direct cost to them of over £2.2m a year. In addition, active and healthy people also tend to be more productive and have significantly less time off work, helping to make a direct saving for local businesses.

What has been achieved already?

Over the period of the current LTP the area has seen major improvements to the local cycle network along Yarborough Road, Grimsby and Humberston Road, Cleethorpes. These projects have helped address gaps in the local cycle network and have encouraged more people to cycle. Allied to these improvements have been a series of events and activities delivered in partnership with the Grimsby Cycle Hub to help encourage people to get on their bikes and provide them with the opportunity to give cycling a go in a traffic free environment.

Localised enhancements to the Public Rights of Way network have helped address many of the issues identified in the North East Lincolnshire Rights of Way Improvement Plan (RoWIP). New surfacing has allowed year round use of many paths and better way marking and signposting have made it easier for people to get out and discover the countryside on their doorstep. Over 85% of the local rights of way network is classified as "easy to use" and programmes of work are being identified to ensure that other parts of the network are improved in partnership with local land owners and user groups.

How will the challenge be addressed?

Challenge F

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

In line with the Council's Public Health duty the focus of this challenge is actively promoting health and wellbeing by encouraging more people to walk and cycle including encouraging the use of the local Public Rights of Way network.

North East Lincolnshire Council will encourage, support and enable active travel by adopting a multi-faceted approach that includes building new cycling and walking routes (or making improvements to existing routes), encouraging people through the provision of cycling and walking guides, maps and information leaflets and enabling people to try cycling or walking for transport reasons by working with partners to deliver events, interventions and promotions that address many of the common barriers to walking and cycling.

The use of workplace, school and residential travel plans will be promoted as ways of engaging with local

communities and encouraging more active travel. Travel plans will also be used to encourage other local partners to engage with communities to build exercise into daily lives.

New cycling and walking links or improvements to existing networks including public footpaths and bridleways will be considered as part of the LTP delivery plan each year. Those with the greatest potential to encourage modal shift away from private cars and/or address identified and well evidenced road safety or network conditions concerns will be prioritised.

In addition, the Council will adopt policies that encourage more active and healthy lifestyles including the prioritisation of pedestrian and cycle access in new developments and the assumption in favour of development sites that are within cycling and walking distance of local services and facilities.

Measures / Indicators

HT10 Percentage of annually inspected public rights of way that are easy to use

L23 Number of monitored cycling trips

L24 Number of monitored walking trips

Further details about all the LTP Performance Measures can be found in the LTP Delivery Plan which accompanies this document.

Chapter 11

Transport and the environment

11. Transport and the environment

11.1. Transport and the environment

International and national bodies have set out broad principles of sustainable development. Resolution 42/187 of the United Nations General Assembly defined sustainable development as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

The UK Sustainable Development Strategy Securing the Future set out five 'guiding principles' of sustainable development: living within the planet's environmental limits; ensuring a strong, healthy and just society; achieving a sustainable economy; promoting good governance; and using sound science responsibly.

Using these guiding principles and analysis of what we were told at the LTP consultation workshops we have developed a final two LTP challenges, these are:

Challenge G - Improve the journey experience on the local transport network.

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

In the following sections we look at each of these challenges in more detail, outlining;

- The evidence as to why these are considered important issues to address looking ahead to the period of this LTP,
- How the challenges can be addressed by adopting the tool kit approach
- Case studies of schemes already implemented
- Details of how success will be monitored and measured.

11.2. Challenge G - Improve the journey experience on the local transport network.

Travel is a requirement of a person's need to engage in productive or non-productive activities. Journey quality can have either positive or negative effect on travellers themselves, on network providers and operators. A high quality journey is often what is expected by transport users, and while it can be difficult to describe exactly what is it that makes a high quality journey, a poor quality journey is easily recognised.

Journey quality has a significant influence on the choices people make when it comes to transport mode and vehicle type or class of travel. These choices consider ride quality, the environmental quality that they experience (noise and air quality levels, whether they stay warm and dry), interior decor and upholstery of the vehicle, the quality of the seats and whether facilities such as tables, lights, drinks holders and air conditioning etc. are provided.

The social environment also has an influence on journey quality, for example, prolonged or intermittent distractions such as a crying baby, or travellers' anti-social behaviour can detract from journey quality. Similarly, for drivers and passengers, motorcyclists and cyclists, journey quality can be affected by the mechanical condition and cleanliness of the vehicle and driving style.

For road users, journey ambience can be affected by whether facilities such as laybys or information are provided along a route and by their spacing and quality. For public transport users, the cleanliness and general environment within the vehicle are also important journey ambience factors. For cyclists and pedestrians the provision and design of dedicated facilities, such as cycle lanes and crossings, may affect journey quality.

Together, these issues if not addressed can lead to feelings of discomfort, annoyance, frustration or fear culminating in physical and emotional tension, which can lead to 'transport rage'. This detracts from the quality and safety of a journey. Major influences on frustration can include a driver's inability to drive at a speed consistent with his or her own wishes relative to the standard of the road (e.g. congestion), the smoothness of cycle ways or delays on public transport.

The condition of the road network will affect ride quality for all travellers, although it will be of particular concern to cyclists. The condition of a road includes its:

- perceived smoothness, in terms of whether it is deformed, rutted and holed or provides a seamless pavement;
- performance characteristics, in terms of its in-vehicle noise, drainage, skid resistance, the amount of spray that it throws up and whether drivers are dazzled by on-coming vehicles at night.

Why is this a challenge in North East Lincolnshire?

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. It includes the less tangible aspects of local transport that are vital to creating a positive and vibrant local economy making North East Lincolnshire an area where local residents feel proud to live, work and welcome visitors.

What has been achieved already?

A large percentage of LTP expenditure goes on the maintenance of the highway asset itself. This in turn has a major impact on people's general experience when using the local roads and footways. Whilst most users of the local road network do not notice a good road service it's fair to say that they are quick to acknowledge when their street is in need of repair. To address these areas the Council has a prioritised programme of highway maintenance identified and as a result of regular testing.

External funding through the LSTF project enabled the delivery of a Real Time bus information (RTI) system across the whole of the local bus network. The system which is available via on street display units at key sites and along busy transport corridors and a mobile phone application provides users with greater certainty of when their bus will be at their stop. When combined with improved shelters, accessible kerbing, new low-floor vehicles and improved bus services the RTI system has helped improve the journey experience for local bus passengers significantly.

How will the challenge be addressed?

Challenge G

Improve the journey experience on the local transport network.

Addressing the less tangible aspects of local transport that are vital to creating a positive and vibrant local economy can be difficult. To address this challenge, the Council will work with operators and service delivery partners to undertake user surveys from all forms of transport and collect other relevant data. The feedback received from these consultations will then be reviewed and used to identify prioritised packages of improvements that can be delivered either through improved highway infrastructure and the LTP or by working together with partners to bring about service enhancements or new provision.

These packages could include:

- Streetscape and landscaping to improve and enhance transport and connectivity,
- Improved public transport services, bus stop infrastructure & information and interchange facilities,
- Public transport ticketing improvements, including 'smartcard' ticketing,
- Improvements to taxi, private hire and demand responsive infrastructure and services,
- Enhanced provision for users of powered two-wheelers on the roads,
- Appropriate HGV routes and parking provision to promote commerce and reduce negative impacts on residents and other road users,
- Maintenance of the local highway network to ensure its efficient operation, including footways, structures and street lighting.
- Adopting new technologies and ways of working to make better use of existing networks
- New and improved cycling infrastructure and Public Rights of Way improvements
- Improved way-finding for vehicles and pedestrians

Measures / Indicators

HT1	Average number of days to repair street lights.
HT2	Percentage of repairs to dangerous highway made within 24 hours of notification
HT3	Percentage reduction in people killed or seriously injured in RTAs compared with 2004/2008 average.
HT4	Percentage reduction in children killed or seriously injured in RTAs compared with 2004/2008 average.
HT6	Percentage of principal roads where maintenance should be considered
HT7	Percentage of non-principal roads where maintenance should be considered
HT8	Percentage of unclassified roads where maintenance should be considered
HT9	Percentage of footways where maintenance should be considered
HT10	Percentage of the annually inspected PRow network that are easy to use
SD11	Percentage of non-frequent buses on time
SD12	Average excess waiting time for frequent services
SD14	Licensed taxis with wheelchair accessible requirements
L16	Car parks that meet "Park Mark" standards
L19	Percentage of respondents who were "satisfied" with local bus services

Further details about all the LTP Performance Measures can be found in the LTP Delivery Plan which accompanies this document.

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

This challenge acknowledges that as an activity transport can have serious negative impacts on the local natural and built environment (including the people who live there) and the wider global environment if appropriate measures are not implemented.

North East Lincolnshire is home to a diverse range of nationally significant natural environment assets ranging from the Area of Outstanding Natural Beauty (AoNB) in the Lincolnshire Wolds to the coastal plain

along the Humber Estuary which is internationally recognised as an important natural habitat and is a designated Site of Special Scientific Interest (SSSI), Special Protection Area (SPA), Special Area of Conservation (SAC), and Ramsar site.

Community Severance

Severance can affect the attractiveness of physically active travel modes as it mainly affects people using non-motorised modes of transport, especially pedestrians. Frequently, severance affects people's travel choices, the lack of a safe (or perceived safe) walking / cycling route between two places can lead to short journeys being made by car, when if distance was the only factor they may choose other sustainable modes. In the worst instances, extreme severance can lead to a change in the location of centres of activity or to a permanent loss of access to certain facilities for a particular community; this in turn may increase social isolation and associated physical and mental health issues for people within these communities. Cyclists and equestrians are less susceptible to severance because they can travel more quickly than people on foot, although there may still be significant impacts on these groups.

Air Quality

Part IV of the Environment Act 1995 and supported with statutory technical guidance provided by the Department of Environment, Food and Rural Affairs (DEFRA) governs the Council's statutory responsibilities for air quality. The Local Air Quality Management (LAQM) process places an obligation on all local authorities to regularly review and assess air quality in their areas.

The main contributors of air pollution in North East Lincolnshire are road traffic and emissions arising from the operation of the ports of Immingham and Grimsby. The monitoring of air quality takes place at three air quality monitoring stations located at Fryston House & Cleethorpes Road, Grimsby & Kings Road, Immingham and a wider network of diffusion tubes that measure the concentration of nitrogen dioxide (NO₂) at sites across the Borough.

The Council currently has formally declared just one Air Quality Management Areas (AQMA) where air quality is, or has been, in breach of national air quality standards. The site at Cleethorpe Road, Grimsby (between Freeman St and Nacton Street) was declared in September 2010 for the breach of the annual mean nitrogen dioxide (NO₂) objective. Assessment has indicated that road traffic (particularly HGVs and buses) was the primary source of NO_x emissions.

In order to address the AQMA the Council has compiled an Air Quality Action Plan (AQAP) to ensure compliance with Air Quality Standards is achieved in the future. The action plan identified a series of road infrastructure changes to address the air quality issue including amendments to the junction at Freeman Street/Riby Square/Cleethorpe Road, improved signage for port bound traffic and the promotion of air quality across the Borough. In 2015, significant changes were made to the junction to in part address the air quality problem. Following the completion of the scheme the Council will continue to monitor air quality at this location to assess the impact of the new junction layout.

In 2016, it is expected that the AQMA site at Kings Road, Immingham declared in 2006 will be revoked following consultation with local stakeholders and DEFRA. Local monitoring of the site indicates that the actions identified in the AQAP for Kings Road have had a positive effect and levels of particulate matter (PM₁₀) are now below the AQMA threshold.

Detailed assessments are currently being carried out at two further sites where data suggests that air quality may have exceeded the thresholds to declare an AQMA. These sites at Victoria Street North (by

Victoria Mills) and Town Hall Street, Grimsby will now be subject to a comprehensive assessment of air quality following DEFRA guidance before a decision on the declaration (or not) of an AQMA is made.

The Council has recently adopted new planning guidance covering the requirement for new developments to undertake an Air Quality Assessment if the development is over the threshold size or of a particular classification. The assessment and subsequent actions cover a broad range of measures including the:

- Separation of separate polluting and sensitive uses,
- Development of sites that are not dominated by cars but encourage cycling and walking
- Implementation of infrastructure that supports the roll-out of low emission vehicles.
- Applications of actions that mitigate the effects of the demolition and construction phase.
- Encouragement of initiatives that reduce the need to travel
- Adoption of off-setting possible environmental impacts

Through the adoption of these assessments it is anticipated that future air quality problems may be avoided before they arise.

Why is this a challenge in North East Lincolnshire?

Although road transport accounts for a lower proportion of total greenhouse gas emissions in North East Lincolnshire than in other similar local authorities the fact that North East Lincolnshire is a signatory to a major agreement on climate change means that as an area we have to look at how all organisations can reduce their carbon footprint and greenhouse gas emissions. This is particularly important for an area like North East Lincolnshire who is looking to boost its “green” credentials as a result of the growth of the renewable energy industry.

What has been achieved already?

In September 2010 North East Lincolnshire Council declared an AQMA for a breach of the annual mean NO₂ objective on Cleethorpe Road between Freeman Street and Nacton Street. In response to this AQMA a bid for DfT “Pinch-point” funding was made to deliver improvements at the junction of the A180 and Freeman Street to assist the movement of traffic, helping to reduce emissions resulting from idling vehicles. The project was delivered alongside major structural maintenance of the adjacent Cleethorpe Road flyover (on the A180) and saw the four legged junction redesigned to remove the access from Riby Square. This has enabled the introduction of an additional right turn lane into Freeman Street and greater “green time” for traffic heading along the A180. Initial monitoring on completion of the scheme shows a decrease in queueing traffic and associated vehicle emissions. Longer-term monitoring will continue to ensure that the project has had an ongoing impact.

The delivery of the A18/A180 link road project included a number of specific environmental mitigation measures initially identified as part of the Business Case back in 2009. The A18/A180 link will have a positive impact across a broad spectrum of environmental factors. It is anticipated that air quality in the town of Immingham will improve as a direct result of the reduction in HGV traffic along Pelham Road. This will also be beneficial in terms of the noise and vibration nuisance caused by the large vehicles accessing the Port of Immingham throughout the day on residents who live along the road. In addition an ecological baseline study identified the presence of several species including Water Vole and Badgers, the design of the road and its associated infrastructure has taken into account these habitats and appropriate mitigation measures have been implemented including new hedge planting and the inclusion of a mammal shelf in a nearby culvert.

How will the challenge be addressed?

Challenge H

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

As a signatory of the Nottingham Declaration on Climate Change the Council is committed to reducing local emissions of carbon dioxide (CO²) by 80% by 2050. Although transport related CO² emissions are lower as a percentage of total CO² emissions here in North East Lincolnshire than other similar local authorities transport still has a role to play in helping the Council reach this challenging target.

In the short term we will work across the Council to ensure that guidance and support are available to groups and individuals about how they can reduce their carbon footprint. This will include providing information about sustainable transport alternatives including car sharing where they are appropriate. We will encourage the use of travel planning and associated events, publicity and incentive as ways of encouraging behavioural change and will seek to undertake benchmarking exercises with other UK areas to encourage best practice.

Longer term, the decarbonisation of transport is being led by vehicle manufacturers and national Government. To support this move towards carbon free transport networks the Council will seek to adopt measures that support electric (or alternative fuel) vehicles, measures that encourage sustainable travel and deliver improvements to the way in which we manage the highway to reduce congestion and journey times for commercial traffic.

We will also continue to monitor the impact of local transport networks on local air quality, noise, community severance and the degradation of the natural and built environment. Where appropriate we will seek to implement initiatives that mitigate negative effects and enhance the environment for our local people. When undertaking schemes in environmentally sensitive or conservation areas we will ensure that any works are carried out sympathetically to the surrounding environment and do not detract from the special character, biodiversity and distinctiveness of the Borough.

Measures / Indicators

TCI1	Bus Passenger journeys
L20	Growth in area wide traffic mileage. (vehicle flow per km of Principal road)
L22	Average number of occupants per private car/van
L23	Total number of monitored cycling trips
L24	Total number of monitored walking trips

Further details about all the LTP Performance Measures can be found in the LTP Delivery Plan which accompanies this document.

Chapter 12

Measures and indicators

12. Measures and indicators

A detailed analysis of the performance measures used to monitor the delivery of this LTP Strategy is presented in the accompanying LTP Delivery Plan and is summarised below.

12.1. Local performance indicators

In addition to national data sets, the Council has identified a series of important local targets as part of its Regeneration Partnership with its delivery partner. These targets have been identified by the Council as key to the delivery of its Council Plan and associated strategies, therefore the trajectories and targets listed below are in line with the partnership agreement.

Although the mandatory need to monitor and set targets has been greatly reduced by the introduction of the Single Data List, there still remains a number of other indicators which are useful in terms of the day to day management and monitoring of the LTP. Many of these local indicators are used to monitor and determine long-term trends and as such don't have any targets set.

HT1	Average number of days to repair street lights.
HT2	Percentage of repairs to dangerous highway made within 24 hours of notification
HT3	Percentage reduction in people killed or seriously injured in RTAs compared with 2004/2008 average
HT4	Percentage reduction in children killed or seriously injured in RTAs compared with 2004/2008 average
HT6	Percentage of principal roads where maintenance should be considered
HT7	Percentage of non-principal roads where maintenance should be considered
HT8	Percentage of unclassified roads where maintenance should be considered
HT9	Percentage of footways where maintenance should be considered
HT10	Percentage of annually inspected public rights of way that are easy to use
TCI1	Bus Passenger journeys

Table 12.1 Local performance indicators with set targets.

L16	Car parks that meet "Parkmark" standards.
L17	Percentage (%) of road crossings with facilities for the disabled.
L18	Total number of "School Safety Zones" in operation.
L19	Percentage (%) of respondents who were "satisfied" with local bus services.
L20	Growth in area wide traffic mileage. (vehicle flow per km of Principal road)
L21	Percentage (%) of street lights owned and maintained that are working
L22	Average number of occupants per private car/van
L23	Total number of monitored cycling trips
L24	Total number of monitored walking trips

Table 12.2 Local performance measures used for long-term monitoring only.

12.2. National data collection

The first two Local Transport Plans contained a comprehensive list of targets and indicators against which performance and progress was assessed nationally. Many of these indicators were a mandatory requirement by the Department for Transport. Since April 2011 the number of data returns required by Government has

reduced as the previous National Indicator Set was replaced by the Single Data List, this has significantly reduced the data collection burden.

Use of national data sets and neighbouring authority groups will allow benchmarking exercises whereby it will be possible to monitor local performance against national trends and obtain information on best practice.

SD11	Percentage (%) of non-frequent buses on time
SD12	Average excess waiting time for frequent services (minutes)
SD13	Number of licensed taxis
SD14	Licensed taxis with wheelchair accessible requirements
SD15	Skidding resistance survey

Table 12.3 Data requirements from the National Single Data List

12.3. Scheme monitoring

In addition to the “global” monitoring of indicators across North East Lincolnshire as a whole, monitoring the outputs of the individual projects will show important directions of travel towards addressing the challenges and show the reasons for the success or otherwise of that particular strategy. They must also monitor what has been delivered and the cost; this will allow accountability and indicate value for money.

Monitoring of the finished project is a consideration for Programme Managers when developing Project Briefs. Most projects will be able to show success or otherwise by localised before and after monitoring even when their contribution to a larger global indicator may not be easily demonstrated.

Where schemes have been funded at least in part from external sources it is likely that there will be specific monitoring requirements and where it is appropriate we may choose to include the outcome of this monitoring in future LTP3 monitoring regimes.

12.4. Reporting of monitoring

Where there are already reporting mechanisms in place these will continue to be used. Progress against all the LTP indicators listed below will be reported via an annual summary of progress that will accompany the LTP Quarter 4 Members update shortly after the end of each year.

Chapter 13

Looking ahead

13. Looking ahead

The field of highways and transport is constantly evolving with new technologies and ways of working having an impact on the demand for people and goods to move around at both a national and local level. In this section we scan the horizon to identify some the major changes that we anticipate will become a reality in the medium to long-term. Those projects to which the Council is committed in the short term (to 2018/19) are described in greater detail in the accompanying Delivery Plan.

The schemes outlined below cover major improvements to the local highway and transport networks that are expected to be necessary to deliver the future growth aspirations here in North East Lincolnshire. We also present information relating to emerging wider developments that will shape the way in which people and goods travel around in the future.

13.1. Highways Strategy

The regeneration and growth agenda on which this transport strategy is focussed will require additional highway capacity to improve and manage the transport networks. This will ensure that congestion and associated delay do not have a significant negative impact on our plans.

The Highway Strategy sits alongside this transport strategy and has been developed to form a medium-to-long term transport planning platform, creating a foresight to enable development and improve existing conditions on our local highway network. Future growth aspirations for North East Lincolnshire will require significant improvements to the existing highway network if the network is not to be a limiting factor to development and regeneration. The strategy is intended to be a live document because as time progresses priorities will change and so will the aspirations for growth in specific areas

The Highways Network Strategy contains a robust assessment methodology which is in line with DfT guidance and covers four main areas:

- Economy & Growth
- Accessibility & Wellbeing
- Environment
- Scheme deliverability, costs and funding.

The concepts outlined below are identified as the most significant highway improvements to enable improved traffic flow and a reduction in congestion to support economic growth in North East Lincolnshire. Many of the concepts listed are in the early embryonic stages of development and as such will be the subject of significant feasibility and design work before any bids for funding can be considered.

Wherever possible the opportunity will be taken to improve all transport networks along the identified corridors or at specific junctions. For example, where appropriate, new road links will be accompanied by improvements to cycle routes, footpaths and public transport infrastructure.

13.2. Grimsby Town Centre Accessibility Improvements

This scheme is complementary to the previous Local Sustainable Transport Fund (LSTF) capital infrastructure works and is currently being delivered in Grimsby town centre. The works which are funded through the Humber LEP Local Growth Fund and local contributions will de-risk and unlock key

development opportunities and provide pedestrian enhancements helping to bring together the whole of the town centre area.

It will create a high quality and sustainable town centre core that will facilitate further investment in the centre itself to create a more mixed daytime and evening economy. This will both ease investment decisions into the wider borough and sub-region given the confidence created from investing in our place, leading to further investment and jobs and also, see employees living in the sub-region and the associated economic benefits this brings.

13.3. Access to Employment Zones

The “Access to Employment Zones” project is a series of junction improvements in Grimsby enabling the capacity for housing and industrial growth. Funded in part through Greater Lincolnshire LEP administered Local Growth Fund (LGF). The £5.4m (£4.2m LGF and £1.2m local contribution) project will see improvements made to the following junctions:

- Tollbar Roundabout (A16 / B1219 junction)
- Nuns Corner (A46 / A1243 Scartho Road junction)
- Littlecoates Road (B1444) / Cambridge Road junction

Further details for each scheme are identified in the LTP Delivery Plan.

13.4. South Humber Industrial Infrastructure Plan (SHIIP)

The SHIIP programme is fundamental to the delivery of the Council’s Economic Strategy and the Local Plan, and directly contributes to the objectives of the Council Plan. SHIIP is a major 15-year programme of investment that will enable large-scale economic growth. Infrastructure provision supported by Growth Deal will reduce environmental constraints and release the potential of employment land between the Ports of Immingham and Grimsby. The SHIIP project will create a substantial new industrial hinterland to support the ports. The creation of good-quality development land that is supported by infrastructure will provide the opportunity for substantial growth in the area’s key industrial sectors and the supply chains. The first phase includes the Humber Link Road & Stallingborough Interchange Strategic Employment Site that is anticipated to start by 2018/19.

13.5. Immingham “Eastgate”

A proposed link road scheme designed to open up additional development land in desirable areas close to the Port of Immingham. In the recent past, there have been periods when port operator ABP was unable to meet demand from new investors and operators, effectively stagnating the port’s growth. The Eastgate concept would bring allocated sites forward and offer freehold land to inward investors and is likely to be delivered through developer contributions secured through planning.

13.6. A1136/A46 link

Initial studies indicate that a new link road has the potential to significantly reduce journey times in the AM peak period. The impact of this link could reduce all journey times across the network by almost two minutes. This is a cross-network benefit, as it is taken as an average of all users on the strategic network in the AM peak period. This benefit would be applied to more than 85,000 trips every working day, providing a significant economic benefit to road users. Further benefits of this link road are anticipated in the Inter Peak period.

The A1136 / A46 link road is identified as a commitment in the emerging Local Plan, to be delivered in the plan period. However, there is a continuing requirement as part of sound strategic planning to consider future scenarios and long term future growth. The potential of a further section of link road which could provide a link between the A46 and A16 has also undergone preliminary testing. The initial modelling results show that there could be further significant benefits to journey times across the strategic network within North East Lincolnshire.

The potential of a further link, between the A16 and Cleethorpes has also been subject to initial modelling. Journey time savings of approximately 1 minute in the AM peak and 2 minutes in the PM peak would apply to approximately 185,000 vehicle trips in total every working day.

Over time, the potential of further link roads, which are not committed infrastructure within the new Local Plan, will be explored further. This will include monitoring travel patterns and network capacity, assessing alternative sustainable transport options alongside exploring potential benefits, challenges and deliverability of potential additional link roads.

13.7. Single junction improvements

As previously identified there are several pinch-points on the existing road network that result in localised peak time congestion. By bringing forward improvements to increase capacity and improve transit times through these junctions it should be possible to reduce the traffic impact of new housing and commercial growth across the Borough. The order in which these schemes come forward will in part be based on an assessment of current demand but will mainly be guided by the location and rate of build-out of the surrounding development sites and the availability of funding to undertake these works. The Council will continue to work with local developers, Highways England (where appropriate) and potential funding partners to secure the appropriate investment to allow the improvements to progress in a co-ordinated and phased approach linked to growth in the surrounding area. Further details about these junctions can be found in the Highway Strategy that accompanies this strategy.

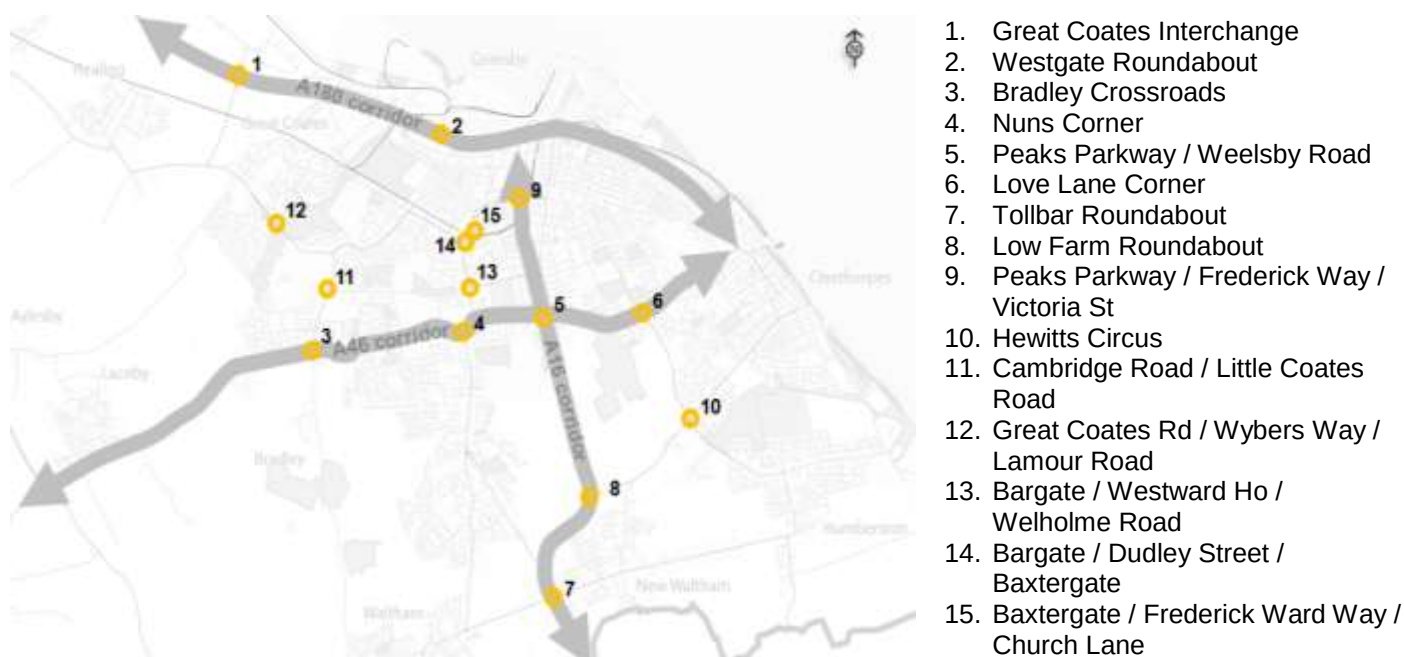


Figure 13.2 Single junction improvement sites

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13.8. Maintenance Challenge Fund

The proposed scheme covers the A180 (between Pyewipe roundabout and Lockhill roundabout), the A1136 (including the link to the A180), C504 Boulevard Avenue & Pyewipe Road and Estate Roads No 1 and 2 on the South Humberside Industrial Estate.

It will provide long term solutions to the maintenance of the key strategic route into Grimsby and Cleethorpes (A180), including access to local and national industry based in the immediate locality. It will reduce the requirement for future maintenance and disruption to motorists, and provide trouble free access into Grimsby and Cleethorpes, improving economic benefits to local businesses and industry with no maintenance delays for the foreseeable future. Part signalisation of both roundabouts on the A180 will further improve traffic flows at peak times, reducing delays and congestion. The introduction of an off road cycle way along Westgate duals will formalise a well-used cycle route to employment, removing the conflict between cyclists and vehicles on the A180 dual carriageway.

This scheme will also provide a long term solution to the designated A180 diversion route, should an incident occur on the A180 dual carriageway into Grimsby. Carriageway resurfacing works, footway works, and junction improvements in the form of extra approach lanes to the Great Coates Road signal junction will reduce congestion at the already over capacity junction and improve traffic flows.

13.9. Maintenance schemes

In addition to capital funding for delivery of highway maintenance schemes, opportunities will be sought to submit external funding bids for larger maintenance schemes to support growth and stronger local communities. These larger schemes if addressed through annual LTP capital funding would have to be phased over several years having regard to the scope, available funding and overall network maintenance priorities. Successful bidding for external funding will facilitate more cost effective delivery, and reduce the ongoing traffic disruption of schemes phased over several years. Typically these larger schemes would be for the maintenance of infrastructure on main routes providing access to key industrial and employment areas, growth sites, ports, town centres and tourism destinations.

13.10. Park & ride

As part of the approach to deliver a step change in public transport provision, an assessment has been undertaken on the viability of Park and Ride (P&R) schemes to fulfil the following objectives:

- Relieve the congestion in Grimsby and Cleethorpes urban areas.
- Encourage sustainable transport.
- Provide value for money.
- Unlock regeneration sites within Grimsby and Cleethorpes

Surveys of local town centre car park usage have been used to determine the possible demand for Park & Ride. Analysis of long-stay vehicles including their origin point, likely costs associated with Park & Ride and local parking charges identified that it would not currently be viable to operate a Park & Ride service without significant subsidy from the Council or other body and it would not significantly help address any of the objectives identified above.

Although clearly not viable at the moment, Park & Ride will continue to be included in the LTP as a long-term consideration acknowledging that although the current situation does not support a commercial Park & Ride service the growth aspirations for the area may in the future mean such a service may be viable.

13.11. Buses Bill (2016)

The forthcoming Buses Bill (2016) will pave the way for Local Authorities and bus operators to work together for the benefit of the bus passenger. The Bill includes the requirement for all operators to make information about their routes, timetables and fares available to the public possibly paving the way for a new integrated ticketing system similar to London's Oyster Card.

It also includes elements which build on the Government's localism agenda allowing Local Authorities to use new powers to franchise bus services in their areas and where current arrangements aren't working to enter into new partnerships with operators that would replace existing Bus Quality Partnerships.

The Buses Bill is currently at draft stage and will be going before Parliament later in 2016. Once enacted the Council will thoroughly review the new legislation and will work with operators and other partners to implement the new rules for the benefit of local bus passengers.

13.12. Ultra-Low Emission Vehicles (ULEVs)

By 2050, the Government is aiming for virtually every car and van sold in the UK to be zero emission. This presents a challenge to local authorities to ensure that the network of supporting infrastructure is in place to allow this. Infrastructure is need now to ensure that Ultra Low Emission Vehicles (ULEVs) are a feasible alternative to traditional petrol and diesel powered cars. Plug-in vehicle registrations reached a record high in 2015 with over 28,000 new ULEVs arriving on UK roads, more than in the previous 5 years' totals rolled into one⁴⁴. Growth in the use of plug-in vehicles has been supported by grants from the Office for Low Emission Vehicles (OLEV) to individuals for the purchase of ULEVs and the implementation of home charging facilities.

The growth in the adoption of ULEVs will help local authorities and the country as a whole meet their objectives to reducing greenhouse gas emissions and improving air quality. Most importantly it is often in the local area that the benefits of ULEV vehicles are greatest, contributing to cleaner air, healthier lungs and lower noise pollution.

As well as direct investment in on street charging points the Council will also promote to developers the installation of appropriate infrastructure to permit the installation of rapid residential charging units. This acknowledges that many of the larger housing growth sites have long build-out times during which more and more people are likely to consider the purchase of ULEVs if they have ready access to rapid home charging.

In addition to new housing sites, all new commercial / industrial developments which include parking facilities are encouraged to be designed in such a way to provide opportunities for charging electric and plug-in hybrid vehicles. To prepare for increased demand in future years, appropriate cable provision should be included in new developments when installation costs and associated disruption can be minimised.

⁴⁴ Andrew Jones, Parliamentary Under Secretary of State for Transport, OLEV

The Council will continue to monitor the development of the ULEV sector and where appropriate may seek to bid for external funding to expand the current network of on street charging points, provide new rapid charge facilities or provide financial support to local residents and businesses to adopt ULEVs.

13.13. Changing the way we work and shop

The Department for Transport has highlighted the importance of reducing the need to travel as a way of managing local road networks. Reducing this requirement to travel directly impacts on the amount of traffic on our local roads particularly during the peak hours each morning and afternoon when capacity is at its most stretched.

One of the most significant changes to transport over the last decade has been the growth of the internet as a tool of both work and leisure. Over 6% of people in the Waltham and Wolds wards now work from/at home⁴⁵ and many thousands more use the internet for their communication, shopping and leisure needs each day. This digital connectivity plays an important role in providing accessibility without the need to travel. Its economic importance as well as its role in quality of life is likely to be of growing significance looking ahead. The roll out of superfast broadband across North East Lincolnshire through the Northern Lincolnshire Broadband project, a partnership between North and North East Lincolnshire Councils will enable over 92.5% of premises to have access to superfast broadband, transforming broadband access to residents and business across Northern Lincolnshire.

Allied to these technology changes are changes in the way people work. Companies are no longer requiring their staff to work a traditional 9-5 day, instead they are able to adopt a more flexible approach to start/finish times and work bases (agile working). Technology and software exist now to allow people to work from just about anywhere with an internet connection.

The impact of this work mobility is likely to be less here in North East Lincolnshire than in many other parts of the country. The local economy has a higher proportion of Process & Plant operatives and Elementary occupations than similar local authorities and these staff do not have the opportunity to work agilely and have to travel to and from their work base each day.

Overall, these changes to the ways in which we work are likely to have significant impacts on local highway and transport networks. A reduction in peak hour traffic associated with greater flexibility in start times and the availability of home working alternatives will positively impact on congestion along busy roads and junctions. Conversely, these same changes may have a negative impact on local bus services that rely on a critical mass of passengers at peak times to be commercially viable

The pace of change is showing no signs of slowing and technology developments such as the trials of delivery drones by internet giant Amazon may dramatically change the way in which our transport networks are used in the not so distant future.

13.14. South Humber Enterprise Link – Training to Employment

The South Humber Enterprise Link project is a package of measures that will enable sustainable access to businesses, including the impending ABLE UK Humber Port development. It aims to meet the needs of commuters and job seekers in the local communities of North and North East Lincolnshire by delivering a

⁴⁵ Local evidence base, NELC

package of measures encouraging sustainable travel choices, reducing congestion and enabling economic growth.

The project includes a range of tailored measures, infrastructure and resources to encourage sustainable access to one of the largest employment areas in the country, with the key aims of helping to reduce carbon emissions and thus reducing environmental problems and also increasing social mobility for local residents. The project encompasses the following elements:

- Creation of new cycle links – Manby Road, Eastfield Road, Chasehill Road and Rosper Road.
- Improved bus service – increase daytime bus frequencies and an extended service into the ABLE UK development site.
- Area wide travel planning – for the area surrounding the South Humber Gateway.
- Support for other alternatives to private car usage – includes Wheels to Work and car-sharing.

13.15. Total Transport

In 2015 the Council was awarded a £297k Total Transport Grant by the DfT. The project will enable improved transport integration in the area. The intention as stated in the bid is to create a cross-agency Passenger Transport Partnership that will:

- Provide the framework for shared information and policy development,
- Work towards harmonising quality and safety standards,
- Identify opportunities for service co-ordination and, where possible, co-ordinate commissioning of these services, including , in particular the non-emergency patient transport contract in the area,
- Provide a framework for sharing resources and expertise between partners,
- Jointly identify and research transport needs in the area and review service provision accordingly,
- Establish a co-ordinated approach to demand management in respect of particular groups of services concerned with accessible and caring transport,
- Establish a single information point in respect of different agencies' passenger transport offerings, with a view to more effective signposting and publicity,
- Examine and appraise options for, and then feasibility of, establishing a cross agency Transport Joint Commissioning Unit.

13.16. Alliance Rail (Cleethorpes – London Kings Cross)

Alliance Rail (operating as Great North Eastern Railway Company Limited – GNER) have submitted an application to the Office of Rail Regulation for a passenger track access agreement (under Section 17-22A of the Railways Act 1993) to operate direct rail services between Cleethorpes and London Kings Cross (via Doncaster) from December 2017 with up to four trains per day operating seven days a week. The proposal includes stops at Grimsby Town and Habrough stations in North East Lincolnshire.

Negotiations continue regarding the availability of train paths as Network Rail are currently not in a position currently to be able to quantify the available capacity on the East Coast Main Line from December 2017.

Although outside of the remit of this LTP the provision of rail services are likely to have an impact on the growth aspirations of North East Lincolnshire and particularly on the provision of local transport infrastructure around the stations. Therefore, we will continue to monitor progress and once a decision has been made by Network Rail regarding the proposed new service we will work with the Train Operating

Companies (TOCs) to fully understand the likely impacts of additional services on the local transport networks.

13.17. Grimsby Town Centre Bus Station

It is anticipated that within the lifetime of this LTP Strategy the growth aspirations highlighted previously will make the construction of a purpose built bus station in the centre of Grimsby more likely. A new bus station would provide modern interchange facilities between services that will support local economic growth, improving accessibility to key local services, enabling residents and visitors to get to and from their places of work as well as Grimsby's great shops, markets, restaurants and bars. The Council will work with local partners to identify and deliver the appropriate improvements.

Glossary of terms

Glossary of terms

Term	Description
Accessibility	The proximity of services and the ability of the community to use those services.
Active Travel	Collective name for cycling and walking initiatives
Annual Programme	Programme of works to be delivered partly or wholly within the year identified.
Carriageway	The part of the highway provided for the passage of motor, cycle and horse traffic, normally referred to as the road.
Census 2011	The national survey of all households in the UK carried out once every decade.
Climate Change	A changing climate, which can be attributed directly or indirectly to human activity, which alters the composition of the global atmosphere
Congestion	A condition on transport networks characterised by slower speeds, longer trip times, and increased vehicle queueing.
Connectivity	The extent to which transport networks allow or restrict people's movement to places where they want to go to.
Delivery Plan	A supplementary document that outlines how the LTP strategy is to be delivered in North East Lincolnshire.
Demand Responsive Transport	Bus services with no fixed route or timetable which are determined by individual passenger trips.
Drainage	The highway infrastructure that deals with the movement of water and rainfall.
Enterprise Zone	Enterprise Zones allow areas with economic potential to create the new business and jobs that they need, with positive benefits across the wider economic area. Simplified planning and business rates discounts apply in Enterprise Zone area, giving the capacity to develop innovative ways to address specific local challenges.
Equality Act (2010)	Act of Parliament specifically focussed on ensuring that people do not suffer from discrimination or harassment based on their age, race, disability, sexual orientation or gender.
Footway	Pedestrian route adjacent to the road, sometimes separated by a grass verge.
Greenhouse gas emissions	Any one (or more) gases emitted by motor vehicles whose absorption of solar radiation is responsible for the greenhouse effect (global warming)
Highway Infrastructure	Physical assets necessary to form the highway network (e.g. roads, footways & highway structures)
Indicator	A measure of performance typically used to be able to show how schemes have impacted on overall targets.
Indices of Multiple Deprivation (IMD)	A statistical tool used to measure & compare levels of income, employment, health, education, housing, crime and living environment across England.
Infrastructure	Services necessary to serve development (e.g. Roads and footpaths, electricity, water and sewer services.)
Integrated Transport (IT) block funding	Funding received from the DfT for delivery of infrastructure improvements typically new infrastructure to support road safety, traffic improvements, use of public transport or cycling and walking projects.
Local Enterprise Partnerships (LEPs)	A partnership between local authorities and businesses to help determine local economic priorities and lead economic growth and job creation within its local area. They carry out some of the functions previously carried out

	by the regional development agencies which were abolished in March 2012. North East Lincolnshire is a member of the Humber Local Enterprise Partnership (HLEP) and also the Greater Lincolnshire Local Enterprise Partnership (GLLEP)
Local Plan	Locally developed plans that identify future growth and development opportunities.
Local Transport Plan (LTP)	A five year integrated transport strategy, prepared by local authorities in partnership with the community, seeking funding to help provide local transport projects. The plan sets out the resources predicted for delivery of the targets identified in the strategy.
LTP 1	The Council's first local transport plan which ran from 2001-2006
LTP 2	Following on from LTP 1, running between 2006 and 2011
Maintenance funding	Funding received from the DfT for delivery of highway infrastructure maintenance schemes – principally roads, bridges and street lighting.
New Homes Bonus	Additional funding received by the Council based on the number of new houses built in North East Lincolnshire
Non-principal (B&C) roads	Roads intended to connect different areas, and to feed traffic between A roads and smaller roads on the network.
Park & Ride	Bus based transport scheme whereby out of town car parks are connected to the town centre or other destination by frequent bus services.
Principal ("A") roads	Major roads intended to provide large-scale transport links within or between areas.
Programme Manager	An individual responsible for the delivery of several projects in one programme area.
Project Team	A collection of relevant professionals pulled together to help deliver a specific project.
Public Rights of way (PRoW)	A network of footpaths and bridleways over which the public has the right to walk / cycle or ride a horse.
Risk assessment	A process to identify and subsequently mitigate against the risk associated with delivering a project or scheme.
Spatial planning	Spatial planning goes beyond traditional land use planning to bring together policies for the development and use of land with other programmes which influence the nature of places and how they function.
Strategic Environmental Assessment (SEA)	An assessment of the potential impacts of policies and proposals on the environment, to include proposals for the mitigation of impacts, required by European Directive (EU Directive 2001/42/EC).
Structures	Roadside bridges, drainage culverts, retaining walls etc.
Transport assessments	A comprehensive and systematic process which sets out transport issues relating to a proposed development. It identifies what measures will be taken to deal with the anticipated transport impacts of the scheme and to improve accessibility and safety for all modes of travel, particularly for alternatives to the car such as walking, cycling and public transport.
Transport Challenges	The local priorities for transport in North East Lincolnshire developed as a result of extensive consultation and policy review.
Transport for the North	An organisation that brings together local representatives from across the North of England to allow the North to speak with a single voice to Government.
Transport Strategy	A document which outlines the Council's policies towards transport. A plan produced, normally to accompany a planning application that demonstrates how the occupiers will be encouraged or supports to travel by means other than the private car.
Travel Plan	Schools and employers also produce a travel plan not related to development proposals which provide a package of measures produced by employers to encourage staff to use alternative means of transport than

Transport Policies and Programmes (TPP)	single occupancy car-use. The forerunners to Local Transport Plans, TPPs were one year programmes of schemes.
Travel to work area (TTWA)	A statistical tool used to indicate an area where the population would generally commute to a larger town, city or conurbation for the purposes of employment.
Ultra-Low Emission Vehicles (ULEVs)	A motor vehicle that emits extremely low levels of motor vehicle emissions compared to other traditional petrol/diesel vehicles
Unclassified roads	Local roads intended for use by local traffic.
Urban Area	The Urban Area is one of four spatial zones in North East Lincolnshire and includes the town of Grimsby and resort of Cleethorpes. Determines the broad location of development within a geographic area.
Vision	Providing a brief description of how the area will be changes at the end of a plan period.