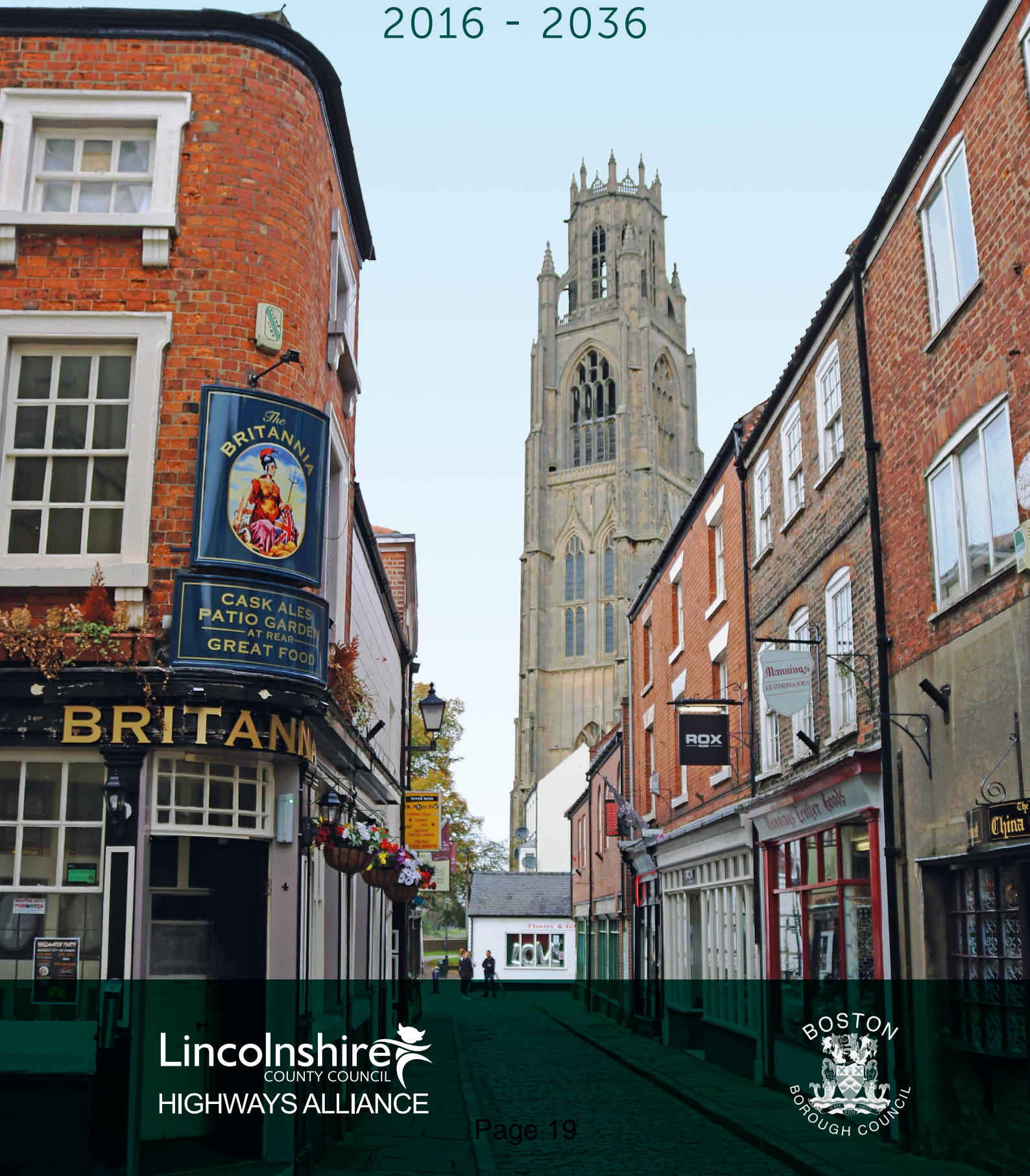


# Boston Transport Strategy

2016 - 2036



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## Foreword

Boston is a traditional market town and growing port, rich in heritage, character and history and is one of the largest urban areas in Lincolnshire making its economic success important not only locally but also for the County and wider region. As part of the proposals for growth in the town, it has been important to understand the relationship between that growth and the transport system that will support it. Lincolnshire County Council, in partnership with Boston Borough Council, commissioned a project to develop a new Boston Transport Strategy building on the improvements delivered since the last strategy was published in 2006. The new strategy aligns to the South East Lincolnshire Local Plan and is focused both on easing existing problems and supporting the future development of the town.

This Transport Strategy presents a range of short, medium and long term proposals to improve access within the town and the immediate surrounding area. The Strategy aims to support people travelling as part of their daily lives and how businesses reach their markets. The proposals aim to do this through influencing travel behaviour, prioritising walking and cycling, promoting public transport and providing for car and, importantly, freight traffic, while reducing their negative impacts such as congestion and poor air quality.

As LCC Executive Member for Highways and Transport, I endorse the Boston Transport Strategy and will ensure that its delivery is monitored over the coming years.

**CLlr Richard Davies**

Executive Member for Highways and Transportation at Lincolnshire County Council.









## INTRODUCING THE STRATEGY:

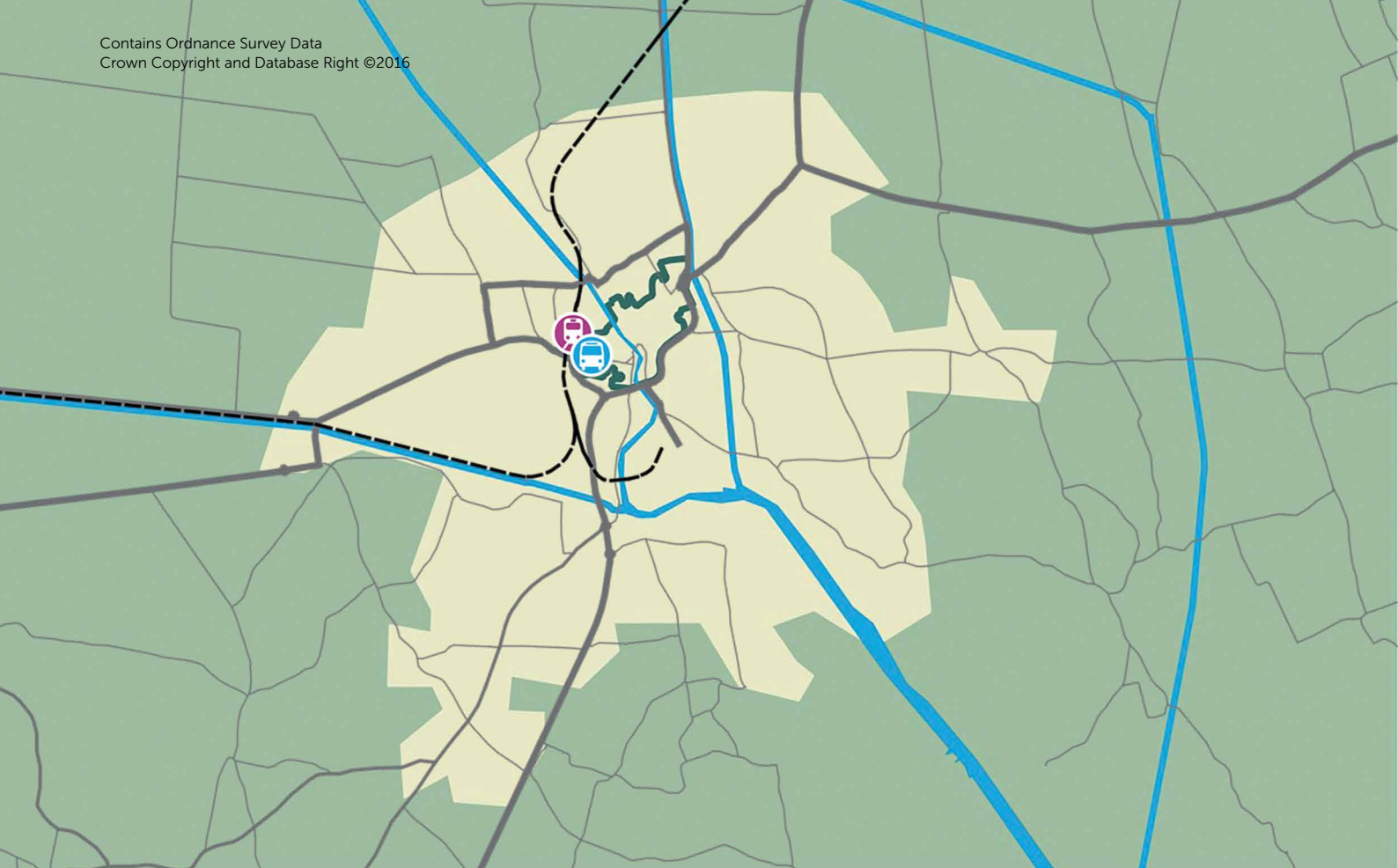
# Introduction

This document presents the Transport Strategy for Boston for the period 2016–2036. The Strategy has been developed by Lincolnshire County Council and Boston Borough Council and demonstrates a collective vision for improved accessibility and a sustainable transport network to support the growth of Boston.

This document provides information on what has informed the Strategy, what it aims to achieve, how it is defined, what the proposals are and how the Strategy will be delivered.

The Strategy will help to address existing transport and travel issues in Boston and help support proposals for significant growth in the short, medium and long term.





## INTRODUCING THE STRATEGY:

# Transport and accessibility

In developing the Transport Strategy, which focuses on Boston and the immediate surrounding area, consideration has been given not only to the content of the document but also the overall defining purpose of the document and, indeed, of transport.

Transport is a mechanism through which people gain access to their needs in terms of:

- Employment;
- Education;
- Healthcare;
- Shops and services; and,
- Leisure.

This is termed 'personal travel'.

However, transport is needed not only to provide access to these needs but also to facilitate them. Businesses and service providers therefore need access in terms of:

- Services users; and,
- Markets.

The former of these is directly related to personal travel while the latter is related to movement of goods.

Whilst access for people, businesses and service providers is most commonly provided by transport of various forms, it is also provided by other means of communication such as post, telephone and, in increasingly sophisticated ways, the internet. These other means have a significant and evolving influence on whether people need to use transport to gain access; a good example being the change in access to shopping brought about by retail on the internet.







## INTRODUCING THE STRATEGY:

# The purpose of the strategy

The overall purpose of a transport strategy is to provide improved access for people, businesses and service providers. Improved access can be provided through either directly meeting the demand for access by increasing transport provision in general or through managing demand so that some modes of transport are promoted and given higher priority than others.

The demand for access in and around Boston is met by a range of transport modes, such as private motor vehicles, road freight, bicycles, on foot, public service buses, trains and private hire vehicles. It is also understood that people use different modes for different purposes, including within the same journey.

However, it is evident that the demand for access is not being addressed in a way that promotes an efficient transport network to support the economy, environment and communities of Boston. For example, a significant proportion of journeys that both start and end in Boston are taken by private motor vehicles. These are journeys that, if more suitable, attractive and accessible alternatives were available, could be made by walking, cycling or bus in many cases.

Government and local policy and funding is geared towards stimulating economic growth and an efficient transport system is fundamental to supporting this objective. Widening the range of transport options and facilitating sustainable travel patterns is a key part of making the transport system work efficiently, supporting people, places and communities and therefore is an essential part of any comprehensive transport strategy.

Traditionally transport strategies have been shaped around types of transport. This has potential to limit the extent to which measures can contribute towards tackling a specific issue. Measures become focused on a certain type of transport rather than accessibility as a whole.

Rather than shape the Strategy around the different types of transport, the Strategy is shaped around providing access in general including how demand for access is influenced by geography in terms of key desired movements to, from and within Boston.



## INTRODUCING THE STRATEGY:

# The strategy process

The Boston Transport Strategy has been developed using a six stage process overseen by a Steering Group which consisted of representatives from Lincolnshire County Council, Boston Borough Council and the South East Lincolnshire Joint Policy Unit.

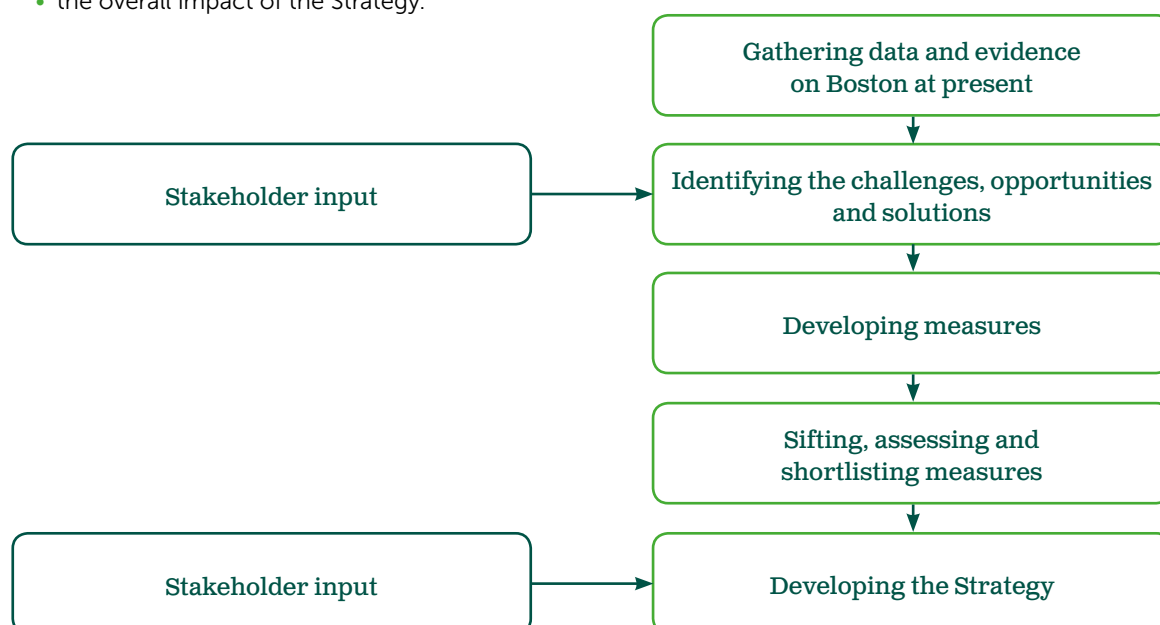
The stages of the Transport Strategy are shown in the diagram below; this highlights the work undertaken, the outputs generated, and where input was provided by the steering group and wider stakeholders to help shape the Strategy.

This process has ensured that:

- Robust data has been collected to enable a thorough understanding of the current situation in Boston;
- Future land use developments and the potential impacts have been understood;
- Local needs have been understood as well as the influences of local and national policies;
- Options that will support growth, tackle current problems and help mitigate increased travel demands in the future have been identified and assessed.

A logic-based approach has been utilised in developing the Strategy to ensure that there are links between:

- the issues and opportunities to be addressed;
- what investments need to be made;
- what outputs will be delivered;
- the short to medium-term results; and,
- the overall impact of the Strategy.







## INFORMING THE STRATEGY:

# Previous transport strategy

The previous Transport Strategy was published in 2006 and covered the period up to 2021 and delivered significant improvements to Boston including for public transport, urban realm and traffic. Among the key successes were:

- £1m scheme to deliver new Into Town bus services, launched in 2008 with new vehicles and infrastructure
- Improvements to the bus station and bus priority at junctions
- £5.5m John Adams Way enhancements delivered in 2010/11 to improve the flow of traffic on this key route through the town
- Traffic management, traffic calming and signing improvements at a number of locations across the town
- Civil parking enforcement
- New St. Botolph's Footbridge opened in March 2014 at a cost of £750,000
- £2m Market Place public realm improvements
- A significant number of cycling infrastructure improvements adding both cycle routes and crossings

These improvements amounted to an investment in excess of £10m in Boston, in addition to expenditure on the ongoing maintenance of the transport network and supporting transport services.

However, challenges still exist as Boston has changed and developed and will continue to do so. The political and economic landscape have also changed substantially since the previous Strategy was formulated with the means to obtain funding a particular challenge in the present.

It has therefore been necessary to create a new Transport Strategy, integrated with land use policy, which sets out the priorities and measures to be targeted for delivery up to 2036 – aligning with the timescale of the South East Lincolnshire Local Plan.



## INFORMING THE STRATEGY:

# Boston now: challenges & opportunities

A wide range of data, evidence and stakeholder views were collated and reviewed in order to identify the existing and potential future challenges and opportunities. The analysis focussed on the following areas:

- Economy;
- Land use & development;
- Accessibility and transport; and
- Environment;
- Society & wellbeing;
- Safety and security.

The following highlights some of the challenges identified:

Lower earnings, meaning less access to transport, and the geographic isolation of Boston, coupled with relatively limited public transport networks, limits opportunities for the local population.

Boston has varied levels of deprivation. However, deprivation is increasing in some areas that are already deprived. The opposite is true for less deprived areas, widening the gap between the two ends of the scale.

A significant increase in the working population per household living in Boston will result in an increase in the number of commuting journeys per household at peak times.

Car travel remains dominant, whilst cycling is decreasing in real terms.

The future planned development provides an opportunity to increase public revenues, encourage private investment and embed sustainable travel from the outset.

Air Quality within the Haven Bridge AQMA remains an issue.

There is a lack of connectivity between different modes of transport.

Peak period congestion occurs on the A52 and A16 on the approaches to and through the urban area.

Boston has a wide range of employment and unemployment rates across its wards, although employment rates are higher (and unemployment rates lower) than the district average.

6,651 pupils attend schools in Boston, generating significant movements of pupils and their parents, putting pressure on the transport network at the morning peak and period immediately prior to the standard PM peak.

The lack of supermarkets in the east of the town is likely to cause traffic movements across town as people from east of Boston access the food stores.





Cycle users have to share space with fast moving and large vehicles, causing safety concerns.

Walking and bus use for travelling to work have increased in real terms over the last decade.

Although the total number of accidents has been decreasing, the number of cycle and pedestrian accidents has remained relatively constant.

The waterways and railways present significant barriers to movement across Boston and there are a limited number of crossing points.

In 2012/13 Boston was ranked as the fifth highest local authority in England for the percentage of people cycling at least once per week.

The Market Place improvements have had a positive effect on the feel of the town centre.

There is a low frequency of bus services, with no services operating on Sundays and reduced service availability in the evenings.

20% of all accidents in Boston involved cyclists and 22% involved pedestrians – significantly higher than the national average.

All secondary schools are east of the River Witham resulting in cross-town movements for pupils living west of the River.

The large proportion of people travelling to work within Boston Town and Borough by car represents a clear opportunity for modal shift.

The journey time of some cross town movements in 'rush hour' is more than twice the journey time in quieter periods.

Some key transport corridors do not have any cycle infrastructure.

Boston has a large number of small car parks which encourages vehicular movements within the town centre. This is likely to add to congestion issues, particularly at peak times.

The A16 to the south of Boston is a consistently busy route in both directions and is likely to cause congestion during the morning and afternoon peaks.

Average earnings in Boston are significantly below those of Lincolnshire, the East Midlands and the county as a whole, and have not experienced the same level of growth as elsewhere.

Congestion in the town centre primarily results from local traffic travelling to, from and wholly within Boston.

Boston is far removed from the trunk road network and mainline railway and the nature of most local roads is not conducive to the heavy traffic experienced.

The vast majority of traffic is travelling to, from or entirely within Boston rather than passing straight through.





## What does the Strategy aim to achieve?

The vision for the Boston Transport Strategy is:

**The Transport Strategy will support a prosperous town with an attractive and safe environment and a high quality of life for all helping to make Boston a great place to live, work and visit.**

Sitting beneath the vision are objectives that the Strategy aims to deliver which emerged from the evidence gathering, challenge identification and stakeholder consultation.

The objectives are shaped around the key elements of the vision: supporting economic growth, protecting and enhancing the environment and improving quality of life for all.







## Vision elements

### Support economic growth

To support the sustainable development, regeneration and growth of Boston, helping to attract investment and meeting current and future housing and business needs.

To support and enhance sustainable travel and alternatives to the private car through widening choice, improving public transport and increasing provision for cycling and walking.

To provide an efficient, convenient and accessible transport network for all, reducing the adverse impacts of travel, particularly from private cars and road-based freight.

### Protect and enhance the environment

To protect and enhance the quality and attractiveness of the built and natural environment of Boston and the surrounding area.

To improve the sustainability and connectivity of the communities of Boston and the surrounding area by improving access for all to employment, retail and services.

To reduce carbon emissions from personal travel and freight transport.

### Improve quality of life for all

To improve the safety and security of all travel and, in particular, reducing the number and severity of road casualties.

To improve the health, wellbeing and quality of life of residents, employees and visitors, including through the reduction of noise and air quality related issues and an increase in levels of active travel.





## DEFINING THE STRATEGY:

# A comprehensive strategy for accessibility

The purpose of the Strategy is to provide a comprehensive strategy for accessibility. This involves improving access for all users of the transport network from people accessing employment, education and shops to businesses accessing markets.

The Strategy aims to make the most of the opportunities that new developments offer Boston in terms of being able to 'build in' accessibility as part of the planned growth. This will ensure that new developments will have high levels of accessibility from the outset, with walking, cycling and public transport (known as 'sustainable travel') given significant priority. This is important in terms of the opportunity to influence new residents to the area so that sustainable travel is encouraged and available from the outset, helping it become the norm.

In terms of sustainable travel, the Strategy reflects how the location of new development is just as important as the way in which they are designed. Focusing development in areas that are well connected to the walking, cycling and public transport routes and are close to complimentary land uses will help mitigate the impact of the development and support long term sustainable travel patterns.

The existing transport network does provide good levels of accessibility for many destinations across Boston. However, in some cases the accessibility is skewed towards the least sustainable and higher impact mode; the private motor vehicle. Although this provides some benefits, the dominance of private motor vehicle travel in Boston results in the various negative impacts highlighted earlier, such as air quality issues, traffic congestion and reduced safety. Furthermore, it does not take account of the needs of those who do not have access to a car or wish to travel by an alternative mode.

One in five households in Boston do not have access to a private motor vehicle and as such can have issues trying to reach certain destinations. Providing more accessibility choices will allow people to choose to travel by alternative and more sustainable means helping to address the negative impacts of travel. For those without private motor vehicle access, the provision of alternatives will open up new possibilities for reaching employment or leisure destinations, for example.



## DEFINING THE STRATEGY:

# A strategy for all forms of travel

The Strategy encompasses all ways of travelling in Boston and addresses the possibilities of not travelling where access can be achieved without needing to undertake a journey. Beyond identifying where travel can be negated, the Strategy prioritises walking and cycling where they can meet local accessibility needs.

The important role of public transport is recognised in terms of how it is a vital provider of accessibility for large numbers of people for travelling to work, education, shopping or just for leisure.

Mitigating the impact of motor vehicle traffic will benefit the whole of Boston in terms of reduced delays, better air quality and increased safety. The Strategy recognises the continued importance of motor vehicles for many journeys and a more efficient highway network will support the growth of the economy, allowing people and goods to move more efficiently.

The combination of prioritising cycling and walking, promoting public transport and mitigating the negative impacts traffic can work together to increase choice, influence travel patterns and make all modes of transport work better for the town.



# A range of approaches to influencing travel and providing access

The Strategy takes a wide-ranging approach to addressing the demand for travel. Influencing land use planning so that the impact of travel is mitigated at source is a vital way of addressing accessibility into the future while supporting the growth of Boston. Travel planning and marketing of transport choices will help influence people to travel by more sustainable means. The role of new developments is fundamental to this part of the approach in terms of the design of developments and in securing funding to deliver travel planning measures.

Securing funding for infrastructure and non-infrastructure measures is an ongoing challenge, therefore an innovative approach to partnering and funding will be required to deliver the Strategy. Working with public and private sector partners to secure funding to improve transport infrastructure and services will ensure that Strategy does not become isolated or static as Boston develops and grows.





## DEFINING THE STRATEGY:

# Considering access geographically

The Strategy takes a geographic approach to prioritising measures. This helps the Strategy integrate with people's journey patterns and determine measures based on these priorities rather than solely by mode of transport as is a common approach of transport strategies.

Prioritising measures based on geography links transport more widely with other areas, such as the urban environment, by identifying how accessibility can play a role in shaping and supporting the town for the benefit of the economy, environment and communities. It also helps to identify the most appropriate measures to progress in relation to the travel patterns. For example, if the priority is to improve the town centre, then the strategy identifies those relevant measures.

The four geographical themes that inform the Boston Transport Strategy are presented below.

## Geographical themes

### Enhancing the town centre

Improvements to the streetscape, urban environment and infrastructure in the town centre to attract investment, facilitate walking and cycling, improve safety and security and enhance the liveability and connectivity of the town centre core.

### Enhancing neighbourhoods

Improvements to the existing neighbourhoods of Boston to increase safety and security, facilitate walking and cycling and enhance the streetscape and urban environment. Also ensuring new neighbourhoods are well connected by sustainable modes of travel to make them attractive, accessible place to live and mitigate their impact on the rest of the area.

### Connecting neighbourhoods to wider Boston ...and each other

Improving the links from neighbourhoods to the town centre and wider Boston. This will improve access to employment, education, health care, retail and services, and leisure, enabling people to reach a range of destinations easier and by sustainable means.

### Connecting Boston with other centres

Improving the connections between Boston and other centres both within and beyond Lincolnshire. Better connectivity will facilitate economic opportunities and improve the possibilities of better long-distance connections to larger economic centres across the country.



# Geographical themes

Connecting Boston with other centres



Enhancing the town centre



Enhancing neighbourhoods



Connecting neighbourhoods to wider Boston and each other





## DEFINING THE STRATEGY:

# Influencing access by prioritising modes of transport

Rather like the commonly used approach for minimising waste, “Reduce, Re-use, Recycle”, there is a hierarchy that can be applied to, and used to prioritise, transport measures. Whilst the specific elements of this hierarchy can differ between strategies, they have one overall purpose; to limit the negative transport impacts of accessibility by attempting to reduce the number of journeys made or if journeys are made to focus these on the least harmful modes of transport.

The hierarchy used in defining measures proposed in this strategy is as follows:

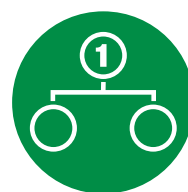
## Accessibility hierarchy



### Influencing travel behaviour

Influencing travel by introducing measures that limit journeys by meeting personal or business needs at their point of origin.

If journeys have to be made, influence the end destination in order to reduce the impact of journeys by reducing distance and encouraging non-peak period journeys.



### Prioritise active modes

Where journeys have to be made, prioritise the least harmful modes of transport including walking and cycling.





### Promote public transport

For longer, necessary, journeys for which walking and cycling are less viable, public transport should be encouraged and prioritised.



### Mitigate residual impacts of traffic

Despite the previous elements of the hierarchy, journeys by private car will still be made and will be a dominant mode for many journey choices, therefore, the last element of the hierarchy is to mitigate the impacts of the resulting traffic.







## DEFINING THE STRATEGY:

# Delivering for the current and future population

The long term nature of the Strategy means that the population of Boston is likely to change and grow considerably between now and the end of Strategy period in 2036. It is important to consider how the Strategy can improve accessibility for people who currently live and work in Boston but also to understand how the Strategy can support future residents, workers and visitors.

The significant planned growth of housing offers an opportunity to embed sustainable accessibility from the outset when residents move in to the new neighbourhoods. This is a vital part of mitigating the impact of growth so that it can have a positive social, economic and environmental impact on Boston, supporting the existing neighbourhoods, residents and businesses.



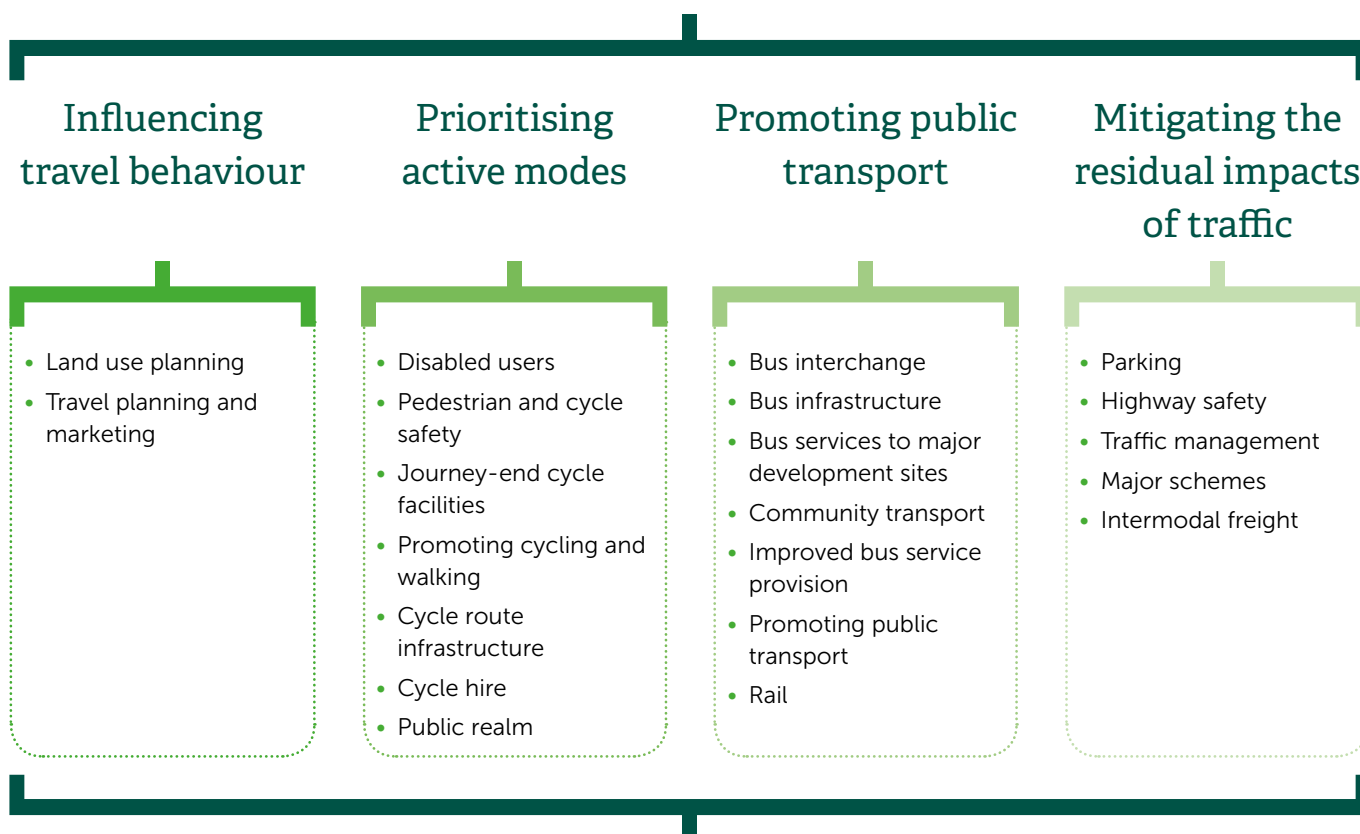
# Introduction

The measures are structured around four areas:

- Influencing Travel Behaviour
- Prioritising Active Modes
- Promoting Public Transport
- Mitigating the Residual Impacts of Traffic

## Hierarchy of accessibility and measure sub-headings

### ACCESSIBILITY HIERARCHY



### MEASURE PACKAGES

As can be seen in the figure above, the measures cover a significant range of measure types including land use policy, soft 'influencing' measures and hard infrastructure.

The breadth of challenges has led to a broad range of measures; the strategy does not focus on one type of measure or indeed one main measure, rather, it provides a broad range of measures to be delivered over the course of the next 20 years. This breadth means that the strategy provides opportunities to meet the challenges in different ways, allowing for variations over time in the availability, sources and types of resources and funding available.



## THE STRATEGY:

# Influencing travel behaviour

## Land use planning

Locate new **residential development** in sustainable locations in terms of access to everyday facilities; retail, services, education, health and employment. On urban extension sites seek to provide such facilities within or adjacent to the site. Provide for sustainable travel and reduce the need for travel through the provision of high speed internet connectivity cycle storage and walking and cycling routes.

Make it a priority to **develop town centre brownfield sites** that facilitate sustainable travel, regenerate the town centre and provide residential opportunities.

Improve the geographical balance of traffic-generating facilities to reduce cross-town movements by:

- **building a new secondary school** to the west of the town centre; and
- meeting the need for any additional **full-sized supermarket** in a location to the east of the town centre.

## Travel planning and marketing

**Implement targeted travel planning** tailored to the needs of individuals, focused on engaging with those groups most amenable to change.

**Develop a Business Travel Zone** for Boston to provide improved travel planning support to businesses to encourage sustainable travel for work-related journeys (including commuting, business travel and freight movements).

**Facilitate sustainable travel in new developments** by ensuring all new developments have an active and monitored Travel Plan.

**Run borough-wide sustainable travel events** to promote sustainable travel initiatives such as 'Bike to Work week' and 'Walk to school month'.

**Ensure all schools to have up to date and active Travel Plans** that target modal shift and aim to embed sustainable travel behaviour that children will continue into adulthood.

### CASE STUDY:

#### Cycling - Lincoln Hire Bikes

The scheme was established in 2013 as part of a £4.9m grant from the Department for Transport's (DfT) Local Sustainable Transport Fund (LSTF) which the County Council was successful in bidding for. The scheme is run by Hourbike on behalf of the council's Access Lincoln project. The total cost to deliver and operate the scheme from the launch in August 2013 to the end of the current contract in March 2018 will be £356,212. The 100 bikes can be hired 24 hours a day, 365 days per year, from 19 hirebike stations situated across Lincoln. To monitor the scheme the Council looks at the amount of registered members and also the number of times the bikes have been rented per month. To date the scheme has almost 2000 registered members. Electric bikes will be brought in soon as will expansion in the uphill area as a result of Department for Transport Funding.







## THE STRATEGY:

# Prioritise active modes

## Disabled users

Conduct a **Equality Act Access Audit** to assess what improvements can be made for those who have difficulties travelling around the town centre.

## Safety improvements for people on foot and cycle

**Improve pedestrian and cycle user safety at key junctions** by reviewing the provision at junctions where clusters of accidents involving pedestrians and cycle users have been recorded, such as the A52/West Street, Fydell Street/Norfolk Street and A52/A16 junctions.

Utilise techniques, such as centreline removal, where 20mph zones are proposed to reduce vehicle speeds and **promote safety** for people using cycles.

## Cycle facilities at destinations

**Increase the amount and quality of cycle facilities**, such as secure parking, lockers and showers at key destinations in the town centre, at schools and at public transport interchanges to facilitate cycle travel.

**Offer match/part funding for cycle facilities** at journey end locations, such as workplaces and educational institutions.

## Promotion of walking and cycling

**Continue and accelerate the roll-out of Bikeability** and associated initiatives to schools to encourage and facilitate more pupils to cycle to school.

**Offer free cycle training** to adults to encourage and facilitate cycling for a wide range of journeys.

### CASE STUDY:

#### Access LN6

Encouraged businesses, residents and communities in Hykeham and Lincoln to travel sustainably. It has seen the number of cyclists double, an increase in patronage at Hykeham Station to over 50,000 and more people using the buses, nearly 10,000, to the rural villages of LN6. The scheme is a testament to partnership working to encourage people to think about how they travel by providing Personalised Travel Planning (PTP), as well as providing the infrastructure and information necessary to make the change. Infrastructure such as 3 new footway and cycle paths, bus shelters and an increase of train services.





## Cycle route infrastructure

**Introduce cycle route infrastructure on key routes** into the town centre that address the issue of safety, which is a key barrier to increasing cycle use. Utilise best practice from the UK and Europe to develop innovative approaches within the constraints of the highway network.

**New cycle 'traffic free' routes on waterways** to improve connectivity between residential areas, the town centre and areas of employment, such as along the River Witham between St. Botolph's footbridge and Carlton Rowing Club.

Increase pedestrian/cycle connectivity by **building new bridges/upgrading existing bridges** at the following locations:

- Across South Forty Foot Drain to link existing residential areas and future development areas.
- Across Maud Foster Drain by at Windsor Crescent.
- Across Maud Foster Drain at Hospital Lane/Norfolk Street.
- Across River Witham north west of the town centre (as an alternative to the Sluice Bridge).

Review existing linkages and consider **provision of new cycle routes to tourist destinations** such as Boston Woods path network, Black Sluice trail, Coastal footpath and the RSPB reserve.

**Review existing shared cycleway/footways** and consider alternatives, such as segregated facilities, where appropriate.

**Review existing crossing facilities and timings along John Adams Way** to improve safety and connectivity for pedestrians and cycle users.

**Improve/introduce signage for pedestrians and cycle users** to assist way-finding.

## Cycle Hire

Investigate opportunities for the introduction of the **cycle hire/share/loan scheme**.

## Public realm

**Expand the Market Place public realm:** reallocating space for pedestrians and commercial opportunities (e.g. footway café tables and seating), reorganising parking and loading, improving perceptions of safety and making landscape improvements. The individual elements of the scheme could be split into separate packages.

**Reduce the barrier** that John Adams Way imposes **by improving the environment for other road users:** introducing greenery/lighting; and removing excessive guard railing.

## Cycling and buses

Investigate with bus operators the potential to **provide cycle storage on buses**.



## THE STRATEGY:

# Promoting public transport

## Bus interchange

**Upgrade the existing bus station** to improve passenger experience with better waiting facilities and information **or provide a new town centre public transport hub** either at the location of the existing bus station or a new location. The hub would facilitate interchange between different modes of transport and improve safety, public realm, waiting areas and passenger information. The hub would reflect best practice to create a first-class facility.

**Improve the quality of bus waiting areas** with new or improved shelters, seating, raised access kerbs, real time information.

**Introduction of bus priority measures**, such as bus gates that prioritise bus movements at congested locations, such as the A16 south of Boston.

**Improve signage for the bus and railway stations** for pedestrians travelling from the town centre.

## Bus services to major development sites

When planning new developments, consider the design of the development to **allow circular bus routes** which assists the operators to run an efficient and punctual service.

**Explore opportunities to improve bus provision to key employment areas** close to the town, such as the Industrial Estates on Marsh Lane and Skirbeck Quarter to support shift workers during early and late hours.

## Community transport

Work with Lincolnshire CVS to strengthen community transport provision and maximise the opportunities available through the 'Total Transport' countywide project.

### CASE STUDY:

#### New St. Botolph's Footbridge & Market Place Improvements

A replacement footbridge for the previous non-Disability Discrimination Act compliant footbridge opened in March 2014, costing £750,000 and funded by Lincolnshire County Council and the European Regional Development Fund (ERDF). The bridge provides a key link between the east and west of the town centre between Market Place and the West Street area and onto the railway station.

European Union ERDF funding was also utilised to refurbish the Market Place. Excessive car parking was removed and a new layout that showcases the surrounding historic buildings, providing space for market and attracting further investment to the area. £1.1 million of the £2 million total cost came from the ERDF with Lincolnshire County Council and Boston Borough Council contributing the remaining funding.

### CASE STUDY:

#### Lincoln Transport Hub

The Lincoln Transport Hub is a significant regeneration project that will provide a state-of-the-art bus station, 1,000 space multi-storey car park, retail space and a new pedestrian plaza along with improvements to Lincoln Central railway station. The £30 million scheme is being led by City of Lincoln Council with £11 million of Department for Transport (DfT) funding and a further £2 million from the Greater Lincolnshire Local Enterprise Partnership (GLLEP). City of Lincoln Council are working with stakeholder such as the DfT, the GLLEP, Lincolnshire Co-op, Network Rail, Lincolnshire County Council and East Midlands Trains to deliver the scheme by January 2018.







## Improved bus service provision

Review opportunities to secure additional capital or revenue funding to **improve the provision of bus services** within Boston and inter-urban services between the town and other centres. This could include opportunities to improve both peak period and all-day services and the introduction of Sunday services. Align services that visit the railway station with train times, providing a fully integrated public transport provision for the town.

**Work with local employers to explore the possibility of co-funding bus services** that would help transport their workforce and expand employment opportunities.

## Promoting public transport

Work with public transport operators to encourage use through a **'Try for Free' campaign** where residents and employees are offered free journeys (e.g. free return rail ticket from Boston to another Lincolnshire station or free day pass on Into Town Service).

**Increased publicity campaigns and initiatives** to raise the profile of public transport and its benefits within Boston and to encourage its use.

**Introduction of flexible bus tickets** such as season tickets and travel cards. Explore ways in which these could be applied to the wider region.

## Rail

Lobby the Train Operating Companies and the Department for Transport to provide **increased, more direct services** and to connect to wider destinations and to **rationalise the timetables** to assist interchange at Grantham for onward East Coast Main Line services.

### CASE STUDY:

#### Boston Into Town Bus Services

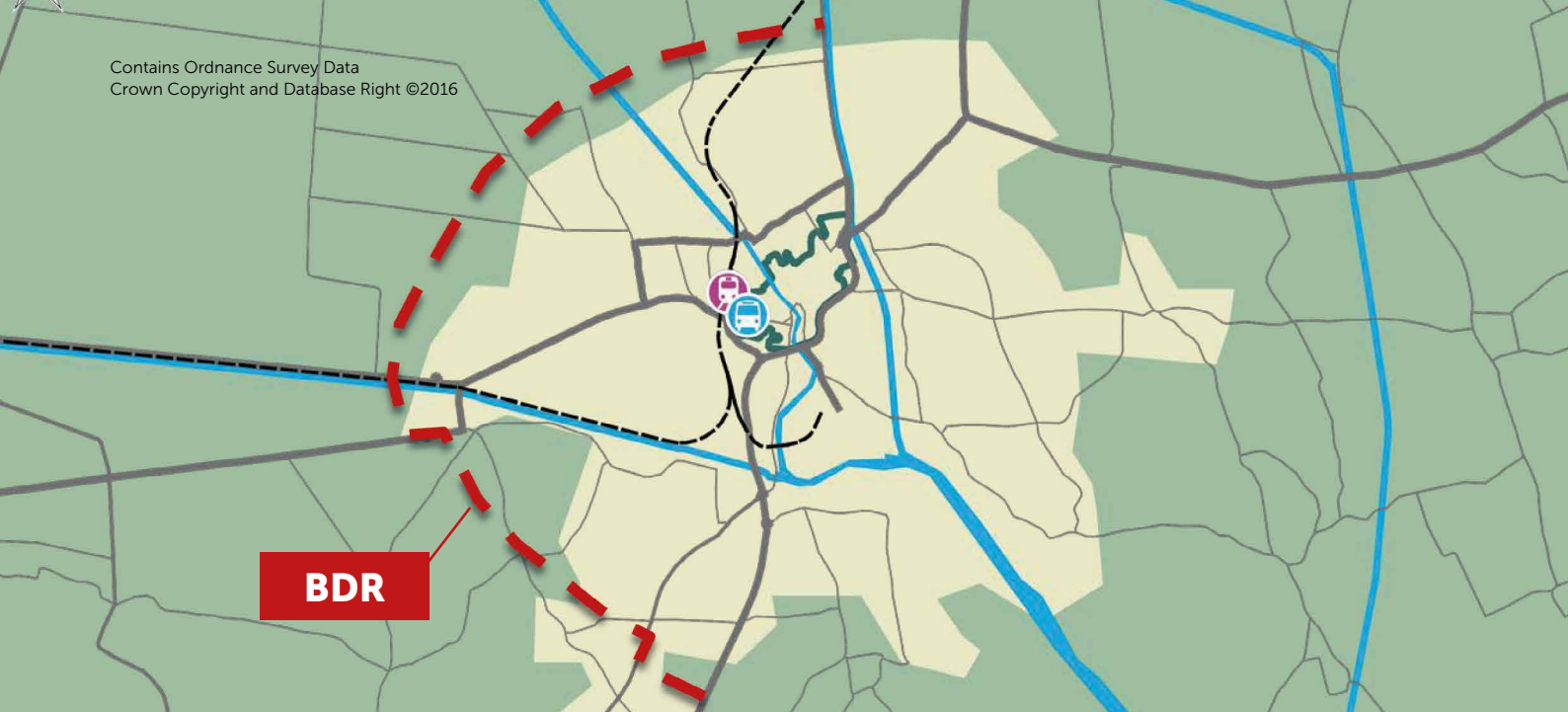
The £1million scheme became operational in 2008 with three new buses, costing approximately £300,000 each, running along three new routes with the service becoming commercial from August 2013. The remaining funding was spent on associated infrastructure including shelters, signage, raised kerbs and real time passenger information. Into Town Services are also in operation in Sleaford and Grantham.

### CASE STUDY:

#### A16/A52 Improvements

A number of schemes were undertaken in 2010 – 2011 at a combined cost of £5.5 million including creating two lanes for traffic travelling north into Boston on the A16 Spalding Road from London Road roundabout to Liquorpond Street roundabout. Two lanes were also created for traffic travelling westbound on the A52 Liquorpond Street, Queen Street and Sleaford Road. On London Road west approach to the A16 Spalding Road roundabout an additional lane was added. Overall, the scheme significantly reduced congestion through the town.





## THE STRATEGY:

# Traffic mitigation

## Parking

A new **Parking Strategy** where a range of issues will be considered and options could include, but not be limited to, reorganising parking stock, reviewing tariffs, improving information provision and signing, and provision for disabled users.

## Safety

Undertake **safety studies at accident cluster sites** to identify improvements.

## Traffic management

Review potential locations for **20mph zones** to improve safety

Improvements to help **improve traffic flow through the junctions** forecast to be under pressure in the future, such as the A52/A16, A16/London Road and A52/A1121 junctions. Priority should be given to the A52/A16 junction.

**Review traffic management measures in the town centre**, including traffic calming, Traffic Regulation Orders, HGV and loading restrictions (including daytime restrictions), one-way routes and banned movements. Integration with the new Parking Strategy will be important.

**Consider implementing traffic calming and providing crossing facilities** on Fyddell Street/Norfolk Street to encourage use by appropriate traffic, lower speeds and improve safety for other road users.

**Review existing parking demand and on-street supply** within the vicinity of schools and the hospital with a view to alleviating parking issues.

## Major schemes

The Councils will continue to work with developers to deliver elements of the Boston Distributor Road (BDR), which in the long term will provide a western link road between the A16 in the south of the town and the A16 in the north, and serve new developments to the west of Boston. The Councils will work together on the feasibility (including traffic modelling, design and funding) of delivering elements of the BDR and associated projects that cannot be brought forward by the private sector alone.

Initial modelling has indicated that a new East-West Relief Road (BEWRR) from the A16 Spalding Road, across the River Witham to Skirbeck Road, could generate traffic benefits. Further investigations will be made into these benefits as well as the potential impacts of the scheme to confirm whether proposals should be developed further.

## Inter-modal freight

Work with operators to find ways to **increase the use of rail to transport freight**.



## THE STRATEGY:

# What are the priorities?

The Strategy features a wide range of measures that cover all the geographic themes and all levels of the accessibility hierarchy.

The range of measures identified shows a priority for facilitating active modes and public transport where a journey needs to be made whilst also reducing the need to travel in the first place. The Strategy also prioritises enhancing connections between neighbourhoods and wider Boston; this is primarily a result of many of the challenges identified being related to movements wholly within Boston rather than movements between Boston and other towns. Focussing on such local movements and accessibility steers the strategy towards measures that are predominantly at the top of the accessibility hierarchy and are often lower cost and promote sustainable methods of travel. The delivery of such local measures can be more directly influenced jointly by Lincolnshire County Council and Boston Borough Council.

**Nearly half of travel to work journeys start and end within Boston and half of these journeys are made by driving a private motor vehicle even though Boston is approximately 4km across.** This contributes towards the traffic issues around the town centre which have a negative effect on air quality at certain locations an impact the economy due to delays. The short nature of these journeys does present an opportunity for modal shift if alternative modes are improved.

**School travel was also identified as a key contributor to traffic congestion during peak hours. All the secondary schools are east of the River Witham which means many pupils have to cross the town to access their school.** The domination of the private motor vehicle in terms of mode share results in many of these school related journeys being made by car, again, despite the fact that they are over short distances. Improving the offer of alternative modes between neighbourhoods, particularly active modes, through infrastructure and non-infrastructure measures would help reduce the impact that school travel has on the overall transport network.







## DELIVERING THE STRATEGY:

# A collaborative approach to delivery

The Strategy cannot be delivered by Lincolnshire County Council and Boston Borough Council alone. The success of the Strategy is dependent on buy-in, support, resources and funding from a range of stakeholders.

A Strategy Delivery Group will be established to bring together stakeholders from a range of disciplines to utilise experience and expertise in collaboratively delivering the Strategy. The Group will also capitalise on existing and future funding opportunities and steer the short, medium and long term implementation of the Strategy measures. The Group will encourage and facilitate its members to take a lead on responsibilities that fall within their remit but with a collaborative ethos whereby they can draw on the wider support of the Group.

Funding is currently a significant challenge and is likely to remain so into the future. Identifying, providing and securing funding will be a fundamental role of the Strategy Delivery Group. Collaborating to secure external funding and ascertaining possibilities of combining internal funding will be a key task in the delivery of Strategy measures.

Some measures do not rely on public sector funding and have the potential to deliver significant long term benefits, helping to save money by reducing the need for significant investment in the future. The substantial plans for growth in Boston offers extensive opportunities to secure third-party funding and collaboration in embedding sustainable travel patterns into new developments through both capital and revenue funded measures. This may only require relatively small budgetary contributions from the public purse but has the potential to contribute considerably towards the Strategy's vision and objectives.

## Programming the strategy

The Strategy provides a long term plan for transport to align with the 2036 horizon of the South East Lincolnshire Local Plan. Within this 20-year timescale the measures can be delivered in the short, medium and long term. Some measures will have discrete timescales while others remain ongoing through the entire Strategy period.

The Strategy Delivery Group will ensure that measures are delivered as soon as is feasible. The approach will also identify where measures can be co-ordinated for delivery together to enhance mutual benefits, such as revenue measures to complement a piece of capital infrastructure.



## DELIVERING THE STRATEGY:

# Monitoring the strategy

Continuously monitoring and reviewing the Strategy is vitally important to ensure progress is being made against the Strategy objectives and outcomes.

The Strategy Delivery Group will undertake high level monitoring of the Strategy will be responsible for regularly reviewing the progress of the individual measures.

A high level progress report will be produced after 5 years and a full review will take place after 10 years. Due to the 20-year timespan of the Strategy the full review will be important to assess if the measures are being effectively delivered. The reviews will also provide an opportunity to add to or amend measures as political, funding, or technological changes that cannot be foreseen in the present take place.

A series of specific and measurable outcomes that the Strategy will be measured against have been devised. These are as follows:

- A reduction in the amount of traffic entering the town centre core;
- A reduction in the use of the private car for accessing jobs, schools and the town centre, as a proportion of these journeys;
- A reduction in carbon emissions from transport;
- An increase in public transport patronage;
- An improvement in the reliability of bus services;
- An increase in the share of cycling and walking trips taken for journeys within Boston;
- An increase in the proportion of the population living within 400 metres of a bus stop providing a minimum frequency of one bus service per hour;
- An increase in the level of service provided by public transport between Boston and other Lincolnshire urban areas;
- A reduction in both the number and severity of road collision casualties;
- A reduction in the proportion of collisions involving cycle users and pedestrians'; and
- An improvement in the perception of safety and security while travelling.









## Get in touch

If you wish to make contact about the contents of this document please contact us as below:

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