



# Holbeach Transport Strategy

March 2019



Lincolnshire  
COUNTY COUNCIL  
*Working for a better future*

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# Introducing the Strategy

This document presents the Transport Strategy for Holbeach for the period 2018–2036.

The Strategy has been developed by Lincolnshire County Council and South Holland District Council and demonstrates a collective vision for improved accessibility and a sustainable transport network to support the growth of Holbeach.

This document sets out the context for Holbeach's transport challenges including what information has been considered, the Strategy's objectives, and the measures which will deliver the Strategy.



## Transport and accessibility

Transport is a means to an end rather than an end in itself. Transport is one way in which people can access employment, education, healthcare, shops and services, and leisure activities. In addition to this personal travel, businesses and service providers also need access to their raw materials and customers. Taken together, these movements of people and goods are facilitated by transport.

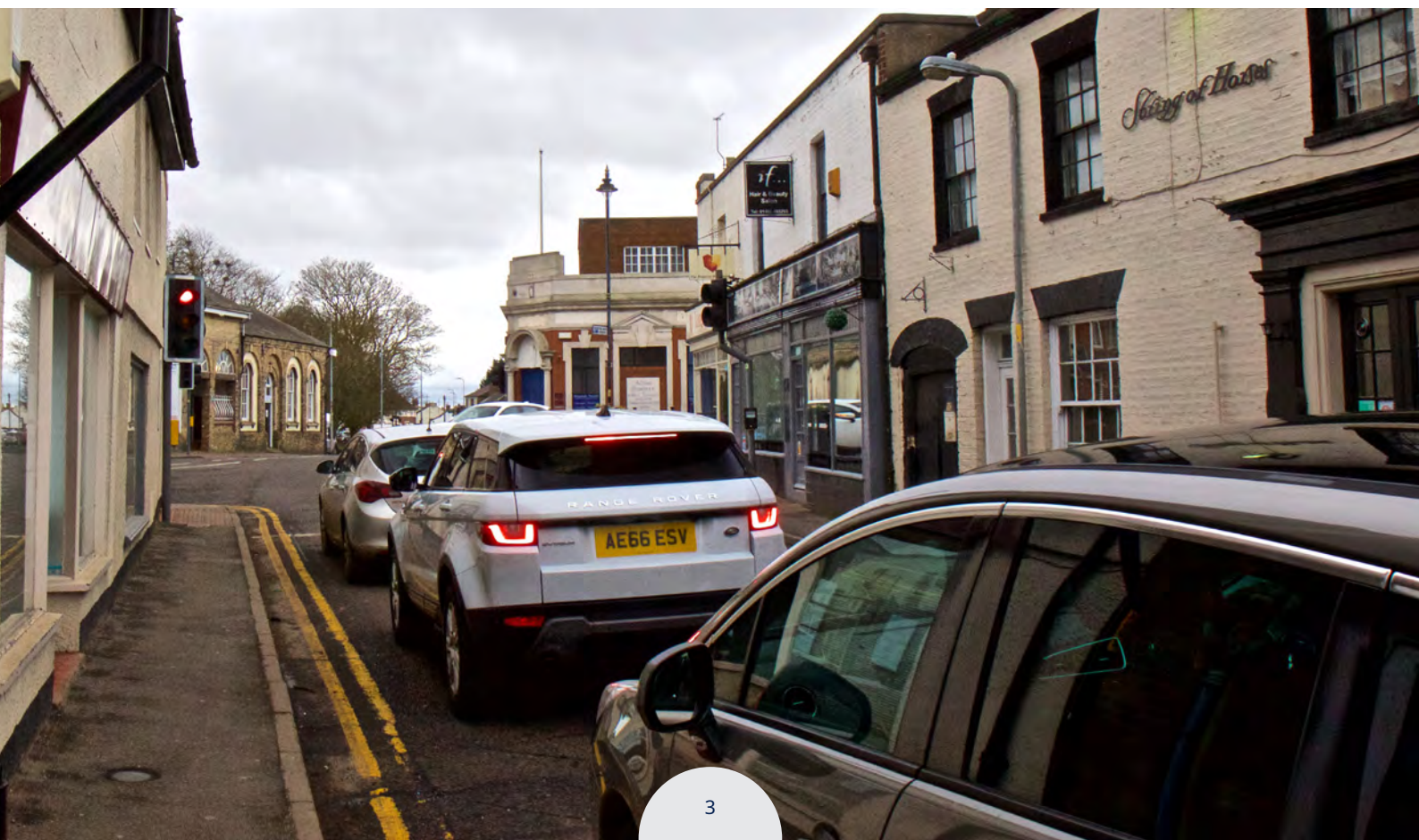
People and business can also gain access to goods and services by non-transport-based means of communication: post and telephone and increasingly over the internet. The increasing availability, functionality and popularity of internet and online services are reducing and changing the demand for transport. For example, the increase in online shopping is contributing to a reduction in personal shopping trips and an increase in delivery traffic, especially in light goods vehicles, while increasing access to government and public services through online channels reduces the need for residents to visit council offices.

## The Purpose of the Strategy

The overall purpose of this Transport Strategy for Holbeach is therefore to provide improved access for people, businesses and service providers while supporting sustainable economic development and limiting or reducing the adverse impacts of travel. Developing and adopting a Transport Strategy enables local authorities and stakeholders to take a strategic overview of transport issues with a robust evidence base.

Where access to personal and business needs in and around Holbeach is met by transport, this may be by one or more types of transport, including private cars, road freight vehicles (lorries, vans, farm vehicles etc), cycling, walking, public transport (bus in Holbeach, with rail links available in nearby towns), private hire taxis and so on. Improving access to services might be achieved by increasing the availability of particular types of transport, by seeking to reprioritise between different types, or by restraining some types of transport – as well as by further developing the online availability of services.

National and local legislation, policies and strategies focus on providing and improving transport networks and facilities to support economic development and environmental sustainability. The Traffic Management Act 2004, for example, places a duty on local authorities to make efficient use of road networks and reduce congestion, while the Climate Change Act 2008 sets the target of reducing carbon emissions in the UK by 80% of 1990 levels by 2050.



The creation of this Strategy has been supported by an awareness that Holbeach’s transport networks and services are not operating as efficiently and effectively as they might to provide residents, visitors, businesses and organisations with the access they need.

For example, the Market Hill junction in the centre of Holbeach is operating at capacity in peak hours, and a significant proportion of journeys that both start and end in Holbeach are made by car, despite the relatively small size of the town. These are journeys that, if more suitable, attractive and accessible alternatives were available, could be made on foot or by bicycle in many cases.

Looking ahead, the South East Lincolnshire Local Plan sets out ambitious targets to build up to 2,000 new homes in Holbeach, increasing the town’s population by two thirds, and provide land to support a large increase in jobs in Holbeach.

Transport networks and services in and around the town will need to change significantly to accommodate these new residents and workers, and this Strategy aims to support this. The recent project to convert the A17/A151 Peppermint Junction west of Holbeach to a roundabout has led to reductions in traffic in Holbeach town centre, and especially a decrease in the number of lorries travelling through town. This is an example of the benefits that investment in transport can bring.

## The Strategy Process

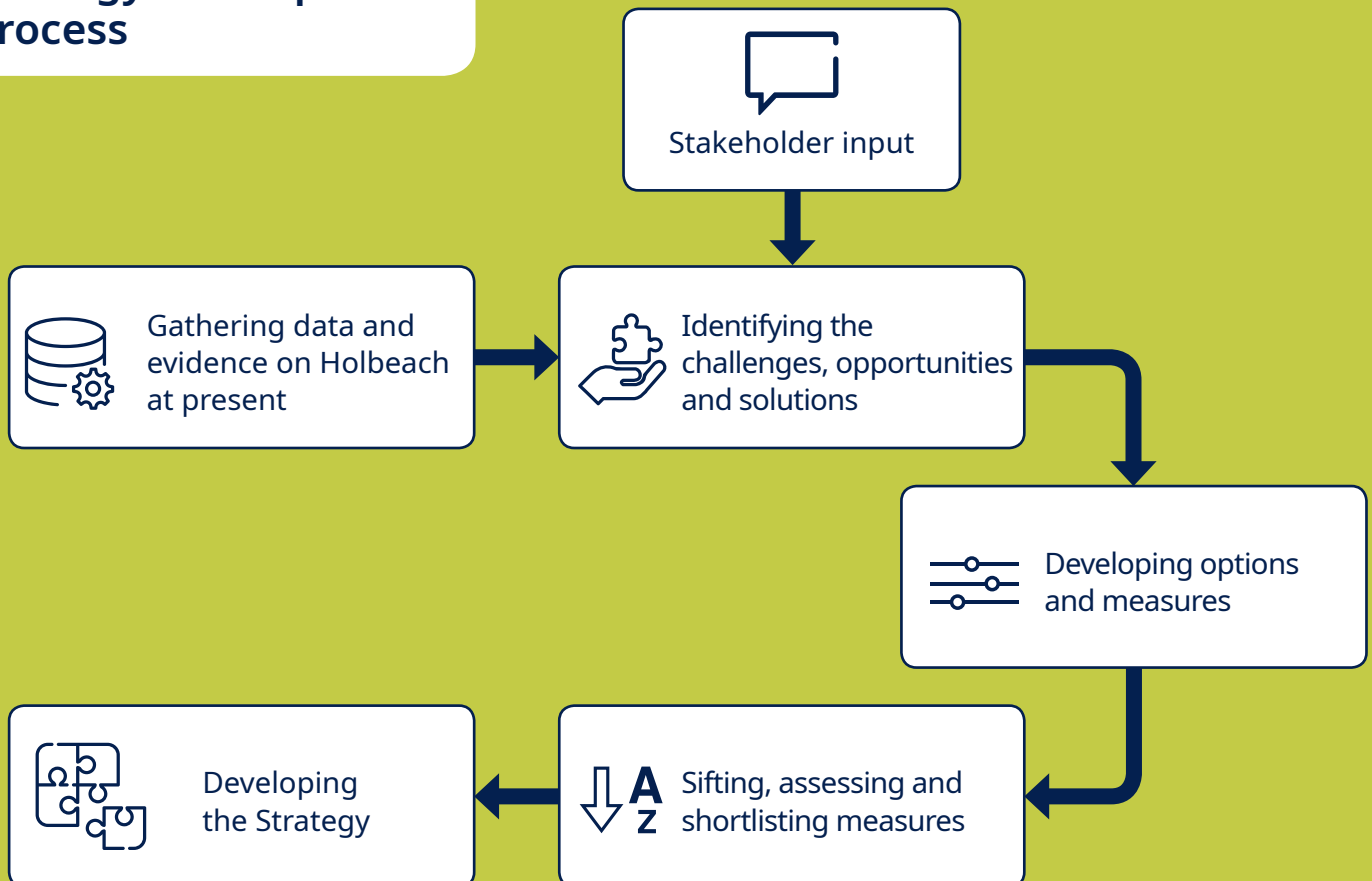
The Holbeach Transport Strategy has been developed using a five-stage process overseen by a Steering Group made up of representatives from Lincolnshire County Council, South Holland District Council and the South East Lincolnshire Joint Policy Unit.

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 Holbeach;
- Future land use developments and their potential impacts have been taken into account;
- Local needs have been considered within the local and national policy context;
- Options that will support growth, tackle current problems and help mitigate increased travel have been identified and assessed.

### Strategy development process



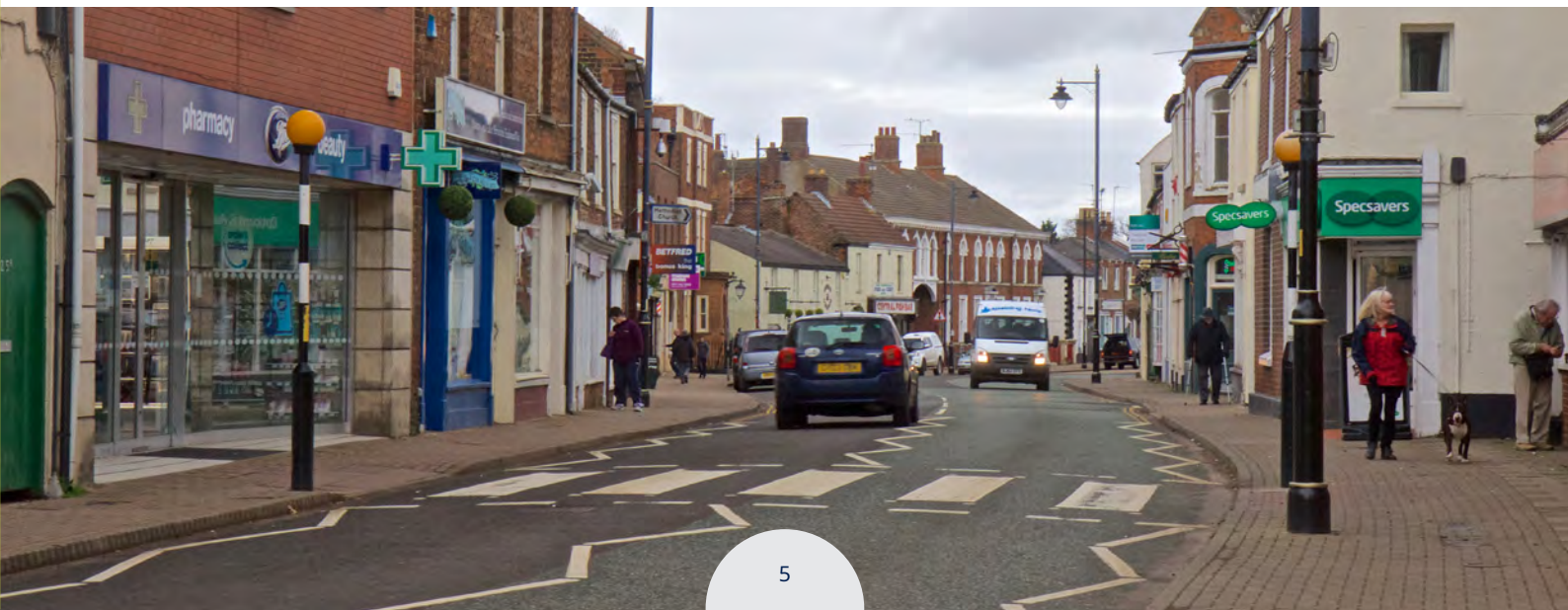
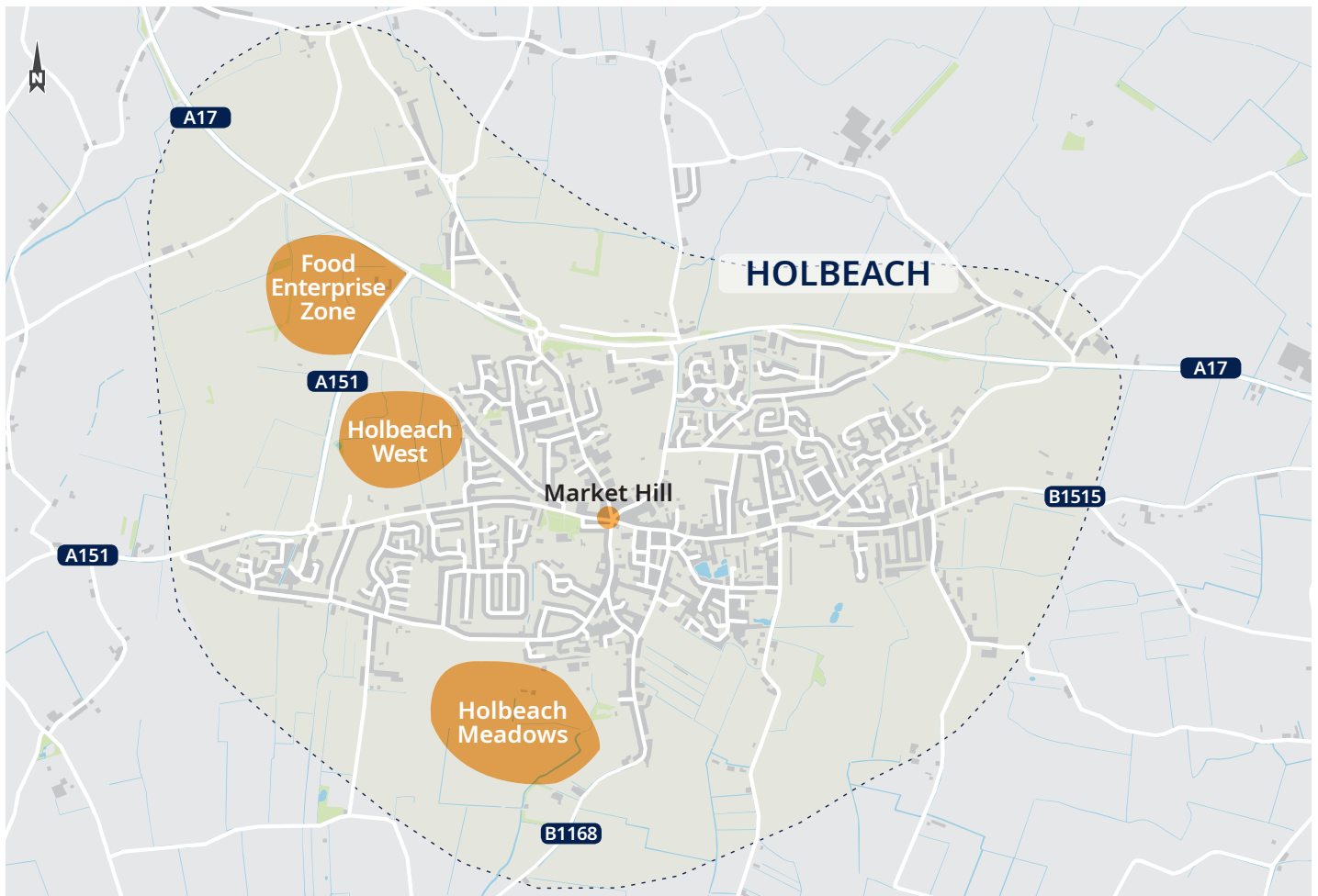
A logic-based approach has been used in developing the Strategy to ensure that there are links between:

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

The process of developing the Strategy is in line with government guidance and provides a strong evidence base for policy decisions and future funding bids.

## Strategy Area

The map below shows the area covered by the Strategy. A number of measures in the Strategy aim at improving connections to places outside this area, to the benefit of the town as a whole.



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# Informing the Strategy

## Challenges and Opportunities

A wide range of data, evidence and stakeholder views were collated and reviewed to identify the existing and potential future challenges and opportunities in the area.

The analysis focussed on the following subjects.



Economy



Environment



Land use and development



Society and wellbeing



Accessibility and transport



Safety and security



## Some of the challenges identified



Holbeach's **population is increasing**, including young people and the working age population.

**Average earnings in Holbeach are below** regional and national averages.

**Education and skills levels are below** national averages.

Levels of **employment** and **unemployment** vary within Holbeach.



**Retailers in Holbeach struggle to compete** with more varied retail offers in neighbouring towns, especially Spalding, Boston and Wisbech. Holbeach residents do a **very small proportion of their shopping in the town**.



The main industries in South Holland tend to be relatively **intensive users of freight transport**.

Recent construction of the roundabout at **Peppermint Junction has improved traffic conditions through Holbeach**, reducing the amount of through-traffic, especially lorries.

Away from the A17 and A151, all through-traffic and most local trips must pass through the Market Hill Junction in the town centre, which **operates at capacity in morning and evening weekday peak periods**, leading to queues and congestion.



Holbeach has **no rail service** and only **one scheduled bus service** to Spalding and King's Lynn. CallConnect only operates six days a week, 12 hours a day.

**There are barriers to movement in some residential areas** of Holbeach. Many pedestrian and cycle trips are routed through the town centre, especially the Market Hill Junction.



Numbers of ultra-low emission and electric vehicles owned in South Holland are very low and there are **no public electric charging points in Holbeach**.



**Broadband and mobile connectivity is relatively poor** in South Holland, restricting access for residents and businesses to the full range of opportunities the internet and mobile technologies provide.

**Carbon emissions attributable to transport are rising** in South Holland as a proportion of all emissions.

Communities surrounding Holbeach are **more deprived** in terms of barriers to housing and services, relative to other neighbourhoods in England, with a **significant reliance on private car travel**.



The number of **households without a car is increasing**, which presents barriers to accessing employment and services.

Holbeach is **far removed from the motorway and trunk road network** with long-distance and local traffic sharing single carriageway roads in and around the town.



**Cycling infrastructure** such as cycle lanes, quiet cycling routes and cycle parking **facilities are limited in and around the town**.

**Road safety needs to be improved**. In particular, there are high numbers of accidents at some junctions, including Market Hill.

There are **no evening bus services**. Accessibility to employment in Holbeach and elsewhere is limited by the current timetable.



**Walking and cycling activity levels are lower in South Holland** than in other areas of Lincolnshire and nationally.

Over 1,800 pupils attend school in Holbeach. **Trips to and from schools in and near to the town generate amounts of traffic**.

**Most people in the area travel to work by car or van**. Around half of commuting trips wholly within Holbeach are made by car.

## Future changes



The South East Lincolnshire Local Plan makes provision for significant **residential growth in the town**, with the population predicted to increase by approximately 65% over 25 years.

There are plans for up to 2,000 new homes.



Significant future **employment growth** is planned, possibly more than **doubling the number of jobs** in and immediately around the town.



**Increases in population and jobs** would support businesses and services in Holbeach and make public transport services more sustainable.

## Opportunities




The number of **businesses and enterprises in South Holland is increasing more quickly** than across Lincolnshire as a whole.




Planned developments provide an opportunity to **gain funding from third parties for transport improvements**.



Improved access between Holbeach and surrounding communities – and towns such as Spalding and Boston – by **public transport would enable access to employment** and other opportunities further afield.



Around half of commuting trips wholly within Holbeach are by active modes (cycling, walking), which is above national averages and constitutes a good basis for increasing further and **encouraging a shift away from the private car**.



There is an opportunity to **develop a comprehensive cycling and walking network for Holbeach**, to support a significant increase in travel by active modes.



**Air quality is relatively good in Holbeach** and there is currently no Air Quality Management Area.





- 1 All Saints grounds, High Street
- 2 High Street west bound
- 3 Market Hill junction, Park Road
- 4 All Saints church, High Street
- 5 Old Bank, West End (B1515)
- 6 Carter's park, Park Road
- 7 School Safety Zone, Boston Road South



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# What does the Strategy aim to achieve?



## Vision and Objectives

The vision for the Holbeach Transport Strategy is rooted in the Holbeach Regeneration Project.

This vision has been developed in the context of opportunities offered by proposed large scale residential development, the creation of the Food Enterprise Zone (FEZ) immediately west of the town, and the completion of a roundabout at the A17/A151 Peppermint Junction. This roundabout has already brought benefits to Holbeach by reducing HGV traffic flows through the town centre.

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

- 01

To improve the sustainability of the communities of Holbeach and the surrounding area by improving access for all to employment, retail, services and new housing.
- 02

To improve the safety and security of all travel and, in particular, reduce the number and severity of road casualties.
- 03

To encourage and enhance sustainable travel and alternatives to the private car through widening choice, improving public transport and increasing provision for cycling and walking.
- 04

To provide a resilient, efficient and convenient transport network, reducing the adverse impacts of travel, particularly from private cars and road-based freight.
- 05

To support the sustainable development, regeneration and growth of Holbeach, including the Food Enterprise Zone, and to meet current and future housing and business needs, and support the revitalisation of the town's retail offer.
- 06

To minimise carbon emissions from personal travel and freight transport.
- 07

To protect and enhance the quality and attractiveness of the built and natural environment of Holbeach and the surrounding area.
- 08

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.



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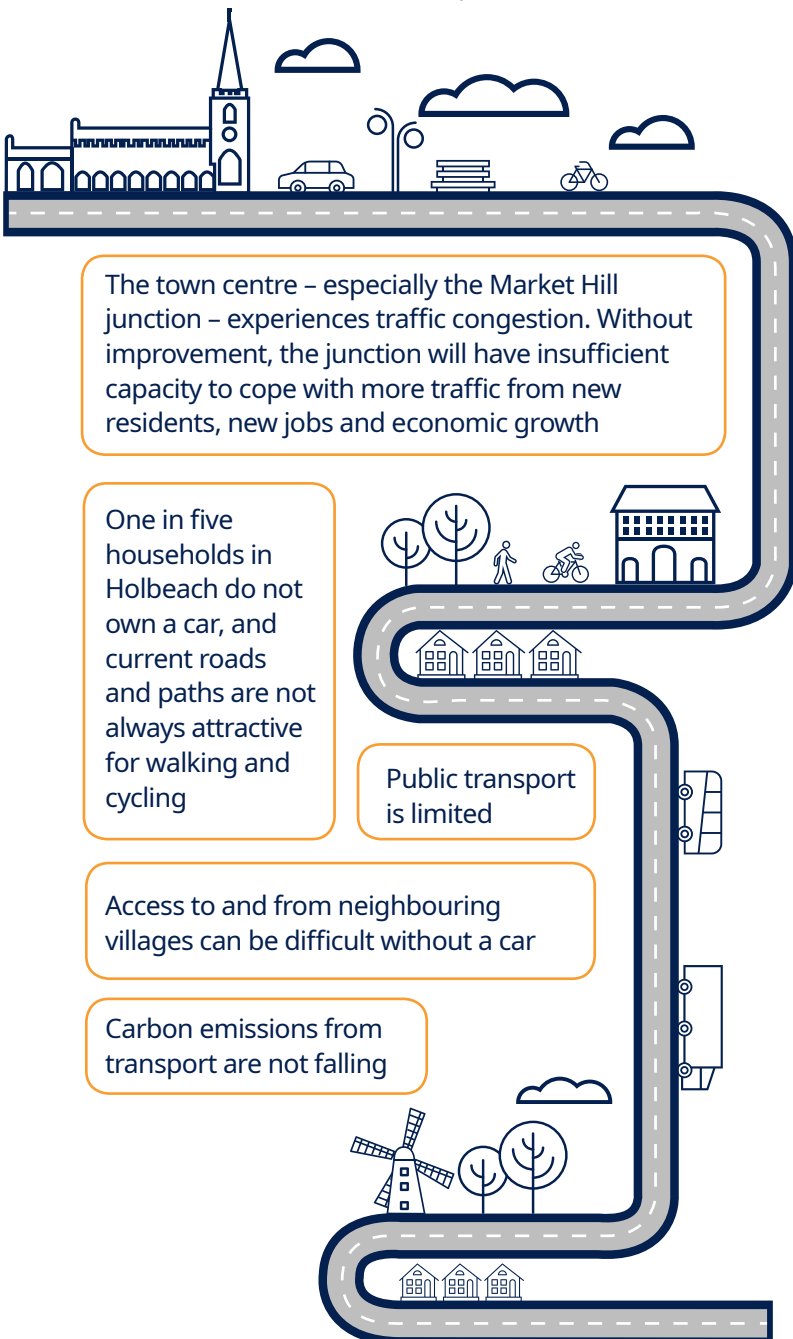
# Defining the Strategy



## A Comprehensive Strategy for accessibility

The purpose of the Strategy is to improve access for residents, employees and visitors to jobs, education, shops and services in and around Holbeach. This is important for people who already live or work here, and it is especially important if Holbeach is to make the most of the opportunities that will come from an increasing population and from new jobs in and around the town. It is likely that Holbeach will see many changes in that time. Current predictions are that the population will grow considerably over these two decades, and that many more people will work in the town than now.

The current transport network provides good levels of accessibility to many destinations in and around the town, but there are a number of headline problems where the situation could be improved:



This Strategy sets out a range of projects which can address these problems, by seeking to reduce traffic levels on the roads, encourage and make it easier for people to make more trips within Holbeach on foot or by bike, support improvements to public transport, and make the roads safer. These projects should also lead to reductions in carbon emissions from transport and ensure that air quality improves. Another important focus is integrating new developments firmly in the existing town and designing in good transport links from the start – especially for people walking or cycling – to encourage active travel from as soon as people move in to their new homes or start their new jobs.

## A Strategy for all forms of travel

Many journeys within, to and through Holbeach are made on the roads, often by private car. The roads also carry important goods and agricultural traffic. Some of the projects in this Strategy directly address current problems with road traffic. Other projects are focused on encouraging people to choose sustainable modes of transport, particularly walking and cycling. Some projects seek to reduce the overall demand for travel, for example by improving internet connectivity and home delivery options so some people could choose to access services or do their shopping online.

## Influencing travel and providing access

Some of the projects in the Strategy seek to directly improve some aspect of the transport network. Others take a different approach, looking to reduce overall travel demand or encourage people to make different choices about how they travel. Some projects would be visible on the ground, in new cycle lanes or changes to road junctions, while others work at an individual level. Travel planning for individuals or businesses, for example, provides information about alternatives to travelling by car, while a marketing campaign would encourage people to try the bus for some of their journeys.

The Strategy will also support the county and district councils in securing funding for transport improvements, and in working with developers to design new residential and employment areas so that they support active travel.

## Considering access geographically

Each of the proposals in the Strategy is focused on one of three geographical levels:



**Enhancing the town and town centre**

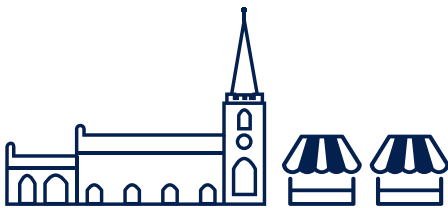


**Connecting Holbeach and neighbouring communities**



**Connecting Holbeach with other centres, the wider region and beyond**

These different geographical levels need different types of projects and the proposals are grouped accordingly below:



### Enhancing the town and town centre

- Improve the infrastructure in the town centre to attract investment, facilitate walking and cycling.
- Improve safety and security and enhance Holbeach as a place to live, work and visit.
- Ensure existing and new neighbourhoods and employment sites are well connected by sustainable modes of travel to make them attractive, accessible places to live and work.



### Connecting Holbeach and neighbouring communities

- Improve the links between Holbeach and the villages, settlements and employment sites that surround the town.
- Improve access to employment, education, health care, retail and services, and leisure, enabling people to reach a range of destinations more easily and by sustainable means.



### Connecting Holbeach with other centres, the wider region and beyond

- Improve connections between Holbeach and other centres both within and beyond Lincolnshire.
- Develop better connectivity to facilitate economic opportunities and improve the possibilities of better long-distance connections to larger economic centres across the country.

## Influencing access by prioritising modes of transport

It is important to increase the positive impacts of transport as much as possible, including the health benefits of more active lifestyles, the social benefits of travelling to meet other people, and the economic benefits of connecting people with employment, services and markets. It is also important to reduce the negative impacts of transport as much as possible, including carbon emissions, air and noise pollution, injuries in road accidents and lost productivity from congestion.

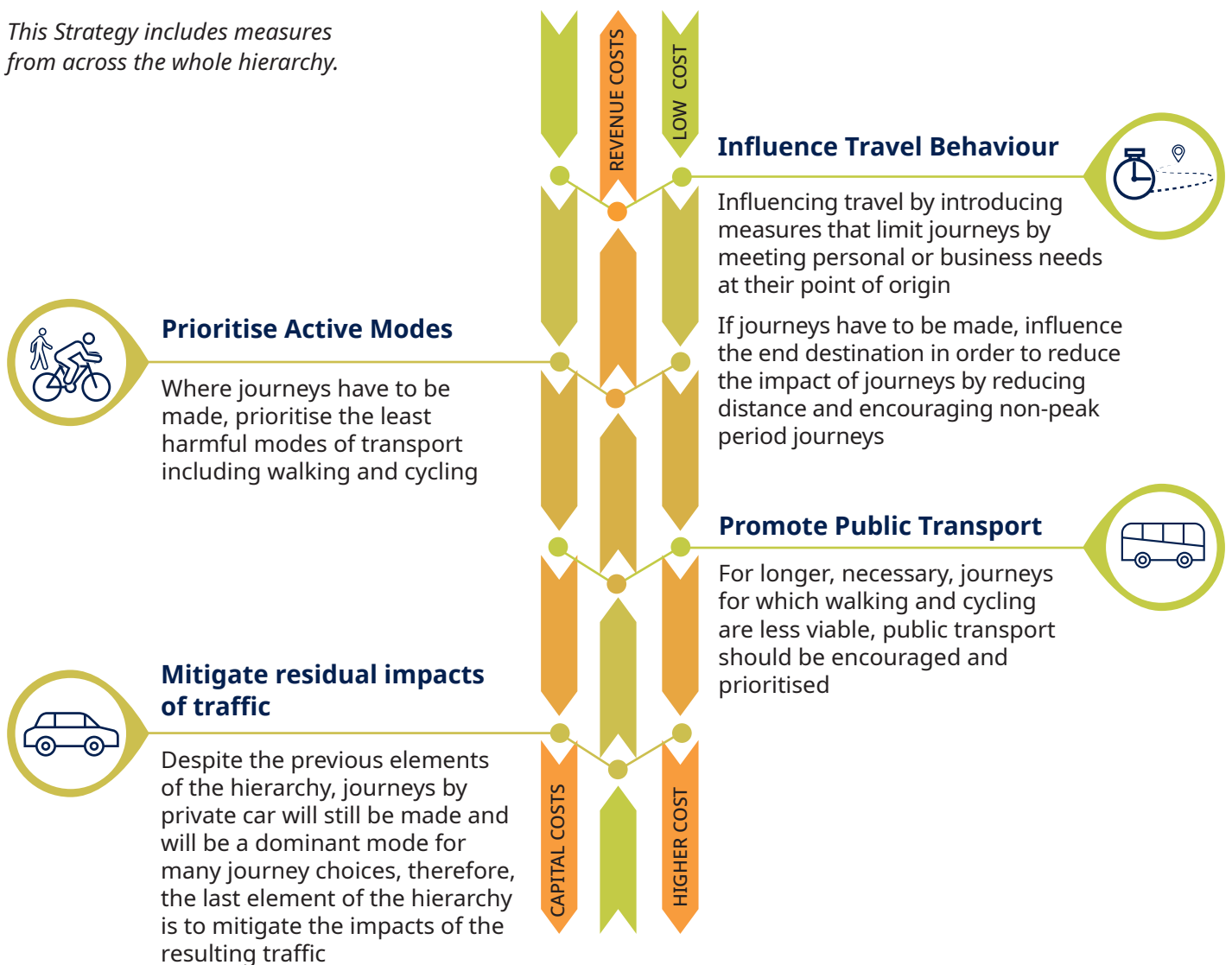
The following hierarchy of how different approaches to transport problems are prioritised sets a structure for increasing the positive impacts and reducing the negative impacts of transport, and underpins this Strategy.

*This Strategy includes measures from across the whole hierarchy.*

## Delivering for the current and future population

This Strategy covers the period to 2036 and is aligned with the timescales of the South East Lincolnshire Local Plan. Some projects in the Strategy can be introduced relatively quickly, directly benefitting current residents, workers and visitors, while others will take longer to implement.

All the projects are intended to support the development of Holbeach as a thriving town, with new residential developments fully integrated into the existing urban area and new residents and workers having a positive impact on the town's economy, its existing residents, neighbourhoods and businesses.



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# What will the Strategy deliver?





## Introduction

The proposals are structured around three levels of geography:



**Enhancing the town and town centre**



**Connecting Holbeach and neighbouring communities**



**Connecting Holbeach with other centres, the wider region and beyond**

For each proposal an indication is given of the likely timescale for delivery (short, medium or long term). Proposals have been grouped in seven broad themes, bringing together similar options:



*Vibrant Town Centre*



*Holbeach: Active Travel Town*



*Better Bus Services*



*Safer Travel*



*Supporting Education and Economic Opportunities*



*Reducing A17 Severance*



*Reducing Carbon Emissions*

Inevitably, many options affect two or three of the geographic levels, and could fit in more than one of the themes. These levels and themes – which overlap – are indicative of the main focus of each option.

A vital task for revitalising Holbeach town centre is to unlock the Market Hill junction – to reduce congestion, make it easier for people to cross here on foot and when cycling, and make it a more attractive space at the heart of the town. This is one key focus for the Strategy.

The size of Holbeach and its flat landscape and lack of hills means that it lends itself well to walking and cycling. It is an inherently walkable and cyclable town. Therefore, another primary focus for the Strategy – and for many of the individual measures – is on further encouraging and supporting walking and cycling, especially for journeys within the town.

The Strategy also includes proposals to improve longer journeys, where public transport services currently mean that many people rely on car travel.

Further details of each proposal are outlined overleaf.



## Vibrant Town Centre

Short to Medium Term

**The reconfiguration of the Market Hill junction** is a key project to support the revitalisation of the town centre, enhancing the public realm and improving its operation, for motor vehicles and people on foot and on bicycles. There is an opportunity to make Market Hill a far more welcoming environment for people, at the heart of a rejuvenated town. A number of options have been considered during the development of this Strategy. These options now need to be assessed further for technical feasibility and deliverability before any specific scheme is brought forward for consideration. After further analysis and detailed design work, it may be useful to pilot any proposed changes for a period of months.



The reconfiguration of Market Hill would need to be complemented by several other projects, potentially including improvements at one or more junctions with the A17 and traffic management schemes within the town to reduce the potential for traffic to re-route onto less appropriate roads. Depending on the option selected, some changes might be required to bus routes. Improvements in road safety at Market Hill would support other projects, including those which aim to encourage more walking and cycling with Holbeach, while a better functioning junction with more predictable journey times and reduced delays would support bus services.

A similar effect of supporting town centre retail experience could be generated by **allowing the closure of some town centre roads for specific events** such as markets or festivals, on a restricted number of days each year.



### Review of current car parking

Conducting a **review of current car parking** would be a necessary step towards making changes to support the town's economic development. The introduction of **smart payment facilities for council car parks** could make payment more convenient for shoppers and visitors and reduce running costs for the council.

Ensuring that **new developments are permeable for cycling and walking** – within the town centre as well as towards the outskirts of the town and beyond – would ensure that the town centre is easy to access for local residents, supporting choices to spend money locally rather than taking their custom to neighbouring towns.



### “Park & Walk” sites

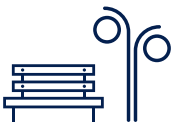
**“Park and Walk” sites**, where visitors would be encouraged to park a little way out of the town centre and then walk in to town, could help reclaim the town centre for pedestrians by reducing the amount of motorised traffic, while also increasing footfall as people walked in to and around town, rather than from a car park to a specific shop or business. “Park and Walk” for schools could encourage pupils and parents to linger or stop off on the way between the car park and school, potentially encouraging spend in local shops.



## Holbeach: Active Travel Town

Short to Medium Term

The development of **cycling and walking networks**, including route planning, infrastructure investments and signage/wayfinding aim to give residents and visitors the confidence that they can make trips safely and without having to compete for road space with motorised vehicles. **Extending the cycling network beyond the town** will support active travel choices for people travelling between Holbeach and neighbouring communities, where the lack of cycle routes on the main roads can currently be off-putting.



### More benches

Providing **more benches** around town will enable people to take a break as they walk, which gives encouragement, especially to people who might otherwise drive or take a taxi if they fear they may find walking the whole trip physically too demanding. Benches can also increase the visual amenity of the town centre, and make it a place where people will want to spend time.

The provision of **cycle parking throughout town** will give people the confidence that they will be able to lock their bike securely at their destination, while the inclusion of **secure cycle storage in new developments** will encourage new occupiers to see walking and cycling as an easy, natural choice from the start of their tenure, creating new habits for their new homes. Walking and **cycling facilities in new residential and employment developments**, such as cycle and equipment storage, showers and basic maintenance kits will encourage people to cycle to work.



### Bike hire/bike share scheme

A **bike hire/bike share scheme** could be useful for visitors and residents, encouraging people who have travelled to Holbeach by car or bus to explore the town and its surroundings (thereby supporting the development of a visitor economy), and offering active travel choices for residents who do not own their own bicycle.



### Community Cycle Hub

A **Community Cycle Hub for Holbeach** could help tie together the various interventions in this group, although further investigation would be needed into how to support its initial and ongoing costs. A hub could offer bicycle maintenance, sales of new and refurbished bikes, training courses, a base for cycling clubs, information and encouragement – acting as a focal point in the town for cycling activities. Consideration could be given to operating a cycle hub as a business, a community interest company or as a third-sector organisation. It may be possible to locate the hub in town centre premises or at another community-minded facility, for example an educational establishment.





## Better Bus Services

Short to Medium Term

In the short term, **bus priority at the Market Street signalised junction** would seek to reduce delays suffered by bus passengers waiting in queues at the junction, increasing punctuality and reliability.

**Improved evening and Sunday services** on the 505 (Spalding-Holbeach-King's Lynn) would allow and encourage bus trips at different times of the day; it would be preferable if this improvement could be made on a commercial basis by a bus operator, as it is recognised that funding for council support for bus services is limited. **Diverting the 505 away from its current route (West End/Spalding Road) to instead serve the Holbeach West residential development site and the Food Enterprise Zone (FEZ)** (most likely by travelling along Boston Road South, the A17 and the A151) would encourage residents and employees at the major new sites to consider public transport; it is acknowledged that for some existing locations in the west of Holbeach this would increase walking time to the nearest bus stop, and the additional route length would marginally increase operating costs and journey times. This re-routeing would be supported by the provision of **high-quality bus stops at appropriate locations close to Holbeach West and the FEZ**, again to encourage take-up of the service. In any case, new bus stops (carriageway markings, lay-bys if appropriate, flags) would be required. Overall, the increase in both residents and employment in Holbeach should make the bus service more financially secure through increased patronage; these changes aim to make the most of this opportunity.



### "Try for Free"

A **"Try for Free" public transport campaign** would help raise awareness of the current bus service; if run in connection with a revised route it could help to attract new customers to the buses.

In the medium term the increasing residential and workplace population of Holbeach may support **increased bus service frequencies on the existing 505 service and the introduction of bus services to Boston**, not requiring a change in Spalding, to better connect Holbeach with destinations away from the current east-west route. An **increase in capacity on school services for the general public**, along with the introduction of more daytime services and services in the school holidays, would better serve neighbouring settlements and increase connectivity to Holbeach.



### Improved waiting facilities

**Improved waiting facilities at bus stops**, including shelters, seating and better information, would encourage greater bus use as well as increasing perceptions of safety for passengers. **Improved waiting and turning facilities** for school bus services would increase the efficiency of school bus operations, potentially releasing resources for use on other general services and/or reducing the cost of supporting these services.





## Safer Travel

Short to Medium Term

It is proposed that a coordinated package of safety and speed management measures is introduced with the aim of reducing vehicle speeds and improving safety in Holbeach. This includes:



**20mph speed limits in new developments** supported by appropriate infrastructure.



**Lower speed limits on the main routes through town** (B1168, B1515), 20mph in the town centre and 30mph to the edge of the town.



**Speed reduction treatments and traffic calming interventions on the main routes in the town centre** (B1168, B1515).



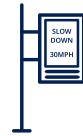
**Speed reduction treatments on Hall Gate.**



**New/improved pedestrian and cycle crossing provision** across main roads, at key junctions and outside schools, where appropriate.



**Modifications at junctions to improve vehicle user safety**, which, in addition to Market Hill and junctions along the A17, might include Fleet Street/Edinburgh Walk and Spalding Road/Wignal's Gate.



**Electronic signage** to encourage compliance with lower speed limits.



## Supporting Education and Economic Opportunities

Short to Medium Term

A project to provide **travel plans** to individuals and organisations could develop greater awareness of travel choices and encourage people to change their travel behaviour, including walking and cycling more, choosing public transport where appropriate, or perhaps changing their times of travel to less congested times.

A scheme to offer **bicycles and/or scooters on a loan basis** could help new entrants to the workforce or re-entrants to take up employment in the local area by improving access, especially at the start of a new job when people may not have cash available in advance of their first pay packet.



### Active travel for educational sites

Two interventions are proposed which are specifically aimed at improving access to education and supporting active travel by students and staff: **improving cycle storage facilities at schools** and university sites, and introducing **walking buses for primary schools**.



### National Cycle Network

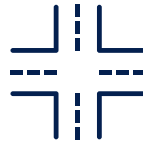
There may be opportunities for businesses in Holbeach to take advantage of the town's location on **National Cycle Network Route 1**, perhaps by developing offers aimed at cycle-based tourists (day trippers and longer distance cyclists), for example in the hospitality sector. An increase in such tourism could be encouraged by and support the development of the Community Cycle Hub.



## Reducing A17 Severance

Medium to Long Term

**Speed management along the 4km stretch of the A17** between Peppermint Junction and the junction with Foxes Low Road would help to improve road safety here.



### Junction improvements

**Improvements to one or more of the four junctions** in this stretch of the A17 which are not currently roundabouts — Penny Hill Road, Battlefields Lane South, Foxes Low Road, and Fleet Road (B1515)— could assist vehicles travelling north from Holbeach town and turning right on to the A17 and could help to improve access to areas north of the A17.



### Improved crossing points

**Improved crossing points for people on bicycles and on foot** within the same stretch would improve access between Holbeach and residential and employment areas north of the A17.



## Reducing Carbon Emissions

Short to Medium Term

A **cargo bike fleet** shared by retailers and other businesses within Holbeach could allow for pedal-powered deliveries within the town, reducing carbon emissions and supporting the development of a locally focused economy. This could be sited at and maintained by the Community Cycle Hub.

The provision of **improved internet connectivity** across Holbeach could reduce the need for travel by supporting home working, online access to services etc, and could also support the economic rejuvenation of the town by making it a more attractive place to visit.



### Electric Charging Points

**Charging points for electric vehicles** (cars and bicycles) within the town, for example in town centre car parks or at major employment sites and educational facilities, could encourage the use of cars with zero tailpipe carbon emissions and e-bikes.

A **car share club** could support a reduction in private car ownership, which could in turn support a wider range of travel choices with the private car no longer seen as the easy default choice, especially for short local trips.



# What are the priorities?



The Strategy features a wide range of measures that cover the three geographical levels, the seven themes and all levels of the accessibility hierarchy.



The measures included here are a balance of those which support active modes (cycling, walking) and public transport with measures intended to improve road traffic. The possible reconfiguration of Market Hill is a key priority, which is linked with and supports many other projects.



Putting measures in place which will encourage more people to choose to walk or cycle shorter trips within Holbeach is another key priority, along with measures to improve public transport in the short term.

