



County Offices  
Newland  
Lincoln  
LN1 1YL

20 May 2022

**Highways and Transport Scrutiny Committee**

A meeting of the Highways and Transport Scrutiny Committee will be held on **Monday, 30 May 2022 at 10.00 am in the Council Chamber, County Offices, Newland, Lincoln LN1 1YL** for the transaction of the business set out on the attached Agenda.

Yours sincerely

A handwritten signature in black ink, appearing to read 'DBarnes'.

Debbie Barnes OBE  
Chief Executive

**Membership of the Highways and Transport Scrutiny Committee**  
**(11 Members of the Council)**

Councillors M Brookes (Chairman), A M Hall (Vice-Chairman), Mrs A M Austin, K J Clarke, T J G Dyer, R A Gibson, Mrs S Rawlins, S P Roe, E W Strengiel, Mrs C L E Vernon and R A Wright



**HIGHWAYS AND TRANSPORT SCRUTINY COMMITTEE AGENDA**  
**MONDAY, 30 MAY 2022**

<b>Item</b>	<b>Title</b>	<b>Pages</b>
<b>1</b>	<b>Apologies for Absence/Replacement Members</b>	
<b>2</b>	<b>Declarations of Members' Interests</b>	
<b>3</b>	<b>Minutes of the previous meeting of the Highways and Transport Scrutiny Committee held on Monday, 25th April, 2022</b>	5 - 12
<b>4</b>	<b>Announcements by the Chairman, Executive Councillors and Chief Officers</b>	
<b>5</b>	<b>Gainsborough Transport Strategy 2022</b> <i>(To receive a report from Karl Gibson, Senior Project Leader - Highways Infrastructure, which sets the final update on the Gainsborough Transport Strategy and the main Gainsborough Transport Strategy 2022 documents)</i>	13 - 70
<b>6</b>	<b>Speed Limits Review - Task and Finish Group Progress Update</b> <i>(To receive a presentation from Richard Fenwick, County Highways Manager, which offers an overview of the Speed Limits Review Task and Finish Group)</i>	Verbal Report
<b>7</b>	<b>Levelling Up Schemes</b> <i>(To receive an update from Sam Edwards, Head of Highways Infrastructure, which provides an overview of Levelling Up schemes)</i>	Verbal Report
<b>8</b>	<b>Highways and Transport Scrutiny Committee Work Programme</b> <i>(To receive a report from Kiara Chatziioannou, Scrutiny Officer, which enables the Committee to comment on the content of its work programme for the coming year to ensure that scrutiny activity is focused where it can be of greatest benefit)</i>	71 - 74

Democratic Services Officer Contact Details

Name: **Rob Close**

Direct Dial **07387 133753**

E Mail Address [robert.close@lincolnshire.gov.uk](mailto:robert.close@lincolnshire.gov.uk)

**Please note:** for more information about any of the following please contact the Democratic Services Officer responsible for servicing this meeting

- Business of the meeting
- Any special arrangements
- Copies of reports

Contact details set out above.

Please note: This meeting will be broadcast live on the internet and access can be sought by accessing [Agenda for Highways and Transport Scrutiny Committee on Monday, 30th May, 2022, 10.00 am \(moderngov.co.uk\)](#)

All papers for council meetings are available on:

<https://www.lincolnshire.gov.uk/council-business/search-committee-records>





**HIGHWAYS AND TRANSPORT SCRUTINY  
COMMITTEE  
25 APRIL 2022**

**PRESENT:**

Councillors A M Hall (Vice-Chairman), Mrs A M Austin, M Brookes, K J Clarke, T J G Dyer, R A Gibson, Mrs S Rawlins, S P Roe, Mrs C L E Vernon, R A Wright and N Sear

Councillors: C Perraton-Williams and Mrs M Overton attended the meeting remotely as observers

Officers in attendance:-

Kiara Chatziioannou (Scrutiny Officer), Robert Close (Democratic Services Officer) and Jonathan Evans (Head of Highways Client and Contractual Management Services)

Officers in attendance via Microsoft Teams:-

John Monk (Head of Design Services), Verity Druce (Head of Transformation – Transport) and Richard Fenwick (Head of Highways Assets and Local Management Services)

Also in attendance:-

David Matthews (Resident of Lincolnshire)

**62      APOLOGIES FOR ABSENCE/REPLACEMENT MEMBERS**

No apologies for absence were received.

**63      DECLARATIONS OF MEMBERS' INTERESTS**

No declarations of interest were made with respect to any items on the agenda.

**64      MINUTES OF THE PREVIOUS MEETING OF THE HIGHWAYS AND TRANSPORT SCRUTINY  
COMMITTEE HELD ON 7 MARCH, 2022**

That the minutes of the meeting held on 7 March 2022 be confirmed and signed by the Chairman as a correct record.

**65      ANNOUNCEMENTS BY THE CHAIRMAN, EXECUTIVE COUNCILLORS AND CHIEF OFFICERS**

The Chairman welcomed Jonathan Evans to the Committee and advised Members that he had recently been appointed as Head of Highways Client and Contractual Management Services.

**66      STREET LIGHTING POLICY UPDATE**

Consideration was given to a report from John Monk, Head of Design Services, which invited the Committee to consider and comment on a report which proposed updates to the Street Lighting Policy, including options and a recommendation for lighting on new developments, prior to a decision being taken by the Executive Councillor for Highways Transport and IT between 25 April - 3 May 2022. Members were given an overview of the Street Lighting Transformation Project, implemented in 2016/17, and the subsequent 2018 Scrutiny Review which considered the impact of part-night lighting. The funding made available for the Transformation project allowed approximately 42,000 lights to be converted to part-night operation, 18,000 to be converted to LED and approximately 850 to be switched off completely. A further update to the Policy was made in 2019, allowing precept-raising councils in Lincolnshire to fund the conversion of otherwise part-night lit lights to operate all night. The actions taken through the Street Lighting Transformation project and use of LED technology reduced annual energy consumption for street lighting by 14.3m kw/hour. This reduction, saved £2.58m per annum. The Committee were given an overview of the five options available and were reminded that, if permanent obstructions were included within the development design, all night lighting would automatically be required. Moreover, in all options where no street lighting was the outcome, it should be noted that a Speed Limit Order was likely to be required on adoption of the development road.

The Chairman invited Mr David Matthews to address the Committee as a concerned resident hoping to bring some matters to the Committee's attention:

- Mr Matthews suggested that the life cycle of 95 per cent of current street lights would not extend beyond three years after installation, therefore the Council may want to pursue a wholesale conversion to LED lights to promote long term viability and value for money.
- Concerns were raised that the replacement of the 'dusk dawn' switch for part-night lights created unpredictable timings for street lighting. He feared that the lack of street lighting in the early hours of the morning would result in emergency service vehicles, particularly ambulances, struggling to locate residents.
- He reminded the Committee that any deficiencies within the design of street lighting could result in a risk to public safety leading to investigation by the Health and Safety Executive (HSE) and possible impacts to the Council's insurance liability premiums.

The Chairman invited the Head of Design Services to respond to Mr Matthews' comments:

- Part-night light safety, technical and affordability issues were considered as part of a Scrutiny Review that took place in 2018. HSE had not raised any concerns in relation to safety due to the implementation of part-night lighting across local authorities that had adopted it. In addition, converting to part-night lighting reduced carbon emissions and saved several million-kilowatt hours.
- It was explained that the issue preventing wholesale conversion to LED was up-front affordability and added that the Council were in the middle of a six-year programme to convert low pressure sodium lights to LED with the support of Salix loans. The possibility of converting existing lights back to all night operations would be prohibitively expensive, requiring a reversal of the programme completed in 2016-17. Additionally, it was emphasised that when the conversion to part-night lighting took place in 2016-17, the labour requirements effectively paused all routine maintenance other than emergency fault responses.

The Committee considered the report, and during the discussion the following comments were noted:-

- In reference to residential placemaking lighting, Members asked if the Policy included and adopted the lights that were in situ or whether they would not be suitable in accordance with Option Five being put forward. The Head of Design Services assured the Committee that there was no change where such arrangements already exist.
- Members also asked, where precepting authorities could request to fund the lighting for placemaking purposes, whether it would be extended to larger organisations or businesses seeking for their vicinities to be lit, and if this would be included in the Policy if appropriate. One member raised concerns in relation to a particular site where some businesses operated from 4am and there were a number of workers that arrived on site on foot. The Head of Design Services explained that, although this had been considered, the risk of businesses volatility rendered such an option unviable as, where a business may shut and move out of premises, light arrangements would, by default, revert to the Council being the Highway Authority. Therefore, the decision of taking forward a proposal from a large organisation would go through the relevant Parish or District Council, and where funds were provided for this, the final decision would be taken by the local representatives of the general population.
- Noting that the £2.58m of savings, indicated in the report, exceeded the target of £1.7m, Members asked why street lights were not activated between 12am and 6am, particularly when street lighting was high priority concern for their residents. The Head of Design Services noted that the sums quoted in the report accounted for rises in energy costs since the Street Lighting Transformation Project was implemented and explained that the additional savings translated to amounts that were not required to be spent, rather than cashable savings.
- Members asked if consultation with relevant authorities gave statistical indications of the impact changes in lighting may have on accident and crime. The Head of Design Services explained that, when the Street Lighting Transformation Project was implemented in 2016-17, work was carried out closely with the Lincolnshire Community Safety Partnership in order to identify areas of relatively high criminal activity. Moreover, as part of the 2018 Scrutiny Review, night-time crime data was obtained from Lincolnshire Community Safety Partnership and the Police from prior to implementation up to 2018. There was no demonstrable link between changes in crime levels and the changes in streetlights. The Head of Design Services suggested that the perception of crime may promote an apparent correlation, however there wasn't evidence to support this.
- Concern was raised by Members to areas with a generally older population and higher emergency service demand. The Head of Design Services explained that this was also looked at as part of the 2018 Scrutiny Review. He went on to emphasise that Lincolnshire was a wide geographical area with numerous rural remote locations where there was an absence of streetlight. Consultation with emergency services indicated that these were well prepared, equipped and trained to respond to calls across the county, including in unlit areas.
- A Member reported that, following the deactivation of street lighting columns in 2016/17, a Parish Council sought to finance the reactivation of lights in their area. The Head of Design Services agreed to discuss possible inclusion in the revised Policy in consultation with the Executive Councillor for Highways, Transport and IT, although he stressed there were a diminishing number of dormant columns within the County.

- The Committee were advised that Option Five allowed planners and developers to move away from traditional streetlights on new developments, transitioning from highway lighting to placemaking and footway lighting at a lower level, potentially employing bollards style lighting, creating thus a more intimate feeling of place whilst maintaining higher levels of perceived safety.

## RESOLVED

1. That the Highways and Transport Scrutiny Committee's support of recommendation five of the report to the Executive, made in the Policy Street Lighting Policy Update 2022 report.
2. That the Highways and Transport Scrutiny Committee agreed that the comments listed above be forwarded on to the Executive in relation to this item.

67 PERFORMANCE REPORT, QUARTER 3 - (1 OCTOBER 2021 - 31 DECEMBER 2021)

Consideration was given to a report from Jonathan Evans, Head of Highways Client and Contractual Management Service, on the performance of the Highways Service including the Major Highway Schemes Update, Lincolnshire Highways Performance Report and Transport Complaints Report. Members were advised that the Alliance Partners managed to achieve their targets for Quarter 2 and improvement plans were in place to improve Reactive Works, Street Lighting Service Standard, Drainage Cleansing Maintenance and Contract Notifications for both Highways Works and Professional Services. In Quarter 3 of 2021/22, Lincolnshire Highways repaired 10833 faults and completed 11 miles of carriageway patching surfacing, 11 miles of footway resurfacing and reconstruction, cleansed 31,000 gullies and refreshed 80 miles of carriageway lining. Material prices, inflation, skills shortages, Covid 19 and supply chain disruption continued to disrupt service delivery. Inflation within Highways Works contracts resulted in an expected service cost increase of 16 per cent higher when compared to the previous year. New scheduling hubs in the North and South of the County were now in place. To tackle the inflation pressures on the contract, Lincolnshire Highways were looking to increase the volume of recycling within the contract. Recruitment for specialist roles within the engineering sector were proving difficult to attract and retain in the current climate particularly for Street Lighting and Drainage Engineers. The Traffic Signals Performance Indicators (PIs) remained at a high-level including emergency faults attended in in time at 97 per cent, standard faults attended in in time at 100 per cent and 46 requests for signals to be switched off for road works. The commissioning and operational fine-tuning of Holdingham Roundabout was also completed in Quarter 3. Members were given an overview of the National Highways and Transport (NHT) Public Satisfaction Survey Results with particular emphasis being given to the road condition being the lowest indication of public satisfaction. 0.64 per cent of contacts received entered the formal process for complaints representing a 25 per cent decrease in comparison to the previous quarter.

The Committee considered the report, and during the discussion the following comments were noted:-

- Noting the £12.3m funding cut from the Department of Transport (DfT), Members asked when its impact was expected to be felt. The Head of Highways Client and Contractual Management Service explained that the funding regime referenced was likely to remain static for the forthcoming three years, however, for 22/23, the Council supplemented the funding gap within its budget. Going forward into future years, the gap in funding was yet unaddressed.

- On the issue of Red Lion Square, Members asked if the disputed use of sets or tarmac had been resolved. The Head of Highways Client and Contractual Management Service offered to communicate with his colleagues to provide a complete response to the Committee.
- Members asked, if a complaint was issued to a private bus service and then passed to the Council, was the detail of complaints available for their consideration. The Head of Highways Client and Contractual Management Service explained that the detail of the complaints within the report only extended to those received directly from residents to the Council. The Head of Transformation for Transport added that there was a view to bring a quarterly report to the Highways and Transport Scrutiny Committee which would include detail of complaints received in relation to transport.
- Referencing the suggested use of increased recycling to mitigate financial pressures, Members asked for further detail of the expected implications of such measures. Moreover, Members asked why such changes to recycling measures hadn't been applied previously. The Head of Highways Client and Contractual Management Service explained that, over the past six years, trials had taken place to reuse the road plannings that came from the highway and thus, in the event of bigger schemes, the recycled road plannings were turned into cold recycled bound material. This required significantly lower energy resources, compared to traditional asphalt, therefore creating efficiencies through oil and energy. The use of foam-based recycling only worked for a select number of locations within the County. Previously, little work had been done with supply chain partners limiting this operation's viability, but officers were cautiously proceeding with this process.
- In a follow up question, Members asked what the waste management implications were when disposing of road tar. The Head of Highways Client and Contractual Management Service explained that asphalt waste containing coal tar was considered hazardous and was disposed of in accordance with Environment Agency standards of encapsulation of cement then reused within the network thus avoiding the necessity for landfill. He estimated the authority would reduce 30-40,000 tonnes of material would be avoided going to landfill because of this operation.
- Observing a decrease of apprentices working on contact, Members asked if measures were being undertaken to increase apprenticeships. The Head of Highways Client and Contractual Management Service stated that, although the internal target for apprentices wasn't achieved, a target of nine overall was set for the next financial year and officers were confident that the volume of work planned would enable this. Moreover, the Council sought to encourage apprenticeships to support the robustness of the workforce.
- In a follow up question, Members, noting that practical vocational work experience opportunities were of particular value to looked after children, asked if any formal arrangements were in place to encourage partners to offer work experience opportunities. The Head of Highways Client and Contractual Management Service understood that some supply chain partners actively encouraged work experience across their services, however he appreciated that there was room for improvement.
- Members sought to determine the extent of the 10,500 repaired faults. The Head of Highways Client and Contractual Management Service stated that approximately 85 per cent of the Council's repairs were saw cuts. The instances where saw cuts weren't used, often occurred when the surrounding pavement wasn't in a good enough position to make a long-lasting solution and an upcoming scheme was already in the programme.
- While their appreciation of *the* Highways App was stressed, Members asked what was being done to address technical issues within it. The Head of Highways Client and Contractual Management Service was aware of the technical problems with the Highways App and was engaging with software developers to find a resolution. Moreover, Balfour Beatty were endeavouring to produce a bespoke solution.

- Noting the often-excessive growth of grass verges within some areas of the County, Members asked if there was sufficient flexibility within the contract to increase grass cutting among highly effected areas. The Head of Highways Client and Contractual Management Service stated that policy was to cut verges three times per annum, however reactive cutting would be undertaken if safety or visibility concerns were raised.
- Observing residents' dissatisfaction with road conditions, within the NHT survey, Members asked what capacity contractors had to repair other close potholes after being called out for only one. The Head of Highways Client and Contractual Management Service was aware of the frustrations of residents in these situations and stated that, within the current contract, contractors could self-identity works on the network. However, contractors scheduled works throughout the day limited capacity to an extent that there was not sufficient float to enable ad hoc works.
- Members were very impressed by the overall quality of pot hole repairs they had seen throughout the County.
- Making reference to road closures, Members asked for further detail adding that they'd had complains from a number of residents. Some Members raised examples of Anglian Water taking excessive time while roads were closed. The Head of Highways Client and Contractual Management Service stated that, as a highways authority, the Council advise utility companies on the network availability and permit the type of road works required, but often, other organisations carrying out this activity for utility companies had separate teams to arrange closures and to carry out the actual works. This often results in a time period when no activity is progressing on site. Moreover, while the works required could occasionally be completed prior to the road closures' termination, the road would remain closed until it's agreed reopening date. The Head of Highways Client and Contractual Management Service would ensure that this was communicated with the utility providers so that these sorts of occasions were minimised to ensure ongoing network availability.
- While appreciating the generally good return rate of the NHT survey, Members raised disquiet with the limited representation of some younger demographics. The Head of Highways Client and Contractual Management Service explained work was being carried out, in collaboration with the Communications Team, to actively engage with underrepresented demographics to give a more accurate picture of public perception.
- Members sought clarification on the rational for determining pot hole repair priority. The Head of Highways Client and Contractual Management Service explained there were a range of thresholds within the contract to meet demand but, on the whole, contractors endeavoured to find preventative solutions to mitigate damage to highways. Site visits were surveyed in line with the Council's Highways Infrastructure Asset Management Plan, higher priority sites being regularly reviewed with lower hierarchies being reviewed once every four-year period.
- Noting the timing of the Cross Keys bridge painting, Members sought clarify on the schedule of works for similar assets. The Head of Highways Client and Contractual Management Service stated that often, such structures only required involved maintenance ever 20 years. However, due to the duration of the works these often extended into busy highways periods which the Highway Service always look to minimise.

**RESOLVED**

That the Quarter 3 - Performance Report be noted.

68      HIGHWAYS AND TRANSPORT SCRUTINY COMMITTEE WORK PROGRAMME

The Committee received a report from the Scrutiny Officer, which enabled the Committee to comment on the content of its work programme for the coming year to ensure that scrutiny activity was focussed where it could be of greatest benefit.

Members stated that they felt that they would benefit greatly from a briefing session on the Highways Contract that covers our intervention policy. The Scrutiny Officer acknowledged the request and endeavoured to explore its viability for the next Municipal Year.

RESOLVED

That the work programme presented be agreed.

The meeting closed at 11.54 am

This page is intentionally left blank





**Open Report on behalf of Andy Gutherson, Executive Director - Place**

Report to:	<b>Highways and Transport Scrutiny Committee</b>
Date:	<b>30 May 2022</b>
Subject:	<b>Gainsborough Transport Strategy 2022</b>

**Summary:**

The report provides the final update on the Gainsborough Transport Strategy and the main Gainsborough Transport Strategy 2022 documents.

**Actions Required:**

The Highways and Transport Scrutiny Committee is invited to review and comment on the Gainsborough Transport Strategy and the plans within it.

## **1. Background**

Lincolnshire County Council (LCC) is seeking to publish a new strategy to support the economic and spatial development of the Gainsborough urban area and beyond through the delivery of improvements to access and transport. Through the LCC Technical Services Partnership, WSP were commissioned to undertake a project to develop a new Transport Strategy.

The current Gainsborough Transport Strategy (GTS) was developed by LCC in 2010. Since the adoption of the GTS, LCC has made significant progress in securing funding for and completing a number of transport schemes in the area. This has included the upgrading of the A631 Thorndike Way/Corringham Road junction to a signalised junction to improve safety and future proof the capacity of the junction for the development of the Northern Sustainable Urban neighbourhood.

Since the previous GTS was developed, transport plan-making has evolved, and the approach now focuses not just on the transport services and schemes that need to be delivered but also consider these in the context of broader economic and spatial planning aspirations. Transport strategies need to be developed as part of an integrated suite of policies that aim to improve the economy of areas, steer their spatial development and improve access and transport for both communities and businesses.

In addition, there has been significant change in working patterns following the pandemic which has changed travel habits to a certain degree with more people using online services and working in home/work hybrid scenarios.

The Gainsborough Transport Strategy in the form attached at Appendix A has been developed by Lincolnshire County Council and West Lindsey District Council. It aims to provide a clear vision for the future of transport across the Gainsborough area. A summary document of the strategy is available in Appendix B.

The aim of the strategy is to make travel within, through and around Gainsborough inclusive and sustainable, encouraging people to walk and cycle for short journeys and use shared and public transport when they must travel further. When car travel is necessary, the Transport Strategy aims to encourage the uptake of low emission vehicles whilst also making journeys safer and more reliable.

The strategy also aims to bring new travel choices and approaches to the town both now and over the course of the strategy period, whilst also monitoring how new technologies are changing travel around the country and how this may affect the town.

This sustainable and future ready approach will help to support the growth of the town, make its economy stronger and more resilient and its communities more vibrant, healthy, and inclusive.

The new Local Transport Plan 5 has also been recently adopted by LCC and this strategy is aligned to its key themes and outcomes.

## **2. Conclusion**

The production of the strategy has now come to the final stages and approval is now sought for the Gainsborough Transport Strategy and the associated summary document attached at Appendix A and Appendix B, respectively. If approved the two documents attached will be finalised.

## **3. Consultation**

### **a) Risks and Impact Analysis**

Risks and Impact Analysis activities will be considered at the time that individual proposals within the strategy are progressed.

## **4. Appendices**

These are listed below and attached at the back of the report	
Appendix A	Final Gainsborough Transport Strategy
Appendix B	Summary of the Gainsborough Transport Strategy

## **5. Background Papers**

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

This report was written by Karl Gibson, who can be contacted on 07920 576630 or [karl.gibson@lincolnshire.gov.uk](mailto:karl.gibson@lincolnshire.gov.uk).





# Gainsborough Transport Strategy

May 2022 – 2036





# Gainsborough Transport Strategy

## Foreword

"As part of this strategy's development, we've factored in the significant changes to working patterns and travel habits we've seen as a result of the pandemic, with more people using online services and in home-working or hybrid scenarios.

We want to meet these, and other changing travel demands by offering a wider range of affordable, reliable and environmentally-friendly travel options for people to choose from – all while supporting planned economic growth.

This will lead to more people using alternative forms of transport, resulting in less congestion and a more pleasant town centre, making Gainsborough a more prosperous, attractive and healthier place to live, learn, work and visit.

This strategy provides a number of proposals for us, the district council and developers to consider over the next fifteen years as we strive towards meeting growth targets for the area.

Some of our top priorities are to: make the town centre a more pleasant and safer place; improve facilities for walking and cycling; and investigate junction improvements at key pinch-points. Doing this will help cut congestion, open up new development land and meet changing travel demands.

Another proposal in the strategy, probably one of our most ambitious, is to enhance Gainsborough's train stations and bus station to become mobility hubs.

In essence, these would serve as a multi-functional interchanges for people travelling into and out of Gainsborough by offering alternative means of travelling by car.

For example, the hubs might include a city centre bus shuttle, electric-vehicle charging, Park & Bike, e-bike hire and delivery lockers.

Combined with other measures, like improving bus and rail services, the strategy aims to ensure Gainsborough has the infrastructure it needs to meet travel demands over the coming decades.

The challenge now is finding the funding needed to make these improvements a reality. And the only way we're going to be able to do that is if everyone gets behind the plan and works together."



**Cllr Richard Davies**

Executive Member for Highways and Transport at Lincolnshire County Council

# Gainsborough Transport Strategy

1	Introducing the strategy	4
2	The strategy process	8
3	Informing the strategy	10
4	What does the strategy aim to achieve?	18
5	Defining the strategy	24
6	The strategy	28
7	Interventions	30
8	Delivering the strategy	41



1

# Introducing the strategy



## Overview



The Gainsborough Transport Strategy has been developed by Lincolnshire County Council, in partnership with West Lindsey District Council, and provides a vision for the future of transport in and around the town to 2036.

The strategy aims to support people and organisations in and around Gainsborough through improvements to transport which will help to support the transition to net zero, strengthen the economy and improve access to opportunities and services.

With the proposals contained in this strategy, the aim is to improve travel choice through the development of an inclusive, sustainable and future-ready transport system, as well as to help the town grow, whilst meeting considerable challenges and taking advantage of opportunities as they arise.

## Understanding Gainsborough



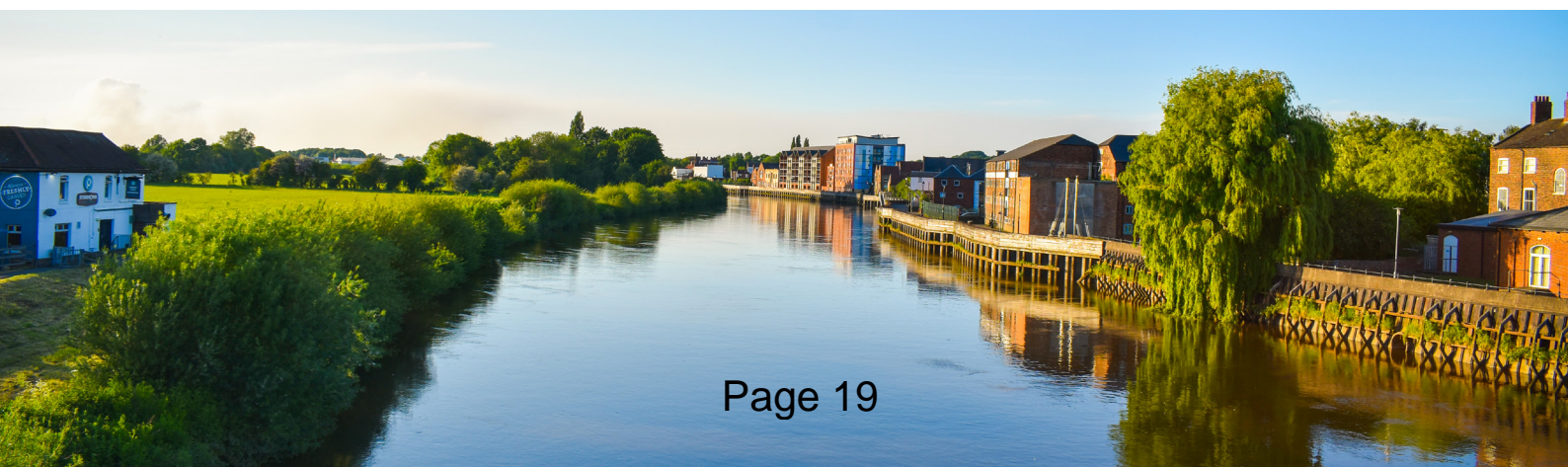
Sitting on the east bank of the River Trent, the market town of Gainsborough stands at a gateway; to Lincolnshire from the East Midlands and South Yorkshire. It also straddles an east-west travel corridor across Lincolnshire from the East Midlands into the north of the county, the Wolds and to the coast. Formerly the most inland port in England, the town has a long history and is now the focus of regeneration in its centre and growth in the proposed urban extensions.

## Economic hub



The town is central to the economy of West Lindsey. It is a vital centre for the wider district for employment, education, healthcare, shopping and services, as well as leisure and tourism. Its 23,000 residents, and those in the surrounding countryside, rely on the town's economy for many of their day-to-day activities. The town is also home to a range of businesses from many different sectors, providing work for many of the 27,000 employees in West Lindsey.

The district's economy varies considerably compared to the wider county and, coupled with the rebound from the Covid-19 pandemic, there remain several ongoing challenges. Productivity in West Lindsey is significantly below that of Lincolnshire, which itself is considerably below that of the region and country as a whole. However, since the financial crisis of 2008 West Lindsey's economy has grown significantly quicker than Lincolnshire and almost as fast as the region. Furthermore, recent trends show that the district has lower unemployment levels than many surrounding areas and skill levels are much higher than the county and region as a whole. Despite these positive trends, the town itself has areas that are in the top 10% of the most deprived communities in the country.





## What is the purpose of the strategy?



The overall purpose of this strategy is to support the people, businesses and organisations within and surrounding Gainsborough by providing a transport system that helps them meet their daily needs now and over the next 15 years.

As Gainsborough and the rest of the world continues to adapt to challenges such as climate change, the transition to carbon net zero targets, and the COVID-19 pandemic recovery, there will be a significant range of issues that the transport strategy will help the town and the wider area to meet. These include:

- Significant environmental challenges and addressing the impact of travel. This includes improving air quality, increasing the resilience of our transport networks and playing our part in tackling climate change by using more sustainable forms of travel and transitioning to low emission vehicles
- Supporting planned economic growth, including significant proposals for increasing housing and employment
- Providing and maintaining an inclusive and reliable transport network that provides more choice and supports all of Gainsborough's communities and businesses, whether in the town or the surrounding rural area
- Successfully meeting the different and changing travel demands across the area, including in how people access different activities such as employment, education, healthcare, retail, leisure and tourism





In developing this strategy, consideration has been given to a wide range of themes and issues including:

- The national and regional strategic and policy context and direction, including net zero carbon and climate change
- The views and experiences of the public and stakeholders
- The development of the town's economy and its recovery from the COVID-19 pandemic
- How transport is changing, and the new challenges and opportunities presented by technology
- Different modes of transport, as well as increasing opportunities to do things digitally
- Wider national and global trends which have an influence on the town
- Considerable plans for housing and employment development in Gainsborough
- The needs of the urban areas, as well as the surrounding rural area and villages
- The different activities undertaken by people and organisations that shape the economy and communities



## 2

# The strategy process



## The process



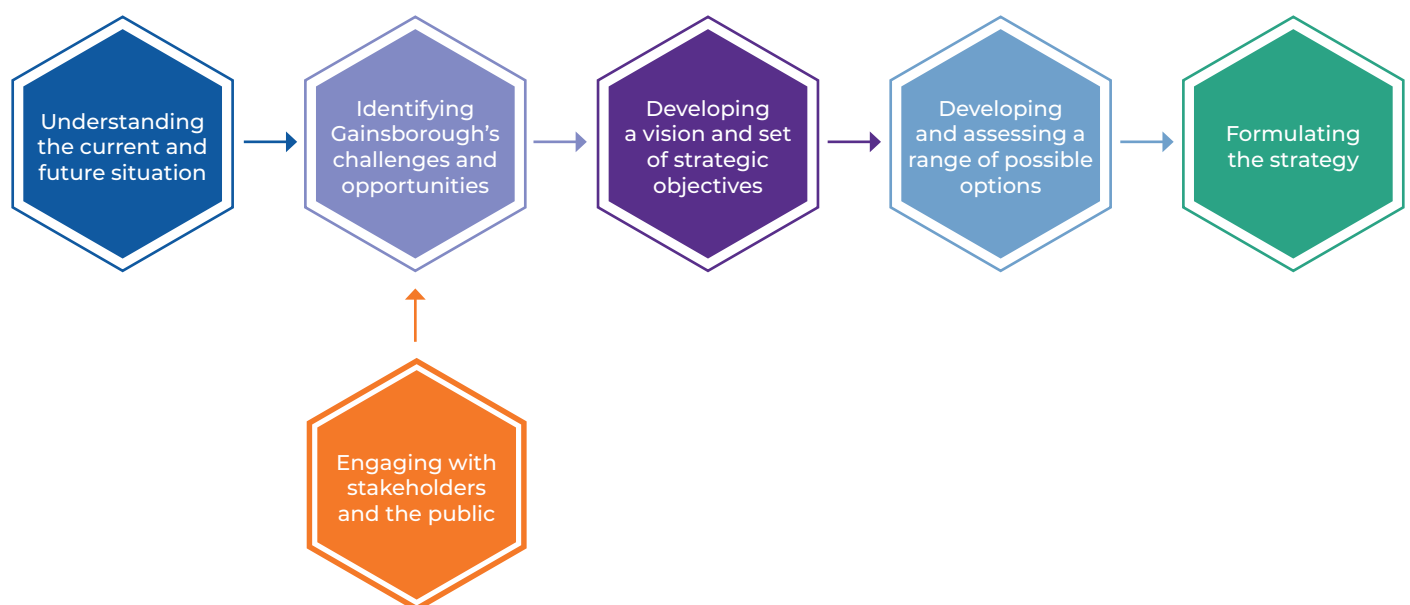
The process to develop the transport strategy incorporates the use of policy, data and engagement to form the evidence to support emerging themes. The diagram below highlights the steps undertaken, the outputs generated, and, where input was provided by stakeholders, to help shape the strategy.

The development of the strategy has included a comprehensive engagement process to ensure that the key issues are understood and to help steer its focus:

- With members at key stages of the process to steer decision-making
- With key stakeholders discussing specific travel needs and modes of transport
- With wider stakeholder groups and the general public to identify the big challenges both now and in the near future, support the development of the vision and to identify possible options

A structured approach has been used to develop the strategy to ensure that there are links between the following elements:

- The issues and opportunities to be addressed
- What investments need to be made
- What outputs will be delivered
- The short to medium-term outcomes
- The overall impact of proposals



# 3

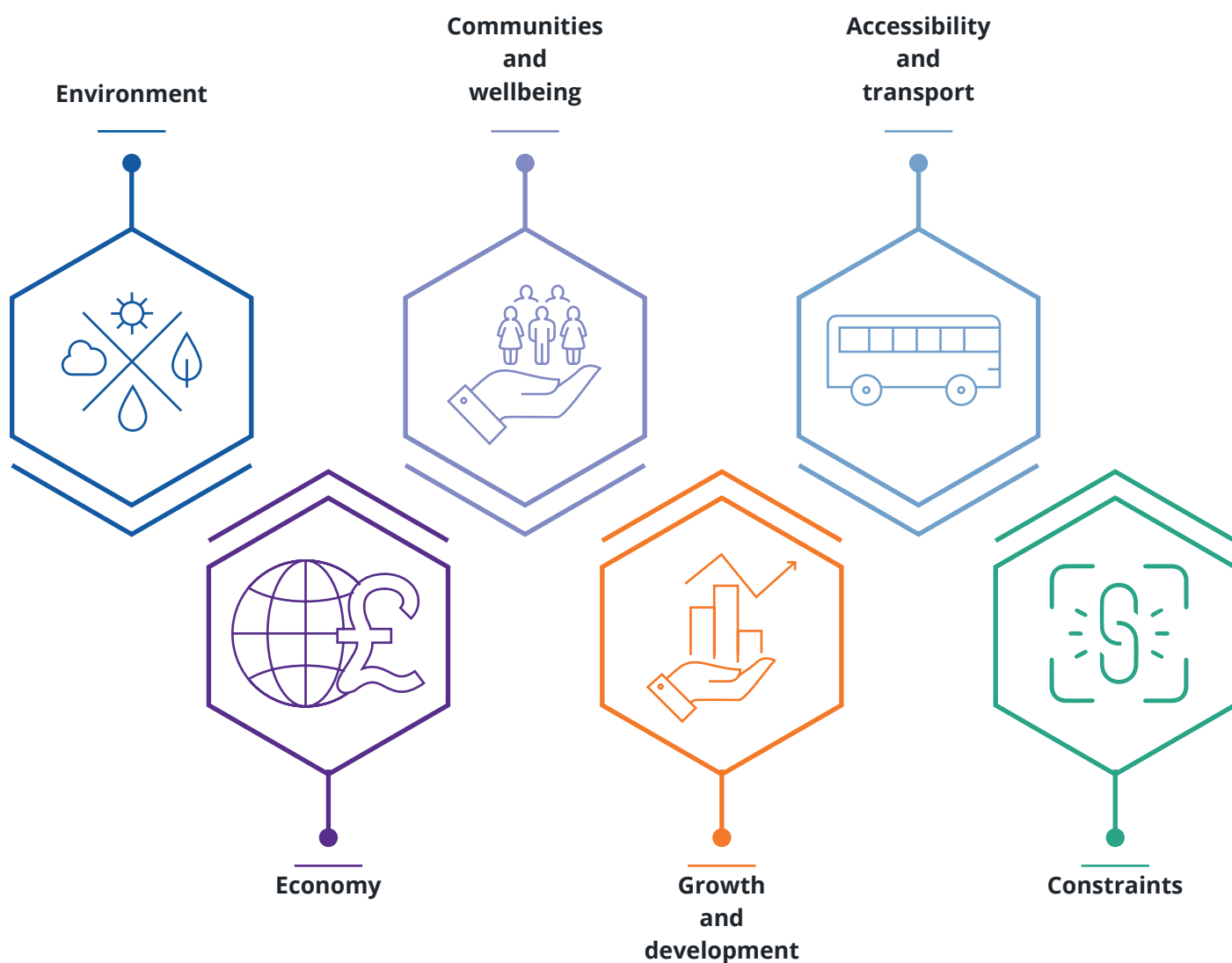
## Informing the strategy



## Evidence and engagement



The strategy is supported by comprehensive evidence gathering and analysis to reveal what the current challenges faced by the town and surrounding area are and to gauge what they may be in the future over the lifetime of the strategy and beyond. The evidence has included inputs from stakeholders and the public, a range of data and information, traffic modelling and wider transport, economic and land-use planning policy. The evidence has focussed on a number of key subjects including:



## What are the challenges now?



### A focus on the environment



#### Climate change and net zero carbon

Whilst many other parts of our lives have been making large advances in reducing carbon emissions, transport has been lagging behind. Transport needs to catch-up and make significant changes both in how we power our vehicles and how we use them – all of which will form a key part of contributing towards the government's net zero carbon 2050 target. Transport also needs to be more resilient to facing the challenges that climate change is bringing, including through being able to cope with greater instances of extreme weather.



#### Historic and built environment

Gainsborough has some historic buildings and streets, but the impact of traffic can make them less pleasant places for people to use and spend time in.

### Supporting the economy



#### Post COVID-19 recovery

The global pandemic has had significant impacts on the economy of the country, on the delivery of services and communities. Improvements to access and transport can help our economy to recover and help Gainsborough adapt to and build in some of the more emerging positive travel trends that have resulted from the pandemic.



#### Need for new housing

The economic growth of Gainsborough will in part be delivered through an expanding population and the delivery of new housing, including the planned Sustainable Urban Extensions. This will not only provide homes for new residents but enable young people to remain in the town. It will be important to support this growth with a sustainable and inclusive transport network that meets the needs of Gainsborough and its residents.



#### Need for employment land

As well as new homes, there is a need for land and supporting infrastructure and services to deliver the opportunities to provide new jobs and for expanding and attracting new businesses in the area.



#### Need for investment in infrastructure and services

As economic growth brings in more people, businesses and opportunities, the demand for travel will increase across our communities and economy. The transport network will require enhancements to support more journeys across a range of modes including walking, cycling, public transport and cars, as well as freight and deliveries.

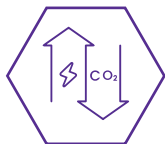


#### Need for inclusive growth

Opportunities brought about by economic growth need to be open to all parts of our communities, including those without access to a car or who find travel by other means difficult. It needs to be sustainable and accommodated within the context of the net zero carbon targets.



## Supporting the wellbeing of our communities



### Reducing the impact of transport

Transport can have a significant negative impact on lives in our communities through heavy traffic passing through residential areas, air pollution, traffic noise and road safety, not to mention the wider impacts of climate change. There is a clear need to reduce these impacts and support the development of a cleaner and more sustainable network.



### Air quality

Gainsborough is fortunate not to have air quality poor enough to require the designation of an Air Quality Management area, however, such pollution does still exist in pockets and may have an impact on the health of communities.



### Improving safety

Road accidents have been highlighted as an issue at various locations within the strategy area and they often have a greater impact on more vulnerable groups such as pedestrians and cyclists.



### Encouraging communities to be active

Walking and cycling for journeys is greatly beneficial to the health and wellbeing of residents and communities and is now recognised as a key way to improve physical and mental health and fitness.

## Access



### Employment

Gainsborough is a net exporter of workers with more people heading out of the town to work in other centres, such as Lincoln and Scunthorpe, than come into the town.



### Education

There are nearly 4,000 pupils attending schools in Gainsborough. Primary schools are well distributed around the town, but the two secondary schools are both in the northern part of the town meaning that pupils in the south have longer journeys.



### Healthcare

The hospital in Gainsborough does not have an Accident & Emergency unit, with the nearest being Lincoln, Worksop or out of the county. Being in the north of Gainsborough, the hospital is less accessible from large parts of the town to the south and west.





## Retail

Shopping is focussed on the traditional town centre and at Marshall's Yard, as well as a number of supermarkets located across the town. Like many other locations, retail is going through a period of significant change, with shopping patterns changing and the rise of online retail.

## Improving transport mode choice



### Walking

Levels of walking in Gainsborough are higher than the county and national averages, and there is a clear opportunity to increase the number of people who regularly walk for leisure and commuting purposes.



### Cycling

Levels of cycling are also higher in Gainsborough than in Lincolnshire and England as a whole. However, there is a real opportunity to further improve cycling infrastructure provision and encourage more people to cycle.



### Bus

The majority of people in the town have access to a bus stop within a reasonable walking distance of their homes, but services are limited in evenings and on Sundays. Patronage across the county is falling, mirroring trends in similar areas across the country. Adapting to the changing needs and travel patterns will be key to improving services.



### Rail

Although rail services have been improved, there are still challenges including the poor linkages between the two stations and the most used station being remote from much of the population.



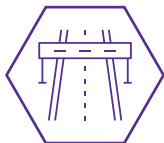
### Highway

Around a third of households in Gainsborough do not have a car. Although this is higher than West Lindsey and Lincolnshire as a whole, travel is still car-dominated with nearly two thirds of people either driving or being driven to work.





## Constraints



### Physical constraints

There are several physical barriers in and around Gainsborough, including railway lines, busy roads and the river. All of which constrain and affect movements for those travelling within the town.



### Funding

The availability of funding is a major constraint on running and improving transport, whether that be paying for bus services, providing new cycle paths or improving safety at junctions. The delivery of the strategy will be reliant on securing funding from a range of sources and demonstrating how it aligns with the key areas of focus and strategy direction.



### Uncertainty

One of the most significant issues for transport is uncertainty. This can be related to the speed of changes in new technologies, how people are changing their travel patterns and need to make journeys, uncertainty surrounding the transition to net zero, our new relationship with the EU and recovery from the COVID-19 pandemic.



## What are the future challenges?



### A changing society



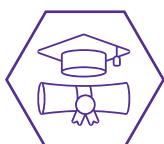
#### Retail

Shopping patterns are continuing to change with the rise of online retail continuing to affect the viability of physical shops.



#### Access to employment

The world of work is rapidly changing and the COVID-19 pandemic showed that many people can work from home, at least for part of their working week. However, large numbers of people will still need to continue to travel for work, but perhaps for some, with more flexibility over when they travel. The rise of automation and the ageing population may bring further changes to the workplace with technology taking on many human tasks and people having to work longer into old age.



#### Access to education

COVID-19 also required many people to learn from home and, while schools will still be the focus of learning for the youngest, digital learning may change how post-16 students travel for education.



#### Access to health and care services

The ageing population will also mean there will be more need to access health and social care as the growing number of older people need support. However, increasingly some of this support could be provided digitally reducing the need to travel for some appointments.



#### Visitor economy

The changes to the visitor economy and the increase in 'stay-cations' post COVID-19 provides an opportunity to boost the tourism across the county and improve access to local and regional attractions.



#### Freight

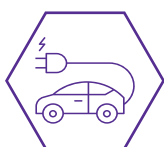
Online retail continues to boom with a resulting increase in home deliveries of parcels, groceries and hot food. This is having a very specific impact on travel with a rise in van traffic on local roads.





## How we travel

The world of transport and access is rapidly changing with key advances providing new choices in how we move, how we power our vehicles, how we pay for journeys and whether we travel at all.



### Future of mobility

Provides significant opportunities through new technologies to improve travel by digitisation, electrification, sharing, automation and new models of business, as well as people's behaviour changing in response to these trends. However, the pace of change varies, leading to uncertainty over when some technologies will appear and when is the right time to adopt them.



### Walking and cycling

Alongside new technology, there must remain a focus on active travel, walking and cycling for short journeys, to reduce traffic and the disbenefits it causes, as well as supporting healthy lifestyles.



### Mass or public transport

Must be at the centre of transport's future as the way to move large numbers of people efficiently.



### Decarbonising transport

Transport must now play its full role in decarbonising our economy through the electrification of vehicles, generating choice of other transport modes, such as active travel and public transport, and taking advantage of digital communications to reduce the number of journeys we make.



## 4

What does  
the strategy  
aim to  
achieve?





## Sustainable and future ready Gainsborough



The aim of the strategy is to make travel within, through and around Gainsborough inclusive and sustainable, encouraging people to walk and cycle for short journeys and use shared and public transport when they have to travel further. When car travel is necessary, the transport strategy aims to encourage the uptake of low-emission vehicles whilst also making journeys safer and more reliable.

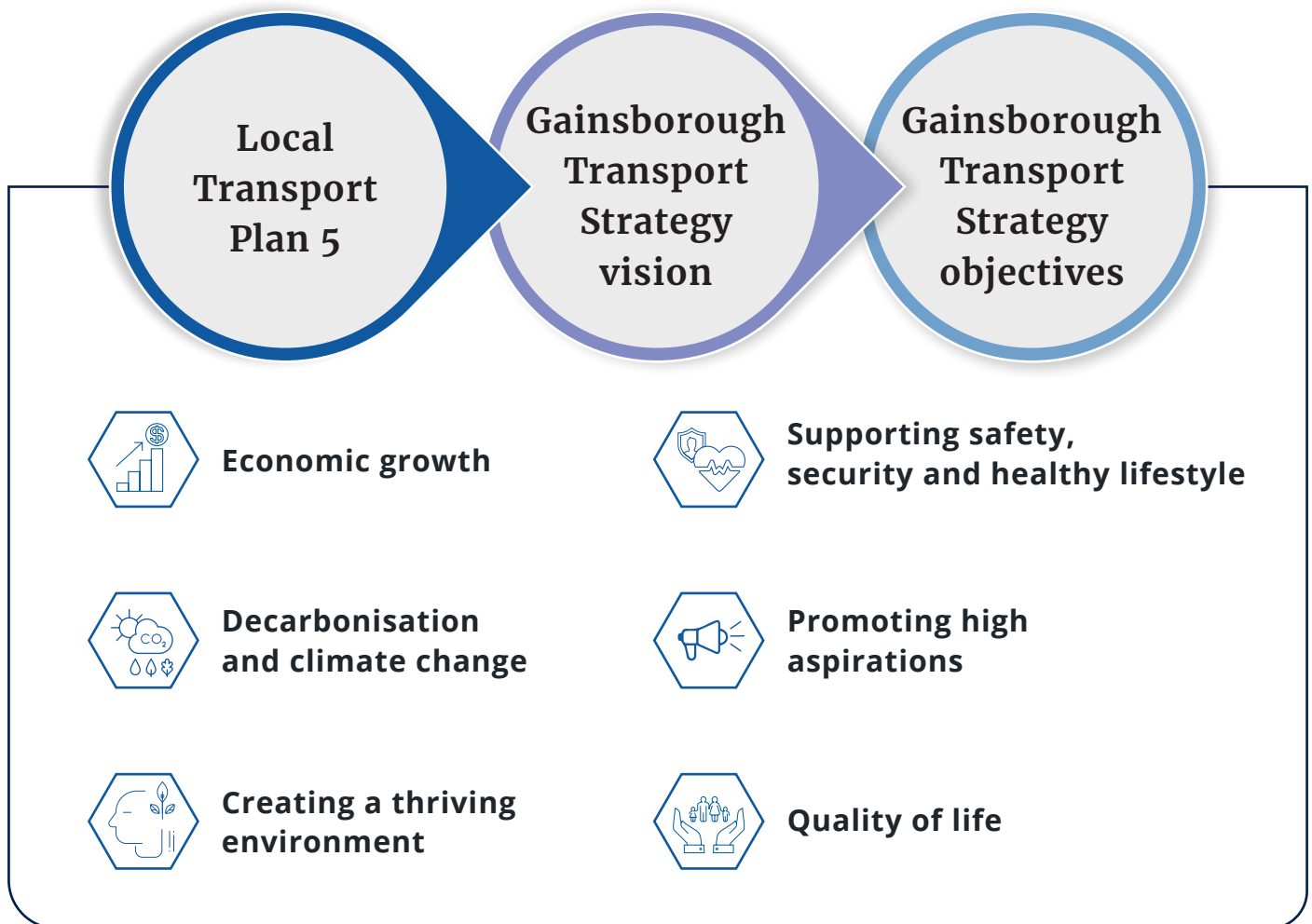
The strategy also aims to bring new travel choices and approaches to the town, both now and over the course of the strategy period. This is in addition to also monitoring how new technologies are changing travel around the country and how this may affect the town. This sustainable and future ready approach will help to support the growth of the town, make its economy stronger and more resilient and its communities more vibrant, healthy and inclusive.



## Vision and objectives



A vision for accessibility and transport in and around Gainsborough has been developed for the period up to 2036. It links into the Local Transport Plan and Neighbourhood Plan and provides the direction for the strategy. It also considers both current and emerging future trends in digital communications, travel and mobility that are likely to be seen over the next two decades.

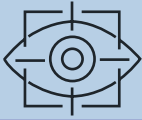


Inclusiveness, supporting placemaking and all of the communities within the strategy area are the heart of the vision supporting everyone and all organisations to access their daily activities and needs. Central to the vision are walking and cycling, as well as shared trips and public transport. This relates to both traditional forms of public transport and new advances in flexible transport where vehicles and services are shared.





## Vision



By 2036, Gainsborough will have delivered its ambitious growth targets, capitalised on its position close to the A46, A15 Trans-Midland Trade Corridor and the Humber and East Midlands Airport Freeports axis and will be a more vibrant, prosperous and economically-resilient community.



At the heart of the vision is an inclusive and collective approach to accessibility across the strategy area which will enable businesses and communities to rebound after COVID-19, new advances in technology and mobility to be embraced, and will provide an enhanced quality of life, all while reducing carbon emissions in order to support the UK's target of being net zero by 2050.



Gainsborough will have embraced walking and cycling, shared transport and passenger transport - including an improved local bus offer. The historic town centre and commercial heart of Gainsborough will be supported by a network of green walking and cycling corridors, shared transport and public transport options that contribute positively to the economy and environment.



Enhanced linkages between Lea Road Station and the town centre, and regular train services from Central Station, will provide sustainable options for commuter travel to key economic centres such as Lincoln and Sheffield. This will support the reduction in congestion and emissions across the strategy area. Connectivity to the core freight network and the Doncaster - Sheffield Airport line will also have been explored.



Gainsborough will also be strengthened by the integration of the proposed Sustainable Urban Extensions, which will contribute positively to the economy and the environment.



The overall resilience of the existing transport networks will be strengthened with improved access for east-west and north-south movements around the Trent crossing. Transport connections to the surrounding villages will be enhanced and the strategic and local network will be efficient, contributing to driving the town's economic growth and prosperity.



## Objectives



Objective theme	Objective
<b>SUE Delivery and sustainable travel</b>	To support the delivery of new housing and employment sites, including the Sustainable Urban Extensions, facilitating sustainable infrastructure connecting to the wider strategy area.
<b>Customer-focussed and choice</b>	To improve rural and wider accessibility to the town centre and strategy area by increasing multi-occupancy, shared mobility and passenger transport options and ensuring a customer-focussed approach to providing choice in whether, when and how people travel.
<b>Active travel, natural environment and open space</b>	To enhance the health and wellbeing of communities by establishing and promoting walking and cycling within the strategy area as an option for short trips and leisure purposes, including access to open space, particularly the formal Riverside Walk and flood defences to the east of the River Trent.
<b>Health and wellbeing</b>	To enhance the health and wellbeing of communities through improved air quality, reduced noise levels and increased physical activity and safety.
<b>Reduce urban traffic</b>	To reduce traffic congestion and improve air quality in the town centre through minimising the impacts of vehicle movements and idling traffic on the public realm and strategic routes through the town.
<b>Climate change</b>	To support the net zero 2050 carbon reduction targets and activities of our businesses, communities and councils, and to mitigate the impact of climate change across our region.
<b>Future mobility ready</b>	To prepare the strategy area for future mobility, including electric and alternative fuels, shared, connected and automated mobility, as well as the business models that support them.



<b>Reduce the need to travel</b>	<p>◆ Promote technologies to allow more people the ability to work, learn, manage health care, shop and socialise without the need to travel.</p>
<b>Historic and culture</b>	<p>◆ To protect and enhance the historic and cultural environment of Gainsborough, including supporting an improved public realm.</p>
<b>Rural accessibility</b>	<p>◆ To improve rural accessibility to the town centre by increasing multi-occupancy, shared mobility and passenger transport options, improving linkages between the town centre, Sustainable Urban Extensions and Lea Road Station, whilst also focussing on services from Central Station and providing sustainable options for commuter travel to key economic centres such as Lincoln and Sheffield.</p>
<b>Partnerships</b>	<p>◆ To increase partnership working and shared responsibility where appropriate for the improvement of accessibility and transport.</p>
<b>Access to education</b>	<p>◆ To increase access to education while reducing the impacts of physical access to schools, colleges and universities.</p>
<b>Economy</b>	<p>◆ Strengthen Gainsborough's position as the strategic gateway into Central Lincolnshire by improving traffic flows and network resilience at the River Trent crossing to support economic growth and access to employment and education.</p>
<b>COVID-19 recovery</b>	<p>◆ Support businesses through and after the COVID-19 pandemic and, through the development of an inclusive, connected and future-ready transport network, that provides the foundations that will support the economic recovery.</p>
<b>Long distance connections</b>	<p>◆ To provide an efficient primary road and rail network for long-distance connections to other major centres and international gateways by harnessing the opportunity afforded by Gainsborough's position within the Freeport Corridor.</p>

# 5

## Defining the strategy



## A comprehensive strategy for accessibility



Whilst this is a strategy for transport, its real focus is on providing accessibility for both people and organisations. Strong communities and economies rely on people being able to access employment, education, healthcare, shopping and services, leisure and social interaction. Meanwhile organisations, including businesses, need access to resources and markets. This strategy aims to increase access to these needs for all parts of the Gainsborough community and economy.

The town is pivotal to the West Lindsey economy so the strategy is not only focussed on access within Gainsborough itself but also travel between the surrounding rural area and the town. Connections to the wider County are also important to the town, as are links to larger centres beyond the county boundary.

The strategy is focussed on delivering what the communities and economy need to thrive while also facing the big challenges and opportunities that Gainsborough and the rest of the county face. It provides a range of policy, service and infrastructure interventions which, together, should make the town stronger and more able to respond to the challenges ahead. This includes supporting sustainable development, place making and being ready for the future.

Key to this is providing for the journeys that need to be made by making the movement of people and goods more reliable, connected and quicker, while also supporting 'virtual' digital access to activities and needs. 'Digital' access forms an integral part of the strategy and will help to reduce the need to travel where practicable and appropriate.

The strategy also focusses on providing more choice in how people and organisations access their needs, including providing more choices to travel without the need to use the private car. For those without their own car, the strategy supports them by assisting travel around the town and beyond and by enhancing accessibility.

Providing more accessibility choices will allow people to choose to travel by alternative and more sustainable means than the private car, 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 accessing vital daily activities like employment or education.



## Delivering for the current and future population



Gainsborough, like the rest of the country, is going through a period of significant change as we transition towards net zero carbon emissions. This will continue over the course of the strategy period up to 2036.

There are also plans for major sustainable urban extensions which will grow Gainsborough substantially, bringing more people and more opportunities into the town.

The growth of Gainsborough's population comes at a time when we also see rapidly evolving transport markets, with new technologies and business models changing how we travel. This includes how we plan and pay for it. Some of these changes will help us to address the impact of carbon emissions from transport, which is part of the increasingly urgent challenge of combating both the trends and consequences of climate change. The strategy helps to support the journey towards net zero carbon emissions established in government policy.

Central to the strategy's development has been the importance of considering how we can address both sustainable growth and being prepared for the future. This includes supporting those who currently live, work and learn in the town and those new residents and employees arriving over the coming years.

Proposals for the urban extensions offer significant opportunities to embed sustainable accessibility within these developments from the very beginning. This ensures they play their full role in mitigating the impact of growth while also having a positive social, economic and environmental impact on both new and existing communities and the wider economy. It also aims to link into the town's Levelling Up proposals and supports the development of a thriving Gainsborough through the enhancements to the bus station and market place, the heritage-led regeneration and focus on town centre living.

Major development planned for Gainsborough over the next two decades, including for new major housing growth.

Ongoing evolution in the way we travel with changes in demand for travel, new technologies and new ways of purchasing and paying for mobility.

Focussing on achieving net zero carbon emissions from transport by shifting to low emission vehicles, reducing the need to travel, and prioritising walking and cycling.

Working to increase choice, resilience and flexibility within the transport network, including through harnessing new technologies and modes.

Working with developers to bring forward the best possible proposals for new housing developments so they can have a positive social, economic and environmental impact on both new and existing communities and the wider economy.



## Defining the process



The priorities for the strategy are defined by a hierarchy that puts sustainable transport first. The strategy focuses on the accessibility and transport components that will support growth whilst also minimising the harmful impacts of travel and traffic on communities, the environment and the economy. Key to this is the provision of reliable, connected and less congested journeys, giving greater certainty and reduced costs to both communities and organisations. Choice is central to the strategy. It provides a range of options for how people can travel and interventions cover the range of modes of transport available.

With increasing capacity of new technology, there are more options for people to undertake activities without the need for travel, such as home-working and more flexible company policies that offer more choice in when to travel. The highest priority is therefore to reduce the need to travel where practicable.

As a relatively compact town, walking and cycling are practical and realistic options for many where most destinations are within relatively short distances. When people do need to make journeys in the town, walking and cycling have the lowest impact on the wider transport network and also improve personal health and wellbeing.

Where longer journeys are made, including outside of Gainsborough, public and shared transport should be prioritised, making more efficient use of the transport network and providing opportunities for people to undertake other activities, including working, learning and socialising while travelling.

### Influencing travel behaviour

Helping to provide greater choice in meeting daily activities from home without the need to travel (e.g. hybrid and at home-working) but if people do need to make journeys, influencing where and when to reduce distances and encourage travel outside the peak times.

### Prioritising active modes

Making cycling and walking the preferred option for shorter journeys for people who are able, prioritising the most sustainable modes of transport.

### Promote shared and public transport

Existing and new forms of public and shared transport should be encouraged for longer, necessary journeys for when walking and cycling are less viable.

### Mitigate residual impacts of traffic

Where there is no realistic alternative, longer journeys will still need to be made by car. However where this is the case, the impact of the resulting traffic and emissions will need to be mitigated.



## 6

# The strategy

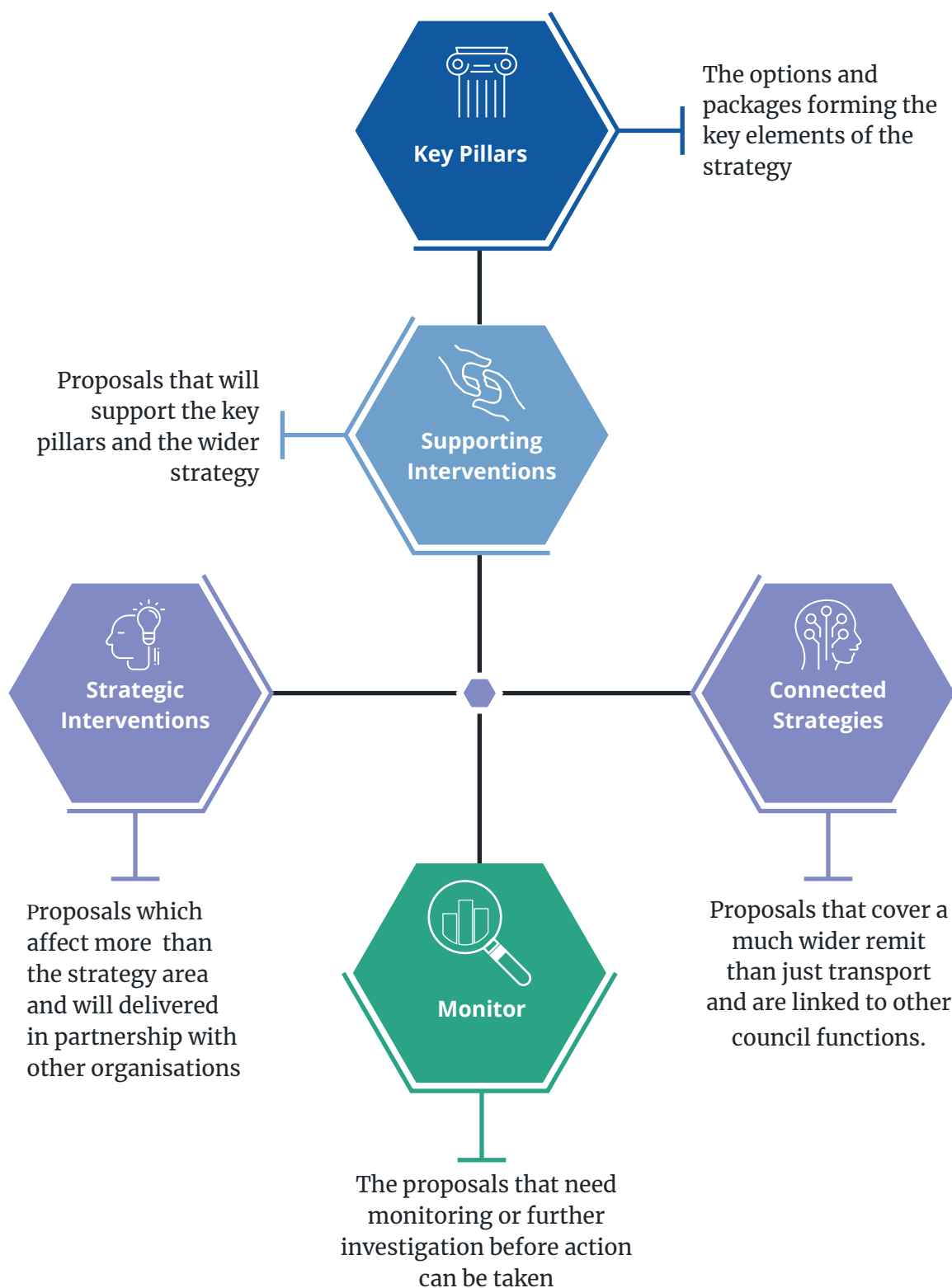
Through changing travel behaviour, prioritising active travel, promoting shared and public transport, and mitigating the residual impacts of traffic, we will help to improve the environment, support a strong and thriving economy and protect and enhance the wellbeing of communities.



## Strategy components



The strategy and the proposals identified to deliver the vision and objectives are structured under a number of different themes that will help to deliver the strategy's aims:





# 7

## Interventions



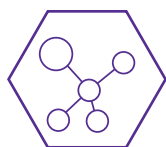


## Pillars of the strategy



The key pillars of the strategy are the proposals that will form the priority infrastructure, service and policy interventions. These will provide the key plans to support the delivery of the vision and objectives.

### Mobility hubs



#### Bringing together transport and facilities to make travel easier

The aim is to locate new mobility hubs in the town centre, bus station and at Gainsborough Central and Lea Road Railway Stations. These enhanced transport interchanges will support long distance journeys and provide multi-modal and multi-functional hubs to enable pedestrians to change easily between different modes of transport including rail, bus, taxi and bike. They are scalable and will be adapted to each location. They will involve upgrading the existing stations to provide access to a range of travel options including bike and e-cargo bike hire, electric vehicle charging and electric vehicle car clubs.

There will be an enhanced range of traveller facilities including cycle parking, toilets, lockers, covered waiting areas, lighting, live travel information, indoor and outdoor seating, improved urban realm around the mobility hubs, wayfinding and improved pedestrian access – including step-free access across and cycle crossing facilities. They will also provide access to other functions and services including convenience retail, health care, delivery lockers and community facilities where feasible.

### Town centre environmental improvements



#### Making the town centre a more enjoyable place for everyone

Whilst the road network within the centre of the town will remain vital for the movement of traffic over the coming years, environmental and public realm improvements could help to make the town centre a more pleasant and safer place for everyone. Improvements are expected to include:

- Market Square Frontage and Public Realm Enhancements – this will include taking forward the Levelling Up proposals and enhancing the streetscape through the provision of planters, benches and gateway treatments. This will re-establish the area as the town's thriving heart via upgraded spaces and assets.
- Beaumont Street Shared Space - shared surface scheme along Beaumont Street to improve connectivity, pedestrian crossings, and safety in the town centre and access to Marshall's Yard. This will include enhancing and rationalising the pedestrian crossings to include the use of different surface materials and ensuring they link directly to the pedestrian access points into Marshall's Yard. It will involve reducing the level of street furniture, removing the pedestrian guard railing, improving footways through the use of paving and improving wayfinding to the town centre and rail station.
- Bus station public realm improvements - In parallel to the development of the mobility hub and Levelling Up proposals, this will look to improve the public realm at the bus station to make the area more attractive for users, improve the links to the town centre and with an emphasis on 'place making.'

- River Trent Frontage and Public Realm Scheme: to involve developing the River Trent frontage to include gateway treatments, seating areas, planting and the identification of opportunities to create a link to River Walk.

## Parking

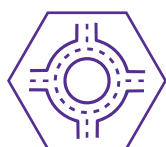


### Supporting the strategy through the wider parking offer

The effective management of parking is vital to the wider strategy. A supporting parking strategy will be developed which will set out the policy, service and infrastructure interventions designed to manage parking supply for the town. This will support the local economy whilst also encouraging journeys to be made by more sustainable modes where possible.

The strategy will consider car parking supply and demand, tariffs, payment systems and technology, resident parking zones, route signing and electric charging facilities.

## Flood Road and town centre junction improvements



Some of the main highway corridors through and within the town currently suffer from significant congestion at peak times. Whilst this strategy aims to encourage a shift away from car travel where possible, it aims to improve the operation of several key junctions to improve the flow of traffic. This includes developing proposals and undertaking targeted improvements to the following:

- Flood Road, A156 Lea Road and Bridge Road signalised junction
- The A631 Thorndike Way, Ashcroft Road and Trinity Street Roundabout
- North Street, Beaumont Street, Station Approach and Marshall's Yard access
- Traffic flow improvements to the North Street A159 and Spital Terrace B1433 Junction

## Gainsborough Cycling and Walking Network Plan enhancements



### Providing better networks for cyclists and pedestrians

The aim will be to significantly improve facilities for walking and cycling across the town and strategy area, in line with the Gainsborough Cycling and Walking Network Plan. New infrastructure will be put in place including segregated cycle routes, upgraded junctions, crossings and improved streetscapes. These changes will provide a safer environment for walking and cycling, improve access to the town centre and the Sustainable Urban Extensions, enhance the public realm and encourage more people to be active. This will reduce journeys by other modes and improve air quality.

The strategy will aim to take forward the walking cycling improvements set out in the Gainsborough Cycling and Walking Network Plan and include the enhancing provision along several routes and at key locations including:

- Improved walking and cycling routes along Belt Road; Lea Road; Foxby Hill Lane; Heapham Road; Ropery Road; Caskgate Street; the B1433 between B1433 and Miller Road Roundabout; and the A631 and Gainsborough riverside
- Improved pedestrian and cycling crossings on Foxby Lane; Lea Road and Ashcroft Road; Thorndike Way; the Ropery Road and Dog-Duck Lane Junction; the A159 and B1433 Roundabout; and the Heapham Road and Middlefield Lane Roundabout
- Town centre walking and cycling connectivity to be improved between Marshall's Yard and the Market Square area through improved footways, crossings and signage

## Electrification



### Reducing carbon emissions and improving air quality

Key to meeting net zero carbon emissions by 2050 will be supporting the transition from petrol and diesel engines to electric, low emission and alternative fuel vehicles. Working with industry partners, this transport strategy will support this drive through ensuring that:

- New homes and other new developments come complete with electric vehicle charging points
- More charging points are made available for the public at key locations and car parks
- The uptake of electric vehicles is promoted through targeted marketing
- The public sector to takes the lead through the electrification of its fleets of vehicles

## Behavioural change



### Working with residents and employees to encourage more sustainable choices

Through this package of interventions, the strategy will work to encourage a reduction in car dependency, particularly single occupancy car journeys. It will also work to increase the use of more sustainable modes including walking, cycling, public transport and shared mobility. This involves greater marketing of sustainable travel opportunities, roll out of adult bikeability training, promoting more sustainable use of online retail, a public safety campaign, the development of travel plans for medium to large businesses (as a Condition of Planning Approval) and personalised travel planning. Alongside other measures, this package will help encourage people to make the right choices for their journeys.



## Bus travel and Sustainable Urban Extensions connectivity



### Supporting the bus network

A comprehensive package of bus service and supporting improvements focusing on new and enhanced services within the town and to wider destinations. A range of other supporting measures will also form an important part of the strategy.

Interventions will include better integration with the rail services, a review of off-peak services, upgrading bus stop facilities, new routes throughout the town and wider area, subsidised travel, and smart ticketing systems. The improvements will focus on:

- Increasing Evening and Sunday bus services
- The delivery of new or improved bus services to the railway stations, the hospital, town centre, Sustainable Urban Extensions, surrounding villages, Newark, Lincoln, Doncaster and Scunthorpe
- Upgraded and improved bus stops and infrastructure to a consistent standard, including improved interchange facilities at Lea Road, shelters, timetable and service information and level boarding
- Better coordination of bus and rail timetables to improve interchanges and onward journeys to and from the town centre and surrounding villages

### Bus priority



#### Making bus journeys quicker and more reliable

This package will deliver improved journey times and reliability by implementing bus priority controls at congested junctions, as well as adding a fourth arm to the Thorndike Way and Heapham Road signal-controlled junction.

### Freight and deliveries



#### Reducing the impact of deliveries on the road network

A package to manage and reduce the impact of deliveries in the town centre by restricting delivery times to off-peak hours and providing delivery lockers at key locations throughout the town, allowing the impacts of online shopping to be better managed.



## Supporting interventions



### Active travel



#### Supporting people to make walking and cycling journeys

This will directly support the wider walking and cycling enhancements through:

- Improved wayfinding to key destinations within Gainsborough – this will involve the development of a wayfinding strategy and creation of themed and standardised directional pedestrian and cycle signage across the town
- Improved town centre cycle parking and storage – involving increasing the level of cycle parking across the town centre and continuing to monitor its usage

### Demand responsive transport



#### Providing better connections between people and places

A Digital Demand Responsive Transport (DDRT) system will help to improve access across the strategy area by providing a flexible and convenient service that is more able to respond to the needs of users. The package will explore opportunities to improve CallConnect DDRT through the expansion to more areas, increased promotion, improved vehicles, reduced fares and expanded vehicle fleet.

### Junction improvements



#### Focussed improvements to support reduce the impact of pinch-points

The junction operation package will look to improve the operation of several important junctions in Gainsborough to support both current traffic and traffic from new developments over the coming years.

The interventions include undertaking a study of congestion on Morton Road and Thonock Road to confirm if traffic signals are needed; installation of a four-way traffic signal system with pedestrian crossings at junction of Morton Terrace, Connaught Road and Love Lane; Carr Lane and Lea Road Roundabout improvements; conversion of Foxby Hill and Lea Road junction to a roundabout to support growth alongside public realm improvements; and a review of traffic signal phasing in town centre.



## Sharing



### Making more transport accessible without the need to own

Sharing of assets is becoming a major trend within transport and, although many interventions have so far been focussed on larger towns and cities, there may be opportunities for some sharing interventions to be implemented in Gainsborough. Such interventions enable people who do not own their own vehicle, or who do not want to own additional vehicles, to gain access to modes and make journeys they otherwise would not be able to.

Sharing opportunities could include a mix of cycle hire, e-scooter hire (subject to approval), ridesharing, ride-sourcing, electric vehicle car clubs, community transport and an e-cargo bike pool. Working alongside operators and providers, the aim is to consider the feasibility and viability of delivering a range of shared travel options in Gainsborough.

## Education



### Promoting better ways to travel to school

Schools are significant generators of travel and, whilst large numbers of pupils walk and cycle in the town and use school buses from rural areas, school-related travel can cause local traffic and parking issues. To help reduce these problems, the strategy aims to:

- Manage the travel impacts through greater use of school travel plans – these will be implemented and kept under review for each school within the strategy area
- Improved safety of walking and cycle routes to school – in parallel to the development of the Gainsborough Walking and Cycling Network Plan, the aim will be to improve the walking and cycling routes to primary and secondary schools
- Review and revise school bus routes to avoid the town centre and help improve service reliability

## Engagement



### Keeping the transport conversation going

Building on the inputs from the public and stakeholders, the strategy looks to continue the conversation through establishing a Gainsborough Transport Strategy Board. This will help to steer the delivery of the strategy, provide checks and challenge to the progress made and help to monitor and review the strategy over the course of its life.





## Development management



### Building better transport and access into new development

The council will continue to work with developers to ensure that new homes and employment sites contribute to more sustainable travel patterns. Developers will be required to give robust consideration to how new developments can prioritise cycling, walking and public transport whilst also supporting digital connectivity, home working, and the charging of electric vehicles.

The aim will also be to enhance the county council's highways management function through use of the Gainsborough Strategic Traffic Model to assess the impact of individual development proposals alongside an understanding of the overall traffic implications of planned development. It will help to identify the wider highway and transport needs and support investment in walking, cycling and public transport.

## Ticketing



### Making ticketing and payments smarter

In parallel to the proposals to enhance the local bus network and strategic interventions around the rail network, the strategy will focus on opportunities to develop a county-wide smart, integrated and contactless ticketing system covering public and, where available, shared transport. This will build on work undertaken by train operators, bus companies and Transport for the North.

## Clean air



### Improving air quality in the town

Whilst there is no Air Quality Management Area in place in Gainsborough, this intervention looks to implement a range of measures to improve air quality in the town by improving driver behaviour and making the vehicle fleet cleaner. It will include the development of a specific clean-air strategy, and a range of specific measures to support cleaner air in the town. These include the implementation and, where viable, enforcement of 'no idling' zones; support to bus operators to convert fleets to lower emission vehicles; and requirements within contracts for subsidised bus services to use low emission and alternative fuel vehicles.

## Safety



### Making travel safer in Gainsborough

This will involve the ongoing review and prioritisation of safety improvements identified and prioritised by the Lincolnshire Road Safety Partnership. It will identify key locations for action and will be supported by improvements and changes to speed limits, traffic calming and a review of safety around schools.

## Strategic interventions



### Rail



#### Working with the rail industry to deliver better train services

Building on recent success in improving rail services, the transport strategy will look to further improve rail services by working with partners to improve the frequency and quality of services through the two Gainsborough stations. This will include opportunities to increase the frequency of weekday and weekend of services to Lincoln, Saxilby, Market Rasen, Sheffield, Grimsby and Cleethorpes while also improving the quality of trains and increasing capacity.

This will require partnership working with train operating companies and Network Rail and aims to reduce the need to travel by car for longer journeys and rebalancing travel towards sustainable modes.

### Strategic signing



#### Helping to ensure that people use the right routes for their journeys

A review of strategic traffic signing on Strategic Road Network (SRN), operated by National Highways, and the county council's Primary Route Network, to optimise the routing of traffic both through the strategy area and county-wide. This will include consideration of the appropriate routes for longer distance strategic traffic to take through the county, such as traffic passing from the SRN to the Lincolnshire coast.





## Connected strategies



### Land use



#### Putting accessibility at the heart of land use planning

This intervention will further integrate the transport strategy with the Local Plan, looking to build in sustainable transport into the decision-making on land use policy. This will include issues such as concentrating major trip-generating developments close to public transport interchanges, identifying opportunities to locate new school provision in locations currently poorly served by school catchments to reduce cross-town movements and increasing the number of people living within the town centre where access to shops, services and public transport is highest.

### Digital



#### Enabling people to access work and services differently

The COVID-19 global pandemic has shown us that working from home and accessing services digitally can really work. Not everyone can work remotely, and we often still need face-to-face contact with people and organisations who support our daily lives. However, improving digital connectivity provides us with opportunities not to travel if we don't want or need to.

This set of interventions includes working with providers to upgrade digital connectivity. This includes better fixed (broadband) and through the air (4G, 5G) systems; upgrading existing services; creating new ones that can be accessed remotely and; promotes a more efficient use of the network through digital alternatives to physical movement.

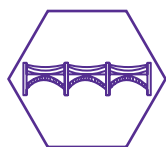
A key component will be to share live data from a range of sources with the general public via digital means such as apps or websites. In respect of transport, the strategy will look for opportunities to deliver:

- A Smart Travel Portal – to provide real-time travel information
- Smart sensors – covering roads and parking spaces to enable collection of real-time information
- Digital car park occupancy information – to disseminate live car park occupancy and tariff data

This will help provide information to enable people to choose more sustainable modes of travel and help develop real-time digital platforms for demand forecasting and appraisal.



## Monitor and investigate



### River Trent crossing

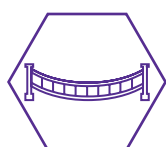
The junctions close to the Trent Bridge currently cause congestion that, at peak times, can stretch across the bridge and some distance to the west on the A631. The proposed improvements to Bridge Road, between the bridge and Thorndike Way, should help to reduce the impact of congestion. However, with planned growth, there may be a need to investigate further improvements. The strategy proposes to monitor traffic crossing the River Trent and look at possible solutions, if needed, towards the end of the strategy period.



### Autonomous vehicles and technology

The world of transport is changing at an increasing pace, particularly in the face of evolving and emerging technologies focussed on decarbonisation, sharing, digital connectivity and automation. These changes are supported by new business models enabling different ways for people to use and pay for transport and the changes in people's needs for travel and different modes of transport. Over the course of the strategy period, these ongoing changes will be monitored to ensure that the strategy remains up to date, reflects these changes and that the right action is taken to make sure Gainsborough can take advantage of positive changes that occur.

This will include the impacts and developments in automated and autonomous vehicle technologies, consideration of the emerging national policies and strategies and, where needed, the development of an autonomous vehicle and technologies strategy that takes into account the infrastructure requirements, impact assessment, challenges, risks, and opportunities and action plan.



### River Trent 'park and stride'

#### A potential alternative to using the Trent Bridge

The strategy identifies a potential scheme to reduce the impact of traffic in the town centre and across the River Trent bridge through the development of a 'park and stride' site. The site would take the form of a car park and mobility hub on the west bank of the river, across the water from the town centre with a new pedestrian and cycle bridge to the north of the existing crossing. This could enable town centre employees and visitors to park and walk or cycle across the river rather than drive across the congested bridge and town centre. The site could also form a further mobility hub, providing a range of additional services to make more use of the site.

This potential project requires further investigation to assess its feasibility and deliverability before it could form one of the strategy's key pillars.



# 8

## Delivering the strategy





## A collaborative approach



The delivery of the proposals outlined in this document will be steered by the Gainsborough Strategy Board, comprising representatives of both the county council and West Lindsey District Council. They will work to deliver the strategy through current secured funding and future bidding opportunities over the short, medium and long terms. The individual interventions will be led by different board members based on who is most appropriate and able to secure their delivery.

Whilst the development of the strategy has been led by the councils, it is important to recognise that no single organisation or, single intervention can deliver the vision and objectives. The success of the strategy will be very much dependent on the hard work, support, resources and funding of a range of stakeholders. The general public also has a role to play in supporting new opportunities to better provide transport in Gainsborough.

Securing funding is vital to the strategy and will likely to remain a challenge over the course of the strategy period. A key role of the strategy board will be to identify and secure funding from a range of existing and potential sources including internal budgets and developer contributions.

A number of interventions in the strategy do not rely on public sector funding, and the substantial plans for growth in the strategy area offer extensive opportunities to secure third-party funding. These growth plans will also provide opportunities for collaboration with developers so sustainable travel patterns can be embedded into new developments and funding secured for off-site measures.





## Programming the strategy

The strategy provides a long-term plan for movement and transport to align with the Central Lincolnshire Local Plan and the Local Transport Plan.

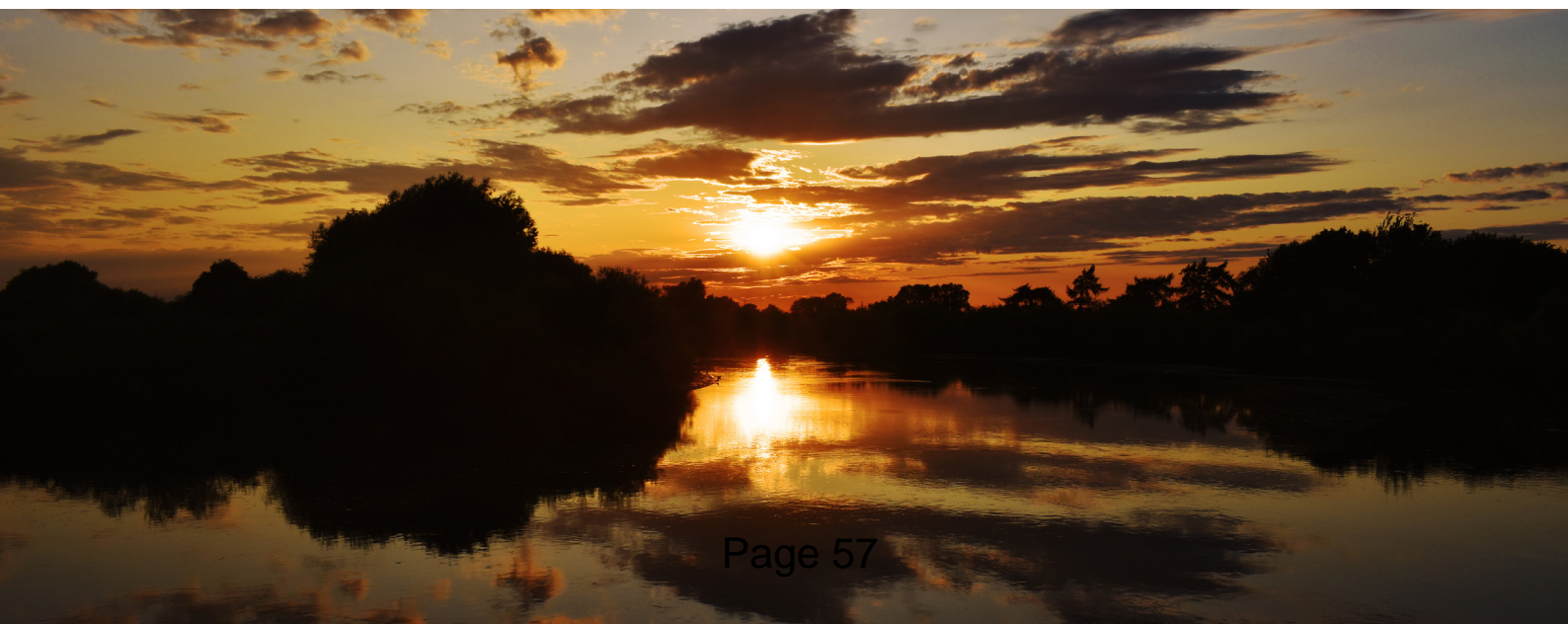
The proposals in the strategy will be delivered in the short, medium and long term. Some proposals will have set timescales while others remain ongoing through the entire strategy period. The strategy's board will ensure that measures are delivered as soon as they are feasible and affordable.



## Monitoring the strategy

Continuously checking the progress of the strategy is vitally important to ensure improvements are being made and the transport strategy's board will take on the 'monitor and review' role. A set of specific and measurable outcomes that the strategy will be measured against has been developed:

- Reduced traffic in the urban area and an increase in the number of journeys made by walking, cycling and public transport
- Increasing uptake of technologies to enable more people to work, learn, manage healthcare, shop and socialise without the need to travel
- Continued growth in Gainsborough's economy and the delivery of sustainable transport options through new housing and employment sites, including the Sustainable Urban Extensions
- Improved access to Gainsborough from the surrounding rural area
- Reduced carbon emissions from transport helping Lincolnshire County Council and West Lindsey District Council to reach their net zero carbon emission targets
- Increased access to education by walking, cycling and public transport
- Improved air quality, increased physical activity and safety
- Increased partnership working









# Gainsborough Transport Strategy

May 2022 – 2036

Summary document





# Gainsborough Transport Strategy

## Foreword

"As part of this strategy's development, we've factored in the significant changes to working patterns and travel habits we've seen as a result of the pandemic, with more people using online services and in home-working or hybrid scenarios.

We want to meet these, and other changing travel demands by offering a wider range of affordable, reliable and environmentally-friendly travel options for people to choose from – all while supporting planned economic growth.

This will lead to more people using alternative forms of transport, resulting in less congestion and a more pleasant town centre, making Gainsborough a more prosperous, attractive and healthier place to live, learn, work and visit.

This strategy provides a number of proposals for us, the district council and developers to consider over the next fifteen years as we strive towards meeting growth targets for the area.

Some of our top priorities are to: make the town centre a more pleasant and safer place; improve facilities for walking and cycling; and investigate junction improvements at key pinch-points. Doing this will help cut congestion, open up new development land and meet changing travel demands.

Another proposal in the strategy, probably one of our most ambitious, is to enhance Gainsborough's train stations and bus station to become mobility hubs.

In essence, these would serve as a multi-functional interchanges for people travelling into and out of Gainsborough by offering alternative means of travelling by car.

For example, the hubs might include a city centre bus shuttle, electric-vehicle charging, Park & Bike, e-bike hire and delivery lockers.

Combined with other measures, like improving bus and rail services, the strategy aims to ensure Gainsborough has the infrastructure it needs to meet travel demands over the coming decades.

The challenge now is finding the funding needed to make these improvements a reality. And the only way we're going to be able to do that is if everyone gets behind the plan and works together."



**Cllr Richard Davies**

Executive Member for Highways and Transport at Lincolnshire County Council





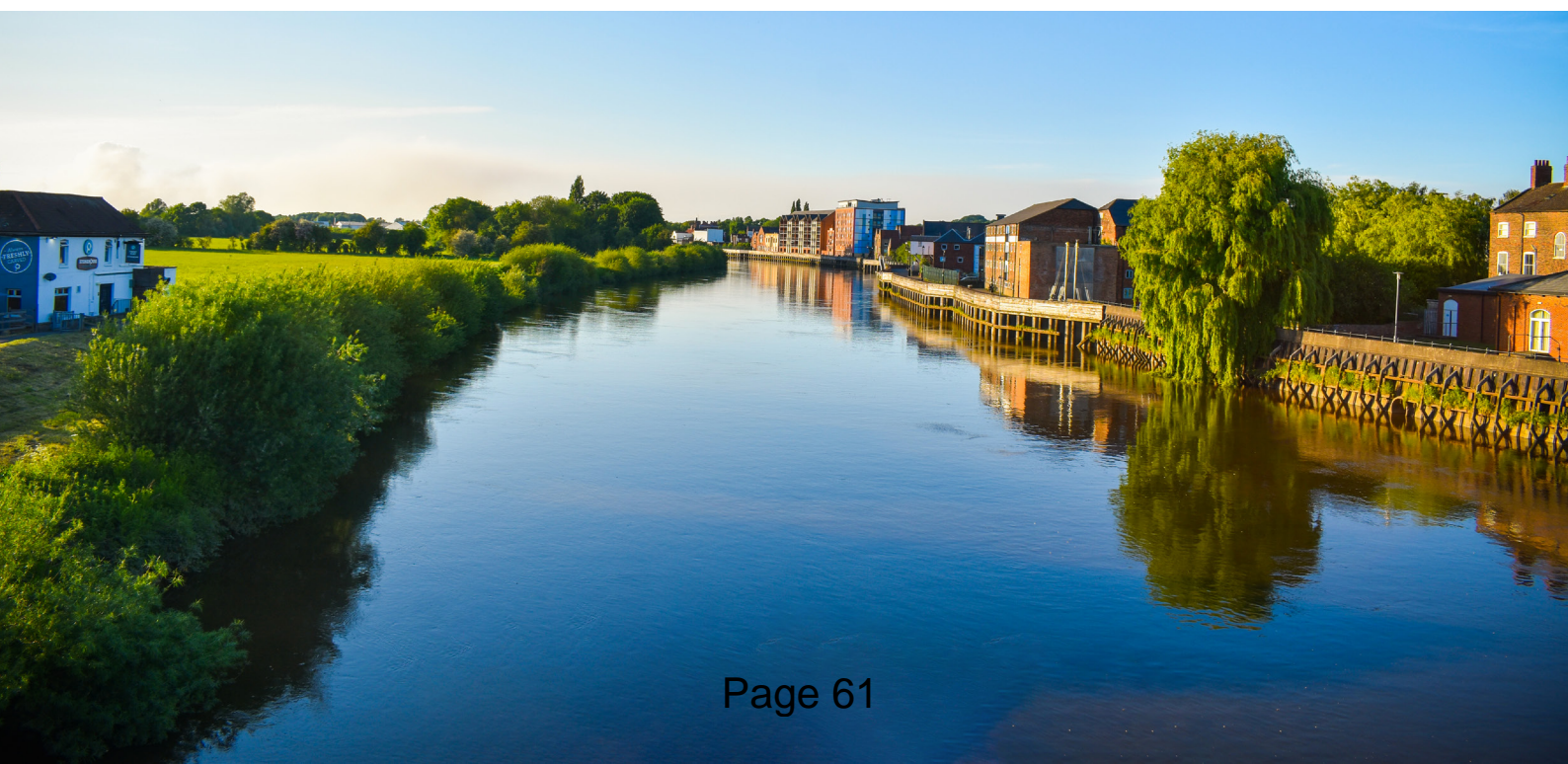
## Overview

The Gainsborough Transport Strategy has been developed by Lincolnshire County Council, in partnership with West Lindsey District Council, and provides a vision for the future of transport in and around the town to 2036. The strategy aims to support people and organisations in and around Gainsborough through improvements to transport which will help to support the transition to net zero, strengthen the economy and improve access to opportunities and services. With the proposals contained in this strategy, the aim is to improve travel choice through the development of an inclusive, sustainable and future-ready transport system, as well as to help the town grow, whilst meeting considerable challenges and taking advantage of opportunities as they arise.

## What is the purpose of the strategy?

The overall purpose of this strategy is to support the people, businesses and organisations within and surrounding Gainsborough by providing a transport system that helps them to meet their daily needs now and over the next 15 years. As Gainsborough and the rest of the world continues to adapt to challenges such as climate change, the transition to carbon net zero targets, and the COVID-19 pandemic recovery, there will be a significant range of challenges that the transport strategy will help the town and the wider area to meet. These challenges include:

- Significant environmental challenges and addressing the impact of travel. This includes improving air quality, increasing the resilience of our transport networks and playing our part in tackling climate change by using more sustainable forms of travel and transitioning to low emission vehicles
- Supporting planned economic growth, including significant proposals for increasing housing and employment
- Providing and maintaining an inclusive and reliable transport network that provides more choice and supports all of Gainsborough's communities and businesses, whether in the town or the surrounding rural area
- Successfully meeting the different and changing travel demands across the area, including in how people access different activities such as employment, education, healthcare, retail, leisure and tourism





## Vision

By 2036, Gainsborough will have delivered its ambitious growth targets, capitalised on its position close to the A46/A15 Trans-Midland Trade Corridor and the Humber and East Midlands Airport Freeports axis and will be a more vibrant, prosperous and economically resilient community. At the heart of the vision is an inclusive and collective approach to accessibility across the strategy area which will enable businesses and communities to rebound after COVID-19, new advances in technology and mobility to be embraced, and will provide an enhanced quality of life, all while reducing carbon emissions in order to support the UK's target of being net zero by 2050.

Gainsborough will have embraced walking and cycling, shared and passenger transport – including an improved local bus offer. The historic town centre and commercial heart of Gainsborough will be supported by a network of green walking and cycling corridors, shared transport and public transport options that contribute positively to the economy and environment. Enhanced linkages between Lea Road Station and the town centre, and regular train services from Central Station will provide sustainable options for commuter travel to key economic centres such as Lincoln and Sheffield. This will support the reduction in congestion and emissions across the strategy area. Connectivity to the core freight network and the Doncaster - Sheffield Airport line will also have been explored.

Gainsborough will also be strengthened by the integration of the proposed Sustainable Urban Extensions which will contribute positively to the economy and the environment. The overall resilience of the existing transport networks will be strengthened with improved access for east-west and north-south movements around the Trent crossing. Transport connections to the surrounding villages will be enhanced and the strategic and local network will be efficient, contributing to driving the town's economic growth and prosperity.

## Objectives



### **SUE delivery and sustainable travel**

To support the delivery of new housing and employment sites, including the Sustainable Urban Extensions, facilitating sustainable infrastructure connecting to the wider strategy area.



### **Customer-focussed and choice**

To improve rural and wider accessibility to the town centre and strategy area by increasing multi-occupancy, shared mobility and passenger transport options and ensuring a customer-focussed approach to providing choice in whether, when and how people travel.



### **Active travel, natural environment and open space**

To enhance the health and wellbeing of communities by establishing and promoting walking and cycling within the strategy area as an option for short trips and leisure purposes, including access to open space, particularly the formal Riverside Walk and flood defences to the east of the River Trent.



### **Health and wellbeing**

To enhance the health and wellbeing of communities through improved air quality, reduced noise levels and increased physical activity and safety.



### **Reduce urban traffic**

To reduce traffic congestion and improve air quality in the town centre through minimising the impacts of vehicle movements on the public realm and strategic routes through the town.



## **Climate change**

To support the net zero 2050 carbon reduction targets and activities of our businesses, communities and councils and to mitigate the impact of climate change across our region.



## **Future mobility ready**

To prepare the strategy area for future mobility including electric and alternative fuels, shared, connected and automated mobility as well as the business models that support them.



## **Reduce the need to travel**

Promote technologies to allow more people the ability to work, learn, manage health care, shop and socialise without the need to travel.



## **Historic and culture**

To protect and enhance the historic and cultural environment of Gainsborough including supporting an improved public realm.



## **Rural accessibility**

To improve rural accessibility to the town centre by increasing multi-occupancy, shared mobility and passenger transport options, improving linkages between the town centre, Sustainable Urban Extensions and Lea Road Station, whilst also focussing on services from Central Station and providing sustainable options for commuter travel to key economic centres such as Lincoln and Sheffield.



## **Partnerships**

To increase partnership working and shared responsibility where appropriate for the improvement of accessibility and transport.



## **Access to education**

To increase access to education while reducing the impacts of physical access to schools, colleges and universities.



## **Economy**

Strengthen Gainsborough's position as the strategic gateway into Central Lincolnshire by improving traffic flows and network resilience at the River Trent crossing, to support economic growth and access to employment and education.



## **COVID-19 recovery**

Support businesses through and after the COVID-19 pandemic and through the development of an inclusive, connected and future ready transport network that provides the foundations that will support the economic recovery.



## **Long distance connections**

To provide an efficient primary road and rail network for long-distance connections to other major centres and international gateways by harnessing the opportunity afforded by Gainsborough's position within the Freeport Corridor.



### Delivering for the current and future population

Gainsborough, like the rest of the country, is going through a period of significant change as we transition towards net zero carbon emissions, and this will continue over the course of the strategy period up to 2036. There are plans for major sustainable urban extensions which will grow the Gainsborough substantially, bringing into the town more people and more opportunities.

The growth of Gainsborough's population comes at a time when we also see rapidly evolving transport markets with new technologies and business models changing how we travel, including how we plan and pay for it. Some of these changes will help us to address the impact of carbon emissions from transport which is part of the increasingly urgent challenge of combating both the trends and consequences of climate change. The strategy helps to support the journey towards net zero carbon emissions established in government policy.

Central to the development of the strategy has been the importance of considering how we can address both sustainable growth and being prepared for the future. This includes supporting those who currently live, work and learn in the town and those new residents and employees arriving over the coming years.

Proposals for the urban extensions offer significant opportunities to embed sustainable accessibility within these developments from the very beginning. This ensures they play their full role in mitigating the impact of growth while also having a positive social, economic and environmental impact on both new and existing communities and the wider economy. It also aims to link into the town's Levelling Up proposals and supports the development of a thriving Gainsborough through the enhancements to the bus station and market place, the heritage led regeneration and the focus on town centre living.

### Defining priorities

Major development planned for Gainsborough over the next two decades, including for new major housing growth.

Ongoing evolution in the way we travel with changes in demand for travel, new technologies and new ways of purchasing and paying for mobility.

Focussing on achieving net zero carbon emissions from transport by shifting to low emission vehicles, reducing the need to travel, and prioritising walking and cycling.

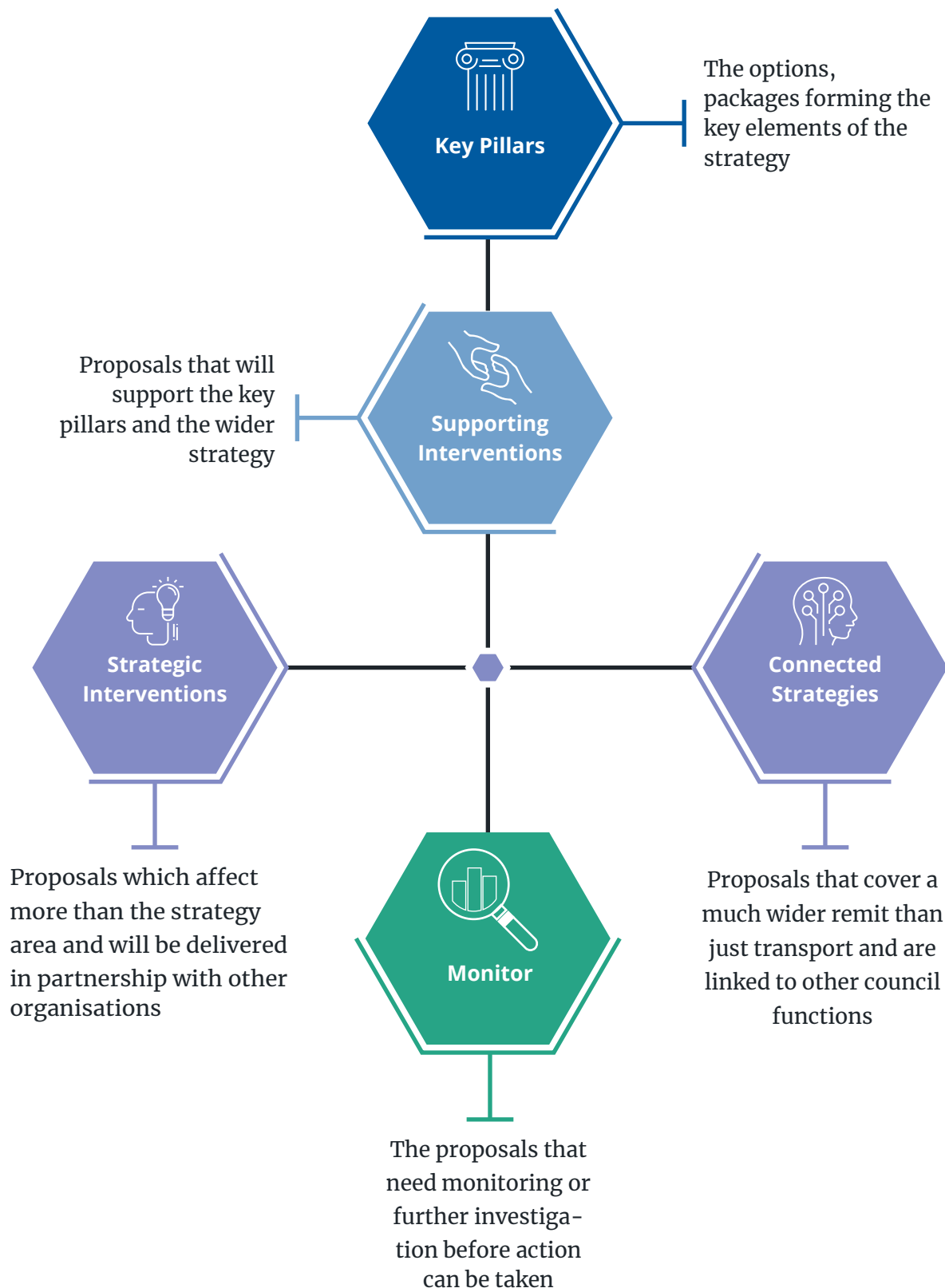
Working to increase choice, resilience and flexibility within the transport network including through harnessing new technologies and modes.

Working with developers to bring forward the best possible proposals for new housing developments so they can have a positive social, economic and environmental impact on both new and existing communities and the wider economy.



## Strategy components

The strategy and the proposals identified to deliver the vision and objectives are structured under a number of different themes that will help to deliver the strategy's aims:





## Pillars of the strategy



The key pillars of the strategy are the interventions which will form the priority infrastructure, service and policy interventions. These will provide the key plans to support the delivery of the vision and objectives.



### **Mobility hubs**

Bringing together transport and facilities to make travel easier through enhancing the towns transport interchanges and creating new mobility hubs in the town centre, bus station, Gainsborough Central Station and Lea Road Station



### **Town centre environmental improvements**

Making the town centre a more enjoyable place for everyone through public realm enhancements to Market Square, Beaumont Street, the bus station and along the River Trent



### **Parking**

Supporting the strategy and the wider parking offer through improvements to car parking supply and demand, payment systems, residents parking zones, route signing and electric charging facilities



### **Flood Road and town centre junction improvements**

Including targeted improvements to the Flood Road, A156 Lea Road and Bridge Road signalised junction; the A631 Thorndike Way, Ashcroft Road and Trinity Street roundabout; the North Street, Beaumont Street, Station Approach and Marshall's Yard access; and the North Street, A159, Spital Terrace and B1433 junction



### **Gainsborough Cycling and Walking Network Plan enhancements**

Providing better facilities for cyclists and pedestrians through delivering the Gainsborough Walking and Cycling Network Plan



### **Electrification**

Working with industry partners to support the transition to electric, low emission and alternative fuel vehicles through providing more electric vehicle charging points in public locations and ensuring that new homes and other developments come complete with charging points



### **Behavioural change**

Working with residents and employees to encourage more sustainable choices through rolling out bikeability training, greater use of travel plans and personalised travel planning



### **Bus travel and Sustainable Urban Extensions connectivity**

Enhancing the bus network through increasing evening and Sunday bus services, delivering new or improved services to the railway stations, the hospital, town centre and the surrounding villages



### **Bus priority**

Making bus journeys quicker and more reliable through implementing bus priority controls at congested junctions



### **Freight and deliveries**

Reducing the impact of deliveries on the road network at peak times and providing delivery lockers at key locations



## Strategic interventions

Working with other organisations including the Department for Transport, National Highways and Network Rail to improve access.



### Rail

Working in partnership with the rail industry to deliver better train services we will look to further improve the frequency and quality of services through the two Gainsborough stations



### Strategic signing

Helping to ensure that people use the right routes for their journeys and optimising the routing of traffic through the strategy area

## Connected strategies

We will look to ensure that transport continues to be at the heart of a range of wider functions.



### Land use

Putting accessibility at the heart of land use planning through integrating sustainable transport decision making and land use policy



### Digital

Enabling people to access work and services differently through working with partners to improve digital access

## Monitor and investigate

We will continue to monitor and investigate opportunities to make further improvements to movement and transport across Gainsborough.



### River Trent crossing

The strategy proposes to monitor traffic crossing the River Trent and look at possible solutions, if needed, towards the end of the strategy period



### Autonomous vehicles and technology

Over the course of the strategy period, evolving technologies will be monitored to ensure that the strategy remains up to date, reflects these changes and that the right action is taken to ensure Gainsborough can take advantage of positive changes that occur



### River Trent 'park and stride'

The strategy identifies a potential scheme to reduce the impact of traffic in the town centre and across the River Trent bridge through the development of a 'park and stride' site



# Supporting interventions



The supporting interventions are lower priority schemes that will be delivered where additional support is required. They will support the key pillars and include the following:



## **Active travel**

Supporting people to make walking and cycling journeys through improved wayfinding and cycle parking



## **Demand responsive transport**

Providing better connections between people and places through enhancing demand responsive transport and expanding CallConnect



## **Junction improvements**

Focussed junction improvements to reduce the impact of pinch-points on the road network



## **Sharing**

Making more transport accessible without the need to own through cycle and e-cargo bike hire, electric vehicle car clubs and community transport



## **Education**

Promoting better ways to travel to school through the use of travel plans, improving walking and cycling routes and improving the reliability of school bus services



## **Engagement**

Keeping the transport conversation going through establishing a Gainsborough Transport Strategy Board to steer the delivery of the strategy



## **Development management**

Building better transport and access into new development through prioritising cycling, walking and public transport whilst also supporting digital connectivity, home working, and electric vehicle charging



## **Ticketing**

Working with partners to make ticketing and payments smarter



## **Clean air**

Improving air quality in the town through helping to make the vehicle fleet cleaner and improving driver behaviour



## **Safety**

Making travel safer in Gainsborough through the ongoing review and prioritisation of safety improvements identified and prioritised by the Lincolnshire Road Safety Partnership





### A collaborative approach

The delivery of the proposals outlined in this document will be steered by the Gainsborough Strategy Board, comprising representatives of both the county council and West Lindsey District Council. They will work to deliver the strategy through current secured funding and future bidding opportunities over the short, medium and long terms. The individual interventions will be led by different board members based on who is most appropriate and able to secure their delivery. Whilst the development of the strategy has been led by the councils, it is important to recognise that no single organisation or single intervention can deliver the vision and objectives.

The success of the strategy will be very much dependent on the hard work, support, resources and funding of a range of stakeholders. The general public also has a role to play in supporting new opportunities to better provide transport in Gainsborough. Securing funding is vital to the strategy and this is likely to remain a challenge over the course of the strategy period. A key role of the strategy board will be to identify and secure funding from the range of existing and potential sources including internal budgets and developer contributions.

### Programming the strategy

The strategy provides a long-term plan for movement and transport to align with the Central Lincolnshire Local Plan and the Local Transport Plan. The proposals in the strategy will be delivered in the short, medium and long term. Some proposals will have set timescales while others remain ongoing through the entire strategy period. The strategy's board will ensure that measures are delivered as soon as is feasible and affordable.

### Monitoring the strategy

Continuously checking the progress of the strategy is vitally important to ensure improvements are being made and the transport strategy's board will take on the 'monitor and review' role.









**Open Report on behalf of Andrew Crookham, Executive Director – Resources**

Report to:	Highways and Transport Scrutiny Committee
Date:	30 May 2022
Subject:	Highways and Transport Scrutiny Committee Work Programme

**Summary:**

This item enables the Committee to consider and comment on the content of its work programme for the coming year to ensure that scrutiny activity is focused where it can be of greatest benefit. The work programme will be reviewed at each meeting of the Committee to ensure that its contents are still relevant and will add value to the work of the Council and partners.

**Actions Required:**

Members of the Committee are invited to:

- (1) Review and approve the work programme; and,
- (2) Highlight any additional scrutiny activity which could be included for consideration in the work programme.

**1. Background**

Overview and Scrutiny should be positive, constructive, independent, fair, and open. The scrutiny process should be challenging, as its aim is to identify areas for improvement. Scrutiny activity should be targeted, focused and timely and include issues of corporate and local importance, where scrutiny activity can influence and add value.

All members of overview and scrutiny committees are encouraged to bring forward important items of community interest to the committee whilst recognising that not all items will be taken up depending on available resource.

Members are encouraged to highlight items that could be included for consideration in the work programme.

## 2. Work Programme

30 May 2022		
Item		Contributor
1.	Gainsborough Transport Strategy	Karl Gibson, Senior Project Leader - Highways Infrastructure
2.	Speed Limits Review- Task & Finish Group Progress Update Presentation	Richard Fenwick, County Highways Manager
3.	Levelling Up Schemes– Verbal Update	Sam Edwards, Head of Highways Infrastructure

18 July 2022		
Item		Contributor
1.	Highways Quarter 4 Performance Report (1 January to 31 April 2022)	Karen Cassar, Assistant Director - Highways Johnathan Evans, Head of Highways, Client and Contract Management Nicole Hilton, Assistant Director - Communities Verity Druce, Head of Transformation Services
2.	Highways – Gully Cleansing/Repair and Surface Water Flooding	Richard Fenwick, Head of Highways Asset and Local Management Services Shaun Butcher, County Programme Manager
3.	Transport Connect Updates	Verity Druce, Head of Transformation Services

12 September 2021		
Item		Contributor
1.	Highways Infrastructure Asset Management Strategy and Highways Infrastructure Asset Management Plan 2022/23 (Pre-decision Scrutiny)	Clair Dixon, Policy and Strategic Asset Manager
2.	Highways Quarter 1 Performance Report (1 April 2022 to 30 June 2022)	Karen Cassar, Assistant Director - Highways Johnathan Evans, Head of Highways, Client and Contract Management Nicole Hilton, Assistant Director - Communities Verity Druce, Head of Transformation Services
3.	Passenger Transport Annual Update	Verity Druce, Head of Transformation Services

24 October 2021		
Item		Contributor
1.	Route and Place Based Transport Strategies Annual Report	Sam Edwards, Head of Highways Infrastructure

12 December 2021		
Item		Contributor
1.	<b>Highways Quarter 2 Performance Report (1 July to 30 September 2022)</b>	Karen Cassar, Assistant Director - Highways Johnathan Evans, Head of Highways, Client and Contract Management Nicole Hilton, Assistant Director - Communities Verity Druce, Head of Transformation Services
2.	<b>Highways – Gully Cleansing/Repair and Surface Water Flooding- Update</b>	Richard Fenwick, County Highways Manager Shaun Butcher, County Programme Manager
3.	<b>Transport Connect Ltd - Teckal Company Update Report</b>	Verity Druce, Head of Transformation Services

### 3. Items to be programmed

- Process for the adoption of Private Streets
- Civil Parking Enforcement Annual Report 2021 – 2022 (January 2023)
- Road Safety Partnership Update (March 2023)
- Winter Service Plan 2022/23 (September 2022, **TBC**)
- Revenue and Capital Budget Proposals 2023/24 (January 2023)

### 4. Conclusion

Members of the Committee are invited to review and comment on the work programme and highlight any additional scrutiny activity which could be included for consideration in the work programme.

### 5. Consultation

#### a) Risks and Impact Analysis

N/A

### 6. Background Papers

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

This report was written by Kiara Chatziioannou, Scrutiny Officer who can be contacted on 07500 571868 or by e-mail at [kiara.chatziioannou@lincolnshire.gov.uk](mailto:kiara.chatziioannou@lincolnshire.gov.uk).

This page is intentionally left blank