



# Lincoln Transport Strategy

2020-2036



# Lincoln Transport Strategy

Introducing the strategy	2
The strategy process	6
Informing the strategy	8
What does the strategy aim to achieve?	14
Defining the strategy	18
The strategy	22
Interventions	24
Delivering the strategy	32





# Lincoln Transport Strategy

## Foreword

“One of the main goals behind Lincoln’s new transport strategy is to offer a wider range of affordable, reliable and environmentally-friendly travel options for people to choose from when moving in and around the city.

This will lead to more people using alternative forms of transport, resulting in less congestion and better air quality in the city centre, making Lincoln a more prosperous, attractive and healthier place to live, learn, work and visit.

This strategy provides a number of proposals for us, developers and planners to consider over the next fifteen years as we strive towards meeting growth targets for the area that include approximately 37,000 new dwellings and 12,000 new jobs up to 2036.

Getting the North Hykeham Relief Road built as dual carriageway is a top priority, as it will help cut congestion, open up new development land and better connect the rest of the country to Lincolnshire’s coast.

Another proposal in the strategy, probably one of our most ambitious, is to build a set of mobility hubs at key points outside the city.

In essence, these would serve as an interchange for people travelling into Lincoln by offering alternative means of travelling into the city centre 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 Lincoln 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 & Transport at Lincolnshire County Council

1

# Introducing the strategy





## Overview

The new **Lincoln Transport Strategy** has been developed by Lincolnshire County Council, City of Lincoln Council, North Kesteven District Council and West Lindsey District Council. It aims to provide a clear vision for the future of transport across the Lincoln area up to 2036.

It sets out to enhance our transport network, improve choice and inclusive accessibility, and support the continued growth of the city and surrounding area.

The strategy will help deliver modern, sustainable and future-ready transport and travel options and transport in and around Lincoln so the area can continue to grow sustainably, meeting challenges and taking advantage of opportunities.





## Understanding Lincoln

Lincoln is vital to the economic success and cultural identity of the wider county. The city is the economic driver of Lincolnshire and a focus for key sectors, including agri-food and advanced manufacturing. In supporting these and other sectors, Lincoln is also a centre for learning with growing and successful universities and colleges at its heart. The city provides the workplace for thousands of people, both local residents and those travelling from further afield. It is also home to major business which, along with others in the wider country, rely on Lincoln's transport network to move goods both locally, nationally and internationally.

### Economic hub

With the largest retail and leisure market in Lincolnshire, the city's economy has an influence across the county and beyond. The city is also at the centre of the county's cultural life and is key to tourism and the visitor economy. The history of Lincoln and the surrounding area brings visitors from around the country and across the globe to its uphill area and other major historic locations. The city is also a gateway to the wider visitor economy, and its transport network is vital for accessing the rest of Lincolnshire including the coast.

The strategy area is a mixture of both urban and rural, ranging from the vibrant city centre and historic uphill area, to prosperous and less affluent suburban areas, satellite villages and more dispersed hamlets. Regionally and nationally, the city is relatively peripheral from other major economic centres, as well as the transport networks that serve them.

### Continued prosperity

In previous decades, the city outperformed the national and regional economies. However, since the financial crisis of the late 2000s, Lincoln has been slower to recover than other areas. The importance of Lincoln and its continued prosperity very much relies on the ability of people, organisations and businesses to access their daily activities and needs. Transport and mobility are key to this.

Everyone has a role in supporting the delivery of better accessibility and improved transport. This includes local authorities, but also other major public sector institutions, businesses and transport operators as well as residents and workers.





## What is the purpose of the strategy?

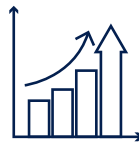
The overall purpose of this transport strategy is to provide future-ready travel options that improve access and supports people, businesses and organisations to meet their daily needs. There are significant challenges that will affect Lincoln, its people and its economy over the coming years. This strategy will have a significant role to play in addressing these:

- A need to support planned economic growth, including significant proposals for increasing housing and employment.
- Successfully meet the travel demand across the strategy area in how people access different activities such as employment, education, healthcare, retail, leisure and tourism.
- Providing and maintaining an inclusive and reliable transport network to strengthen Lincoln's economy and communities.
- The significant environmental challenges and addressing the impact of travel. This includes increasing the resilience of our transport networks and playing our part in meeting the target of net zero carbon emissions by 2050.

In developing the strategy, consideration has been given to:



The views of the public and a wide range of stakeholders



The economy of Lincoln and how it will develop in the future



The trends in transport and the potential opportunities and challenges presented by new technologies



Different modes of transport, both physical and digital



The potential impacts of global and national trends related to the economy, society and environment



Plans for growth in housing and employment in and around Lincoln



Different locations across the strategy area including both urban and rural communities, major transport corridors and long distance connections, and different parts of the city centre including the cultural, civic, retail and university quarters



The different daily activities of both individuals and organisations that support the economy and communities

2

# The strategy process

The Lincoln Transport Strategy has been developed using a robust and comprehensive two-stage process which has been overseen by representatives from Lincolnshire County Council, the City of Lincoln Council, North Kesteven District Council and West Lindsey District Council.







## The strategy process

The stages of the transport strategy are shown in the diagram below opposite and highlight the work 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 the strategy:

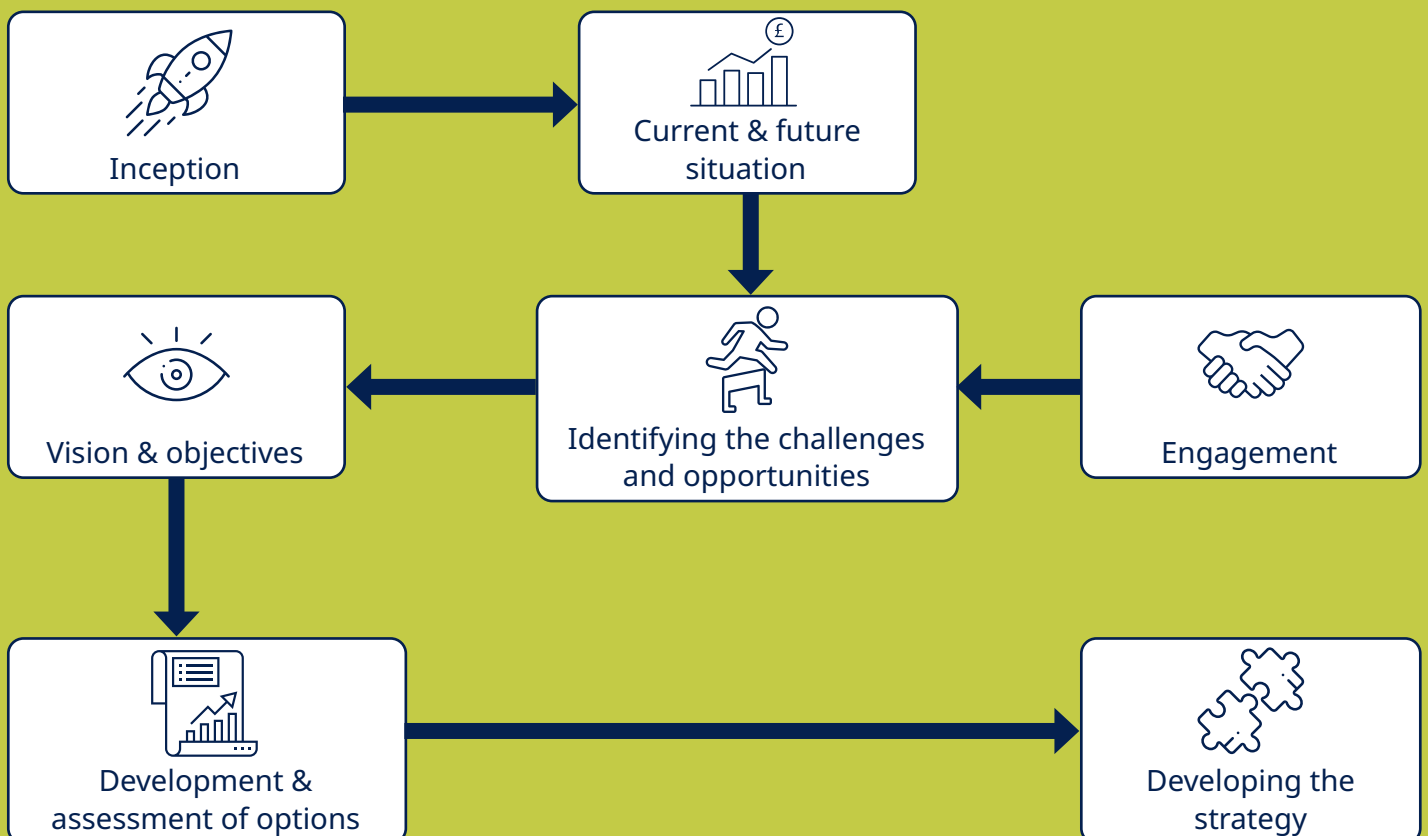
- With members at key stages of the process to steer decision-making.
- With key stakeholders discussing specific travel needs and modes of transport.

- With wider stakeholder workshops and the general public to identify key challenges, support the development of the vision and to identify potential options.

A logic-based approach has been used to develop the strategy to ensure that there are links between:

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

### Strategy development process



3

# Informing the strategy





## Engagement

To help shape the strategy, various engagement activities were undertaken to ensure a collaborative approach. Members of the public, along with local and national organisations, were invited to comment on transport and accessibility in Lincoln at workshops, drop in events and by completing a questionnaire.



**Parish Councils**



**Local Authorities**



**Emergency Services**



**Walking, Cycling &  
Equestrian Groups**



**Environment &  
Agriculture**



**Retail, Leisure and  
Tourism**



**Education  
Establishments**



**Transport & Freight**



**Residents  
Associations**



# What are the challenges & issues?

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



The challenges are wide ranging and have many causes. They reflect the operation of a modern society, how the way we choose to travel and access our daily activities is changing, the major environmental challenges we are facing and the local issues specific to Lincoln.

## Access



**Employment:** Over 55,000 people both live and work within the strategy area while around 30,000 travel across the strategy area boundary for work.



**Education:** The strategy area has an education population of over 50,000 with many travelling each week day.



**Healthcare:** Lincoln County Hospital generates around 4,500 journeys per day - most bus journeys to the hospital require the use of more than one bus service.



**Retail, Leisure & Tourism:** Lincoln is the main retail and service centre in the county and as such attracts significant journeys. The historic uphill area attracts over four million tourists a year.

**These movements generate significant demands for travel and car is the dominant mode of transport**

## How we Travel



**Walking:** Overall the number of walking trips is decreasing with almost a quarter of adults indicating they do not walk for any purpose at all.



**Cycling:** The cycle network is not comprehensive and is disjointed within the city centre with limited provision in rural areas.



**Bus:** Overall bus patronage is in decline with limited evening services and infrequent rural services.



**Rail:** The quality of services is often poor, with slow journey times, old rolling stock and limited Sunday services.



**Highway:** For a city of its size, Lincoln is relatively remote from the Strategic Road Network and the traffic has experienced substantial growth since the turn of the century.



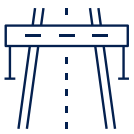
## What are the challenges & issues?

There are a number of wider issues and constraints that will continue to have a significant impact on how we move and travel around Lincoln:

### Constraints



**Climate change:** An increasingly urgent global issue, there is a need to contribute to the national targets to reduce contributing emissions. The issues are two-fold with the need to limit the emissions resulting from transport whilst also considering the need to be more resilient to the impacts of climate change.



**Physical constraints:** These include the waterways, railways and existing highways including the A46 which acts as a barrier to pedestrians and cyclists accessing rural areas and villages.



**Environmental constraints:** Whilst air quality within Lincoln city centre has improved over the past few years, with the Air Quality Management Area reduced for Nitrogen Dioxide and revoked for particulates, there remain issues in a substantial part of the city centre.



**Uncertainty:** One of the most significant issues is uncertainty, whether this be due to rapid changes in technology, whether those be for digital or physical movement, and the potential changes to assumptions on the demand for travel, or related to the currently uncertain economic environment surrounding Brexit.

### Supporting economic growth



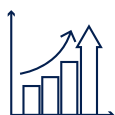
**Need for new housing:** As the population grows over the next 15 years, so will the demand for additional housing, and whilst new housing is needed to accommodate people moving to the area, it is also important in retaining working age residents.



**Need for additional employment land:** The future growth of Lincoln will not only rely on the delivery of more housing but also on the development of more land for employment.



**Need for infrastructure:** As both population and employment grow, so will the demand for travel. The existing transport network is under increasing pressure, with future growth expected to exacerbate this further leaving Lincoln at risk of significantly increased transport congestion.



**Need for inclusive growth:** Inclusive growth is a priority for Lincoln. The removal of barriers to help more people access services, education and employment is integral to this.



## What are the future challenges?



### A changing society

**Retail:** There are ongoing significant changes to the retail market which are having visible effects on the 'High Street'. This is set to continue.



**Access to employment:** Workplaces are changing with home working and co-working hubs becoming the new normal for many businesses. There are also changes in commuter patterns. People will likely be working longer into old age and technology is increasingly doing more of our work for us, leading people to re-skill for new work opportunities.



**Access to education:** A strong education sector with the city's university quarter at its centre will continue to be at the heart of a thriving Lincoln economy. Where, when and how we learn is shifting – digital learning and technology in education are driving changes in campuses, courses, work patterns and travel.



**Freight:** Online shopping means more goods are being moved around than ever before.



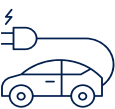
**Access to health & care services:** An ageing population will mean access to health and care services will be of growing importance. Active travel is likely to have an important role in encouraging healthier lifestyles - which in turn reduces sickness and ill health, and enables people to stay active for longer.



**Lincoln city centre:** The future of the city centre is strongly linked to leisure and tourism with a drive to increase visitor numbers. There is a trend for people to purchase 'experiences' rather than 'products', meaning that the role of tourism and leisure in Lincoln may become even more important.

### How we travel

There are significant emerging trends which will both improve our ability to access what we need whilst also creating significant uncertainty in terms of the future of movement and mobility.



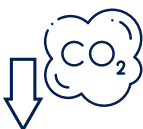
The potential impacts of **future mobility** are less clear. This includes growth of digital, electrification, sharing, automated systems and the business models that deliver them, as well as how people respond to them.



**Walking and cycling** should be the automatic choice for short journeys.



**Mass or public transport** must be central to the future of travel.



The future of transport must help to lead the **decarbonisation** of the economy.



4

# What does the strategy aim to achieve?

The Lincoln Transport Strategy aims to provide a clear vision and direction for mobility and transport across the wider Lincoln area up to 2036. It covers all journey purposes and provides a blue print for dealing with the key local and wider challenges and changes which will impact on the area over the coming years.







## What does the strategy aim to achieve?

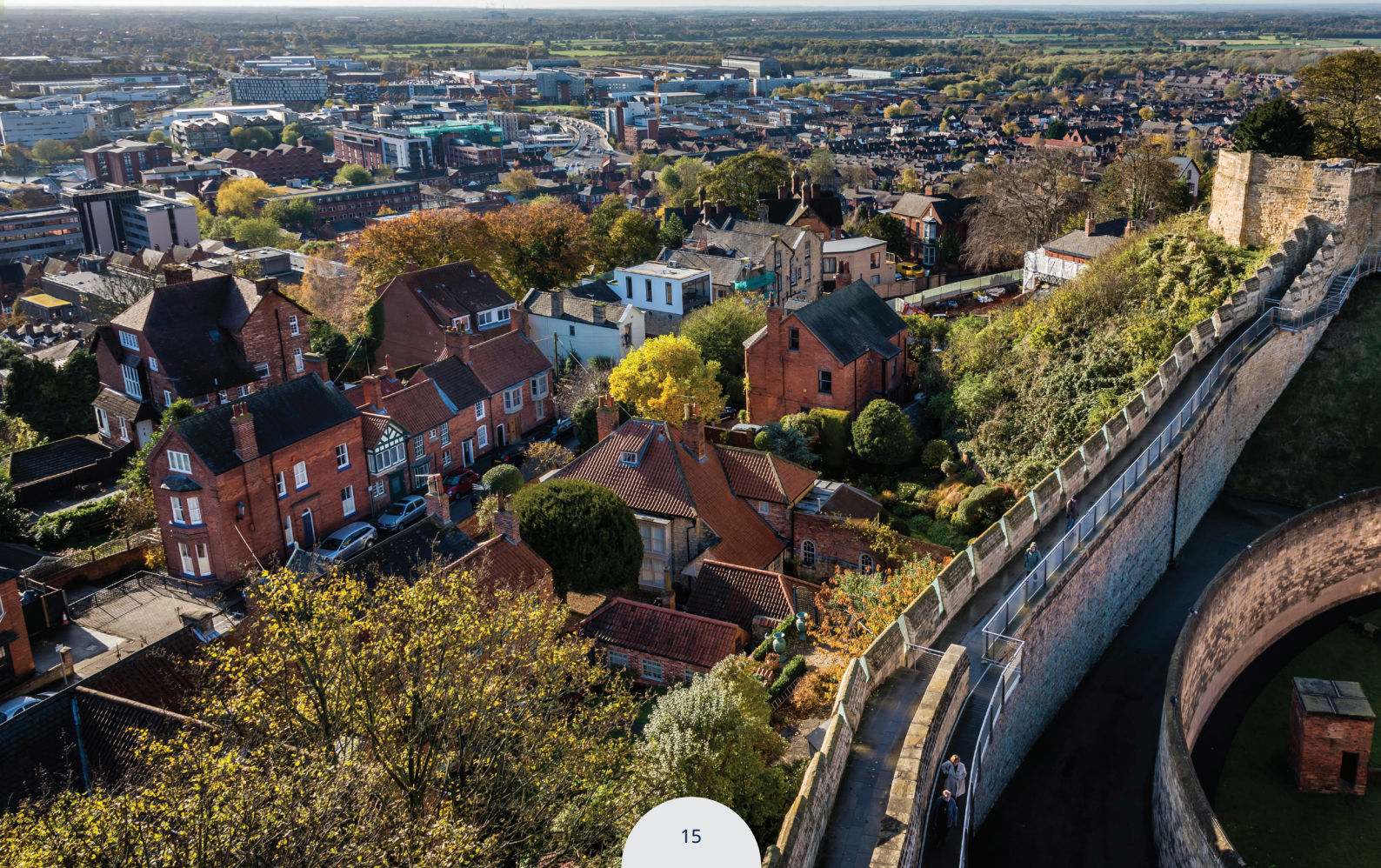
The Lincoln Transport Strategy aims to improve accessibility across Lincoln for all. It aims to support the delivery of a number of economic activities and services including tourism, education and social services whilst helping to protect the historic areas of the city, the environment and improve the quality of life.

The key existing and future issues, the emerging technology trends and likely future challenges have all been considered in developing the vision and objectives. The process identified a number of important themes. These included supporting the development of a sustainable and future ready Lincoln as well as focussing on walking and cycling, connected, electrified and shared journeys.

Integral to the strategy is the need to deliver an inclusive and accessible network for everyone.

## Sustainable and future ready Lincoln

A focus on walking and cycling for short journeys and positioning the city to make the most of the future mobility opportunities including electric, connected, shared and, when feasible, automated mobility, to deliver inclusive access and travel for all.





## Vision & objectives

The vision provides a view of accessibility, travel and transport in the Lincoln strategy area in 2036. It steers the outcomes to be delivered by the strategy and references the wider emerging trends in digital communications, travel and mobility that are likely to be seen over the next two decades.

Within the vision, multi-occupancy and shared mobility, relating to both traditional forms of public transport and new advances in more flexible transport where vehicles and services are shared, is central. Inclusiveness is also at the heart of the vision leading to the overall aim of developing inclusive access to the daily activities of both people and organisations.

## Vision

'Having delivered on its ambitious growth aspirations, Lincoln will be a more prosperous, attractive and healthy place to live, learn, work and visit. This will be supported by an inclusive and collective approach to accessibility and movement across all communities enabling businesses to succeed, carbon emissions to be reduced, new advances in technology to be embraced and will provide an improved quality of life for all.

Links between the cultural, civic, retail and university quarters will be strengthened and its urban extensions will have exemplar sustainable infrastructure to integrate with the city. There will be a change of focus in movement across the strategy area, with walking and cycling at the heart of the city's movement network.

This will be supported by a network of green corridors, multi-occupancy and shared passenger transport options and reductions in traffic within the urban area. Transport connections to satellite conurbations will be enhanced and the strategic network will be efficient in driving the city's economic growth and prosperity by 2036.'





## Vision & objectives

Sitting beneath the vision are objectives that the strategy aims to deliver which emerged from the evidence gathering, challenge identification, and stakeholder and public engagement. The objectives are shaped around the key elements of the vision: supporting economic growth, rebalancing movement towards more sustainable modes and improving quality of life for all.



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

To **reduce traffic** in the urban area.

To **deliver inclusive access** by ensuring a customer-focussed approach and providing a wider choice in whether, when and how people travel.

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

To support and help grow Lincoln's economy by **improving access** to employment, education, resources and markets.

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

To improve **rural accessibility** to the wider strategy area and beyond.

To provide an **efficient strategic road and rail network** for long-distance connections to other major centres and international gateways.

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

To **rebalance movement** towards walking, cycling and multi-occupancy, shared mobility and passenger transport options.

To **enhance the health and wellbeing of communities** through improved air quality increased physical activity and safety.

To **protect and enhance the historic and cultural environment** of Lincoln.

To minimise the impact of transport on the **natural environment** and improve access to open space, particularly with green corridors.

To **reduce carbon emissions** to enable the county council to reach its zero emission target in 2050 and mitigate the impacts of climate change.

To **manage and support new housing and employment sites**, including the sustainable urban extensions, ensuring that they mitigate their impacts whilst also delivering exemplar sustainable infrastructure to connect with the wider strategy area.

5

# Defining the strategy





## A Comprehensive strategy for accessibility

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

Given the importance of Lincoln regionally and locally, the strategy covers access for a range of geographies from long distance journeys beyond Lincoln to residential neighbourhoods and the city centre. The strategy focuses on accessibility and transport improvements that deliver what the economy needs to thrive. It will enable Lincoln to deal with the challenges and opportunities that will affect the area over the coming years, from providing the infrastructure and tools to deal with and mitigate the challenges posed by climate change, reduce carbon emissions and supporting a 'future-ready' city.

Key to this is the provision of reliable, connected and less congested journeys, giving greater certainty and reduced costs to both communities and organisations.

It is equally important to consider 'virtual' access alongside the physical movement of people and goods. As a result, 'digital' forms an integral part of the strategy and needs to be seen as a mode of access treated as such alongside traditional 'physical' modes. This will help to reduce the need to travel where practicable and appropriate.

Providing more accessibility choices will allow people to choose to travel by alternative and more sustainable means to 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 daily activities such as employment or education.

The strategy supports connections to major economic centres through the efficiency of the strategic networks and seeks to support the new advances in technology both in terms of new and improved modes and operating models. All of which will help drive the city's economic growth and prosperity.





## Delivering for the current & future population

The strategy covers a period of time when Lincoln, and the country as a whole, is expected to experience a significant amount of change.

Mobility needs are evolving with technology and new operational models rapidly changing how we move around with an increasing need for flexibility within the transport network. The population of Lincoln is forecast to grow considerably between now and the end of strategy period in 2036 and the impacts of this growth will need to be managed in a sustainable way.

There is also an increasing urgency to address the impact of emissions from transport, with the journey towards net zero emissions established in government policy.

As a result, it has been important to consider how the strategy can help address these issues, whilst also improving accessibility for people who currently live and work in Lincoln and support future residents, workers and visitors.

The plans for major new housing development offer opportunities to embed sustainable accessibility from the outset. This is a vital part of mitigating the impact of growth so that it can have a positive social, economic and environmental impact on both new and existing communities and the wider economy.

**Considerable population growth in and around Lincoln between now and 2036, including plans for new major housing growth.**

**Climate change and the need to address the impact of transport.**

**Rapid changes to how we move around as a result of new technologies, mobility needs and operational models.**

**Considering how we can increase choice and flexibility within the transport network by utilising new technologies.**

**Working towards the net zero emission goal set out in the governmental policy by a wider range of affordable, reliable and environmentally-friendly travel options.**

**Mitigating the impacts of population growth and 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 priorities

The strategy focuses on the accessibility and transport components that will support the committed growth of Lincoln and the cultural, civic, retail and university quarters. Key to this is the provision of reliable, connected and less congested journeys, giving greater certainty and reduced costs to both communities and organisations.

A fundamental part of the strategy is the need to improve choice. There is a focus on walking and cycling supported by a network of green corridors, multi-occupancy and shared passenger transport options and underpinned by infrastructure that improves the strategic transport network and supports a reduction in traffic in the urban area. All of which will help drive the city's economic growth and prosperity.

### Accessibility Hierarchy

#### Influencing travel behaviour

Introducing measures that provide a **choice** not to travel by meeting daily activities at their point of origin. If journeys have to be made, **influencing where and when** to **reduce distances** and **encourage non-peak period journeys**.



#### Prioritising active modes

Where shorter journeys have to be made, prioritise the most **sustainable modes of transport** including walking and cycling.



#### Promote shared mobility

For longer, necessary journeys for which walking and cycling are less viable, **traditional and new forms of public and shared mobility** should be encouraged.



#### Mitigate residual impacts of traffic

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

6

# The strategy

Future mobility and active travel are at the heart of the strategy and intrinsically linked to the other priorities and major developments within the strategy area.



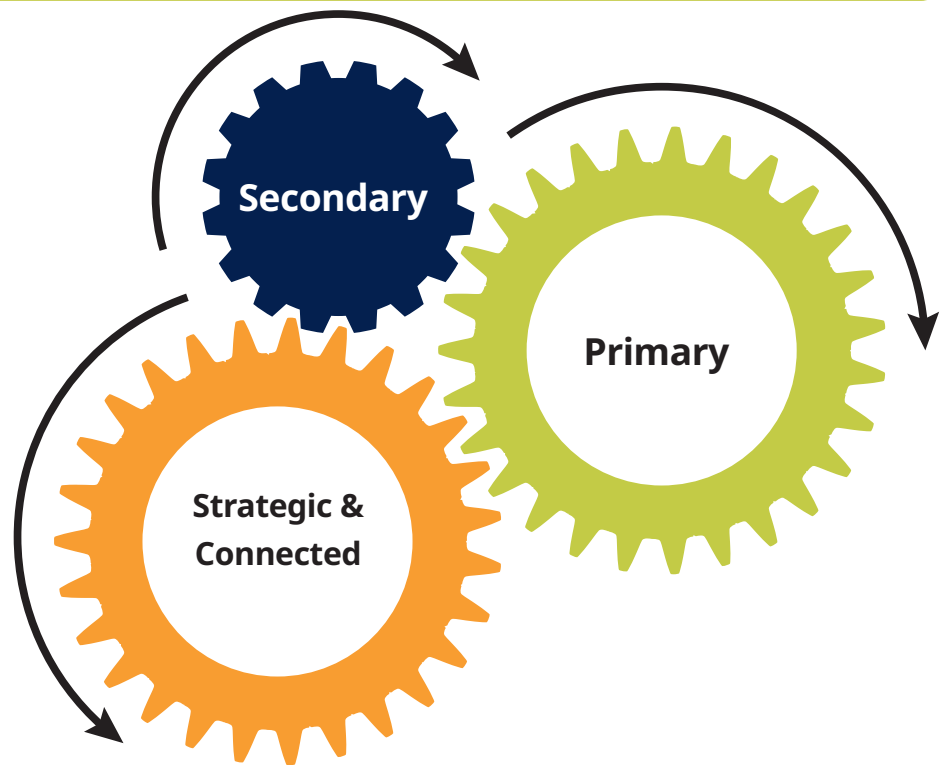




## The strategy

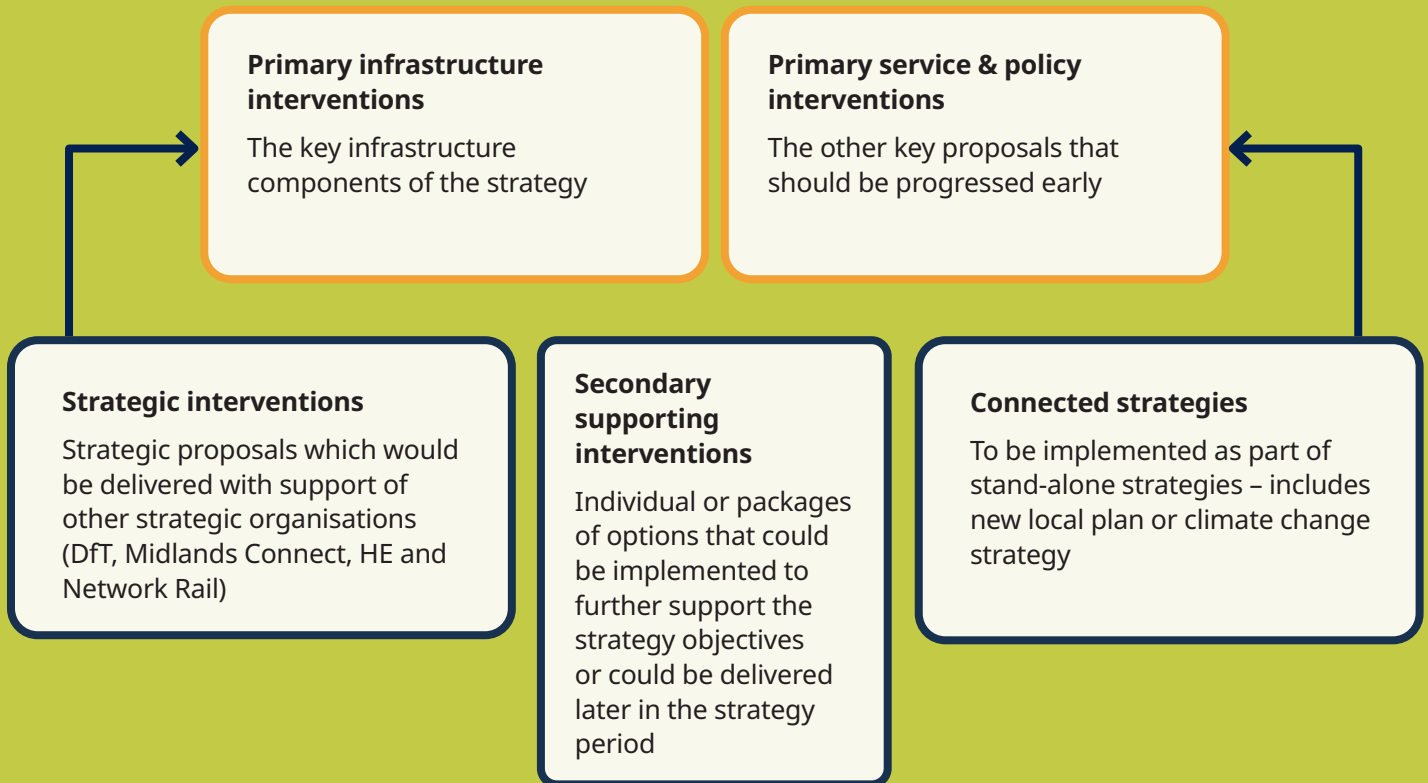
By influencing travel behaviour and mitigating the impacts of traffic, we will improve conditions for prioritising cycling and walking, as well as promoting shared and multi-occupancy passenger transport.

Ultimately, it will support the delivery of a thriving economy, improve the wellbeing of communities and protect and enhance the environment.



## Strategy components

The strategy is made up of a number of connected components that, together, help to achieve the vision and objectives. The strategy is made up of:



7

# Interventions





## 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 physical changes and supporting mitigation that will:

- Enhance connectivity across the network for all modes;
- Increase the capacity of the network and support the reduction in traffic in the urban area;
- Rebalance movement towards walking and cycling, and;
- Support the delivery of new housing.

## Primary infrastructure interventions



### Green corridors

#### Providing high quality traffic free journeys

These corridors will provide high-quality traffic free routes for pedestrians and cyclists. They will link new developments, villages and suburbs with the city centre. They will include upgraded routes along the Fosdyke Navigation, River Witham and Newark Road and Tritton Road, as well as new routes along Greetwell Road and adjacent to the North Hykeham Relief Road. They will provide the necessary infrastructure to support the rebalancing of movement to walking and cycling, whilst reducing the reliance on private cars and improving rural accessibility.



### Lincoln walking & cycling network

#### Enhancing walking and cycling in Lincoln

The walking and cycling network within Lincoln will be upgraded along a number of key routes to include segregated cycle routes, upgraded junctions/crossings and improved streetscapes. Enhancing the public realm and improving access across the city centre, they will help improve air quality, increase physical activity and enhance safety.



### North Hykeham Relief Road

#### Improving resilience and reducing congestion

The dual carriageway will link the A46 Pennell's Roundabout to the A15 at the new Lincoln Eastern Bypass roundabout, providing an east-west route for local and strategic traffic. It will help to reduce rat-running, improve resilience and route choice, reduce traffic and congestion on the existing network and unlock land allocated for the South.



### Electrification package

#### Helping reduce carbon emissions and improve air quality

This will look to provide the basis for expanding the electric charging network and uptake across the strategy area. This will form a fundamental building block for reducing carbon emissions from transport – enabling the county council to reach its zero emission target in 2050 and improve air quality. Rolling out charging points in more locations including in council owned car parks, taxi ranks and ensuring that they are integrated into all new developments. In addition, it will aim to upgrade the public sector fleet vehicles to electric and support marketing of electrified transport.

## Primary infrastructure interventions



### Bus priority

#### Improving access and supporting growth

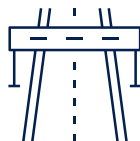
The measures could include priority signals, bus only movements at junctions, removal of on street parking and some road reallocation. The package also contains a range of other interventions at specific locations identified as being operational pinch points for operators. Measures include changes to TROs, junction layouts, turning movements, traffic calming and traffic signals. New routes from the Mobility Hubs to the city centre will also be implemented.



### Mobility hubs

#### Promoting shared mobility and new ways to travel

The mobility hubs will provide multi-modal and multi-functional transport interchanges across the city. They will facilitate sustainable journeys, offering access to many services including a city centre bus shuttle, electric-vehicle charging, Park & Bike, e-bike hire, delivery lockers and local facilities. They will be located at key points on the network allowing those travelling into Lincoln to interchange and use alternatives to travelling by private car.



### Public realm and environmental improvements to Broadgate and Wigford Way/St Mary's Street

#### Improving the public realm and enhancing Lincoln's historic core

The improvements will seek to capitalise on the reduction in traffic in the city centre following the opening of the Lincoln Eastern Bypass and enhance the city's historic core. It will improve the public realm through targeted landscaping, planting and gateway treatments, improve the links with the upgraded walking and cycling network through improved crossings and look to reduce vehicle speeds improving safety. It provides an opportunity and act as a catalyst to redevelop the wider area and stimulate further economic growth.



The key infrastructure pillars will be supported by a range of service and policy pillars; interventions that will further support the prioritisation of active modes, the uptake of shared mobility and improve connectivity across the strategy area.

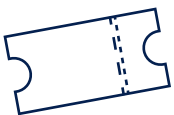
## Primary service & policy interventions



### Flexible demand responsive transport

#### Providing new connections between people and places

An FDRT is a blurring of two modes - bus and taxi - and involves sharing journeys but with no fixed bus stops or routes. Helping to improve access across the strategy area by providing services that respond to peoples needs. This may include expanding the current CallConnect system to include evenings and weekends but also the introduction of new FDRT services to connect to other destinations across the Strategy area not currently well-served by traditional public transport services.



### Payment & ticketing

#### Providing a smarter approach to ticketing

Likely to be delivered in phases, the first phase will look to provide cross mode, cross operators, standardised smart ticketing and payment services. The aim is to develop a consistent approach to ticketing and payments across all public transport operators. The second phase will look to review over the longer time frame the viability and feasibility of a Mobility as a Service scheme - a subscription based system managed online and through a smartphone app. The use of a simplified, integrated and efficient ticketing system will support the use of more sustainable modes of travel through making it easier to use multiple modes for a single journey.



### Digital

#### Supporting a future ready Lincoln

Upgrading digital connectivity via better WiFi and 5G will allow for more activities to be undertaken online and remotely. Upgrading existing services and creating new ones that can be accessed remotely, 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 - the provision of information will enable people to choose more sustainable modes of travel.



### Parking strategy

#### Delivering better parking that supports the wider strategy

This will support the wider aims and objectives of the transport strategy and interventions. The parking strategy will help to better manage parking within Lincoln. It will also help to rebalance movement towards walking, cycling and shared mobility - aiming to promote and provide benefits for using the Mobility Hubs and electric vehicles as well as reducing traffic in the urban area.



### Safety package

#### Providing a safer network

This includes implementing safety improvements as part of the annual Lincoln Road Safety Partnership accident analysis and prioritisation.

## Primary service & policy interventions



### Education travel

#### Providing a smarter approach to ticketing

School travel plans will aim to reduce the impact of school travel on the network, particularly during peak periods. They will help to support improved accessibility to education while reducing the impacts of physical access to schools, colleges and universities by promoting sustainable travel.



### Behaviour change programme

#### Promoting sustainable travel

Through a range of interventions, we will aim to reduce car dependency and increase the use of more sustainable modes of travel including walking, cycling and shared mobility. This will include greater use of travel plans across the strategy area, smarter travel events and the use of incentives. The programme will help to rebalance movement towards walking, cycling and shared mobility. This will help to mitigate impacts of Lincoln's predicted housing and employment growth.



### Sustainable urban extensions (SUE)

#### Promoting modern and ambitious sustainable development

A SUE movement plan will set out the transport and movement priorities and expectations for the delivery of the SUEs. The movement plan will manage and support the development of the SUEs, ensuring that they mitigate their impacts whilst also delivering exemplar sustainable infrastructure to connect with the wider strategy area.



### Sharing package

#### Improving access to shared mobility services

The development of urban car clubs provides users access to a range of vehicles parked locally, available on an on-demand basis. Membership includes fuel, servicing and MOTs with users paying for the vehicle only when it is needed. They can be reserved via an app in advance or immediately prior to use and are parked in designated bays. These aim to reduce the need to own a private car by providing a viable alternative for those that require access to a vehicle. They have the potential to be deployed in new housing and employment sites.



### Last mile package

#### Helping people on the last part of their journey

Measures that improve connectivity and provide last mile solutions for short, and as part of multi-modal, journeys. The package will help reduce the use of private cars and increase the number of trips being made by active and shared transport modes. It will support the development of an integrated transport network and improve accessibility across the strategy area.



## Strategic interventions

The strategic interventions would be delivered with support of other organisations including Department for Transport, Midlands Connect, Highways England and Network Rail.



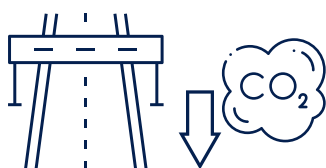
### A46 (North) improvements

This will include improvements to the A46 Nettleham and Riseholme Roundabouts, the A158 Roundabout and dualling the northern sections. By widening and dualling the A46 north of Lincoln and improving the roundabout pinch points, the aim is to increase the capacity of the road to cater for increase in traffic up to the end of the Transport Strategy Period, 2036. This will support the development of the sustainable urban extensions, reducing delays and standing traffic – reducing carbon emissions and improving the long distance routes into and around Lincoln.



### Support and promote A46 Newark Northern Bypass scheme

Highways England are progressing the case to dual the A46 Newark Northern Bypass. This would address a number of issues including delays and congestion in the A46 and the poor road-based links east-west within the East Midlands between Lincoln. It directly help improvements to the longer distance connections to Lincoln, supporting the economy and the growth of the city. The support of LCC and the Strategy will form an important part of building the case for the scheme.



### A46 (West) improvements

This will involve improvements and upgrades to the A46 Carholme, A46 Pennell's, A46 Skellingthorpe, A46 Whisby and A46 Doddington Roundabouts and dualling the remaining sections. The aim is again to support the development of the Sustainable Urban Extensions, reducing delays and standing traffic – reducing carbon emissions and improving the long distance routes into and around Lincoln.



### Rail service improvements

Looking to improve the overall functioning, standards and offering of the rail service in Lincoln by increasing current service frequencies and increasing the capacity of trains, including the number of cycle spaces. Delivered in partnership with the Train Operating Companies and Network Rail it aims to reducing the need to travel by car, rebalance travel towards sustainable travel and improve rural accessibility.



## Connected strategies

The connected strategies are those areas which cover a much wider remit than just transport, accessibility and movement and are connected to other functions and services.



### Land use package

This package will look to further integrate the Lincoln Transport Strategy with the emerging local plan. It will ensure that access and sustainable travel are at the heart of the delivery of new developments.



### Digital strategy

A new digital strategy will set out how the development of digital networks will be delivered and supported. It will look to increase the number of services delivered online and consider the future trends and opportunities, ultimately helping to improve accessibility and reduce the need to travel..



### Maintenance strategy

This strategy will look at the management of infrastructure assets across the strategy area with the aim maintaining a high quality and resilient transport network and reduce the incidences of poor maintenance affecting travel by different modes.





## Secondary supporting interventions

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

- The **air quality package** aims to provide air quality information online to support behaviour change and reduce emissions.

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- The **automated travel package** will look at the emerging autonomous vehicle technologies and the potential opportunities across the strategy area.

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- The **bus quality package** will involve working with bus operators to improve the experience for bus passengers by upgrading the quality of the bus fleet.

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- We will look at the feasibility of providing an **electric shuttle** connecting the downhill area to the uphill area and increasing the frequency and occupancy of the walk and ride service.

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- The **enhanced bus services** package will aim to work with operators to take advantage of the investment in bus priority, increasing service levels and extending the operating hours.

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- The **new bus service** package aims to connect areas within the strategy area that currently do not have bus services.

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- A review of the current **taxi licensing policies** of the three districts, North Kesteven, West Lindsey and City of Lincoln and consider the requirement for **lower emission taxi vehicles**.

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- The **bus interchange improvements** will look at the longer plan for the city centre bus interchange.

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- To protect the fabric of Lincoln cathedral we will consider **restricting vehicle access along Minster Yard** to only allow for access, deliveries and bicycles.

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- The **junction operation package** looks to improve the current operation of a number of junctions identified as being under significant pressure.

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- The **rail interchange package** will consider the feasibility and viability of re-opening of previously closed railway stations and the introduction of Park & Rail services.

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- The strategy aims to support the transport elements of the **Sincil Bank regeneration** project, including speed limit reductions, residents only parking zones, and improving the public realm.

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- It also aims to support the **visitor economy** by working with partners to promote sustainable travel options to and between attractions in the strategy area.

8

# Delivering the strategy





## A collaborative approach

The Lincoln Transport Strategy Board will continue to bring together stakeholders from a range of disciplines to utilise their collective experience and expertise to deliver the strategy. The board will capitalise on existing and potential future funding opportunities and steer the short, medium and long-term implementation of the proposals set out in this strategy. It will encourage its board members to take a lead on progressing elements of the strategy that fall within their remit.

It is important to recognise that no single proposal or organisation can deliver the strategy or objectives and the success of the strategy will be dependent on support, funding and resources from a range of stakeholders. A partnership approach is a key part of the strategy and a range of organisations and stakeholders have an important role to play in achieving the vision and delivering the interventions.

Funding will be key to achieving the objectives and delivering the strategy. This is likely to remain a challenge, so identifying, providing and securing funding will be a fundamental role of the strategy board.

A number of measures proposed in the strategy do not rely on public sector funding and have the potential to deliver significant long-term benefits, helping to save money by reducing the need for significant investment in the future.

The substantial plans for growth in the strategy area offer extensive opportunities to secure third-party funding. These growth plans will also provide opportunities for collaboration with developers so we can embed sustainable travel patterns into new developments and secure funding 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.

The proposals in the strategy will be delivered in the short, medium and long term. Some proposals will have set timescales while others remain on-going through the entire strategy period. The strategy board will ensure that measures are delivered as soon as is feasible.





## Monitoring the strategy

Continuously monitoring and reviewing the strategy is vitally important to ensure progress is being made. The strategy board will undertake high-level monitoring and will be responsible for regularly reviewing the progress of the individual measures.

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

- **Reduced traffic in the urban area and an increase in the number of journeys being made by walking, cycling and public transport.**
- **An increase in public and shared transport patronage.**
- **Promotion and uptake of technologies** to allow more people the ability to work, learn, manage health care, shop and socialise without the need to travel.
- **Continued growth of Lincoln's economy** by improving access to employment, education, resources and markets.
- **Delivery of the sustainable transport options** to the new housing and employment sites, including the Sustainable Urban Extensions.
- **Improved rural accessibility to the wider strategy area** and beyond and an increase in the number of public transport and shared services serving rural communities.
- **Reduced carbon emissions** from transport to enable the county council to reach its net zero emission target in 2050 and mitigate the impacts of climate change.
- **Improved journey times and efficiency of the strategic road and rail network** for long-distance connections to other major centres and international gateways.
- **Increased access to education** and the number of journeys made by walking, cycling and shared transport.
- **Improved air quality** and increased physical activity and safety.
- **Improved access to open space.**
- **Increased partnership working** and shared responsibility for the improvement of accessibility and transport.



