

Lincolnshire Walking Strategy



Strategy overview

The Lincolnshire County Council (LCC) has commissioned WSP to develop a Lincolnshire Walking Strategy (LWS), sets out how the potential for increasing walking for all trip purposes can be realised for the county.

The LWS is a supporting strategy to the core LTP 5 and sits alongside other policies and strategies such as the Lincolnshire Cycling Strategy and other modal strategies.

The LWS has been developed with reference to the six LTP themes including:

- Economic growth;
- Greening of transport and climate change;
- Creating a thriving environment;
- Supporting safety, security and a healthy lifestyle;
- Promoting high aspirations; and,
- Quality of life.

The LWS has been developed using an extensive evidence base and has been informed by stakeholder input, where people were invited to review and identify relevant challenges and opportunities and define the strategy vision, objectives and policies.

Lincolnshire walking strategy

Introducing our strategy for active traveling Lincolnshire.

LCC recognises the role that walking and cycling (active travel) can play in improving the health and wellbeing of our residents, how it can support the economy and contribute towards our commitments to combating climate change.

Active travel will, increasingly, form a key part of how Lincolnshire residents move around the county. As a form of tackling congestion, reducing our carbon footprint, and improving our health, walking and cycling must play an important role.

Walking and cycling can also play a part in other, non-transport, issues. Our high streets and towns are changing, we rise to this challenge by adapting to what the high street will look like in the future and making our towns and villages more 'people friendly'. We will encourage economic growth and support the vitality of towns and villages as places where people dwell and where the principle focus of the town is not to facilitate the through movement of motor traffic. The development of Walking and Cycling Strategies is a key step in our approach to increase all forms of walking and cycling activity in Lincolnshire, from people travelling to work to those enjoying a walk or jog in their local area or a weekend cycle ride.

While cycling and walking both contribute towards similar objectives to improve health, benefit the environment and support the economy, we have taken the approach to develop separate parallel strategies for each. This approach has been adopted to recognise the differences between the two modes of travel, both in terms of their characteristics and the way that people consider them as way of getting around.

Our vision is to make Lincolnshire a place where walking is a natural choice for everyday journeys, for leisure and for enjoyment and where walking is seen as accessible, inclusive and attractive for all.

Benefits of walking

Walking for all sorts of purposes offers the potential to help people of all ages live happier, healthier and more active lives while contributing towards improving the environment, boosting the economy and enhancing the communities we live in.

The case for investing in walking is strong¹ due to the range of benefits that it provides and the contribution to wider policy objectives around health, climate change and a sustainable economy.

Health and wellbeing

Many people are not physically active enough and this is contributing to poor physical and mental health². The direct and indirect costs of physical inactivity on the UK economy equates to £7.4 billion each year^{2,3}.

UK Physical Activity Guidelines recommend that adults should do at least 2.5 hours of moderate activity every week⁴.

Walking provides an easy way in which people of all ages can build physical activity into their daily lives, for example, a half hour walk, five days of the week. This could be done as part of a journey to work or school or by taking the dog for walk.

For children, it is recommended that they do at least an hour of physical activity every day, with active travel a way in which they can achieve this and minimise the amount of time spent sedentary⁴. Being active plays a key role in brain development in early childhood and supports longer-term educational attainment².

Loneliness is an increasingly common issue faced in the community, with one in four elderly people having no-one they can rely on⁵. Walking can facilitate social connections⁶, helping to reduce loneliness and improve the health and wellbeing of the community.

Environment

More people walking for more of their journeys rather than using the car will benefit the environment through reductions in air pollution, emissions and congestion.

Along with being a sustainable method of allowing people to get to the places they need to go, walking is also a low-carbon leisure activity. It does not require any specialist equipment and for many people it is accessible from where they live.

Economy

Increasing the number of people walking can contribute towards vibrant places and boost the economy, making streets feel more welcoming and providing opportunities for social interaction and enjoyment of the outdoor environment⁷.

Attractive, accessible and high-quality pedestrian environments support economic vitality, attracting visitors and investment to boost the local economy⁸.

Walking tourism is an increasingly common form of tourism that allows people to engage and explore different areas and enrich their experiences through interactions with the local people, nature and culture⁹. Economically, it is estimated that walkers spend over £6 billion per year in the English countryside¹⁰, highlighting the significant contribution that walking tourism makes to counties like Lincolnshire.

A popular tourist destination can benefit economically by having a connected, safe and attractive walking network providing opportunities to hotels and other establishments that accommodate the tourists, thus providing a boost to the local economy.

The health and wellbeing benefits of walking also result in economic benefits, for example, if everyone in a town of 150,000 people walked just 10 minutes more a day, 31 lives a year would be saved with a value of £30 million¹¹.

Challenges and opportunities

Through the compilation of an appropriate evidence base and stakeholder input, the following challenges and opportunities for walking have been identified for Lincolnshire.

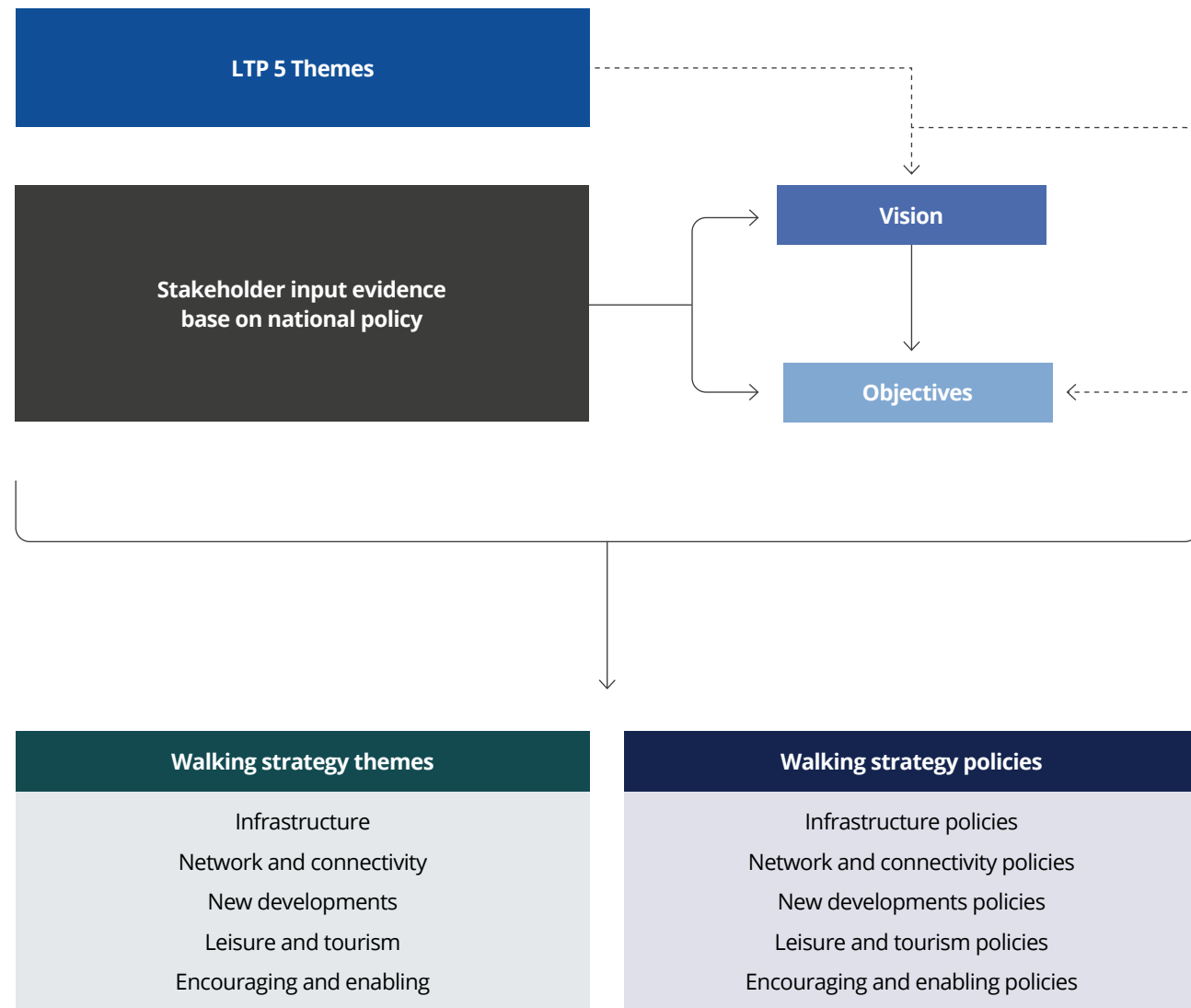
Challenge	Opportunity
Even the most gradual slope can be a barrier to walking.	Lincolnshire has a largely level topography, making walking less taxing in most areas. Hillier areas like the Wolds are popular destinations for leisure walking.
Parts of the transport network can create barriers to walking. In both urban and rural areas busy roads can be unattractive to walk alongside and cross. Waterways and railways can also present barriers to walking due to a lack of crossing points. There are also more localised barriers, such as vehicles parked on footways.	The highway and waterway network provide walking connectivity and the potential for improvements. The public transport network offers potential for wider connectivity for journeys that begin or end on foot.
Lincolnshire, like the rest of the UK, is undergoing a massive age shift. Lincolnshire is one of many rural and coastal areas already reflecting the kind of demographics we expect to see nationally in 2080 (44% aged over 50) with 43.4% of the population already aged over 50 and 27% aged between 50 and 69.	Walking can play a role in more active lifestyles, improving health and wellbeing and increasing disability-free life expectancy.
Parts of the county suffer from high-levels of deprivation, particularly related to health and disability.	Improved walking routes can also reduce social exclusion.
48% of the population live in rural areas where many amenities are not within walking distance.	Many rural residents are close to the rural Public Rights of Way Network, offering leisure walking opportunities.
The urban population may have a lack of access to open space and rural walking routes.	The population that live in urban areas are closer to many amenities, offering potential for walking for everyday journeys.

Challenge	Opportunity
Tourism generates a significant amount of traffic congestion where activity is concentrated, such as the coast and particularly during the busy summer season.	There are opportunities to increase walking among visitors to the area, both as a mode of transport and a holiday activity. Lincolnshire has much to offer for people looking for walking holidays, such as the coast, the Wolds and miles of open countryside.
Over 80% of households have access to a car or van, with over 66% of travel to work trips in Lincolnshire being made by these modes of transport.	Those with no access to a car or van are mostly located in urban areas and are a key demographic to promote and facilitate journeys on foot. The high proportion of households with car access provides potential for people to reach wider destinations for leisure walking. Lincolnshire has an extensive Public Rights of Way network and there is potential to improve and expand it to make it inclusive to all and reduce the proportion of trips by car for all purposes.
The proportion of people that walk for everyday travel purposes has reduced in recent years and is lower in comparison to the rest of the country.	A greater proportion of people in Lincolnshire walk for leisure purposes than the rest of the country.
There has been an increase in the proportion of road user casualties that are pedestrians since 2016.	An effective walking strategy can support a reverse the proportion of pedestrian road casualties by improving pedestrian safety.
Many existing developments are designed predominantly for access by car.	New land use developments offer potential to create sustainable communities from the outset, with walking playing a key role.
Personal barriers to walking include ill-health, concerns over security and safety and household characteristics.	Safer routes and well-maintained infrastructure would encourage people to walk more.

Strategy overview and approach

This Walking Strategy has been developed to support the overarching objectives of the LTP 5.

The Strategy has been developed using an evidence-based approach, drawing on a range of data and informed by stakeholder input as well as national and local policy.



The previous figure presents the approach that has been undertaken to developing the strategy vision, objectives, themes and policies.

The Lincolnshire Walking Strategy vision presented in the Introduction section will be realised through the following four objectives:

- Improve the quality and usability of the walking environment to ensure it is safe and inclusive for all.
- Make walking a part of Lincolnshire residents' everyday travel choices to improve physical and mental health wellbeing.
- Enhance walking within Lincolnshire's leisure and tourism offer to support the economy.
- Increase pedestrian safety and make walking feel like a safe and accessible method of travel for all.

The objectives will be achieved through the implementation of a range of policies.

These policies have been categorised into five themes:

- Infrastructure;
- Networks and connectivity;
- New developments;
- Leisure and tourism; and,
- Encouraging and enabling.

The strategy policies sit within one of the themes and contribute to one or more of the four objectives.

The vision, objectives, themes and policies have been informed by the extensive evidence base, stakeholder engagement and policy review.

Policies

The Walking Strategy objectives will be achieved through policies that are arranged into the five themes.

The policies are introduced and presented in the following sections, which also provide a description of the five themes.

The table of policies within each theme references how each of the policies contribute towards one or more the strategy objectives.

Theme 1: Infrastructure

Providing the appropriate infrastructure to enable walking journeys.

In many parts of the county, the walking infrastructure connects people with the places that they want to reach on foot or allows them to connect with other forms of transport for an onward journey.

However, there is a lack of consistency in infrastructure, with many parts of the county lacking the appropriate infrastructure to support walking journeys, many of which are local trips within peoples' neighbourhoods.

The lack of appropriate infrastructure is a key barrier to more people walking for more of their journeys or as a leisure activity.

The Infrastructure policies in this Walking Strategy seek to identify where there are gaps in infrastructure or where the existing provision needs renewal.

Our approach will be strategic where necessary, following the DfT Local Cycling and Walking Infrastructure Plan (LCWIP) approach to identify and prioritise where walking infrastructure improvements are needed.

We will also work collaboratively and at a local level, with planning authorities, parish councils and other stakeholders to identify areas for improvement and to seek funding from different sources to deliver the interventions.

Theme 2: Networks and connectivity

Enhancing walking's role in connecting people to the places they want to reach.

Walking allows people to make door-to-door journeys and can be an independent, reliable, accessible and low-cost form of travel.

However, the potential for the role of walking when it comes to connecting people and place is often hindered by a lack of connectivity and incoherent networks.

The policies in this Networks and connectivity theme aim to address the existing barriers that make it difficult to walk for part or all of a particular journey.

Walking supports the use of public transport, which will play a key role in a low-carbon transport future. The better integration of walking and public transport will allow the benefits of greater use of both modes to be realised, enhancing accessibility and connectivity across Lincolnshire.

Other emerging forms of sustainable transport that are likely to become mainstream in the future, such as shared mobility (e.g. bike sharing), will need integration with walking to fulfil their potential. The early identification of opportunities to integrate walking with other sustainable forms of transport will be key to facilitating increased levels of walking.

The Public Rights of Way (PRoW) network includes over 2,500 miles of routes for walking and in some cases cycling and horse-riding. The PRoW network provides a valuable resource to support walking trips for all purposes and the enhancement of the network is vitally important to supporting this Walking Strategy.

The road network uses an approach to signage and wayfinding for drivers that makes it understandable and consistent across Lincolnshire and beyond, regardless of the type of road. An effective and legible walking network needs the equivalent approach, whether using a footway adjacent to a road, a waterway path or a public footpath.

The Walking Strategy aims to address how the countywide walking network is presented to users, both when planning a journey and when using wayfinding information whilst making a journey.

Linking to the Leisure and tourism theme (theme 4), the legibility of Lincolnshire's walking network is important in supporting the visitor economy, ensuring people less familiar with their surroundings can make the most of walking routes as part of their excursion.

Theme 3: New developments

Opportunities to create sustainable communities with active travel at the centre.

There are four Local Plans that provide the land use planning framework for Lincolnshire over the next few decades:

- Central Lincolnshire Local Plan (City of Lincoln, West Lindsey and North Kesteven).
- East Lindsey Local Plan.
- Southeast Lincolnshire Local Plan (Boston Borough and South Holland).
- South Kesteven Local Plan.

The Local Plans include the provision of over 80,000 additional homes in Lincolnshire by 2036, approximately one-third of which will be in Sustainable Urban Extensions developed alongside the existing urban areas such as Lincoln and Boston.

These new developments provide a significant opportunity to embed sustainable behaviours from the outset and as such, a new developments theme forms part of this Walking Strategy.

The policies within the new developments theme seek to capitalise on the opportunity to put walking (and cycling) at the forefront of the transport hierarchy within major new development sites.

This is not just about enabling people to travel around easier on foot, it is also about creating walkable neighbourhoods that are shown to enhance social and community engagement³³, helping to create happier and more healthy communities.

The policies seek to work with our partners in the planning authorities to ensure effective planning and design of the development sites.

There is also a focus on maximising funding opportunities to deliver infrastructure and secure a revenue stream to implement effective travel planning, supporting new residents with the means to travel sustainably and use walking as part of their everyday travel choices.

Theme 4: Leisure and tourism

As a popular leisure and tourism activity, walking improves physical and mental health, can boost community spirit and supports a key part of the economy.

Many people in Lincolnshire walk for leisure several times a week, making it one of the most popular ways that people keep active.

It is also apparent that the COVID-19 pandemic saw more people walk more frequently than they did before¹³, which included exploring their local areas as wider travel was restricted and many places and activities were closed.

For many people this has increased the importance of being able to access green space and walking routes from home, without always needing to travel further afield to undertake this activity.

However, many people are still inactive and not meeting the minimum Government guidelines for activity per week with Lincolnshire's adult population identified as one of the most inactive in England¹⁴.

The Walking Strategy will aim to build on the increase in people walking in their local area and seek to engage more people walking at least once a week as part of a health and active lifestyle.

Lincolnshire has a significant leisure and tourism offer for residents and visitors alike, with walking routes through the picturesque countryside and along the scenic coastline. Our historic towns and the City of Lincoln are key attractions but are also compact and walkable.

More people exploring these locations on foot or combining walking with other sustainable modes will benefit the economy, while providing health and wellbeing benefits to people and contributing to our wider sustainability agenda.

It is likely that more people will take days out and holidays within the UK in the immediate future and Lincolnshire has much to offer, such as scenic walking routes and destinations, both inland and along the coast.

The flat topography in many areas, particularly the coastal resort towns, provide opportunities for walking to play a greater role in how people get around once they have arrived at their holiday accommodation.

More people walking as part of a leisure and tourism activity, whether they are residents or visitors, also provides an opportunity to boost the economy and support local businesses due to an increase in footfall. This is particularly important at present as many local businesses hope for a continued emergence from the COVID-19 lockdown restrictions.

Theme 5: Encouraging and enabling

Influencing behaviour and removing barriers.

We understand that walking is often not a viable option for many people due to accessibility issues. Even for those who are able to walk, not every journey is walkable due to distance, household characteristics or time constraints. There are also barriers that reduce the amount of walking for leisure purposes, such as access to open spaces and leisure routes.

The issue of pedestrian safety on our roads is an area we will continue to address, working with partner organisations in the process. Our approach will involve continuing existing programmes, such as the Community Speed Watch Scheme and identifying new initiatives that will contribute towards vision zero in terms of deaths and serious injuries.

We also recognise that the perception of safety and security can be a barrier to walking for many people. Accordingly, we want to better understand the obstacles that people face, recognising that this step is essential for implementing appropriate measures to increase walking.

The strategy is inclusive, supporting people of all ages to include walking as part of maintaining an active lifestyle, such as engaging with schools in addition to the ageing population.

The Strategy will also aim to encourage and enable walking by focusing on the segments of the population that have the highest propensity for increasing their walking levels. This will facilitate a tailored approach to enabling and encouraging walking based around people, the places they want to access and the activities they want to undertake.

Promoting walking as a way that people can build physical activity into their daily lives will be a key focus of the strategy. We will work with partners to achieve this, supporting mutual objectives related to creating a more active and healthier Lincolnshire.

<p>To achieve theme 1</p> <p>The Lincolnshire Walking Strategy objectives in relation to the infrastructure theme will:</p>	<p>Improve the quality and usability of the walking environment to ensure it is safe and inclusive for all.</p>	<p>Make walking a part of Lincolnshire residents' everyday travel choices to improve physical and mental.</p>	<p>Enhance walking within Lincolnshire's leisure and tourism offer to support the economy.</p>	<p>Increase pedestrian safety and make walking feel like a safe and accessible method of travel for all.</p>
<p>Develop and review cycling and walking infrastructure plans for every local transport strategy area in-line with the DfT LCWIP guidance.</p>	●	●		●
<p>Use LCWIPs where available to identify and implement infrastructure improvements to facilitate walking trips to key destinations, such as schools, town/village centres, employment sites and transport interchanges.</p>	●	●	●	●
<p>Work collaboratively with partners and enforce travel plans where relevant as part of the planning process to maximise funding opportunities for walking infrastructure from every available source, including Section 106 and competitive bidding.</p>	●			
<p>Work with planning authorities, parish councils, and other bodies to identify and mitigate physical barriers to walking, such as the crossing of roads, railways and waterways, particularly those identified as key links and where the current and proposed PRow network intersects.</p>	●	●		●
<p>Improve the pedestrian environments in urban centres by promoting infrastructure changes and traffic management measures as part of placemaking and creating spaces where people want to walk, dwell and carry out linked trips through schemes such as streetscape planting and urban realm enhancements.</p>	●	●	●	●
<p>Ensure that all infrastructure changes associated with new or improved walking routes to include comprehensive wayfinding and safety features such as lighting where appropriate.</p>	●		●	●
<p>Expand the 'School Living Streets' programme across Lincolnshire based on initial trial in Lincoln.</p>	●	●		●
<p>Develop an updated Rights of Way Improvement Plan (ROWIP) that includes plans to enhance the existing PRow network and develop new connections.</p>	●		●	●

<p>To achieve theme 2</p> <p>The Lincolnshire Walking Strategy objectives in relation to the networks and connectivity theme will:</p>	<p>Improve the quality and usability of the walking environment to ensure it is safe and inclusive for all.</p>	<p>Make walking a part of Lincolnshire residents' everyday travel choices to improve physical and mental.</p>	<p>Enhance walking within Lincolnshire's leisure and tourism offer to support the economy.</p>	<p>Increase pedestrian safety and make walking feel like a safe and accessible method of travel for all.</p>
<p>Review and audit wayfinding signage to identify where improvements are needed (particularly in areas with high visitor numbers) and implement improvements.</p>	●	●		●
<p>Improve the connectivity between walking and other sustainable modes of travel as part of enabling people to reduce dependency on cars for more journeys.</p>	●	●	●	●
<p>Develop an updated Rights of Way Improvement Plan (ROWIP) that includes plans to enhance the existing PRoW network and develop new connections.</p>	●		●	●
<p>Work with public transport operators to promote and facilitate multi-modal journeys that include walking.</p>		●	●	
<p>Use the local cycling and walking network plans that have been developed for the urban areas of the county to identify and implement walking infrastructure schemes and develop public realm and place centred initiatives – securing funding that becomes available for these interventions.</p>	●	●	●	●
<p>Develop (alongside partners) a consistent signage and way finding strategy.</p>	●		●	●
<p>Establish a branded county PRoW network with associated signage and mapping.</p>	●		●	●
<p>Revamp our mapping, ensuring digital and paper coverage of maps for active travel journeys.</p>		●	●	●
<p>Integrate walking with other modes of travel as part of a sustainable door-to-door journey.</p>		●		●

<p>To achieve theme 3</p> <p>The Lincolnshire Walking Strategy objectives in relation to the new developments theme will:</p>	<p>Improve the quality and usability of the walking environment to ensure it is safe and inclusive for all.</p>	<p>Make walking a part of Lincolnshire residents' everyday travel choices to improve physical and mental.</p>	<p>Enhance walking within Lincolnshire's leisure and tourism offer to support the economy.</p>	<p>Increase pedestrian safety and make walking feel like a safe and accessible method of travel for all.</p>
<p>Work with planning authorities to ensure that walking is prioritised through effective planning and design of new developments.</p>	●	●	●	●
<p>Work with planning authorities to prioritise development that provides mixed land use creating neighbourhoods that are walkable and well connected.</p>	●	●	●	●
<p>Enhance existing PRoW and identify opportunities for additions to the PRoW network in relation to new developments.</p>	●	●		●
<p>Work with planning authorities to maximise funding opportunities related to new developments, such as Section 106 funding.</p>	●	●	●	●
<p>Work with planning authorities to ensure travel plans that encourage and facilitate walking are developed and implemented.</p>		●		

<p>To achieve theme 4</p> <p>The Lincolnshire Walking Strategy objectives in relation to the leisure and tourism theme will:</p>	<p>Improve the quality and usability of the walking environment to ensure it is safe and inclusive for all.</p>	<p>Make walking a part of Lincolnshire residents' everyday travel choices to improve physical and mental.</p>	<p>Enhance walking within Lincolnshire's leisure and tourism offer to support the economy.</p>	<p>Increase pedestrian safety and make walking feel like a safe and accessible method of travel for all.</p>
<p>Work with partners to develop a co-ordinated walking tourism offer as part of Brand Lincolnshire.</p>			●	
<p>Work with partners to promote walking routes and destinations, such as the Wolds, the Viking Way and the Coast, as part of Lincolnshire's tourism offer.</p>			●	
<p>Identify and enhance where needed the key highway and PRoW routes that offer opportunities for people to access local green space, particularly those in urban areas.</p>	●	●	●	●
<p>Build on the increase in local leisure walking during the lockdown periods by promoting local routes and green spaces.</p>		●	●	
<p>Continue to support and promote events that celebrate walking, such as local Walking Festivals.</p>			●	

<p>To achieve theme 5</p> <p>The Lincolnshire Walking Strategy objectives in relation to the encouraging and enabling theme will:</p>	<p>Improve the quality and usability of the walking environment to ensure it is safe and inclusive for all.</p>	<p>Make walking a part of Lincolnshire residents' everyday travel choices to improve physical and mental.</p>	<p>Enhance walking within Lincolnshire's leisure and tourism offer to support the economy.</p>	<p>Increase pedestrian safety and make walking feel like a safe and accessible method of travel for all.</p>
<p>Identify population segments that have a higher propensity for walking and develop targeted approaches to encouraging and facilitating walking among these segments.</p>		●		
<p>Continue engagement with schools to support them in encouraging and facilitating more students to walk to school or walk as part of the journey.</p>		●		
<p>Promote walking as an accessible and enjoyable part of a healthy lifestyle with physical and mental health benefits, working across teams and with partners to develop active travel campaigns.</p>		●	●	
<p>Work with the Lincolnshire Road Safety Partnership to reduce the number and severity of pedestrian casualties, working towards vision zero in terms of deaths and serious injuries.</p>		●		●
<p>Work with partners, such as Ageing Better to support the ageing population in adopting and maintaining active lifestyles through walking.</p>		●		
<p>Encourage, enable and promote people to walk (or use walking as part of a multi-modal journey) to events.</p>		●	●	

Delivery

The delivery of the LTP 5 and its sub-strategies, such as this Walking Strategy, are primarily the responsibility of LCC.

The key mechanisms for delivering this strategy will be through the LTP Project Board and the Local Transport Boards.

Some of the policies included in the Walking Strategy are solely the responsibility of LCC and will be delivered collaboratively by various teams within the Council.

However, to enable the effective delivery of the Strategy and fully realise the Council's vision for increasing walking, we will need to work in collaboration with partner organisations to successfully deliver many of the policies. We will seek to draw on our partners' experience, knowledge and authority in the delivery of the policies and the ultimate achievement of our walking strategy objectives.

To drive forward this Walking Strategy and the new Cycling Strategy, we will establish an Active Travel Delivery Group that will bring together key partners involved in the delivery of walking and cycling policies.

The Active Travel Delivery Group will set out SMART actions (Specific, Measurable, Achievable, Realistic, and Time-based) aligned to each of the policies to form an implementation plan for bringing forward the contents of the Walking Strategy.

The Active Travel Delivery Group will allow for collaboration between different organisations that share mutual aims of increasing walking and cycling in Lincolnshire. The Group will also facilitate alignment with existing strategies, such as Active Lincolnshire's Let's Move Lincolnshire¹⁵ physical activity blueprint.

Our key delivery partners are set out against each of the Walking Strategy Policies under each of the five overarching themes in the following table.

Infrastructure	
Policies	Working with
Develop cycling and walking network plans for every local transport strategy area along the lines of the DfT LCWIP guidance.	<ul style="list-style-type: none"> • Planning authorities
Use LCWIPs where available to identify and implement infrastructure improvements to facilitate walking trips to key destinations, such as schools, town/village centres, employment sites and transport interchanges.	<ul style="list-style-type: none"> • Planning authorities
Work collaboratively with partners to maximise funding opportunities for walking infrastructure from every available source, including Section 106 and competitive bidding.	<ul style="list-style-type: none"> • Planning authorities
Work with planning authorities, parish councils, and other bodies to identify and mitigate physical barriers to walking, such as the crossing of roads, railways and waterways, particularly those identified as key links and where the current and proposed Public Rights of Way (PRoW) network intersects.	<ul style="list-style-type: none"> • Planning authorities • Parish councils
Improve the pedestrian environments in urban centres by promoting infrastructure changes and traffic management measures as part of placemaking and creating spaces where people want to walk, dwell and carry out linked trips through schemes such as streetscape planting and urban realm enhancements.	<ul style="list-style-type: none"> • Planning authorities
Ensure that all infrastructure changes associated with new or improved walking routes to include comprehensive wayfinding and safety features such as lighting where appropriate.	<ul style="list-style-type: none"> • Planning authorities
Expand the 'School Living Streets' programme across Lincolnshire based on the initial trial in Lincoln.	<ul style="list-style-type: none"> • Schools • Living Streets
Develop an updated Rights of Way Improvement Plan (ROWIP) that includes plans to enhance the existing PRoW network and develop new connections.	<ul style="list-style-type: none"> • Planning authorities • Parish councils

Network and connectivity	
Policies	Working with
Review and audit wayfinding signage to identify where improvements are needed (particularly in areas with high visitor numbers) and implement improvements.	<ul style="list-style-type: none"> • Planning authorities
Improve the connectivity between walking and other modes of travel as part of a sustainable door-to-door journey and enabling people to reduce dependency on cars for more journeys.	<ul style="list-style-type: none"> • Public transport operators
Develop an updated Rights of Way Improvement Plan (ROWIP) that includes plans to enhance the existing Public Rights of Way (PRoW) network and develop new connections.	<ul style="list-style-type: none"> • Planning authorities • Parish councils
Work with public transport operators to promote and facilitate multi-modal journeys that include walking.	<ul style="list-style-type: none"> • Public transport operators
Use the local cycling and walking network plans that have been developed for the urban areas of the county to identify and implement walking infrastructure schemes and develop public realm and place centred initiatives – securing funding that becomes available for these interventions.	<ul style="list-style-type: none"> • Planning authorities
Develop a consistent signage and way finding strategy.	<ul style="list-style-type: none"> • Planning authorities
Establish a branded county Public Rights of Way (PRoW) network with associated signage and mapping.	<ul style="list-style-type: none"> • Planning authorities
Revamp our mapping, ensuring digital and paper coverage of maps for active travel journeys.	

New developments	
Policies	Working with
Work with Planning Authorities to ensure that walking is prioritised through effective planning and design of new developments.	<ul style="list-style-type: none"> • Planning authorities
Work with Planning Authorities to prioritise development that provides mixed land use creating neighbourhoods that are walkable and well connected.	<ul style="list-style-type: none"> • Planning authorities
Enhance existing Public Rights of Way (PRoW) and identify opportunities for additions to the PRoW network in relation to new developments.	<ul style="list-style-type: none"> • Planning authorities
Work with Planning Authorities to maximise funding opportunities related to new developments, such as Section 106 funding.	<ul style="list-style-type: none"> • Planning authorities
Work with Planning Authorities to ensure Travel Plans that encourage and facilitate walking are developed and implemented.	<ul style="list-style-type: none"> • Planning authorities

Leisure and tourism	
Policies	Working with
Work with partners to develop a co-ordinated walking tourism offer as part of Brand Lincolnshire.	<ul style="list-style-type: none"> • Planning authorities
Work with partners to promote walking routes and destinations, such as the Wolds, the Viking Way and the Coast, as part of Lincolnshire's tourism offer.	<ul style="list-style-type: none"> • Planning authorities
Identify and enhance where needed the key highway and Public Rights of Way (PRoW) routes that offer opportunities for people to access local green space, particularly those in urban areas.	<ul style="list-style-type: none"> • Planning authorities
Build on the increase in local leisure walking during the lockdown periods by promoting local routes and green spaces.	<ul style="list-style-type: none"> • Planning authorities • Active Lincolnshire
Continue to support and promote events that celebrate walking, such as local Walking Festivals.	<ul style="list-style-type: none"> • Event organisers

Encouraging and enabling	
Policies	Working with
Identify population segments that have a higher propensity for walking and develop targeted approaches to encouraging and facilitating walking among these segments.	<ul style="list-style-type: none"> • Planning authorities • Event organisers
Continue engagement with schools to support them in encouraging and facilitating more students to walk to school or walk as part of the journey.	<ul style="list-style-type: none"> • Schools • Living Streets
Promote walking as an accessible and enjoyable part of a healthy lifestyle with physical and mental health benefits, working across teams and with partners to develop active travel campaigns.	<ul style="list-style-type: none"> • Active Lincolnshire
Work with the Lincolnshire Road Safety Partnership to reduce the number and severity of pedestrian casualties.	<ul style="list-style-type: none"> • Lincolnshire Road Safety Partnership
Work with partners, such as Ageing Better to support the aging population in adopting and maintaining active lifestyles through walking.	<ul style="list-style-type: none"> • Ageing Better
Encourage, enable and promote people to walk (or use walking as part of a multi-modal journey) to events.	<ul style="list-style-type: none"> • Event organisers

Monitoring and measuring success

To ensure that our walking and cycling strategies are effective we will monitor performance and review the strategies on a regular basis. To monitor and measure success of these strategies we will:

- Review and report on our performance every year.
- Develop our thinking and approach based on performance, changing technology and other opportunities for innovation.
- Be open to challenge from partners and stakeholders.
- Actively monitor published data sources; and,
- Identify appropriate technology and data sources to collect our own data across Lincolnshire.

Our approach to data

Robust data gathering and reporting is crucial to making our work a success. Holding sufficient, and suitable data allows us to spot changes and pinpoint weaknesses. It allows us to be proactive by seeing our actions are changing the way we travel and which of our residents and communities need support.

Some of the sources are published data that we will access, and others will be generated specifically to support the monitoring of this Strategy. We will also work with partner organisations who already undertake a range of data analysis, such as the Lincolnshire Road Safety Partnership, to gain key insights.

Solid evidence base is also essential for ensuring Lincolnshire has the best possible chance of the Government funding. Government funding rounds are very competitive and although the county has seen several successes so far, we must have modern and high-quality data capture to demonstrate our case.

Underpinning all this must be recognition that modern technology requires modern data capture. We will work with IT and app providers to access high-quality trip data can give us detailed and accurate insights into areas for improvement.

We will seek out additional data sources that may be identified through the course of the active travel strategies and be open to technological and methodological innovations to support our monitoring approach.

We cannot do this alone; we will work with local active travel groups and support new ones to provide that constructive feedback that shows us how developments affect you. Through this we will seek to capture the evidence to support the developments you need to make cycling and walking a viable choice. We will also invite consultation on a range of active travel KPIs for the county to consider.

Monitoring framework

The following framework presents how we will monitor the strategy against each of the Objectives. The framework is based on several indicators of change in walking behaviours and the sources that we will use to analyse these indicators.

The Walking Strategy and developed indicators will be included as part of the monitoring of the LTP 5.

Objective	Indicator	Source
Improve the quality and usability of the walking environment to ensure it is safe and inclusive for all.	Audit scores	<ul style="list-style-type: none"> • Audits • Public feedback
	Mode share of walking for journeys to work	<ul style="list-style-type: none"> • Census data • Travel plan data
Make walking a part of Lincolnshire residents' everyday travel choices to improve physical and mental health and wellbeing.	Mode share of walking for school trips	<ul style="list-style-type: none"> • School travel surveys • Living Streets travel tracker data
	Frequency of walking for travel	<ul style="list-style-type: none"> • Active lives data • DfT walking and cycling statistics • Travel plan data
	Frequency of leisure walking	<ul style="list-style-type: none"> • Active lives data • DfT walking and cycling statistics • Travel plan data
Enhance walking within Lincolnshire's leisure and tourism offer to support the economy.	Footfall near to leisure and tourism attractions	<ul style="list-style-type: none"> • Counts
	Mode of travel to reach leisure and tourism destinations	<ul style="list-style-type: none"> • Surveys
	Usage of leisure walking routes	<ul style="list-style-type: none"> • Surveys • Counts
Increase pedestrian safety and make walking feel like a safe and accessible method of travel for all.	Number of collisions involving pedestrians	<ul style="list-style-type: none"> • STATS19 data
	Level of concern about safety and security when walking	<ul style="list-style-type: none"> • Surveys • Travel plan data • Engagement with schools, the pupils and parents

Case studies

Development of local cycling and walking infrastructure plans.

An evidence-based approach to developing networks and improving infrastructure.

LCC has an ongoing programme of developing LCWIPs for each of the largest urban areas in the county. The programme follows the DfT methodology for developing LCWIPs, utilising an evidence-based approach to identifying where investment in walking and cycling infrastructure will deliver the greatest benefits.

The development of the LCWIPs has been a collaborative process, engaging with key stakeholders to inform the plans and identify the priority routes for further development. The LCWIPs provide LCC with a series of priority schemes that can be rapidly developed in response to funding opportunities. The LCWIP networks also support the securing of funding through the planning process, providing clear plans of where infrastructure needs improving in relation to land use developments.

Visit Lincolnshire website walking information.

A comprehensive source of information on leisure walking in Lincolnshire.

Visit Lincolnshire is LCC's brand to promote Lincolnshire as a place for holidays and tourism for visitors and residents alike. The Visit Lincolnshire website includes comprehensive information on 'perfect places for walking' within the county, such as the Coast, the Wolds or in the county's historic towns and city.

Featuring an attractive presentation and detailed information on walking routes and destinations, the website supports walking tourism the wider promotion of Lincolnshire as a premier tourism destination.

The website also provides information on related activities, such as cycling, equestrianism and how walking can be used to access popular tourist destinations as well as being a leisure activity in itself.

Abbey Academies and Living Streets.

A multi academy trust approach to WOW, the walk to school challenge.

Bourne Elsea Park and Bourne Abbey earned their Green Flag Eco school status in 2018 and in 2020 they started to focus on transport initiatives. That's where Living Streets and WOW – the walk to school challenge came in. Pupils who take part in WOW record how they travel to school using the interactive WOW Travel Tracker. Pupils who travel actively at least once a week for a month are awarded monthly collectable WOW badges.

After a successful WOW launch at Bourne Elsea Park Church of England Academy supported by Living Streets' School Coordinator, Jessie, Alex Worrall, Eco Schools Lead at the Abbey Academies Trust (comprising of three settings) identified the opportunity for a Trust-wide approach, which has had a huge positive impact. With pupils and classes competing against each other, engagement figures were up across the three settings, and consistently the highest in Lincolnshire.

The number of active trips has increased between 28% and 36%, with 91% of pupils at Colsterworth, 89% of pupils at Bourne Abbey and 80% of pupils at Bourne Elsea Park now walking, cycling or scooting to school.

WOW has helped the schools develop a community feel, with many families supporting this amazing work during lockdown and beyond.

'I always asked my Grandad for lifts to school even though it is a five- or ten-minute walk, but when WOW launched, I started walking all the time so I could make myself proud when I earned a badge.'
Year 6 pupil.

'It was a really motivating scheme as everyone wanted to walk to school to earn their badges and you could tell that lots of people had stopped driving in their cars as there were less on the road.'

Year 6 pupil.

References

1. DfT (2015), Investing in Cycling and Walking: The Economic Case for Action assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/877511/cycling-and-walking-business-case-summary.pdf
2. Public Health England (2014), Everybody active, every day: An evidence-based approach to physical activity assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/374914/Framework_13.pdf
3. DfT (2014), Claiming the Health Dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/371096/claiming_the_health_dividend.pdf
4. Department of Health and Social Care (2019), UK Chief Medical Officers' Physical Activity Guidelines assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/832868/uk-chief-medical-officers-physical-activity-guidelines.pdf
5. Sustrans and the Centre for Transport & Society (2019), The Role of Transport in Supporting a Healthy Future for Young People. www.sustrans.org.uk/media/5057/the-role-of-transport-in-supporting-a-healthy-future-for-young-people.pdf
6. Leyden, K. M. (2003) Social Capital and the Built Environment: The Importance of Walkable Neighbourhoods www.ncbi.nlm.nih.gov/pmc/articles/PMC1448008
7. National Institute for Health and Care Excellence (2012), Physical activity: walking and cycling www.nice.org.uk/guidance/ph41/resources/physical-activity-walking-and-cycling-pdf-1996352901061
8. Living Streets (2020) The Pedestrian Pound, The business case for better streets and places. www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf
9. World Tourism Organization (2019) Walking Tourism – Promoting Regional Development www.e-unwto.org/doi/pdf/10.18111/9789284420520
10. Christie, M. & Matthews, J. (2003), The economic and social value of walking in England users.aber.ac.uk/mec/Publications/Reports/RA%20Eco%20Impact%20of%20walking.pdf
11. Sustrans (2014) Active travel in the city of the future. assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/367499/future-cities-active-travel.pdf
12. Leyden, K. M. (2003) Social Capital and the Built Environment: The Importance of Walkable Neighbourhoods www.ncbi.nlm.nih.gov/pmc/articles/PMC1448008/
13. Marsden, G., Anable, J., Docherty, I. & Brown, L. (2021) At a crossroads: Travel adaptations during COVID-19 restrictions and where next? Centre for Research into Energy Demand Solutions: Oxford. www.creds.ac.uk/wp-content/uploads/COVID-transport-report.pdf
14. Lincolnshire Physical Activity Taskforce (2019), Let's Move Lincolnshire: A Blueprint for Creating a More Active Lincolnshire activelincolnshire.com/wp-content/uploads/2019/05/FINAL-TO-PRINT.pdf
15. Lincolnshire Physical Activity Taskforce (2019), Let's Move Lincolnshire: A Blueprint for Creating a More Active Lincolnshire activelincolnshire.com/wp-content/uploads/2019/05/FINAL-TO-PRINT.pdf

Glossary

CRP	Community Rail Partnership. A group of local people, mostly volunteers, who promote and undertake small scale works at local stations of lines.	LTB	Local Transport Boards.
DfT	Department for Transport – the Government body who buy most train services and fund Network Rail.	RAP	Route Action Plan.
ECML	East Coast Mainline, line accommodating fast services between the north and London passing through Doncaster and terminating at London Kings Cross.	HIAMP	Highways Infrastructure Asset Management Plan.
EMR	East Midlands Railways – local and regional services across the East Midlands and Long-distance high speed services to London along the Midland Mainline.	SEA	Strategic Environmental Assessment.
GBR	Great British Railway – the proposed future organisation to run England Railway, taking over from Network Rail, DfT and TOCs. See Rail White Paper.	SA	Sustainability Appraisal .
LCC	Lincolnshire County Council.	GVA	Gross Value Added.
LNER	London North Eastern Railway. Operate Long-distance high-speed services to London along the East Coast Mainline.	TfL	Transport for London.
LTP 5	The Lincolnshire County Council's 5th Local Transport Plans (lasting 5 years to 2028/29).	LENNON	Latest Earnings Networked Nationally Overnight.
MML	Midland Mainline, line accommodating fast services between Yorkshire and London, starting at Sheffield and Nottingham/Lincoln and travelling to London St. Pancras via Leicester.	ATC	Automatic Traffic Count.
Northern	Northern Trains – local and regional train company operating services across the north of England.	EV	Electric Vehicle.
ORR	Office of Rail Regulation who oversee Network Rail's performance and report back to DfT.	DECC	Department of Energy and Climate Change.
RTB's	Regional Transport Bodies, including Transport for East Midlands/East Midlands Councils (TfEM/EMC), Midlands Connect, Transport for the North (TfN).	SUEs	Sustainable Urban Extensions.
TOC	Train Operating Company.	UKCRF	UK Community Renewal Fund.
TPD	Trains per day.	UKSPF	UK Shared Prosperity Fund.
TPX	Transpennine Express – inter-regional train company operating services across the north of England and into Scotland.	LUF	Levelling Up Fund.
XC	Cross Country – a train operator serving long-distance routes excluding London.	LATS	Local Area Transport Strategies.
COVID-19	Coronavirus pandemic of 2019/20.	LCWIP	Local Cycling and Walking Infrastructure Plan.
		ROWIP	Rights of Way Improvement Plan.
		PRoW	Public Rights of Way.
		CPO	Chargepoint Operator.
		EVCP	Electric Vehicle Chargepoint.
		BAME	Black, Asian and Minority Ethnic groups.
		NTS	National Travel Survey.
		CBSSG	COVID-19 Bus Services Support Grant.
		JSNA	The Joint Strategic Needs Assessment.
		DLUHC	The Department for Levelling Up, Housing and Communities.
		SIDP 21	Strategic Infrastructure Delivery Plan 2021.

