Gainsborough Transport Strategy

May 2022 - 2036

Lincolnshire
COUNTY COUNCIL
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Gainsborough Transport Strategy

Foreword

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

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

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

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

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

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

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

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

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

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

Cllr Richard Davies

Executive Member for Highways and Transport at Lincolnshire County Council

Gainsborough Transport Strategy

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Introducing the strategy

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Overview

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

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

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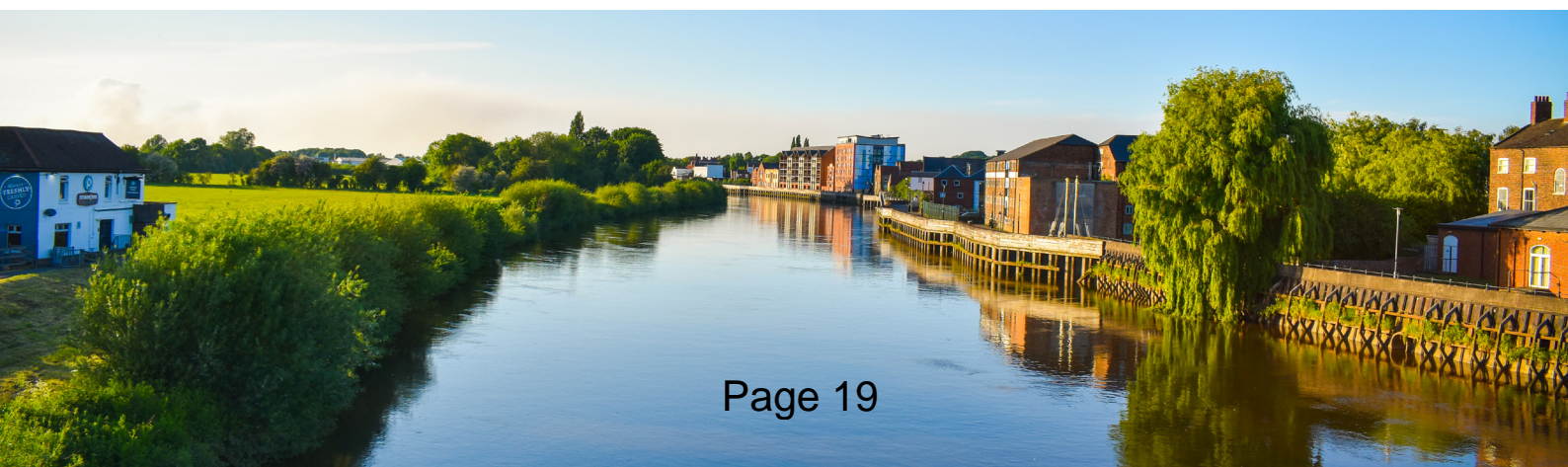
Understanding Gainsborough

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

Economic hub

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

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

What is the purpose of the strategy?

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

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

- Significant environmental challenges and addressing the impact of travel. This includes improving air quality, increasing the resilience of our transport networks and playing our part in tackling climate change by using more sustainable forms of travel and transitioning to low emission vehicles

- Supporting planned economic growth, including significant proposals for increasing housing and employment

- Providing and maintaining an inclusive and reliable transport network that provides more choice and supports all of Gainsborough's communities and businesses, whether in the town or the surrounding rural area

- Successfully meeting the different and changing travel demands across the area, including in how people access different activities such as employment, education, healthcare, retail, leisure and tourism

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

- The national and regional strategic and policy context and direction, including net zero carbon and climate change

- The views and experiences of the public and stakeholders

- The development of the town's economy and its recovery from the COVID-19 pandemic

- How transport is changing, and the new challenges and opportunities presented by technology

- Different modes of transport, as well as increasing opportunities to do things digitally

- Wider national and global trends which have an influence on the town

- Considerable plans for housing and employment development in Gainsborough

- The needs of the urban areas, as well as the surrounding rural area and villages

- The different activities undertaken by people and organisations that shape the economy and communities

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The strategy process

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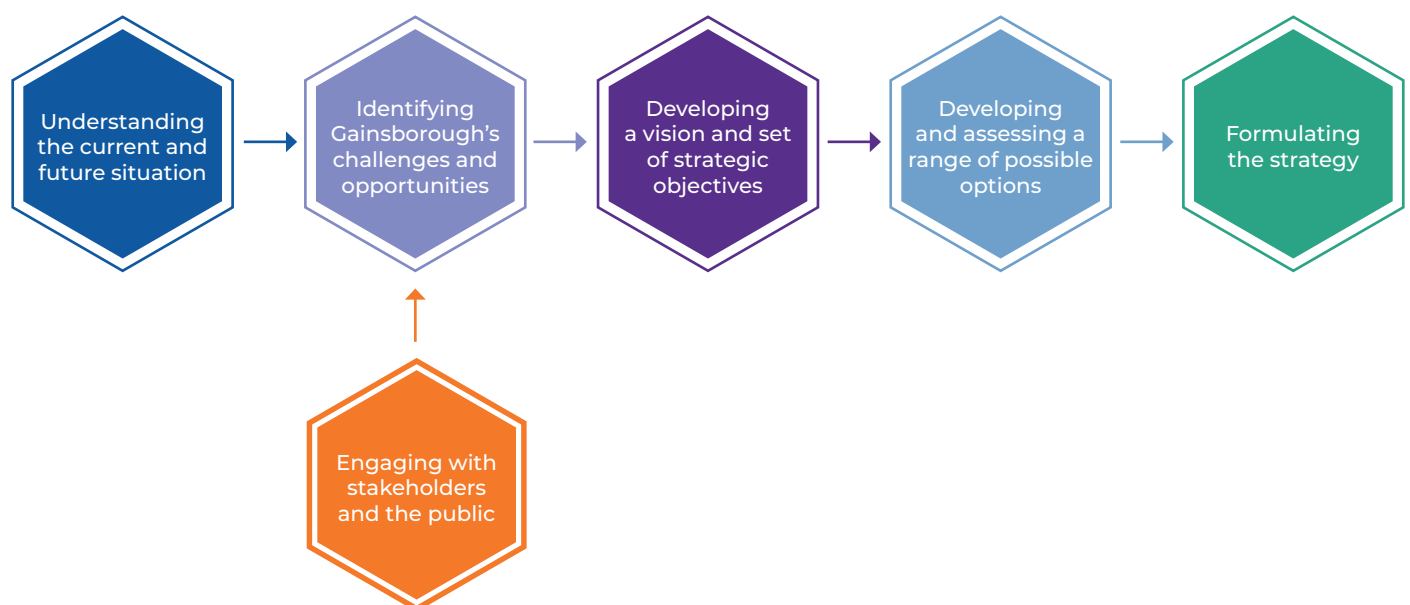COUNTY COUNCIL
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The process

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

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

■ With members at key stages of the process to steer decision-making

■ With key stakeholders discussing specific travel needs and modes of transport

■ With wider stakeholder groups and the general public to identify the big challenges both now and in the near future, support the development of the vision and to identify possible options

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

■ The issues and opportunities to be addressed

■ What investments need to be made

■ What outputs will be delivered

■ The short to medium-term outcomes

■ The overall impact of proposals

Understanding the current and future situation → Identifying Gainsborough's challenges and opportunities → Developing a vision and set of strategic objectives → Developing and assessing a range of possible options → Formulating the strategy

Engaging with stakeholders and the public
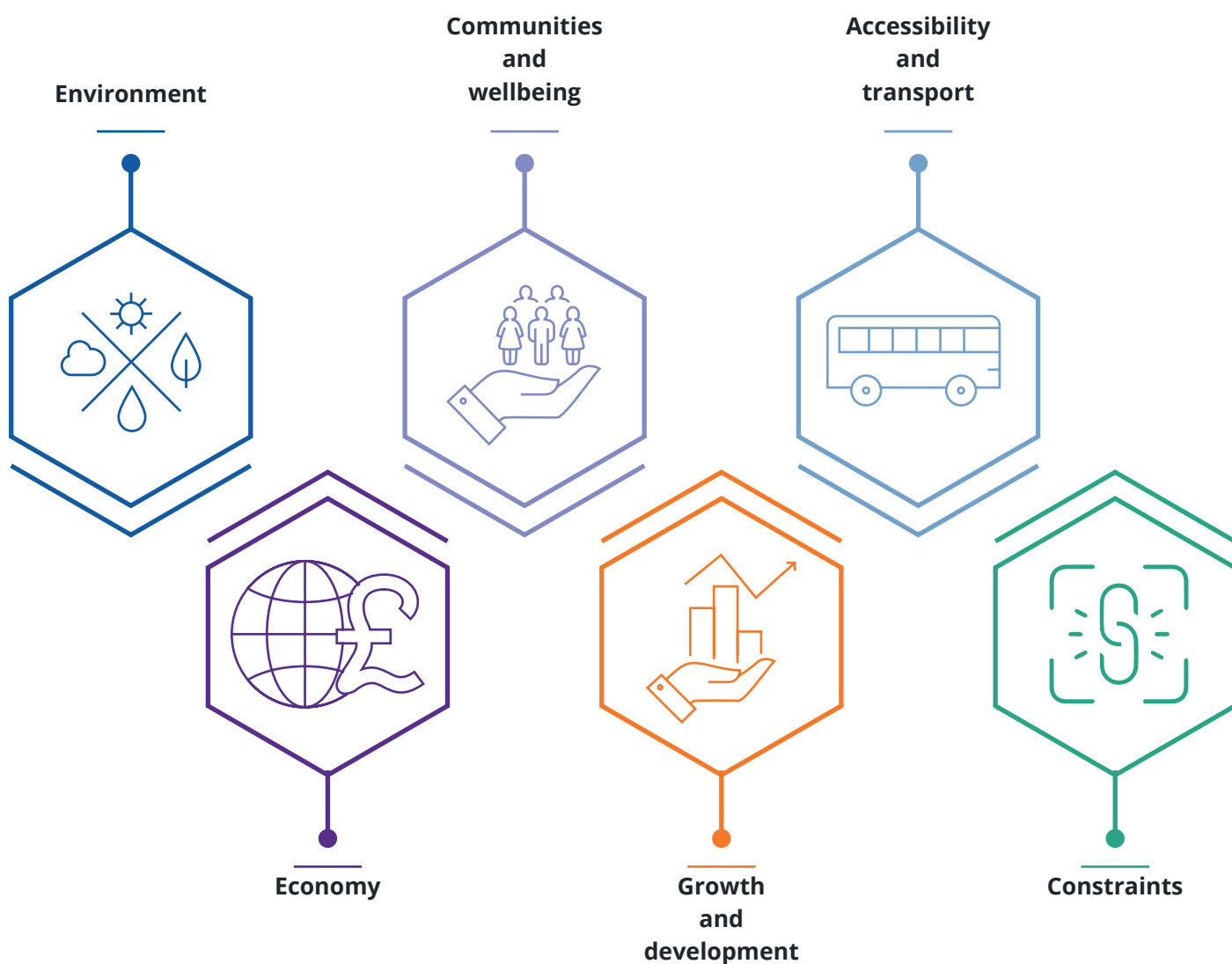
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Informing the strategy

Evidence and engagement

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

Environment

Communities and wellbeing

Accessibility and transport

Economy

Growth and development

Constraints

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What are the challenges now?

A focus on the environment

Climate change and net zero carbon

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

Historic and built environment

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

Supporting the economy

Post COVID-19 recovery

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

Need for new housing

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

Need for employment land

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

### Need for investment in infrastructure and services

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

Need for inclusive growth

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

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Supporting the wellbeing of our communities
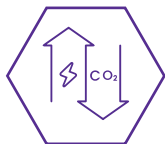
Reducing the impact of transport

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

Air quality

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

Improving safety

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

Encouraging communities to be active

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

Access

Employment

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

Education

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

Healthcare

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

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Retail

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

Improving transport mode choice

Walking

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

Cycling

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

Bus

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

Rail

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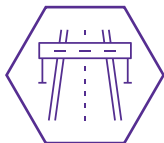
Highway

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

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Constraints

Physical constraints

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

Funding

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

Uncertainty

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

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What are the future challenges?

A changing society

Retail

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

Access to employment

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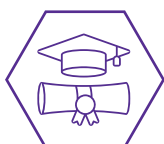
Access to education

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

Access to health and care services

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

Visitor economy

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

Freight

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

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How we travel

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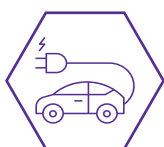
Future of mobility

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

Walking and cycling

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

Mass or public transport

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

Decarbonising transport

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

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What does the strategy aim to achieve?

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Sustainable and future ready Gainsborough

The aim of the strategy is to make travel within, through and around Gainsborough inclusive and sustainable, encouraging people to walk and cycle for short journeys and use shared and public transport when they have to travel further. When car travel is necessary, the transport strategy aims to encourage the uptake of low-emission vehicles whilst also making journeys safer and more reliable.
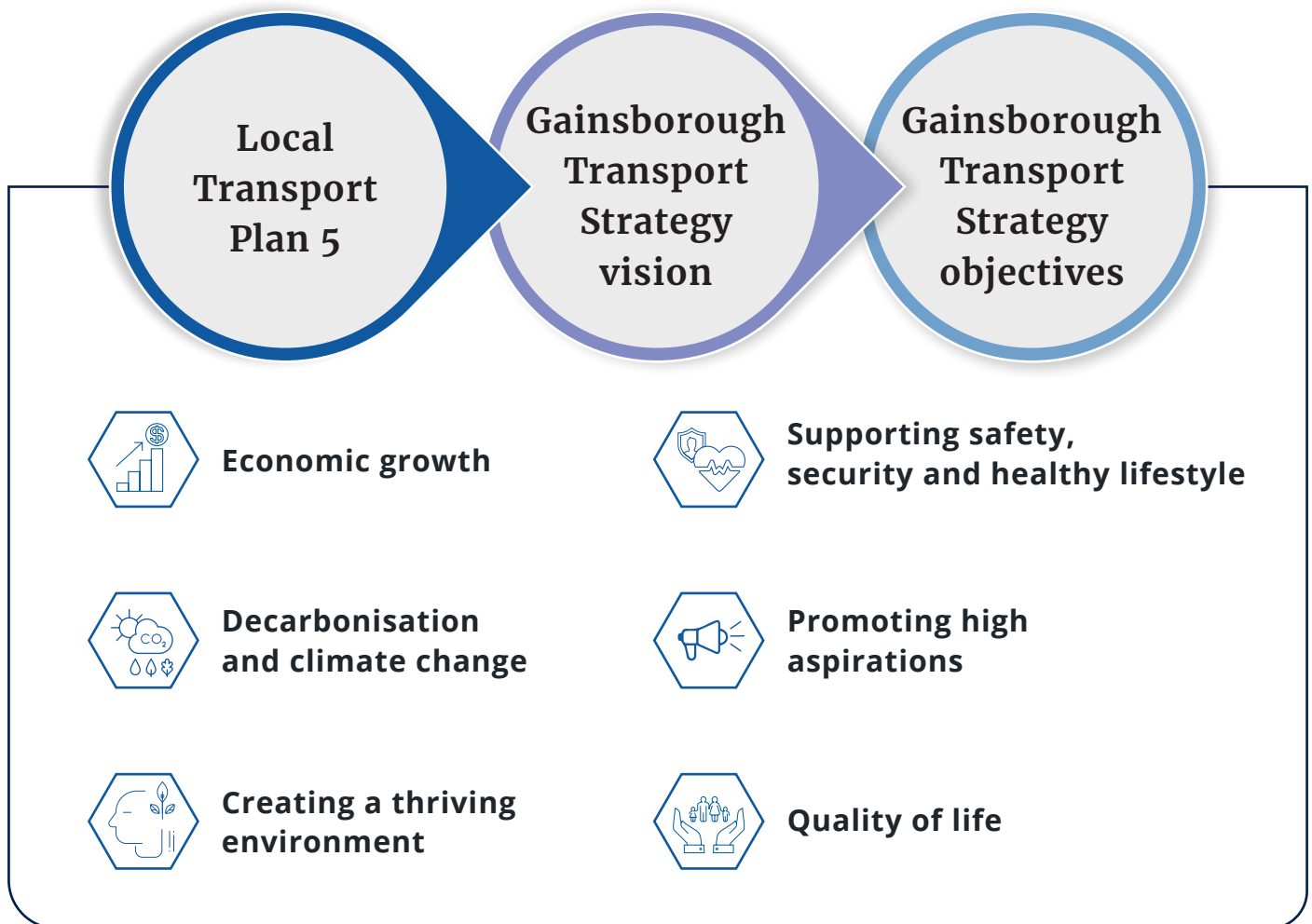
The strategy also aims to bring new travel choices and approaches to the town, both now and over the course of the strategy period. This is in addition to also monitoring how new technologies are changing travel around the country and how this may affect the town. This sustainable and future ready approach will help to support the growth of the town, make its economy stronger and more resilient and its communities more vibrant, healthy and inclusive.

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Vision and objectives

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

Local Transport Plan 5 → **Gainsborough Transport Strategy vision** → **Gainsborough Transport Strategy objectives**

Economic growth

Decarbonisation and climate change

Creating a thriving environment

Supporting safety, security and healthy lifestyle

Promoting high aspirations

Quality of life

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

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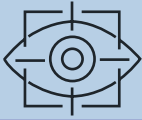
By 2036, Gainsborough will have delivered its ambitious growth targets, capitalised on its position close to the A46, A15 Trans-Midland Trade Corridor and the Humber and East Midlands Airport Freeports axis and will be a more vibrant, prosperous and economically-resilient community.

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

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

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

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

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

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Objectives

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

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Reduce the need to travel

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

Historic and culture

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

Rural accessibility

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

Partnerships

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

Access to education

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

Economy

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

COVID-19 recovery

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

Long distance connections

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

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Defining the strategy

A comprehensive strategy for accessibility

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

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

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

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

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

Providing more accessibility choices will allow people to choose to travel by alternative and more sustainable means than the private car, helping to address the negative impacts of travel. For those without private motor-vehicle access, the provision of alternatives will open up new possibilities for accessing vital daily activities like employment or education.

Delivering for the current and future population

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

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

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

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

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

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

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

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

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

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Defining the process

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

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

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

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

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

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

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

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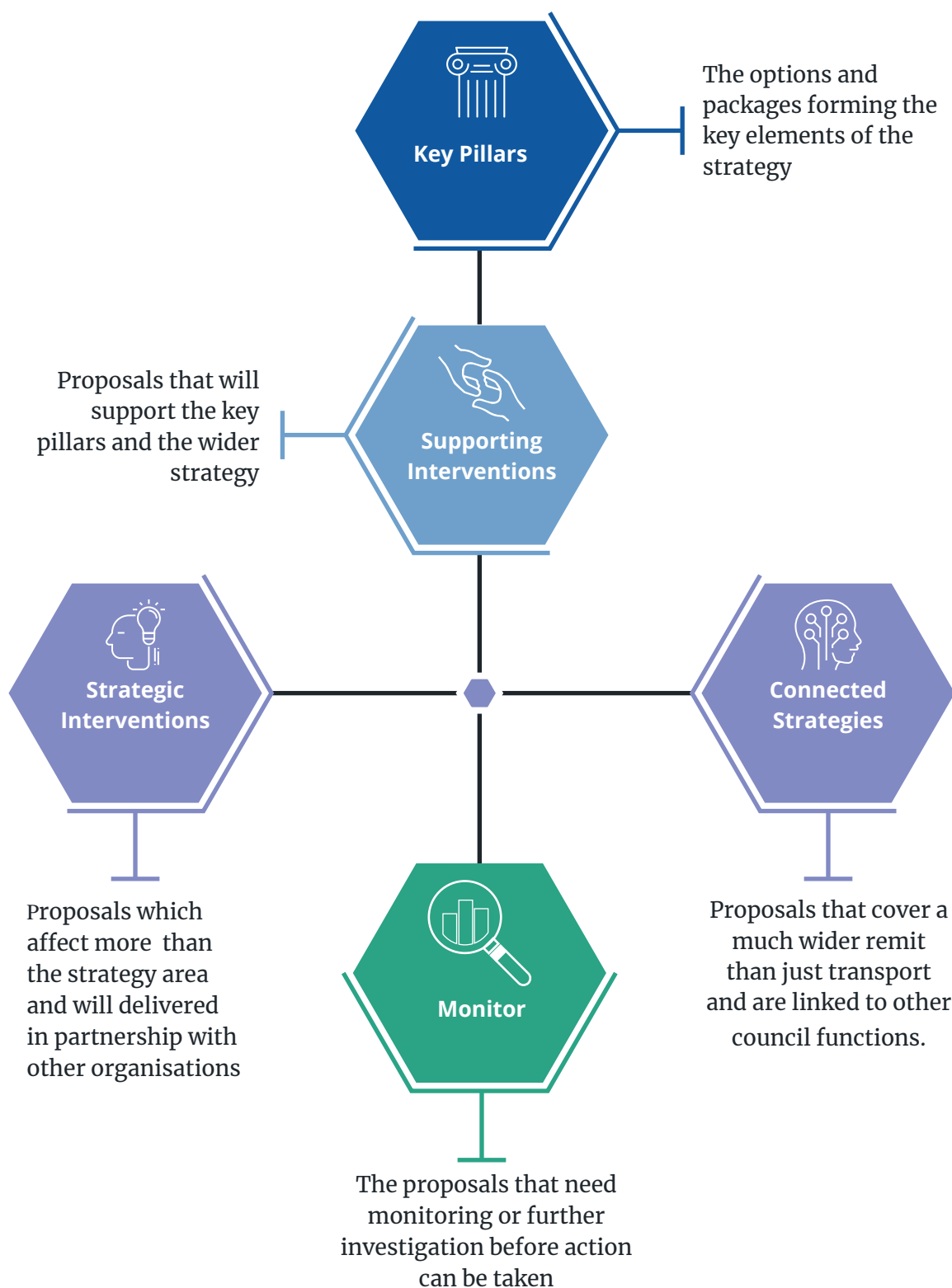
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The strategy

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

Strategy components

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

Key Pillars

The options and packages forming the key elements of the strategy

Supporting Interventions

Proposals that will support the key pillars and the wider strategy

Strategic Interventions

Proposals which affect more than the strategy area and will delivered in partnership with other organisations

Connected Strategies

Proposals that cover a much wider remit than just transport and are linked to other council functions.

Monitor

The proposals that need monitoring or further investigation before action can be taken
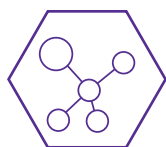
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Interventions

Pillars of the strategy

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

Mobility hubs

Bringing together transport and facilities to make travel easier

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

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

Town centre environmental improvements

Making the town centre a more enjoyable place for everyone

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

- Market Square Frontage and Public Realm Enhancements – this will include taking forward the Levelling Up proposals and enhancing the streetscape through the provision of planters, benches and gateway treatments. This will re-establish the area as the town's thriving heart via upgraded spaces and assets.

- Beaumont Street Shared Space - shared surface scheme along Beaumont Street to improve connectivity, pedestrian crossings, and safety in the town centre and access to Marshall's Yard. This will include enhancing and rationalising the pedestrian crossings to include the use of different surface materials and ensuring they link directly to the pedestrian access points into Marshall's Yard. It will involve reducing the level of street furniture, removing the pedestrian guard railing, improving footways through the use of paving and improving wayfinding to the town centre and rail station.

- Bus station public realm improvements - In parallel to the development of the mobility hub and Levelling Up proposals, this will look to improve the public realm at the bus station to make the area more attractive for users, improve the links to the town centre and with an emphasis on 'place making.'

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

Parking

Supporting the strategy through the wider parking offer

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

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

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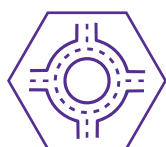
Some of the main highway corridors through and within the town currently suffer from significant congestion at peak times. Whilst this strategy aims to encourage a shift away from car travel where possible, it aims to improve the operation of several key junctions to improve the flow of traffic. This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

- Flood Road, A156 Lea Road and Bridge Road signalised junction

- The A631 Thorndike Way, Ashcroft Road and Trinity Street Roundabout

- North Street, Beaumont Street, Station Approach and Marshall's Yard access

- Traffic flow improvements to the North Street A159 and Spital Terrace B1433 Junction

Gainsborough Cycling and Walking Network Plan enhancements

Providing better networks for cyclists and pedestrians

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

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

■ Improved walking and cycling routes along Belt Road; Lea Road; Foxby Hill Lane; Heapham Road; Ropery Road; Caskgate Street; the B1433 between B1433 and Miller Road Roundabout; and the A631 and Gainsborough riverside

■ Improved pedestrian and cycling crossings on Foxby Lane; Lea Road and Ashcroft Road; Thorndike Way; the Ropery Road and Dog-Duck Lane Junction; the A159 and B1433 Round-about; and the Heapham Road and Middlefield Lane Roundabout

■ Town centre walking and cycling connectivity to be improved between Marshall's Yard and the Market Square area through improved footways, crossings and signage

Electrification

Reducing carbon emissions and improving air quality

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

■ New homes and other new developments come complete with electric vehicle charging points

■ More charging points are made available for the public at key locations and car parks

■ The uptake of electric vehicles is promoted through targeted marketing

■ The public sector to takes the lead through the electrification of its fleets of vehicles

Behavioural change

Working with residents and employees to encourage more sustainable choices

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

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Bus travel and Sustainable Urban Extensions connectivity

Supporting the bus network

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

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

- Increasing Evening and Sunday bus services

- The delivery of new or improved bus services to the railway stations, the hospital, town centre, Sustainable Urban Extensions, surrounding villages, Newark, Lincoln, Doncaster and Scunthorpe

- Upgraded and improved bus stops and infrastructure to a consistent standard, including improved interchange facilities at Lea Road, shelters, timetable and service information and level boarding

- Better coordination of bus and rail timetables to improve interchanges and onward journeys to and from the town centre and surrounding villages

Bus priority

Making bus journeys quicker and more reliable

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

Freight and deliveries

Reducing the impact of deliveries on the road network

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

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Supporting interventions

Active travel

Supporting people to make walking and cycling journeys

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

■ Improved wayfinding to key destinations within Gainsborough – this will involve the development of a wayfinding strategy and creation of themed and standardised directional pedestrian and cycle signage across the town

■ Improved town centre cycle parking and storage – involving increasing the level of cycle parking across the town centre and continuing to monitor its usage

Demand responsive transport

Providing better connections between people and places

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

Junction improvements

Focussed improvements to support reduce the impact of pinch-points

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

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

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Sharing

Making more transport accessible without the need to own

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

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

Education

Promoting better ways to travel to school

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

■ Manage the travel impacts through greater use of school travel plans – these will be implemented and kept under review for each school within the strategy area

■ Improved safety of walking and cycle routes to school – in parallel to the development of the Gainsborough Walking and Cycling Network Plan, the aim will be to improve the walking and cycling routes to primary and secondary schools

■ Review and revise school bus routes to avoid the town centre and help improve service reliability

Engagement

Keeping the transport conversation going

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

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Development management

Building better transport and access into new development

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

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

Ticketing

Making ticketing and payments smarter

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

Clean air

Improving air quality in the town

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

Safety

Making travel safer in Gainsborough

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

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Strategic interventions

Rail

Working with the rail industry to deliver better train services

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

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

Strategic signing

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

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

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Connected strategies

Land use

Putting accessibility at the heart of land use planning

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

Digital

Enabling people to access work and services differently

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

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

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

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

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

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Monitor and investigate
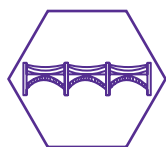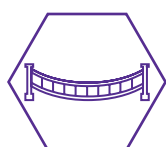
River Trent crossing

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

Autonomous vehicles and technology

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

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

River Trent 'park and stride'

A potential alternative to using the Trent Bridge

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

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

8

Delivering the strategy

A collaborative approach

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

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

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

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

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Programming the strategy

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

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

Monitoring the strategy

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

- Reduced traffic in the urban area and an increase in the number of journeys made by walking, cycling and public transport

- Increasing uptake of technologies to enable more people to work, learn, manage healthcare, shop and socialise without the need to travel

- Continued growth in Gainsborough's economy and the delivery of sustainable transport options through new housing and employment sites, including the Sustainable Urban Extensions

- Improved access to Gainsborough from the surrounding rural area

- Reduced carbon emissions from transport helping Lincolnshire County Council and West Lindsey District Council to reach their net zero carbon emission targets

- Increased access to education by walking, cycling and public transport

- Improved air quality, increased physical activity and safety

- Increased partnership working

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Lincolnshire
COUNTY COUNCIL
Working for a better future