



Skegness and Mablethorpe Transport Strategy

December 2022



Skegness and Mablethorpe Transport Strategy

Foreword

“Skegness and Mablethorpe, along with the rest of Lincolnshire’s coast, are key to Lincolnshire’s growth and prosperity – which is why we’re 100% committed to investing in the area.

In fact, one of our key focuses as county council is to continue working tirelessly to improve our coast’s infrastructure and services – not only for everyone living, working and studying there, but also the millions of people who visit each year.

And that’s where this strategy comes in...

The past two years have led to a number of changes to working patterns and travel habits, and we want to meet these, and other changing travel demands. By offering people a wider range of affordable, reliable and environmentally-friendly travel options to choose from, we hope to not only get people moving more efficiently, but also support planned economic growth.

By using alternative forms of transport, we hope to lessen congestion and create more pleasant centres, making Skegness and Mablethorpe more prosperous, attractive, and healthier places to live, learn, work and visit.

This strategy will help shape the future of Skegness, Mablethorpe and their surrounding areas by providing a number of proposals for us, the district council and developers to consider over the next fifteen years as we strive towards improving travel and transport in and around our coast.

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.

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 this plan and works together.”



Cllr Richard Davies

Executive Member for Highways and Transport at Lincolnshire County Council

Skegness and Mablethorpe Transport Strategy

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1

Introducing the strategy



Overview



The Skegness and Mablethorpe Transport Strategy has been developed by Lincolnshire County Council, in partnership with East Lindsey District Council, and aims to provide a clear vision for the future of transport and travel within and around the Lincolnshire coast up to 2036.

It aims to support residents, visitors and organisations in and around Skegness and Mablethorpe by improving transport, access to services and the coastal area's key destinations as well as helping to build a resilient economy and supporting the transition to net zero.

With the proposals and interventions contained in this strategy, the aim is to improve accessibility and travel choice for all by delivering a modern, inclusive and future ready transport system so the area can continue to grow sustainably, meeting accessibility challenges of both residents and visitors and taking advantage of funding opportunities.

Understanding Skegness and Mablethorpe

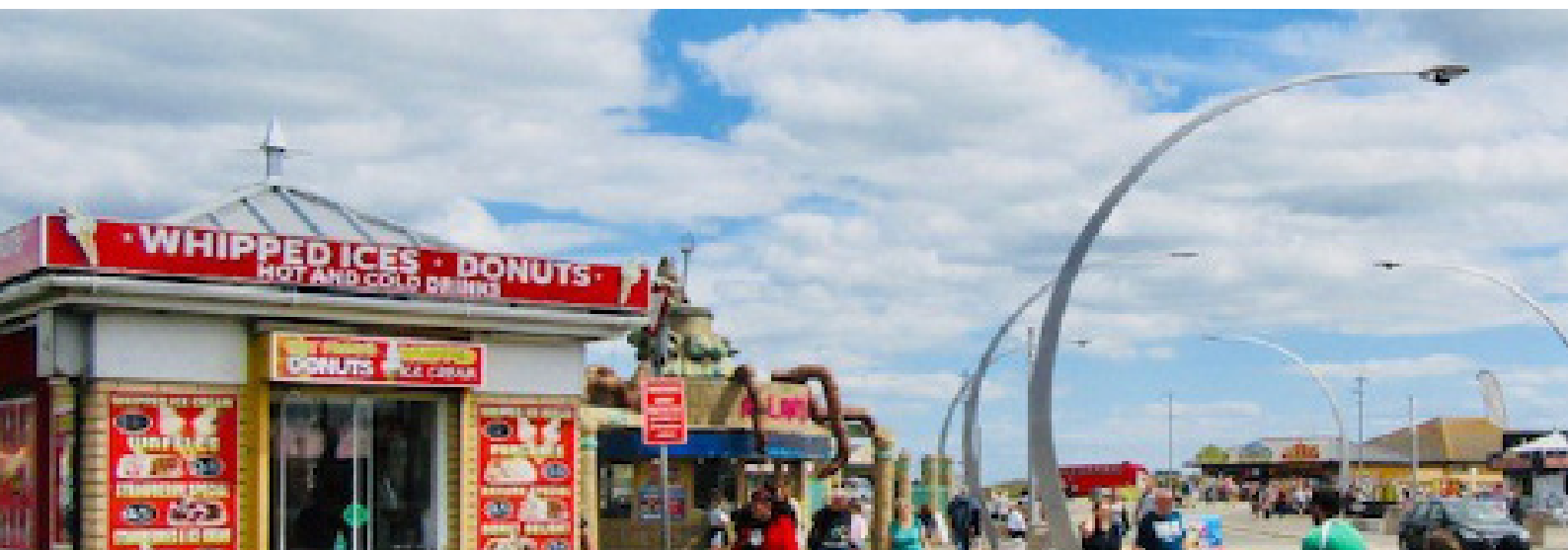


Stretching along the Lincolnshire coastline, the Skegness and Mablethorpe area varies considerably. It includes the bigger towns and the urban areas of Skegness and Mablethorpe and the smaller villages of Burgh le Marsh, Ingoldmells, Chapel St Leonards, Sandilands and Sutton-on-Sea, all of which have their own distinct characteristics and specific challenges.

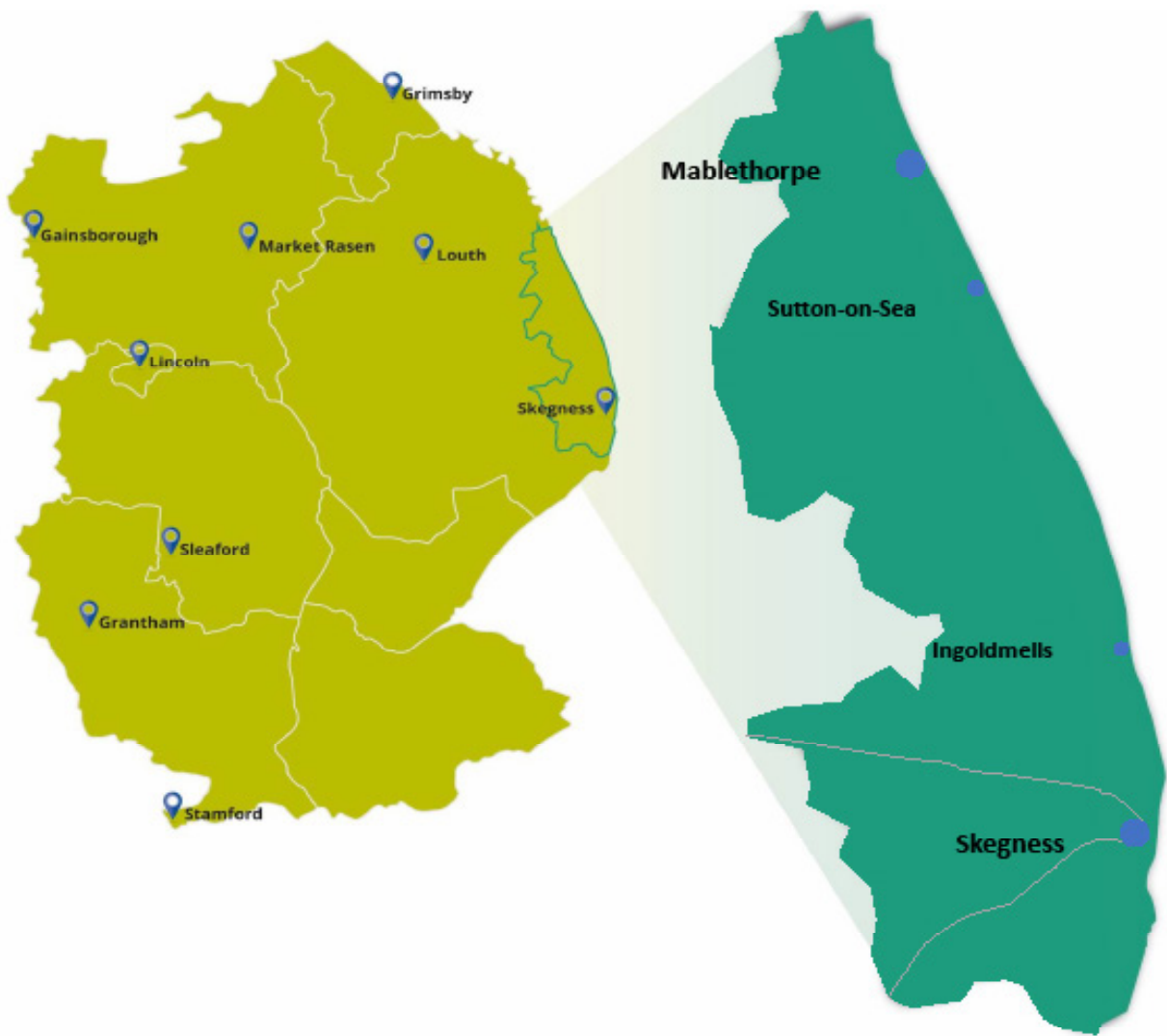
The visitor and tourism sectors dominate the economy and provide their own challenges in respect of transport, particularly during the peak holiday periods. The coastal area is a significant asset and there is a clear aspiration to grow the year-round visitor economy, make it more resilient and improve access to employment and education opportunities.

It is also recognised that coastal areas like Skegness and Mablethorpe face different challenges to other areas particularly with regard to travel and access to key services and job opportunities. It is noted by the Local Government Association that coastal towns often currently have poorer transport infrastructure, digital connectivity, healthcare facilities and an ageing population.

The Lincolnshire coast is no different, with an older population and higher proportion of the population with long term health problems providing inclusive access to services remains a significant challenge.



Understanding Skegness and Mablethorpe

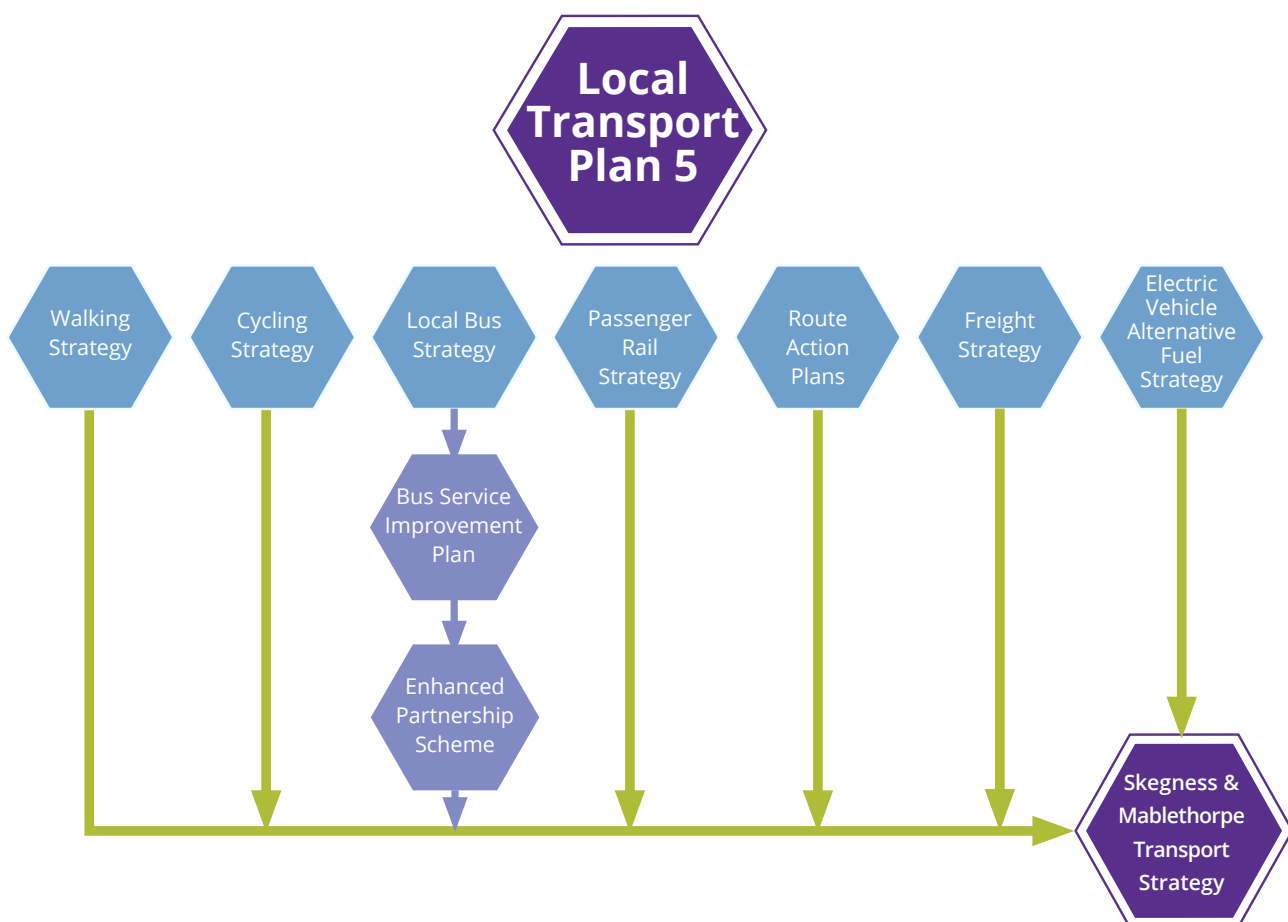


What is the purpose of the strategy?



The transport strategy's primary purpose is to help develop and provide sustainable and future-ready travel options and services within Skegness and Mablethorpe over the next 15 years, helping to deliver a more resilient economy, improving access to services, providing employment and education opportunities for all communities and supporting delivery of a sustainable year-round visitor sector.

Whilst taking full account of the Lincolnshire County Council Corporate Plan, Green Masterplan and LTP5, the strategy will also have a significant role to play in helping to address a range of strategic challenges that will affect Skegness and Mablethorpe and their communities over the coming years.



They include the climate change agenda, the transition to net zero and the COVID-19 pandemic recovery. More specifically, the strategy will look to:

- Support the area's key tourism sector by increasing the resilience of the transport network and year-round access to the coast
- Support housing and economic growth by helping to deliver the planned Sustainable Urban Extension alongside other opportunities such as the town's fund priority schemes

- Tackle the environmental impact of travel including improving air quality, enhancing sustainable access to the coast and the area's green assets, helping to protect the existing Sites of Special Scientific Interest (SSSIs) and contributing to the government's carbon net zero targets by increasing sustainable travel choice and transitioning to low emission travel
- Provide a more inclusive and reliable transport network across the coastal area to improve transport connectivity for businesses, residents and visitors
- Successfully meet the different and changing travel demands and needs across the area, including how people access employment, education, healthcare, retail, leisure and tourism activities

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

- The views and experiences of the public and stakeholders
- The development of the coastal area's economy following its recovery from the COVID-19 pandemic
- The need to cater for different activities undertaken by people and organisations that shape the coastal economy
- The new potential opportunities presented by technology advancements and the changing way we access transport services
- The increased digital opportunities that exist, by improving the community's connectivity and changing travel needs
- The need to improve travel choice particularly in the Skegness and Mablethorpe urban areas
- The national and regional strategic and policy context and direction, including net zero carbon and climate change and the wider national and global trends which have an influence on the study area



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The strategy process



The process

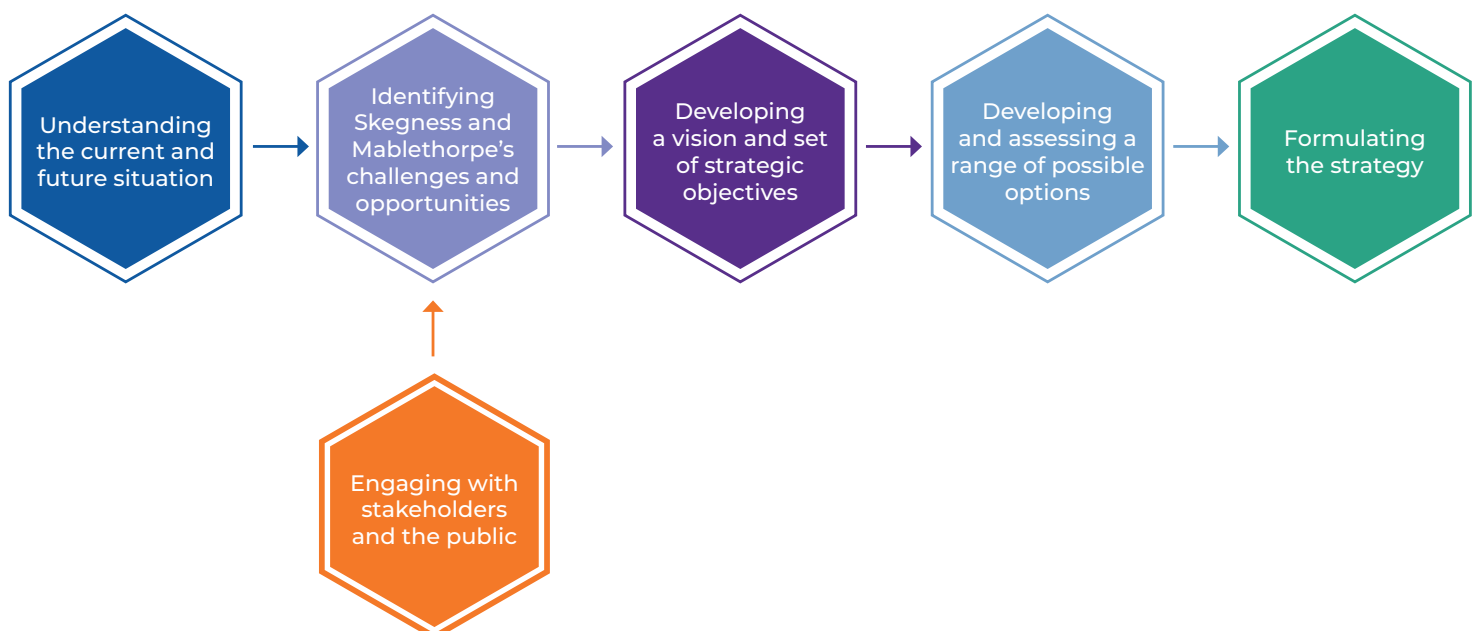


The Skegness and Mablethorpe Transport Strategy has been developed using an evidence gathering process. It has considered the policy context, the stakeholder contributions and engagement findings to understand the primary problems and challenges and form a robust evidence base.

It has been overseen by Lincolnshire County Council and East Lindsey District Council, and has used a logic-based approach to advance the strategy, establishing clear links between the following:

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

The following flow diagram illustrates the steps that have been taken in producing this transport strategy.



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Informing the strategy



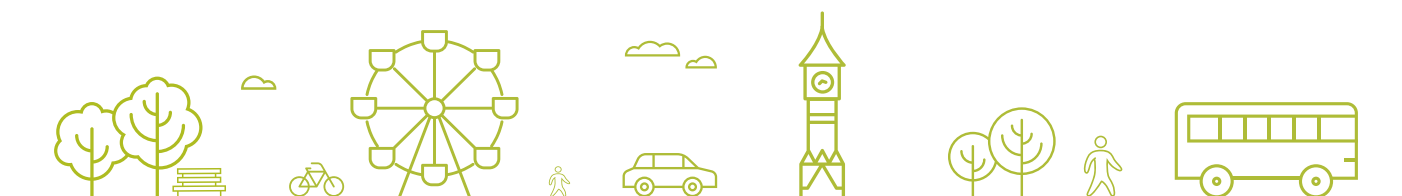
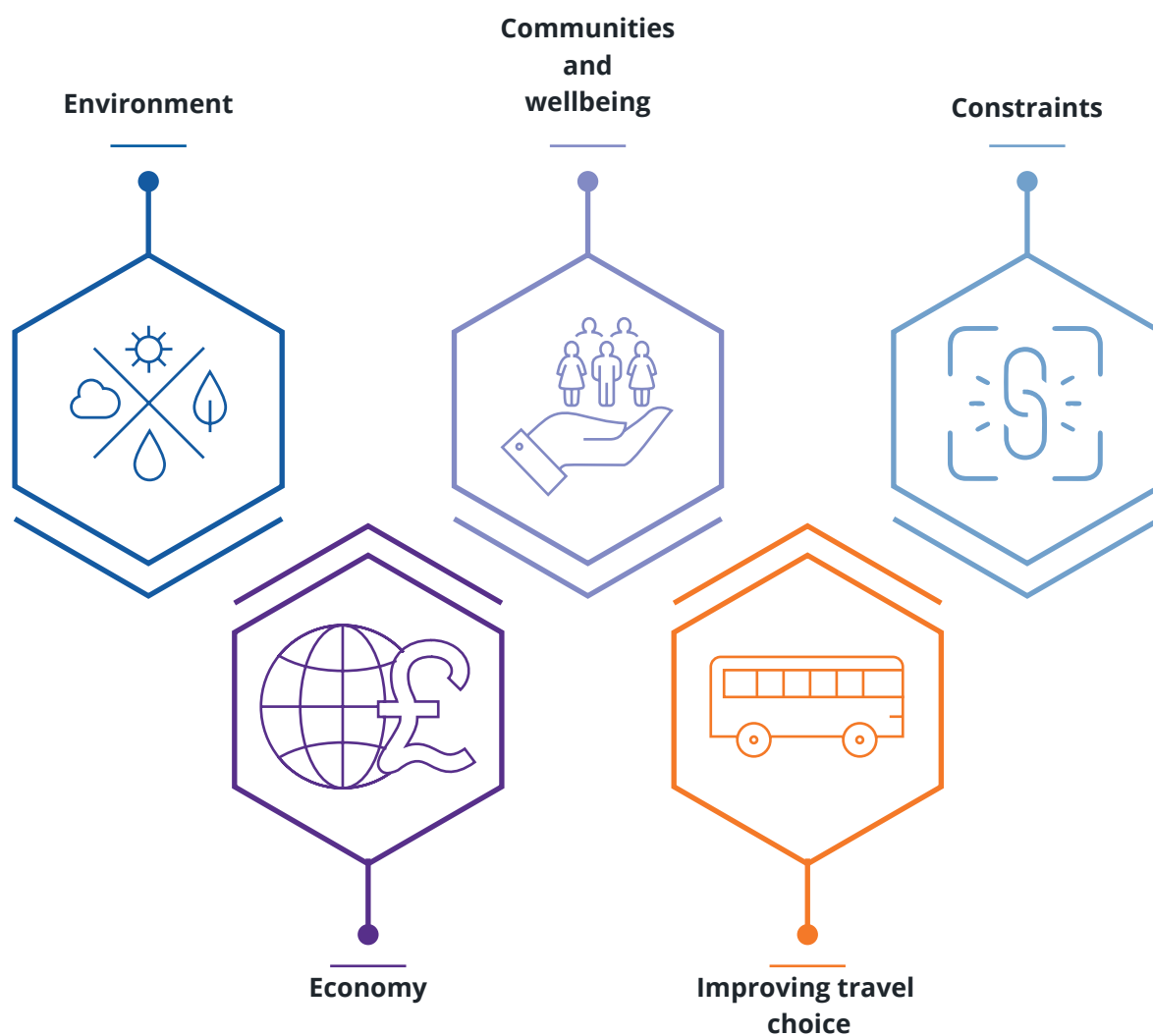
Engagement and evidence gathering



The issues that the strategy is looking to tackle are wide ranging and complex. They need to take into account the major environmental challenges we are facing as a society, the changing way people are choosing to travel, how access to our daily activities is changing, and the local issues specific to Skegness and Mablethorpe.

As part of the development a comprehensive range of engagement activities have been undertaken to ensure a collaborative approach is embedded in the transport strategy process. Along with local and national organisations, members of the public were invited to attend workshop and drop-in events close to the Skegness and Mablethorpe retail centres and by completing a questionnaire. This has helped steer the strategy and allowed the strategy team to understand the key transport issues affecting the coastal area.

To understand the current challenges, the strategy has been supported by a detailed evidence gathering and assessment process. A wide range of evidence has been collated and reviewed in order to identify the existing and potential future challenges and opportunities focussed around the following themes:



What are the challenges now?



Improving community health and wellbeing



Reducing the impact of transport

There is a clear need to support the move towards cleaner, more sustainable transport and reduce the environmental impacts of transport and travel. Transport can have a significant negative impact on our communities through air pollution, traffic noise and road safety as well as the wider impacts of climate change.



Improving safety

Road accidents have been highlighted as an issue at various locations within the coastal area often having a greater impact on more vulnerable groups.



Improving health and wellbeing

Skegness and Mablethorpe are deprived areas relative to the rest of the country with higher rates of disability and poor health. Although this is a much wider societal challenge, transport is expected to have an important role to play in improving deprivation levels in the study area. In the first instance, active travel and increasing the number of people that regularly walk and cycle is considered by the government to have an important role in improving health and without the appropriate infrastructure this will be difficult to achieve. In addition, having transport connections and access to healthcare facilities and hospitals is a fundamental issue, as well as making sure that access is inclusive and available to all segments of society.

A focus on the environment



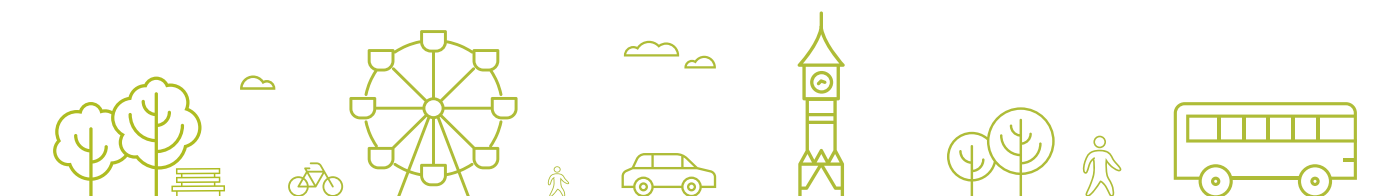
Climate change and net zero carbon

Whilst other sectors have been making good progress in reducing carbon emissions, transport has still some work to do. The transport sector needs to make great strides to catch up by making improvements to how we use our vehicles, what fuel we use to power them and how we travel. Furthermore, transport needs to be more resilient to facing the climate change challenge - all of which will form a vital part of contributing towards the government's net zero carbon 2050 target.



Protecting Skegness and Mablethorpe's natural coast

Skegness and Mablethorpe's coastline is an important tourist attraction but the current levels of traffic, especially during the holiday season, negatively impact the coastal areas, including the existing sites of specific scientific interest. This detracts from the current tourist offer and limits the potential for future development related to the visitor economy.



Supporting the economy



Post-COVID-19 Recovery

Despite the significant negative impacts of COVID-19 on communities throughout the country and the economy there is now an opportunity to improve access and transport in Skegness and Mablethorpe to contribute to the recovery of the economy, help to improve travel choice and help the area become more resilient. Furthermore, the COVID-19 pandemic demonstrated that certain sections of the workforce can potentially work from home, at least for part of their working week, and those working patterns and the change to hybrid working are set to continue for many. This will continue to impact how people travel and access services.



Supporting year-round tourism

There are aspirations to make the Skegness and Mablethorpe coastal area an all-year round tourist destination, with the potential of new development and investment towards the south of Skegness. Managing the impact of travel and ensuring that this is done sustainably whilst supporting the visitor economy will continue to be a priority.



Improving the town centres for residents and visitors

The function of high streets and the retail sector continues to change with online retail having a huge impact on how we access and use town centres. Retailers have recognised this trend with a move to a more 'experience' led approach where other event-based activities are being encouraged alongside the retail offer. There is a need for high streets to evolve and provide a more varied offer. In Skegness and Mablethorpe, this needs to be supported by improvements to the public realm.



Economic vitality of space

A high quality public realm and creating people centric places are vital to improving perceptions and providing a good customer / visitor experience. In order to develop Skegness and Mablethorpe into a year-round tourist and visitor destination, improving the urban centres and public realm will have an important role to play. Currently, Skegness has a large amount of low-quality car parking, which is often vacant during the week. This can detract from the urban realm and is not necessarily the most efficient use of the land, especially when it is located in prime locations within the town centres.

Improving travel choice



Car dependent community

85% of households in the study area have access to at least one private vehicle, substantially higher than the national average of 74%. However, 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. Like many rural and coastal communities in the country, Skegness and Mablethorpe have a more limited public transport and active travel network which affects access to services, employment and education.



Walking and cycling

There is a clear opportunity and need to increase the number of residents and visitors to the area who walk either for leisure or commuting purposes. Levels of walking in Skegness and Mablethorpe are higher than the county and national averages and so an opportunity exists to build on this momentum and improve active travel infrastructure in the area further.



Bus and rail

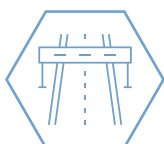
Bus patronage across the county is falling as is the case in similar areas across the country. Bus services in the Skegness and Mablethorpe study area need to adapt to the future needs and travel patterns to improve services and reflect the changing needs of customers. Rail services in the study area currently only provide a service to Skegness town centre but there are opportunities to improve services on the route and improve connectivity to local bus services.



Rural communities

Rural communities often present a number of challenges for public transport networks. In terms of bus, there is often a lower level of demand given the often sparsely populated area. Rural bus journeys are also often associated with high vehicle mileage as they are timetabled to cover a large number of villages and towns along each route. An additional challenge for rural communities is also the increasing proportion of elderly individuals. For the bus operators, concessionary tickets can often mean that bus services are less financially viable. Despite these issues, it is vital that rural bus routes help people access local services, jobs and leisure opportunities whilst also providing viable services.

CONSTRAINTS



Seasonal demands

The Skegness and Mablethorpe study area suffer from considerable levels of congestion during the summer months which acts as a physical constraint on routes to the coastal resorts. However, congestion can also occur on the more rural, inland areas where the capacity of many roads is more constrained.



Funding

The delivery of the transport strategy will be greatly influenced by securing funding from a range of sources. The availability of funding is a major constraint on running and improving transport, whether that be to provide new active travel facilities, paying for bus and rail services, or modifying the highway network.



Uncertainty

Predicting the future trajectories and trends for transport is a huge challenge. This includes uncertainties relating to new technologies including digital connectivity, changing travel patterns and our increasing need to address carbon net zero challenges.

What are the future challenges?



A changing society



An increasingly ageing population

A growing, and ageing population poses a challenge for the coastal area. The population of East Lindsey is expected to grow by 11.8% by with an increasing number of older people, these changes will add extra demand and change how people access the transport network with an increasing need for inclusive and flexible services.



Changing needs and access to services

An ageing population is likely to mean there will be an increasing need to access health, community and social care services across the coastal area. Both Ingoldmells and Mablethorpe in particular, have higher proportions of residents who suffer from long term health problems or disabilities than other parts of the country. Ensuring good accessibility in these areas is vital in preventing social exclusion amongst more vulnerable members of society.



Developing a resilient transport network

Developing resilient access options for communities is a key challenge at a regional and local level. Economic 'shock' events such as the COVID-19 pandemic posed a significant threat to the economic security of the region and demonstrates how important resilience and sustainability are – particularly areas that are heavily reliant on a small number of economic sectors.

SUSTAINABLE GROWTH



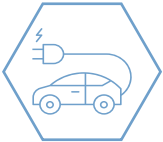
The Sustainable Urban Extension

As part of the development of the planned Sustainable Urban Extension (Skegness Gateway) which, along with the Western Relief Road, supersedes the previous Eastern Economic Corridor plans, it will be important to develop a sustainable and inclusive transport network that meets the needs of existing and future residents. The development will support the economic growth of Skegness and Mablethorpe by delivery new housing close to the centre of Skegness. Managing travel to and from the SUE will need to be delivered in the context of the net zero carbon agenda and ensure that a high quality digital, public transport and active mode network is provided.



How we travel

The transport sector in the UK is going through a period of significant change affecting how we move, how we power our vehicles, how we pay for journeys and, indeed, whether we travel at all:



Future mobility

Through new technologies, future mobility, which includes digitisation, electrification and automation, provides a significant opportunity to promote travel behaviour change, using new models of business 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.



Decarbonising transport

The transport sector must now play its full role in helping to decarbonise our economy by supporting the increased use of electric vehicles, generating choice of other transport modes such as active travel and public transport and taking advantage of digital connectivity and emerging technologies to reduce the number of journeys we make.



Public or shared transport

Public and shared transport must be at the centre of transport's future acting as the principal way to move large numbers of people efficiently.



Walking and cycling (green infrastructure network)

A focus on active travel, walking and cycling for short journeys will continue to form a core part of all transport networks. This will help support healthy lifestyles and reduce traffic.



4

What does the strategy aim to achieve?



Vision and objectives



The Skegness and Mablethorpe Transport Strategy has been designed to provide a clear and integrated vision for mobility and transport across the coastal area, up to 2036. The strategy recognises the significant local challenges such as the need to improve accessibility, inclusivity and support the visitor economy as well as wider challenges such as the transition to net zero carbon.



Future ready

The strategy aims to increase both accessibility and inclusivity and ensure that walking, cycling and local bus, provide a viable alternative to the private vehicle. It aims to increase the attractiveness of these modes, ensuring that it becomes a reliable, well-integrated, user-friendly part of the network that is accessible to both residents and visitors. The strategy aims to take a 'future ready' approach, monitoring the way in which new technologies are affecting national travel patterns and using these trends to anticipate how the coastal area can adapt in line with new advancements.



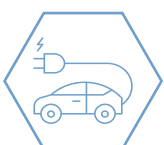
Visitor economy

The strategy aims to support the development of the year-round tourism and visitor economy helping to improve the economic resilience of the Lincolnshire coast. Improved travel choice and better connections to the wider county and the strategic network will form a vital part of enhancing accessibility. This will include stronger rail and bus connections supported by resilient road connections and electric and low emission vehicle infrastructure that can support the transition to sustainable tourism. This will provide visitors and residents with local, flexible and resilient connections right across the coastal area and help to deliver more and better quality of jobs and opportunities benefitting the local economy and people.



Improved access to opportunities and services and a network to improve health and wellbeing

The aim is to help build an inclusive and accessible transport network that enhances access to a range of opportunities and services both locally and across the county. This will include high quality transport options to improve choice and access for all residents, including those without access to private cars. The strategy will aim to enhance the walking, cycling and public transport provision to improve access to local services and education opportunities, addressing pedestrian safety issues within neighbourhoods, increasing inclusion and helping reduce inequality, and ensuring that sustainable travel is an attractive and safe option. There are significant areas of deprivation in some areas located within and adjacent to Skegness and Mablethorpe town centres and these improvements will improve affordable transport options in these areas. It will also help increase the levels of physical activity within Skegness and Mablethorpe.



Carbon net zero transition

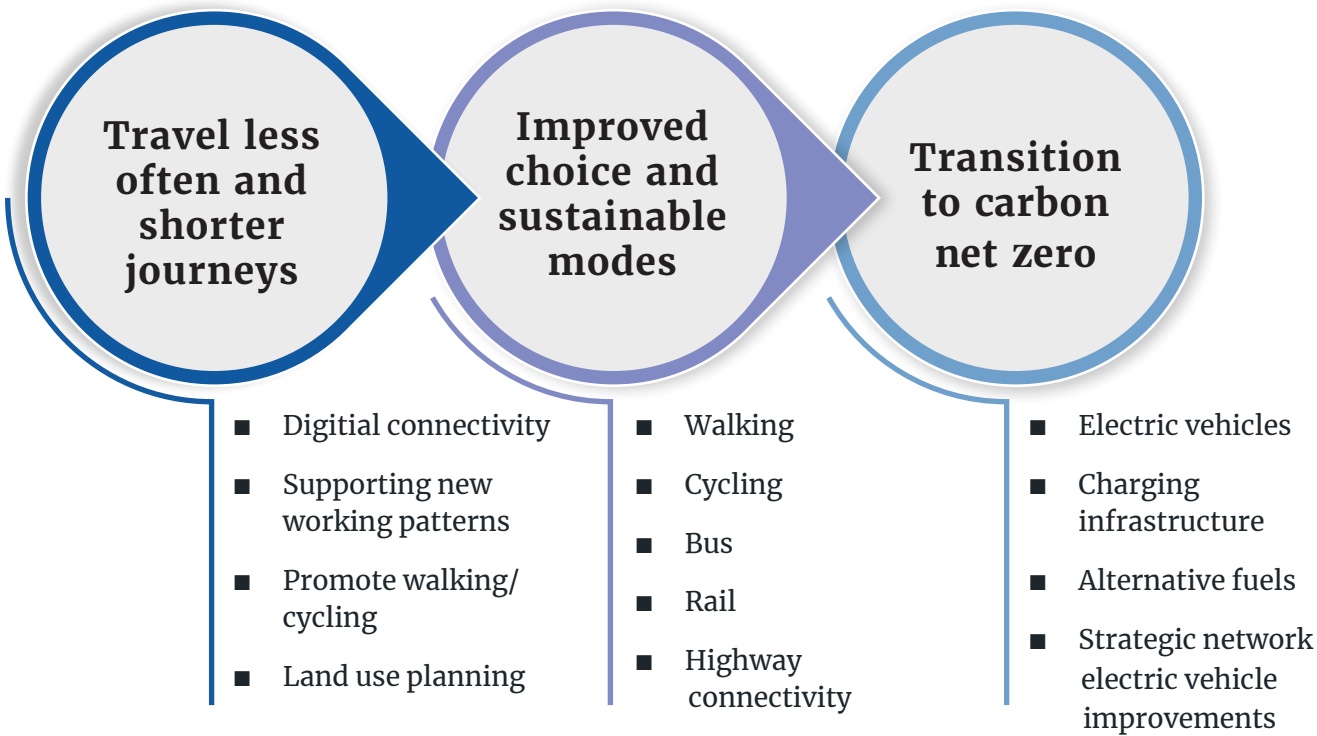
The strategy recognises that in line with national policy the transition to low carbon transport is continuing to accelerate. This is not only focussing on the role of digital, active travel, public and shared transport schemes but be underpinned by a behaviour change shift and complemented by an improved range of travel choices. With the 2030 ban on new petrol and diesel vehicles in place, the electric and alternative fuel infrastructure and support for the transition to low emission vehicles forms an important part of the strategy, in the case of the coastal area, it includes both local and visitor travel.

Sustainable and future ready Skegness



The vision provides a view for mobility and transport across Skegness and Mablethorpe up to 2036. It considers both current and projected trends, especially related to digital connectivity and emerging technologies, a shift to sustainable travel and anticipated mobility trends such as electric vehicle uptake, that are likely to be seen over the next two decades. Inclusive travel is at the heart of the strategy, supporting both residents and visitors from the regions’ sizeable tourist economy, enabling them to access their needs sustainably.

A primary aim of the strategy is to promote new ‘future ready’ travel approaches to Skegness and Mablethorpe both now and over the course of the strategy period, improving choice whilst also monitoring how new technologies are changing travel around the country and how this may affect the town. 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 three priorities of interventions are shown below:



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



The vision and strapline



Skegness and Mablethorpe...connected, sustainable and inclusive

“By 2036, Skegness and Mablethorpe will have developed into a year-round visitor economy improving the economic resilience of the Lincolnshire coast. This will be supported by enhanced strategic connections and travel choice which will have improved accessibility for both visitors and residents. The coastal area’s ambitious housing and employment proposals will also have been delivered and will be underpinned by high quality public transport, walking, cycling and low carbon travel options. The area will benefit from expanded high quality active travel networks, improved public transport infrastructure and advances in mobility enabled by new technologies and digital connectivity. This will improve access to opportunities for all, improve the vibrancy, health and wellbeing of coastal area and support the transition towards low carbon transport.”



The vision statement



By 2036, Skegness and Mablethorpe will have evolved into a year-round visitor economy, contributing to the economic resilience of the Lincolnshire coast. The regeneration of both Skegness and Mablethorpe, once complete, will have transformed both towns into high quality, sustainable and inclusive destinations with new residential and employment developments supporting the local economy. Both towns will be supported by a combination of high-quality walking, cycling and public transport improvement to upgrade links to shops and services, encouraging low carbon travel while enhancing the public realm of both centres.

The transport interchange facility improvements at Skegness rail station and Mablethorpe will allow better connectivity between different public transport and active travel modes. These will help to create an accessible, inclusive facility in both towns that improves access to the wider coastal area for residents and visitors. This will be supported by enhanced strategic connections between the main towns and villages which will improve accessibility for both visitors and residents in the study area. Improvements to the A52 gyratory in Skegness town centre will improve vehicle journey times and upgrade pedestrian and cycling facilities close to the rail station.

The coastal area as a whole will benefit from advances in mobility enabled by new technologies and digital connectivity that will improve access to opportunities for all, improve the vibrancy, health and wellbeing of the coastal area and support the transition towards low carbon transport.



The objectives



Objective theme	Objective
Economy	To strengthen Skegness and Mablethorpe's position as the seaside tourist destination of Lincolnshire by improving strategic connectivity, travel choice and network resilience while strengthening the area's potential to be an area to live and work.
COVID-19 recovery	To help businesses continue to recover from the COVID-19 pandemic through the development of an inclusive, connected, and future-ready transport network.
Resident and visitor needs	To provide a flexible and resilient transport network that supports the needs of residents whilst also catering for the seasonal demands from visitors.
SUE delivery	To support the delivery of new housing and employment sites, including the Sustainable Urban Extensions, facilitating sustainable infrastructure connecting to the wider strategy area.
Climate change / net zero	To support the net zero 2050 carbon reduction targets through the reduction of the impact of travel and providing the infrastructure to increase the numbers of people walking, cycling and travelling by public transport.
Accessibility and integration	To increase strategic and local access to Skegness and Mablethorpe town centres by increasing multi-occupancy, shared mobility, passenger transport and active travel options.
Future mobility ready	To prepare the strategy area for the transition to low-emission vehicles including electric, shared and connected mobility as well as the business models that support them.

Education, health and wellbeing

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

Active travel, natural environment and open space

◆ To enhance the health and wellbeing of communities by establishing and promoting walking and cycling as an option for short trips and leisure purposes, including access to open space.

Sustainable tourism and hospitality

◆ To improve travel choice and sustainable options for visitors and tourism, both for longer distance journeys and local travel.

Inclusive access to services

◆ To increase inclusive access to education, healthcare and other amenities while reducing the impacts of physical access to schools, hospitals and community services.



5

Defining the strategy



A comprehensive strategy for accessibility



This strategy will focus on accessibility, inclusivity and affordability, ensuring residents, businesses and visitors are better connected to employment, public services and leisure facilities via more sustainable forms of travel. It aims to improve connections across the coastal area helping residents, visitors and businesses and providing a network that allows the area to grow.

The strategy recognises the challenges associated with the climate change agenda and the carbon net zero targets and what this will mean for transport and travel. Its focus is on helping the coastal area adapt to these changes and provide a network that allows people to make more sustainable choices.

It aims to develop a comprehensive and integrated travel network with active travel and public transport at its core and the infrastructure that supports the move towards electric and low carbon travel. Reliability and affordability are recognised as significant factors influencing travel choice, which these measures aim to improve. In addition, the strategy also acknowledges the potential of digital connectivity and emerging technologies for accessing employment and services, thus eliminating the need to travel all together.

Delivering for the current and future population



Like the rest of the country, the Lincolnshire coast is expected to undergo a period of significant change in the coming years with substantial population growth predicted in the region. Transport provision across the area needs to accommodate this increasing demand whilst taking into account the changing way we are accessing services, education and employment. It needs to support the sustainable growth of the Lincolnshire coast and provide the infrastructure that allows the visitor economy to continue to flourish. New technologies are already being deployed across the UK, which increase the efficiency of transport systems, catering for the changing travel patterns whilst working towards the net zero carbon targets and delivering a cleaner, greener network.

Future population and behaviour change

- ◆ Major development for Skegness and Mablethorpe over the next two decades, including new major housing growth
- ◆ Population growth in and around Skegness and Mablethorpe between now and 2036, with an increase in an ageing population likely
- ◆ 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, prioritising walking and cycling and reducing the need to travel
- ◆ Working to increase choice, resilience and flexibility within the transport network including harnessing new technologies and modes
- ◆ Working with developers to bring forward the best possible proposals for new development, including housing, so they can have a positive social, economic and environmental impact on both new and existing communities and the wider economy

Defining the process



The strategy recognises that there are clear priorities and parts of the transport network across the coastal area that need to be improved. This includes improving travel choice, increasing the current levels of active travel and reducing the impacts of traffic on the coastal area whilst providing the infrastructure to improve access locally and further afield.

The strategy aims to provide sustainable alternatives to private vehicle usage, making such journeys more reliable, connected and affordable, improving accessibility and inclusivity. It recognises the advancements in digital connectivity where emerging technologies are already proving to be effective in influencing travel behaviour to avoid the need to travel by enabling access to services remotely.

Active travel, namely walking and cycling, will be encouraged within the town centres, where distances to services are short and accessible via these means. The benefits derived from active travel are extensive and include many which are linked to improved health and wellbeing.

Public and shared transport will be encouraged for longer journeys. Reliability will be key to increasing use and the strategy aims to improve reliability, journey times and the flexibility of the network.

The strategy also recognises the importance of the road network and the need to make it as efficient as possible, supporting the transition to electric and other low emission vehicles and mitigating against the impacts of road travel.

Accessibility hierarchy



Influencing travel behaviour

Helping to provide greater choice in meeting daily activities from home without the need to travel (e.g. hybrid / home-working). 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 which 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. Where this is the case, the impact of the resulting traffic and pollution will need to be mitigated.

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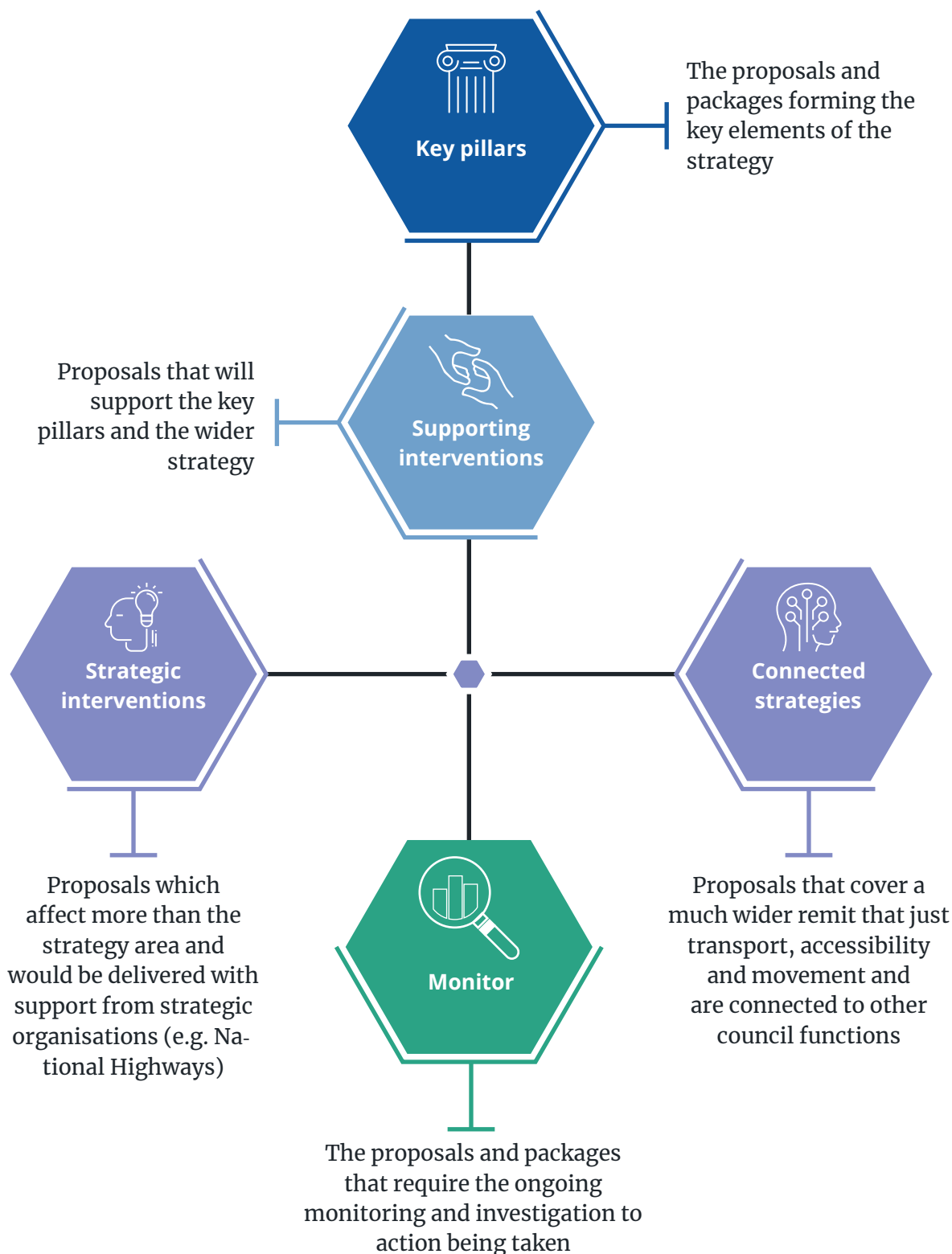
The strategy



Strategy components

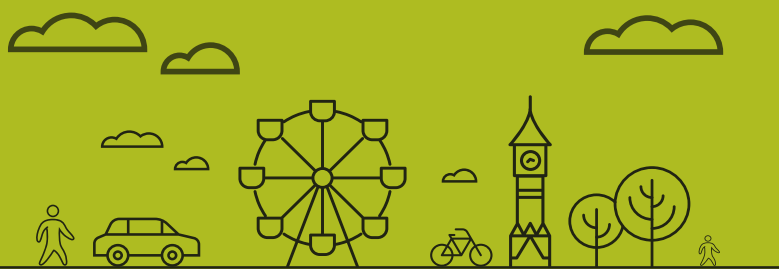


The strategy and the proposals identified to deliver the vision and objectives are structured under a number of different themes that when brought together will help to deliver the strategy's aims:



7

Interventions



Key pillars of the strategy



The key pillars of the strategy consist of the interventions which will form the priority infrastructure, service and policy proposals. They comprise of the key plans to support the delivery of the vision and objectives.

Mobility hubs



Bringing together transport modes and facilities to make travel easier

The aim is to locate a new mobility hub in Skegness town centre which will enhance the current bus facilities and Skegness train station. The aim will be to provide a multi-modal and multi-functional hub to enable pedestrians to change easily between different modes of transport including rail, bus, taxi and bike. This hub will provide a range of travel options that are currently not available, such as e-cargo bike hire and electric vehicle car clubs. There will be an enhanced range of traveller facilities including cycle parking, toilets, lockers, improved lighting, live travel information, indoor and outdoor seating, improved urban realm and enhanced pedestrian and cycle crossing facilities.

Multi-user trail



Integrated travel to support sustainable first mile / last mile journeys

The multi-user trail has been developed as part of the Skegness town's fund and draws upon the opportunities to enhance footways and cycleways whilst also connecting these active modes to public transport networks. Two bus routes (1/1A and 3) will be extended to link into the new walking and cycling routes and improve access to visitor attractions such as Butlins, Fantasy Island and Chapel St. Leonard, reducing the current need to travel by private car.

The trail will consist of a one-mile long, 2.4m wide multi-user link for cycling and walking along the coast parallel to the A52. It will connect to Chapel St. Leonards, Ingoldmells and Sutton-on-Sea. Linking with existing cycle infrastructure, the four-mile circular route will provide connections to the beach and promenade.

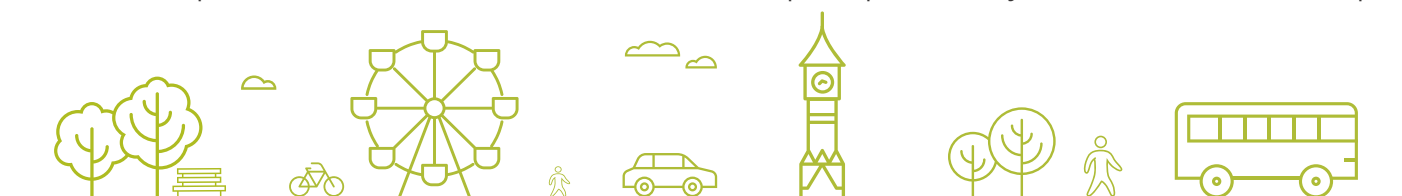
Public realm improvements



Making the town centres more enjoyable places for everyone

Skegness train station will act as a key gateway to the Lincolnshire coast. To support its development as a gateway, the area around the station will be enhanced, with improvements to surface materials, signage, planting and street lighting. This will make this arrival point into the town a more pleasant and safer environment for everyone.

In Mablethorpe, the high street and bus station will act as the main public transport point of access, and public realm improvements will facilitate pedestrian movement through the high street towards the beach. Street lighting enhancements, additional litter bins, planting and potential CCTV facilities will be introduced to improve public safety and enhance the streetscape.



Skegness and Mablethorpe cycling and walking network plan

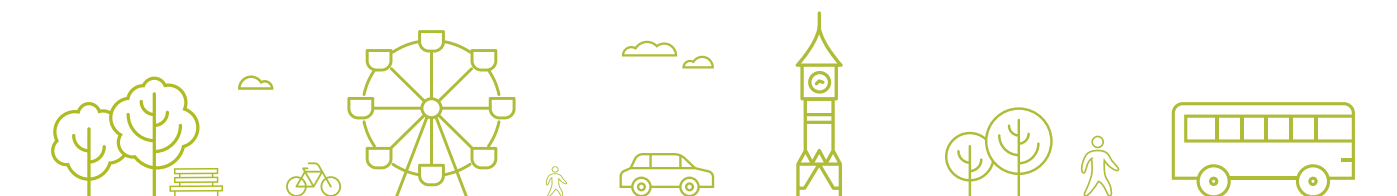


Providing better networks for cyclists and pedestrians

The aim will be to significantly improve facilities for walking and cycling across the coastal area in line with the Skegness and Mablethorpe Cycling and Walking Network Plan. New infrastructure will include segregated cycle routes, upgraded crossings, traffic calming and improved streetscapes. These changes will also provide a safer environment for walking and cycling, improve access to the town centres and encourage more people to be active, reducing private vehicle use and improving air quality. The proposals will be designed to cater for the considerable increase in visitors to the area during peak periods as well as for residents.

The plan will enhance provision along several routes and at key locations including:

- Skegness south
 - Feasibility study to investigate speed limit along Seacroft Drive, Richmond Drive, Drummond Road, Wilford Grove and Beresford Avenue
 - Pedestrian crossing improvements at Vine Walk and William Way
 - Two-way cycle track on west side of carriageway along Richmond Drive
 - Designated quiet lane along Drummond Road (South) and Gibraltar Road (North)
- Skegness town centre
 - Feasibility study to investigate speed limit along Rutland Road, Park Avenue, St. Andrews Avenue, North Shore Road, Sea View Road, St. Andrews Road and Park Avenue junctions
 - Shared-use path along the promenade
 - Segregated cycle provision along North Parade and Grand Parade
 - Feasibility study to investigate partial closure to motor vehicular traffic to create pedestrian and cycle only street along Lumley Road
 - Cycle tracks behind offset parking bays along Scarborough Avenue
 - Pedestrian and cyclist crossing improvements along Scarborough Avenue and Park Avenue
- Skegness west
 - Hybrid cycle track on both sides of the carriageway along Lincoln Road
 - New signalised walking and cycling crossing
 - Traffic calming along Grosvenor Road, West End, High Street and Skegness Road
 - Formalised on-street parking on Grosvenor Road
 - At the west end of Grosvenor Road, introduce exit only with no entry proposals for vehicles from Roman Bank to reduce conflicts with pedestrians and cycle traffic



- Point closure to motor traffic at southern end of Queens Road and provide pedestrian and cycle filter
- Explore options to provide segregated cycle track on both side of the carriageway along Wainfleet Road
- Close Victoria Road access to Wainfleet Road, and provide parallel cycling and walking crossing across Wainfleet Road between Victoria Road and Cross Street
- Widen and provide shared-use path on north side of Burgh Road and Skegness Road
- Skegness north
 - Widen shared-use path where possible along Roman Bank
 - Explore options for a shared-use path alongside the golf club along the promenade
- Ingoldmells
 - Explore opportunities to provide a two-way cycle track or shared-use path on High Street
 - Narrow carriageways and provide public realm improvements along Anchor Lane
 - Review side roads for potential narrowing on Skegness Road and Sea Lane
 - Implement one-way system and widen footways on Sea Lane with the potential for a reduced speed limit
 - Review public realm improvements and street surface on Sea Lane at this to reduce traffic
 - Explore provision of shared-use path on Roman Bank to the promenade
- Mablethorpe
 - Provide shared-use path along Quebec Road and provide priority to cycling and walking accesses, along with implementing a speed limit reduction to 30mph
 - Emergency Active Travel Fund proposal of one-way cycle lane along High Street with potential to explore a two-way cycle track on the south side (with on-street parking will be relocated where possible)
 - Feasibility study to implement speed limit reduction on Gibraltar Road, and a restriction for heavy vehicles
 - Close north end of George Street to motor traffic
 - Investigate options to provide cycle network link between George Street and the promenade
- Sutton-on-Sea
 - Provide cycle track between the promenade and York Road, either inside of the A52 and narrow the junction entry at York Street
 - Add controlled pedestrian crossing at High Street
 - Remove barrier and widen path along Camelot Gardens to make it suitable for cycling and walking
 - Provide controlled pedestrian crossing outside Sutton-On-Sea Primary School



Visitor package



Supporting sustainable travel for visitors

Peak seasonal periods along the coast often cause significant pressures on the local highway network. The package will target visitors and promote the sustainable and integrated travel options available to encourage public transport use. It will also promote the cycling and walking infrastructure and routes that link the coasts key attractions and holiday parks to help encourage sustainable trips and relieve highway congestion.

Electrification



Reducing carbon emissions and improving air quality

East Lindsey District Council is committed to a reduction in carbon emissions by 2027 and the increased use of zero-emission vehicles will form an important part of this. To support this, electric vehicle charging points will be introduced in all new developments. Working with industry partners, more publicly available charge points will be provided at key locations across the coastal area. It will also involve the public sector taking a lead through the electrification of its fleets of vehicles.

Parking



Supporting the strategy through better parking

The large influx of visitors during peak seasonal periods and weekends can significantly impact coast destinations. A refreshed parking strategy is considered vital, to look at the need and location of parking across the coastal area. The strategy will set out the policy and infrastructure interventions required to manage parking supply in the towns and consider car parking supply and demand, tariffs, payment systems and technology, residents parking zones, route signing and electric charging.

Demand responsive transport



Providing better connections between people and places

A demand responsive transport system will help to improve access across Skegness and Mablethorpe, and to hard-to-reach rural areas, by providing a flexible and convenient service that is more able to respond to the needs of users. The package will explore opportunities to enhance CallConnect through the expansion, increased promotion, improved vehicles, reduced fares and expanded vehicle fleet. This will enhance access for more rural communities improving the links to the Skegness and Mablethorpe.

Sharing



Making more transport accessible without the need to own

Sharing of assets is becoming a major trend within transport. Such interventions enable people who do not own their own vehicle, or who do not want to own additional vehicles, to gain access to transport modes and make journeys they otherwise would not be able to. Furthermore, given the high proportion of visitors in seasonal periods, there are real opportunities to expand to tourists. This package will look for opportunities to set up a range of services including cycle hire, e-scooter

Supporting interventions



hire (subject to approval), ride-sharing, 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 and affordable travel options along the coast.

Access to facilities



Optimising sustainable travel to and from transport hubs

To encourage sustainable travel, the first and last parts of our journeys to transport interchanges need to be optimised. Changing facilities, cycle hubs and cycle parking will be implemented in strategic locations to support active travel to/from transport hubs. Larger employment and educational facilities may also partake in these facilities to encourage active travel to their employees/students.

Active travel infrastructure



Supporting people to make walking and cycling journeys

This will support the wider walking and cycling enhancements through:

- A safety review of walking and cycling infrastructure
- Increased maintenance of existing routes e.g. Burgh-le-Marsh to Skegness
- Introduction of new walking and cycle routes e.g., extension of the existing England Coastal Path (Skegness to Mablethorpe), introduction of a cycle lane along the A52, introduction of a cycle lane to connect residential not designated part of the Sustainable Urban Extensions and



improved connectivity to caravan and mobile home parks

- Improved town centre cycle parking and storage – involving increasing the level of cycle parking across the town centre and continuing to monitor its usage
- Behaviour-change marketing opportunities, including cycle and walking campaigns and facilities such as cycle cafes

Rail and bus integration



Integrated public transport networks

Integrated modes of public transport will facilitate onward journeys further afield and alignment of their timetables will also provide the opportunity for commuters who were previously unable to reach their destination. This package will integrate the railway and bus stations in Skegness more effectively by making facilities safer, more attractive and including consistent signage between them. Interventions such as lockers, additional cycle parking will be added and improved walking and cycling routes will be introduced between the facilities and Skegness town centre. The proposals will also include wayfinding signage, improved lighting and improved waiting room and toilet facilities. This will support the proposals recommended within Lincolnshire County Council's Accessible Stations Report for Skegness.

As Mablethorpe does not have a train station, it is crucial that the town's public transport and active travel network links to Skegness train station and other local interchange destinations.

Cycle proficiency and Bikeability



Cycle safety and training to support the uptake in this mode

Although improvements to cycle infrastructure can help modal shift, it is also key that cyclists are confident whilst on the road. Training at workplaces and schools can give people more confidence to travel by bike. Furthermore, practice sessions on the road can build a cyclist's awareness of routes and potentially show where off-road and quiet routes are available for those less confident on the road.

Strategic signing



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

A review of walking and cycling wayfinding/signage around the town centres and transport interchanges will provide an understanding of where signage is needed, and the consistent branding required. Wayfinding and signage can also provide an awareness of how far attractions, places and specific destinations may be helping to encourage travel by more active modes.

Coach improvements



Facilitating visitor travel

The coast receives a high number of visitors that often travel to the area by private vehicle. Coach improvements within the study area could facilitate the transition from private vehicle to coach for day trips or weekend travel. Facilities such as indoor shelters, information points, WiFi and charging point will be amongst many improvements coaches and coach stations could see. High quality parking and drop off points will be made available in these locations for visitors. Within Mablethorpe, there is also the potential to relocate the existing coach depot to maximise customer benefits and future-proof the location for parking facilities.

Equestrian



Supporting equestrian travel and safety

Given the study area's geographic location, it is a popular place for horse riding and horse carriages. To supplement equestrian travel, a strategy will be created to help identify where mixed use or segregated infrastructure is appropriate, with links proposed towards the beach.

Education



Promoting healthier ways to travel to school

Schools are significant generators of traffic and, whilst large numbers of pupils walk and cycle in the town and use school buses from rural areas, school travel can cause local traffic and parking issues on arrival and departure. A cluster of schools are located in and around Skegness town centre and the associated traffic places strain on the highway network. To help reduce these problems, the strategy aims to:

- Manage the travel impacts through greater use of School Travel Plans which will be implemented and kept under review for each school
- Improved safety of walking and cycle routes to school, with an aim to improve the walking and cycling routes to primary and secondary schools in parallel to the development of the Skegness and Mablethorpe Walking and Cycling Network Plan
- Review and revise school bus routes to provide provision in hard-to-reach areas

Increased cycle spaces on trains



Facilitating improved multi-modal travel

With the current lack of facilities promoting sustainable first mile-last mile journeys, many individuals often take their bicycle to and from work. Although there is potential for mobility hubs and transport interchanges to include cycle parking facilities, ensuring space for cyclists on the train may be a quick solution to solve this problem for those travelling to and from Skegness.

Bus priority



Making bus journeys quicker and more reliable

This package will deliver improved journey times and reliability by implementing bus priority controls at strategic locations. This is expected to include Lumley Road, A52 Roman Bank and Grand Parade in Skegness (permanently/temporarily in summer months), High Street and Victoria Road in Mablethorpe.

Highway capacity and safety improvements



Focussed improvements to reduce the impact of pinch-points

An assessment of traffic issues will identify where junction improvements are necessary in Skegness and Mablethorpe to support future traffic levels. Highway safety interventions are categorised under the following three themes:

- Speed and categorisation of roads
- Links to the Cycling and Walking Network Plan (CWNP)
- One-way system improvements and enhanced pedestrian and cycle crossings
- Junction improvements
- Wayfinding and maintenance

Low traffic and homezoning



Mitigating residual and visitor impacts of traffic

Working in partnership with residents, opportunities to create Low Traffic Neighbourhoods and Homezones will be considered. This will look at reducing vehicle traffic in residential streets through the use of:

- Speed reductions where feasible
- Traffic calming measures such as speed humps, speed cushions and chicanes
- Modal filters
- On-street planting and landscaping
- Different surfacing of the routes to emphasise that vehicles are a visitor in the area
- Raised surfacing on entry to area to flag to vehicles that they are in an LTN/Home Zone
- Build-outs of resident parking to slow through traffic
- Communities will be encouraged to take ownership of the space for a place to dwell and play



Engagement



Keeping the transport conversation going

Resident and stakeholder inputs have been key to the creation of the Skegness and Mablethorpe Transport Strategy. This partnership is critical to the success of the transport strategy and continued conversation is needed to help steer its delivery. The Skegness and Mablethorpe Transport Strategy Board and the Public Engagement Forum will be used to update stakeholders and residents on progress made and help to monitor and review the strategy over its timeline.

Freight and deliveries



Reducing the impact of deliveries on the road network

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

Travel plan package



Working with residents and employees to encourage more sustainable choices

The strategy will liaise with educational facilities, new residential developments and businesses to implement Travel Plans which aim to encourage more sustainable travel choices. It will include promoting sustainable travel options in Skegness and Mablethorpe through targeted publicity campaigns to bring awareness of the holistic benefits e.g. health, wellbeing and financial benefits.

Traffic monitoring package



Monitoring traffic data to create sustainable solutions

Assessment of congestion, collision, journey time and road work data will provide an in-depth analysis of issues and evidence to inform the delivery of the strategy. This package includes a number of options to assess the highway network, including:

- Smart Travel Portal:** Further enhance and promote a travel portal website that provides real-time travel information to include real-time parking data (space availability), live bus tracking, bus timetables, train departures, traffic maps, weather forecasts, incident messages, car club availability, cycle scheme availability, air quality and journey planning



- **Live traffic monitoring:** Develop a system of comprehensive live and historical traffic information to enable better live management and long-term identification and monitoring of pinch points
- **Traffic management along Roman Bank:** Identification of accident hotspots and assessment of junctions to ensure safety for all users
- **Congestion and journey time assessment:** Assess and identify where intervention is needed and analyse the cause of congestion of routes in and out of the town centres during summer periods, like Sandbank Ave
- **Impact of Roadworks:** An assessment of how roadworks impact travel and traffic, potential steering group with highway authority to communicate upcoming works and how to mitigate impacts
- **Review major route signage:** Review signing of major routes to ensure traffic is correctly routed

Local bus infrastructure package



Supporting the bus network

Bus passenger experiences can be enhanced and further encouraged with the improvement of infrastructure associated with bus travel. Improved bus shelters, live display boards, Wi-Fi infrastructure, digital apps will all support future bus travel. Design of such facilities will be focussed on an accessible and inclusive approach to ensure proposals are available to all. Furthermore, bus driver training will be conducted to ensure drivers can provide support to those vulnerable users where possible. Interventions include:

- Upgrade bus facilities at Mablethorpe to improve connectivity to Louth, Cleethorpes and Grimsby in particular by improving the bus station which is currently used by coaches, redirecting buses here, providing indoor shelter, live display boards, Wi-Fi
- Improve bus stops in outlying settlements to have seating, shelter and information provision
- Continue to introduce dropped kerb access to bus stops in Skegness and Mablethorpe
- Increased space on buses to be made available for cyclists and people with restricted mobility e.g foldable seats
- Improved information systems at bus stops that supports digitally connectivity, live departure display board, voice over announcements and better waiting facilities to improve experience



Strategic interventions



Creating quiet lanes



Safe spaces in rural areas

Quiet lanes are minor rural roads which can be designated by local highway authorities to pay special attention to the needs of walkers, cyclists, horse riders and other vulnerable road users, and to offer protection from speeding traffic. They do this while protecting the character and tranquillity of a lane's rural character and can help to widening transport choice for users.

Quiet lanes include a number of features to support these objectives, including:

- National quiet lanes signs
- Destination and way-marker arrows signage
- Signage which re-directs traffic onto more appropriate routes
- The removal of unnecessary traffic signs
- Narrower lane entrances to deter through traffic

Rail



Working with the rail industry to deliver better train services

Skegness train station plays a key role in facilitating travel to other major towns and cities. Given the lack of other stations nearby, Skegness train station is the primary gateway to the coastal area. The transport strategy will look to further improve rail services by working with partners to enhance the frequency and quality of services. This will include opportunities to increase the frequency of weekday and weekend services to Grantham and Nottingham and improvements to the quality of trains, as well as increasing capacity.

This will require partnership working with train operators and Network Rail and will aim to reduce the need to travel by car for longer journeys, rebalancing travel choice towards sustainable modes.

Ticketing



Making ticketing and payments smarter

In parallel to the proposals to enhance the local bus network and the 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, building on work undertaken by train operators and bus companies.

Connected strategies



Land use



Putting accessibility at the heart of land use planning

Integration between the transport strategy and Local Plan is essential to make sure sustainable transport policy is integrated fully into the planning process. This package of measures will include solutions such as:

- Identifying opportunities to locate new school provision in locations currently poorly served by school catchments to reduce cross-town movements
- Increasing the number of people living within the towns where access to shops, services and public transport is highest
- Concentrating major trip generating developments close to public transport interchanges

Digital connectivity and emerging technologies



Enabling people to access work and services differently

Digital access to information and services continues to grow in importance not only for businesses and residents but for visitors too. In addition, the concept of working from home has become more common for a large proportion of the workforce, with COVID-19 changing commuter habits. However, this requires good digital access. Some parts of rural Lincolnshire will require improvements to their digital infrastructure to attain this standard of service.

In parallel to the work being done across Lincolnshire to upgrade digital connectivity and identify services that can be accessed remotely, we will look at digital access opportunities that relate directly to transport. As part of this we look at the feasibility of providing:

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

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

Develop transport action plan to tackle climate change



Actions to mitigate climate change

Building on the outputs of this strategy this proposal is for a county-wide review to identify the specific transport actions and measures that will support the Green Masterplan and its carbon themes.

Air quality



Improving air quality in the Town

Whilst there is no Air Quality Management Area (AQMA) in place in Skegness and Mablethorpe, the proposals look to implement a range of measures to improve air quality data in the Town and monitor air quality data. It will include the development of an air quality strategy, along with a range of specific measures to support cleaner air in the town. These include an online platform of air quality information and everyday initiatives on how residents and visitors can improve air quality.

Site of special scientific interest accessibility strategy



Site of special scientific interest accessibility strategy

The Lincolnshire Coast contains a number of SSSI locations (including Gibraltar Point, Theddlethorpe Dunes, Sea Bank Clay Pits and Chapel Point to Wolla Bank) which attract a large number of visitors. By encouraging sustainable modes, we will be able to improve accessibility to them whilst making sure they retain their SSSI status. An accessibility strategy will analyse the potential challenges and risks for these areas, identify how access and travel can be improved and understand how sustainable travel can be introduced or encouraged.

30-Minute rural communities



Building better transport and access into new development

The 30-minute rural community considers opportunities to encompass new and emerging modes of transport, how to harness digital connectivity and emerging technologies in rural communities, and energy requirements associated with this. The policy aims to work with developers and understand how short distance travel can utilise active travel and how strategic land use planning can reduce the need to travel further afield.

This would be achieved by the following three principles:

- Improve the baseline level of social land community infrastructure in rural parts of Skegness and Mablethorpe to maximise 'day to day' opportunities across their diverse population, using clusters of settlements working together as an eco-system rather than individual settlements
- Localise the layer of social infrastructure through community, public and third sector partnerships to maximise the potential to capitalise on fixed, moving and human resources
- Improve physical and digital access, and energy provision to the next layer of services that are not available to those community 'clusters' by improving connectivity to local market towns and cities

Monitor, Investigate



Orby bypass



Re-routing high speed traffic from rural settlements

The small rural village of Orby has Marsh Road passing through it, a 30mph single carriageway road with limited provision for pedestrians. Given its rural nature, enforcement for speeding vehicles is minimal.

We will look at the feasibility of introducing an Orby Bypass to ensure that HGVs and other high-speed vehicles can travel around the village, creating a more pedestrian and cycle friendly village centre for those that reside there. In addition to this, it also provides further capacity for vehicles during events at Skegness raceway which can cause congestion on the network.



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Delivering the strategy

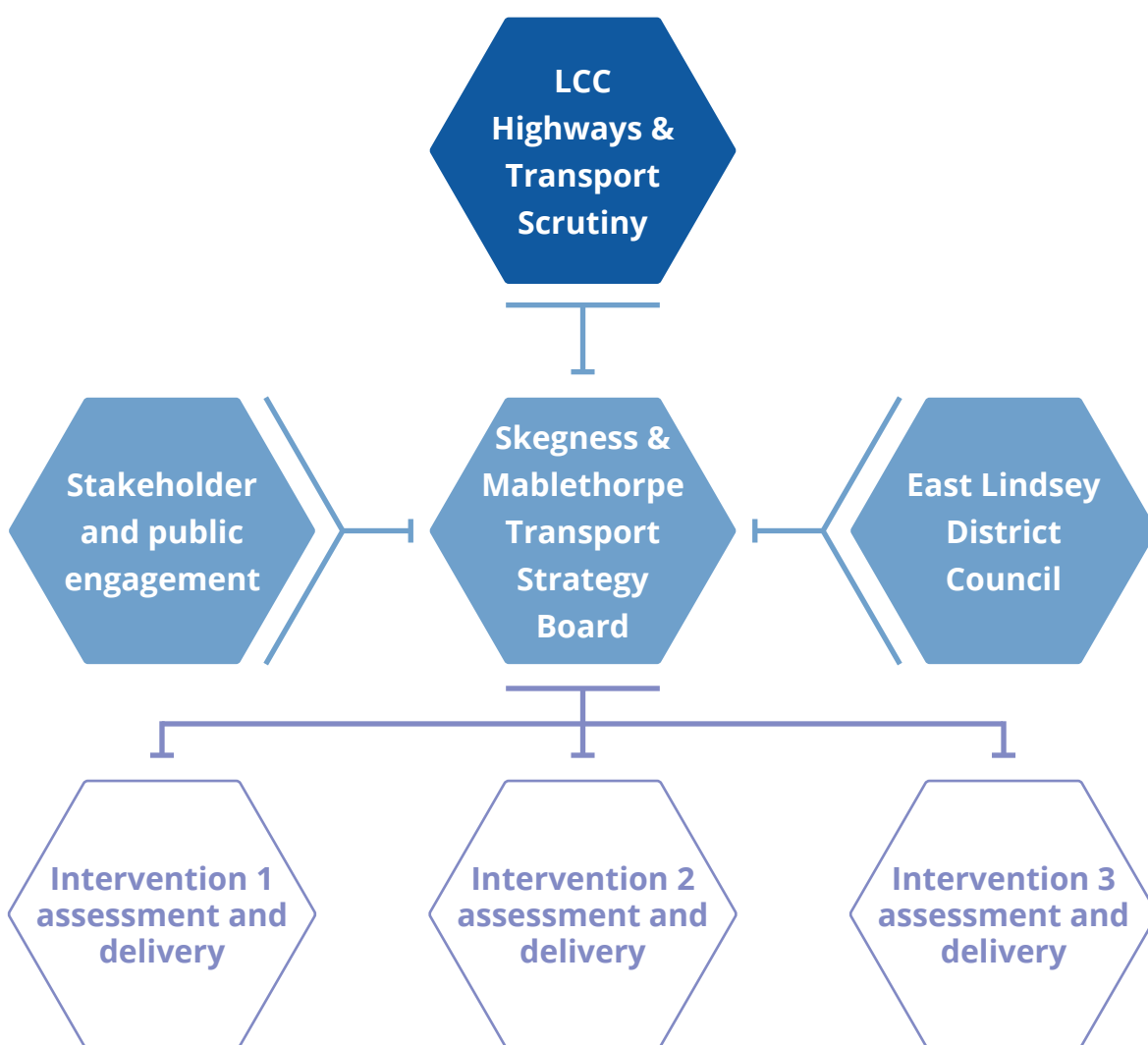


A collaborative approach



Led by the Skegness and Mablethorpe Transport Board the transport strategy will need to be supported by a range of stakeholders and partners.

The board will utilise existing and future funding opportunities to implement its proposals over the three phases: short, medium and long term. Ability to secure funding is paramount to the delivery of the strategy and is expected to remain a challenge over the period. It is the role of the strategy board to identify potential sources and secure funding to enable successful delivery of the proposals contained within this strategy. It recognises that no single intervention nor organisation can be responsible for its delivery. Instead, the strategy's success will be dependent on stakeholder support, including funding and resources.



Programming the strategy



The strategy provides a far-reaching plan for transport and accessibility within the Skegness and Mablethorpe area, which aligns with the Central Lincolnshire Local Plan and Local Transport Plan. The timescales linked to proposals vary. Some will have short or medium delivery lengths whilst others will remain ongoing throughout the entire strategy period. These timescales will be set by the strategy board, and delivery is planned for each as soon as is both feasible and affordable.

Monitoring the strategy



The transport strategy board will be responsible for the ongoing review of the individual proposals, ensuring progress is being made and will provide a progress report at a minimum of five-year intervals. The strategy's proposals will be monitored against the following measures:

- Reduced traffic in the urban areas, especially during peak visitor periods, and an increase in the number of journeys being made by walking, cycling and public transport
- Increased patronage of public and shared modes by increasing accessibility and affordability
- Increased uptake of digital and other emerging technologies to allow people to access employment and other health/educational services remotely
- Continued growth of Skegness and Mablethorpe's economy which will involve improved access to employment, education, services and facilities via sustainable transport modes
- Reduced transport related carbon emissions, progressing toward net zero targets
- Increased physical activity
- Improved air quality
- Increased partnership working



