

Area	Key influences	Effect	Implications	Transport response
Isle of Axholme	Rural renaissance area	Increased trips out of the area	Increased car use as other modes are limited	Development of non-conventional transport through the Rural Transport Partnership
	Travel to work area for Sheffield Doncaster airport	Dispersed nature of trips due to lack of locally available services	Accessibility to employment and other key services is poor	Development of the accessibility planning partnership
	Isolated villages	Commuter movements out of the area	Increase in travel distances	Travel planning Provision of facilities for pedestrians and cyclists Promotional work for sustainable travel modes
Other rural areas	Isolated settlements	Dispersed nature of trips due to lack of locally available services	Accessibility to employment and other key services is poor	Accessibility planning partnership to consider different means of delivering services
	High car ownership	High level of commuter trips out of the area	Increase in travel distances Increased car use as other modes are limited	Development of non-conventional transport through the Rural Transport Partnership

The Local Transport Strategy

The Local Transport Strategy (LTS) sets out in broad terms what we want transport to achieve in North Lincolnshire over the next 15 to 20 years. In order to develop the LTS we need to place transport in the wider context of the long-term aspirations for North Lincolnshire as a whole and take on board all the social and transport issues that are highlighted earlier in this chapter.

The starting point for development is the identified regional priorities, the themes and aspirations of the North Lincolnshire Strategic Partnership (NLSP) and the Council's priorities, as these provide a higher level direction of what the residents, the council, its partners and stakeholders want to accomplish. This led to the development of the vision for transport as:

"A well maintained transport system that supports sustainable communities within a safe and prosperous environment and contributes to the wider environmental, economic and social well being of the people who live and work in North Lincolnshire."

This vision complements and supports the vision of the council and the NLSP outlined earlier.

In identifying the aims of the LTS we then considered the social and transport issues that analysis of data revealed, as well as the responses from consultees. It is important that the way in which transport is provided enables other services to be delivered because transport is a means to an end rather than an end in itself. The transport aims of our LTS are therefore set in the broader regional context of Yorkshire and the Humber and within the wider vision of what North Lincolnshire council is trying to achieve through all its services over the next 15-20 years. The links between service and LTP objectives are shown in table 3.0 in chapter 3.

The LTS therefore provides the over-arching guidance for this Local Transport Plan and the timescale beyond. The Annual Progress Reports (APRs) that monitor how well we are meeting our targets and objectives will be used check that the overall programme of schemes is delivering our long term aims.

The requirements of the Strategic Environmental Assessment legislation include testing alternative strategies for the LTS to identify a strategy that will make the greatest contribution toward the transport vision. The details of the strategies that were tested are included in the draft Strategic Environmental Assessment Scoping Report (see appendix B).

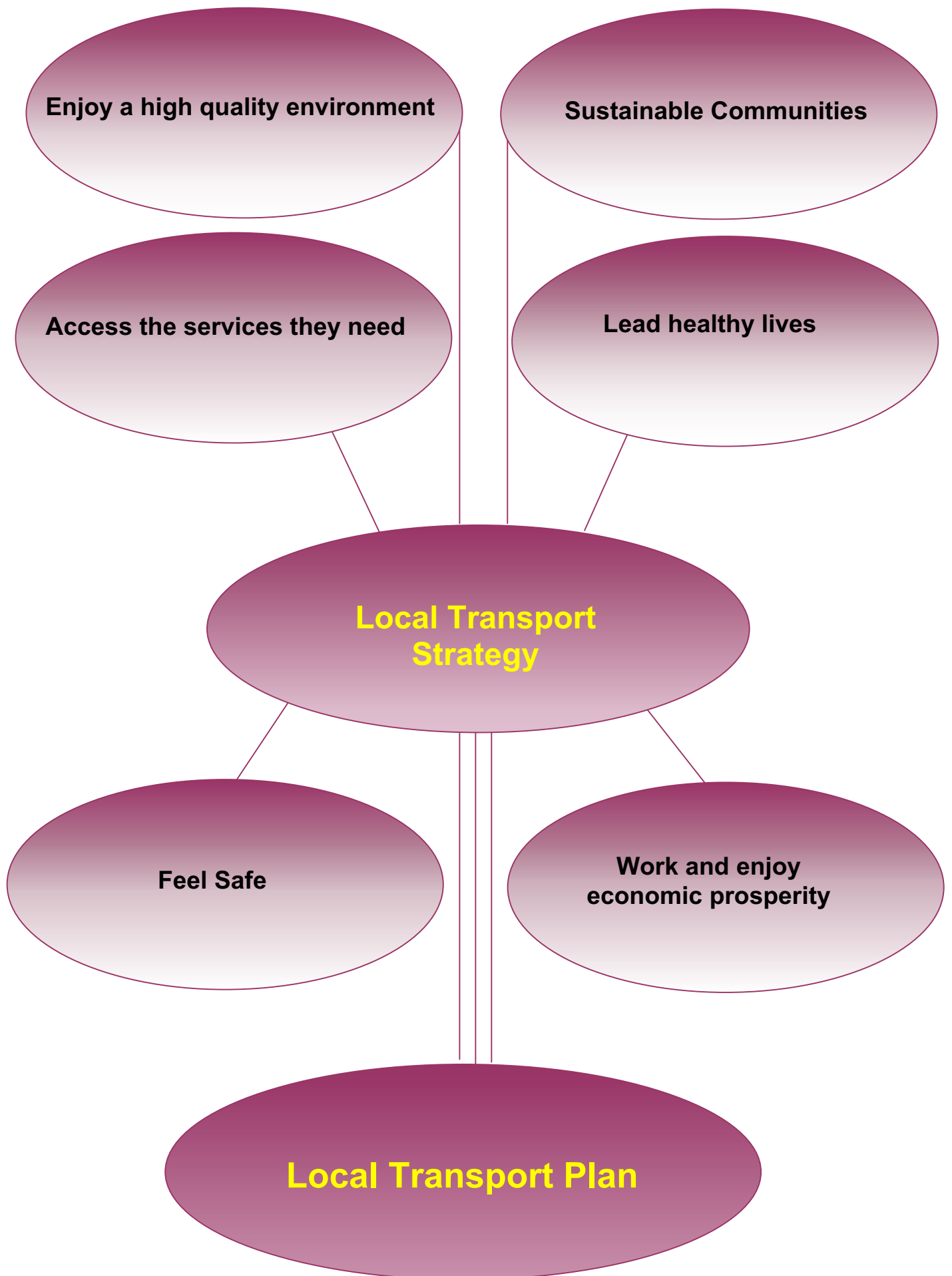
The testing of various strategies has led to the adoption of a strategy based on making the best and most sustainable use of the existing highway network whilst promoting and improving travel choice.

To achieve our transport vision we want North Lincolnshire to be a place where people can:

- Work and enjoy economic prosperity
- Access the services they need
- Feel safe
- Lead healthy lives
- Live in sustainable communities
- Enjoy a high quality environment

The objectives, strategies and programmes that are developed as part of this LTP must work towards achieving this longer-term vision within the next five years and beyond.

Figure 2.7: Local Transport Strategy Aims



Principles of the Local Transport Strategy

The strategy is supported by 10 components or principles. These principles, set out below, underpin how we will introduce the strategies and measures in the Local Transport Plan to achieve the aims, objectives and targets. The principles are not independent of each other, instead, together they form part of a coherent local transport strategy. Under the principles are examples of what we are aiming to achieve in order to reach our long-term vision.

1. Working with partners

Transport cannot deliver all the improvements required to meet the aims of the community strategy and the council's wider objectives. Transport provides the means to an end and enables people to reach education, training, employment opportunities and healthcare facilities and participate in leisure pursuits and shopping. It is therefore important that we work with other council services, organisations and stakeholders to deliver improvements in transport and accessibility. In addition we will be working with partners to reduce the disruption on the network caused by highway works, improvements and repairs.

2. Council's Road User Hierarchy

The Road User Hierarchy (RUH) informs the way in which North Lincolnshire develops its policy and delivers its highway services. It provides guidance as to the correct emphasis to be given to the various modes of transport. The RUH was developed in 2000 in line with government guidance and it is our intention to continue with the RUH for the lifetime of this LTP. The RUH ensures that the highway network develops in a way that complements the local planning process in encouraging a shift to more sustainable modes of travel. It also ensures that the most vulnerable road users are given consideration in the early stages of planning, design and implementation. In all matters relating to transport and land use planning, consideration will be given to the needs of road users in the following priority order:

- Pedestrians, including those with restricted mobility
- Cyclists and motorcyclists
- Public transport and taxis
- Commercial/business users
- Car and coach borne shoppers and visitors
- Car borne commuters

3. Accessibility rather than mobility

Accessibility refers to the ease of reaching services and locations and it is good accessibility that improves and

enhances people's lives. Improving accessibility may be about solving transport problems but it is also about locating and delivering services and facilities in a way that helps people to reach them. Increasing car ownership has led to the decline in the use of other modes of transport, this in turn has led to the loss of some services and facilities which has exacerbated the problem of social exclusion for those residents without access to a car. In recent years there has been greater emphasis on centralising service provision to improve efficiency and reduce costs. In some circumstances this has reduced access to services for some sectors of the community, particularly those without access to a car.

- Accessibility planning to identify barriers, need and gaps in provision
- Making services and facilities easier to reach by providing for a range of modes
- Improvement of public transport infrastructure and services to promote patronage and widen travel choice
- Promotion of integration between transport, land-use planning and local services
- Rural Transport Partnership and community transport solutions
- Enhanced allocation of road space to non-powered modes

4. Alternative modes of transport to the car must be easy to use

If walking, cycling and public transport are to be encouraged then they must be seen to be at least as easy to use and as convenient as using the car. Where people do not have access to a car then ensuring other modes of travel provide a coherent and convenient system of transport will assist in reducing social exclusion. Policies catering for car growth and increasing car ownership have led to public transport and non-motorised forms of transport being considered as less realistic and less convenient for a whole range of journeys. In order to encourage use of these alternative modes it is vital that they provide a coherent and convenient door-to-door service.

- Maintain the road user hierarchy and prioritise schemes accordingly
- Whole network approach taken to planning footway and cycleway provision
- Provide good information that is easily accessible and well marketed.

- In partnership with public transport operators and community transport providers ensure a cohesive, flexible approach to improve the public transport network.
- Continue to lobby for improvements in rail capacity, which has particular relevance to the South Humber Bank and the ports.
- Ensure that transport is linked to the Public Rights Of Way network

5. Users of all modes must be safe and secure when travelling

The council has set targets to reduce casualty rates for different user groups. General levels of fatalities and serious injuries have continued to decrease in North Lincolnshire over the last five years but the council is seeking further reductions, particularly for vulnerable users such as cyclists and motorcyclists. Conflict locations between motorised and non-motorised modes need to be minimised to improve safety and make the non-motorised mode more attractive and pleasant to use. In addition many people have concerns about their personal safety during the hours of darkness. This is just one factor in the general decline in the use of these modes. Continued work with the police and other organisations through the Community Safety Partnership will help to reduce the fear of crime and make North Lincolnshire a more pleasant place to live.

- Appropriate demand management measures and traffic calming where it is required
- Work in conjunction with the North Lincolnshire Road Safety Partnership to reduce speeds on the roads and promote improved driving standards
- Work with the Community Safety Partnership to reduce crime and the fear of crime as part of the community strategy agenda
- Develop Speed management strategies
- Home zone principles considered in residential developments.
- Maintain the highway network in good condition.

6. Development and transport should be linked in a way that enhances the economy and safeguards the environment

It is important that the transport system supports and enhances the economy but it is equally important that in doing so it does not cause serious degradation of the environment. The transport system must work effectively for all users,

including commercial and non-motorised users. More efficient use of the existing network will be the primary focus but support will be provided where additional infrastructure is required to relieve development pressure on the network or to improve public transport efficiency. For this to happen transport and land-use planning must work together to ensure development is concentrated in areas that already have good transport links. The Strategic Environmental Assessment undertaken as part of the development of the LTP will ensure that environmental impacts of transport are minimised and that opportunities to improve the environment are optimised.

- Support and develop schemes that stimulate and contribute towards sustainable economic growth e.g. A160/A180 improvements.
- Work with partners and stakeholders to maximise the economic potential to the area whilst minimising the environmental impact.
- Ensure land-use planning and transport policies are linked through the local plan so that accessibility is a key criterion when making decisions.
- Support the Urban Renaissance Project in Scunthorpe and the Renaissance Market Towns Initiative in the Isle of Axholme.
- Progress a freight strategy in line with the regional strategy to minimise the impact of freight on the highway network.
- Continue to promote school travel planning to promote sustainable modes of travel and undertake workplace travel planning when resources allow.

7. Services and modes of transport should be integrated to provide greater choice about how to travel.

The development of an integrated transport system enables people to make choices about how they travel and what may be an appropriate mode of travel for one journey may not be for another. In rural areas it may be more appropriate to provide or support demand responsive and community transport to link more remote areas with main service routes and interchanges. There is some resistance to interchanges rather than making direct journeys and therefore key interchange locations need to be quick, easy and convenient to use. Information must be accessible and simple to use and the catchment area of the interchange should be made as broad as possible by providing parking and storage for all modes.

- Development of cohesive walking and cycling networks that provide links to key locations in urban areas and development of safe links between urban and rural areas

- Links to the Public Rights of Way network and the emerging Improvement plan
- Consideration of the Community rail development plan
- Improvement of key interchange locations.
- Raise awareness on choices about travel
- Continued support for community based transport and demand responsive services
- Continue working with operators to integrating journey times

8. Services and infrastructure should be provided so that it reduces the need to travel

Current government guidance (Planning Policy Guidance Note 13 – Transport) and the Emerging Planning Policy Statements require local authorities to integrate their land use and transport policies. This will promote better integration between modes and achieve greater consistency in implementation. The original aims of PPG13 are still relevant and are to:

- Reduce growth in the length and number of motorised journeys
- Encourage alternative means of travel which have less environmental impact
- Reduce the reliance on the private car

By integrating land use and transport policies the local plan and the LTP seek to reduce trip length, achieve modal shift to sustainable modes and make the best use of existing highway infrastructure. In addition to reducing the impact of transport on the environment reducing the need to travel is a key element in improving social inclusion and ensuring that those without a car have a choice about how they travel. Accessibility issues need to be taken into account when identifying preferred areas and sites for development to ensure that genuine safe and easy access is offered to a range of modes.

- Better integration of land-use planning and transport planning through the Local Plan, Local Development Framework and the LTP
- Greater use of brownfield sites where travel links are already established
- Use of developer contributions to provide facilities for sustainable travel modes
- Development of an Accessibility Strategy and associated Action Plans

- Work in partnership with stakeholders on where services and facilities are sited and provided, and how those services are provided

9. Infrastructure must be planned, designed and maintained in a way that enhances the efficiency of the network.

The highway network in North Lincolnshire experiences relatively low levels of congestion. The congestion it does experience along key corridors and at key junctions is primarily associated with the morning and evening peaks. Other areas of the network whilst not having high levels of traffic do experience a high proportion of HGV activity e.g. South Humber Bank. Simply providing additional road space encourages more journeys to be made and it is no longer acceptable to 'predict and provide'. However, some areas of the network are causing delay to public transport and large volumes of HGV traffic can cause delay for all modes, therefore more efficient use must be made of the existing network. Maintenance of the infrastructure is an important part of ensuring efficiency and needs to be prioritised in line with condition, use and importance of the route. Developments and highway alterations can have a big impact in rural areas and it is important to assess schemes to minimise the impact and identify ways in which enhancements can be made.

- Appropriate infrastructure development to optimise the capacity and efficiency of our transport network
- More efficient use of the existing transport network through capacity improvements to major junctions/public transport corridors.
- Development of UTMC on public transport corridors to reduce congestion
- Development of a freight strategy, lorry parking and an HGV route management
- Asset management planning
- Use of Integrated Impact Assessment tool and Transport Asset Management Planning to fully identify environmental impacts.
- Respond to the requirements of the Traffic Management Act
- Provide and promote practical alternatives to the car to reduce traffic growth

10. Promoting less environmentally damaging modes of travel for appropriate journeys

Transport is currently responsible for about 25 per cent of total UK CO₂ (carbon dioxide) emissions. The government has a commitment to the Kyoto Protocol and the targets to reduce UK greenhouse gas emissions by 12.5 per cent from 1990 levels by 2008-2012. Local emissions need local responses and part of that response is to increase choice about how and when people travel. A quarter of all car trips are less than two miles and over a half are less than five miles. Positive measures need to be put in place to ensure that door-to-door journeys can be made by a range of modes. Increasing, integrating and improving facilities for non-environmentally damaging modes of transport as well as improving the environment within which they are used will help to encourage use. These measures refer to freight transport as well and a coherent strategy to direct the appropriate movement of freight by water or rail is required.

- Continue efforts in Travel planning - school and workplace
- Respond to the outcomes of the Strategic Environmental Assessment
- Safer Routes to School programme to provide better environment
- Environmental improvements to encourage walking and cycling
- Links to the Rights of Way Improvement Plan
- Urban and rural renaissance programmes
- Development of the freight strategy

Table 2.1 highlights the links between the NLSP themes, the LTS aims, the LTP objectives and the principles that underpin the strategy. It shows how each of the principles contributes to more than one objective and how the objectives contribute to the aims of the LTS.

Table 2.1 Links with the Local Transport Strategy

LSP Themes	LTS aims for North Lincolnshire to be a place where people can	LTP Objectives contributing to the LTS aim	Strategy Principles
<p>Better homes & environment</p>	<p>Enjoy a high quality environment</p>	<ul style="list-style-type: none"> • To protect and maintain the environment and minimise the environmental impact of transport • To promote a transport system that contributes to a healthier society within a sustainable community • To minimise the adverse consequences of congestion 	<ul style="list-style-type: none"> • Working with partners • Road user hierarchy • Development and transport should be linked in a way that enhances the economy and safeguards the environment • Services and infrastructure should be provided so that it reduces the need to travel • Less environmentally damaging modes of travel should be promoted for appropriate journeys • Infrastructure must be planned, designed and maintained in a way that enhances the efficiency of the network
<p>Safer neighbourhoods</p>	<p>Feel safe</p>	<ul style="list-style-type: none"> • To make North Lincolnshire's highway network safer for all road users • To promote a transport system that contributes to a healthier society within a sustainable community • To maintain and manage the existing highway infrastructure 	<ul style="list-style-type: none"> • Working with partners • Road user hierarchy • Users of all modes must be safe and secure when travelling • Services and modes of transport should be integrated to provide greater choice about how to travel

LSP Themes	LTS aims for North Lincolnshire to be a place where people can	so that it contributes to the efficient use of the network	
LTS aims for North Lincolnshire to be a place where people can		LTP Objectives contributing to the LTS aim	Strategy Principles
Sustainable development Strong communities	Live in sustainable communities	<ul style="list-style-type: none"> To promote a transport system that contributes to a healthier society within a sustainable community To minimise the adverse consequences of congestion 	<ul style="list-style-type: none"> Working with partners Accessibility rather than mobility Development and transport should be linked in a way that enhances the economy and safeguards the environment Services and infrastructure should be provided so that it reduces the need to travel Infrastructure must be planned, designed and maintained in a way that enhances the efficiency of the network
More Rewarding Leisure Activities Healthier communities	Lead healthy lives	<ul style="list-style-type: none"> To promote a transport system that contributes to a healthier society within a sustainable community To protect and maintain the environment and minimise the environmental impact of transport 	<ul style="list-style-type: none"> Working with partners Alternative modes of transport to the car must be easy to use Users of all modes must be safe and secure when travelling Development and transport should be linked in a way that enhances the economy and safeguards the environment Less environmentally damaging modes of travel should be promoted for appropriate journeys

LSP themes	LTS aims for North Lincolnshire to be a place where people can	LTP Objectives contributing to the LTS aim	Strategy Principles
<p>Greater Economic Success</p>	<p>Work and enjoy economic prosperity</p>	<ul style="list-style-type: none"> To support sustainable economic activity through improved transport access and efficient use of the existing network To minimise the adverse consequences of congestion To maintain and manage the existing highway infrastructure so that it contributes to the efficient use of the network 	<ul style="list-style-type: none"> Working with partners Development and transport should be linked in a way that enhances the economy and safeguards the environment Services and modes of transport should be integrated to provide greater choice about how to travel Infrastructure must be planned, designed and maintained in a way that enhances the efficiency of the network Services and modes of transport should be integrated to provide greater choice about how to travel
<p>Better Social Care</p>	<p>Access the services they need</p>	<ul style="list-style-type: none"> To improve accessibility to key services within North Lincolnshire for everyone To promote a transport system that contributes to a healthier society within a sustainable community 	<ul style="list-style-type: none"> Working with partners The road user hierarchy Accessibility rather than mobility Alternatives modes of transport to the car must be easy to use Services and modes of transport should be integrated to provide greater choice about how to travel Infrastructure must be planned, designed and maintained in a way that enhances the efficiency of the network Services and infrastructure should be provided so that it reduces the need to travel

The 2nd Local Transport Plan Objectives

The Local Transport Plan needs to take into account more than just transport; it must consider the objectives for social, environmental and economic improvements. The Local Transport Strategy sets the long-term strategy for transport within North Lincolnshire; the Local Transport Plan provides the detail about how we will deliver the Local Transport Strategy over the next five years (2006-2011). The LTP objectives are therefore derived from the LTS aims but are necessarily more detailed than the strategy objectives. The LTP objectives identify how we will deliver the vision for North Lincolnshire and incorporate the government's four shared priorities of.

Safety

Making North Lincolnshire's highway network safer for all users

Environment (Better Air Quality)

To protect and maintain the environment and minimise the environmental impact of transport

Congestion

To minimise the adverse consequences of congestion

Accessibility

To improve accessibility to key services within North Lincolnshire for everyone

In relation to our own context we have also added a further 3 priorities those being:

Quality of Life

To promote a transport system that contributes to a healthier society within a sustainable community

Network Management

To maintain and manage the existing highway infrastructure so that it contributes to the efficient use of the network

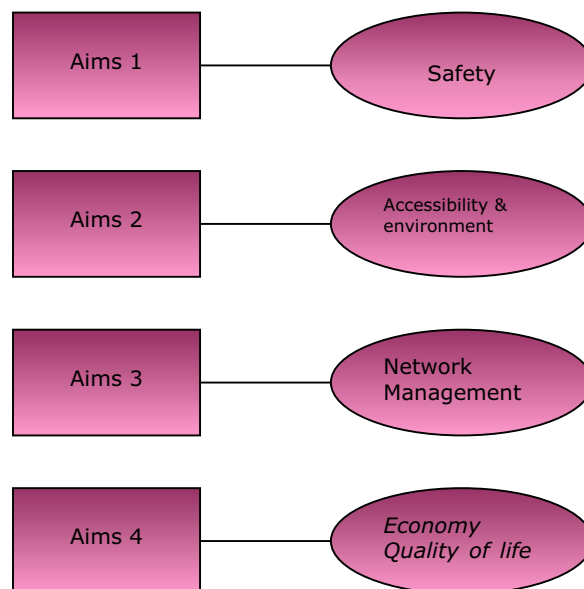
Economy

To support sustainable economic activity through improved transport access and efficient use of the existing network

These seven objectives have already been linked to our previously established Highways and Transport Service delivery aims as

depicted in our last LTP visually by the set of traffic lights. Our aims have been recently updated and the table below shows how we have linked the objectives to our aims, which helps us with prioritisation and operational delivery. Something we shall explore in later chapters.

Figure 2.8 Links between the Aims and Priorities



General Conclusions developed from LTP1

Most of the work undertaken for public transport in the first LTP involved improving basic infrastructure or providing it where none previously existed. Whilst this made physical use easier it did not necessarily promote increased use or raise awareness of services, and patronage continued to decline. Recent work to promote and improve information availability has contributed to an increase in passenger numbers. This work will continue throughout the lifetime of the second LTP. The next step is to focus on improving journey time and reliability, which will be delivered through the bus strategy and LTS. Research has shown that reliability and quality of service are equally if not more important factors than price in increasing patronage. We have looked at industry best practise in several towns, including York and will be implementing a limited branding exercise to aid route identification.

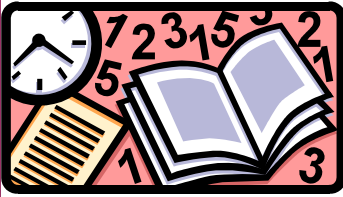
A similar pattern has emerged for cycling. Cycle facilities in North Lincolnshire were limited and we have established a basic framework of routes during the first LTP for further development during the second LTP. Improvements to promotional material and greater community involvement have elicited favourable comments and information from centre of excellence councils (Hull

and Camden) has been used to establish a cycle forum and produce a cycle network map. The LTS and updated cycling strategy will focus on consolidating existing facilities, filling in gaps and environmental improvements rather than seeking to extend the network as far as possible. We will be more targeted in our efforts during this LTP focusing on the urban areas in the first instance where there is more scope for cycling to be undertaken for utility purposes, rather than trying to cover the whole of the area. We will be undertaking more publicity work and focusing on directing marketing at specific employers where cycle facilities are or have been improved. This has worked particularly well in authorities that have a dedicated work place travel plan officer as highlighted at a national conference on travel planning.

The approach to the Safer Routes to School programme to concentrate on just a few schools resulted in a greater percentage of children being driven to school so a new approach has been developed. Following consultation with every school in North Lincolnshire the strategy was amended in the latter year of the first LTP to target more schools but to meet specific requirements based on their priorities. This will continue to be implemented alongside the recently introduced (in North Lincolnshire) school travel planning initiative. Regional guidance and specific assistance from the regional School Travel Plan Advisor and local authorities; City of York, Barnsley, Leeds and Bradford has helped identify the most effective approach to school travel planning for North Lincolnshire.

The safety strategy has been revised as part of the development of this LTP. We have been successful in dealing with cluster sites so now we are implementing more area wide initiatives to further reduce accidents. We will have a more coordinated approach with other areas such as safe routes to school and travel planning to increase returns. This approach was taken following the introduction of travel planning and has worked well in reducing average speeds. Through in depth analysis of accident and casualty data it has become apparent that inappropriate speed is a hugely influential factor in the accidents that occur on our roads. We will continue to develop the speed management strategy to incorporate continued examination of the data to target resources most appropriately. Training and education initiatives have proved popular and worked well through the first LTP and we will be continuing with these measures.

Asset management is already in place for the Highways and Transport Service. A more detailed approach to transport asset management planning is underway as part of the process of developing a programme of schemes that incorporates whole-life costings.



A 60 Second Summary of the local profile chapter.

- The awareness of social issues in North Lincolnshire
- How the LTP has influenced transport trends in services such as Tourism, Leisure, Health, Education and Social Services
- The importance of freight and rail capacity for the region and their impact on the network.
- Evidence of how the LTP is influencing Planning for the longer term future transport issues and trends
- An awareness of the key issues and consideration of possible solutions for North Lincolnshire over the next five years
- The longer term vision for transport in North Lincolnshire