



# Skegness and Mablethorpe Transport Strategy

December 2022  
Summary document



## 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



# 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 the 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.

## 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 County Council Corporate Plan, The Green Masterplan and LTPV, 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; and
- 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.

## Vision and objectives



### Vision

By 2036, Skegness and Mablethorpe will have developed 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, and 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 which 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.



## Objectives

Objective theme	Objective
<b>Economy</b>	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.
<b>COVID-19 recovery</b>	To help businesses continue to recover from the COVID-19 pandemic through the development of an inclusive, connected, and future ready transport network.
<b>Resident and Visitor needs</b>	To provide a flexible and resilient transport network that supports the needs of residents whilst also catering for the seasonal demands from visitors.
<b>SUE Delivery</b>	To support the delivery of new housing and employment sites, including the Sustainable Urban Extensions, facilitating sustainable infrastructure connecting to the wider Strategy Area.
<b>Climate change / Net Zero</b>	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.
<b>Accessibility and Integration</b>	To increase strategic and local access to Skegness and Mablethorpe Town Centres by increasing multi-occupancy, shared mobility, passenger transport and active travel options.
<b>Future Mobility Ready</b>	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.
<b>Education, Health and Well being</b>	To enhance the health and wellbeing of communities through improved inclusive accessibility, improved air quality, reduced noise levels and increased physical activity and safety.
<b>Active Travel, Natural Environment and Open Space</b>	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.
<b>Sustainable Tourism and Hospitality</b>	To improve travel choice and sustainable options for visitors and tourism both for longer distance journeys and local travel.
<b>Inclusive Access to Services</b>	To increase inclusive access to education, healthcare and other amenities while reducing the impacts of physical access to schools, hospitals and community services.

## Defining the strategy



### Delivering for the current and future population

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 that 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.

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.

### Defining priorities

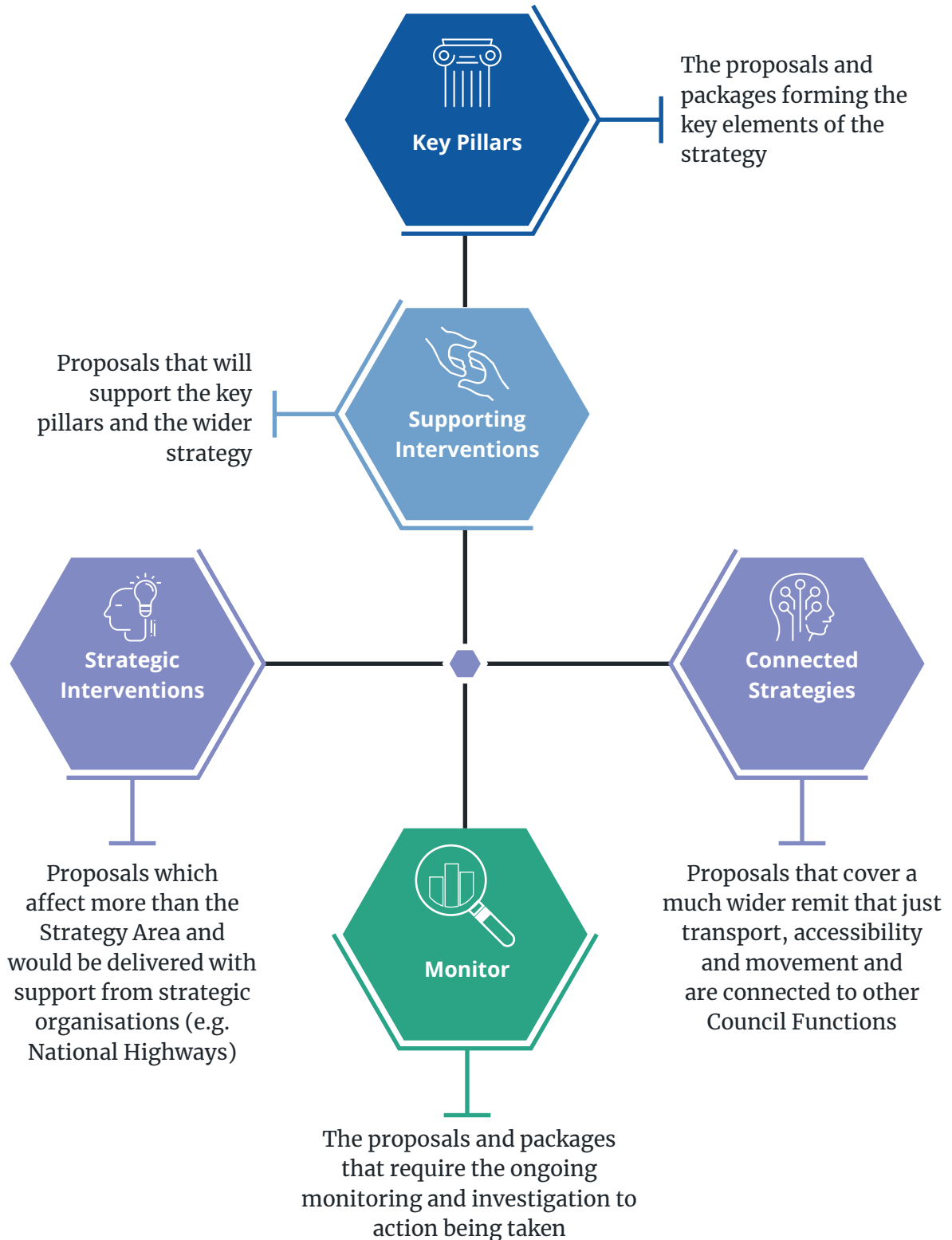
- Major development for Skegness and Mablethorpe over the next two decades, including new major housing growth.
- Population growth in and around Skegness and Mablethorpe between now and 2036, with an increase in an ageing population likely.
- Ongoing evolution in the way we travel with changes in demand for travel, new technologies and new ways of purchasing and paying for mobility.
- Focussing of 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.

# The strategy



## Strategy components

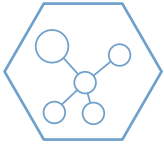
The strategy and the proposals identified to deliver the vision and objectives are structured under a number of different themes that when brought together will help to deliver the strategy's aims:



## 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 and facilities to make travel easier through enhancing the towns transport interchanges such as Skegness train station



### **Multi-user trail**

A cycling and walking network plan which will connect to bus facilities and integrate different modes of travel to help facilitate first-mile/last-mile journeys



### **Public realm improvements**

Making the town centres more enjoyable places for everyone through improvements to lighting, planting and streetscape



### **Skegness and Mablethorpe cycling and walking network plan**

Providing a comprehensive cycling and walking network for Skegness and Mablethorpe



### **Visitor package**

A package of measures to grow and promote the visitor economy in the Skegness and Mablethorpe study area



### **Electrification**

Decarbonising travel and transport is key to tackling climate change. The transition to electric vehicles is gathering pace and the strategy aims to support this



### **Parking**

Supporting the strategy and the wider parking offer through improvements to car parking supply and demand, payment systems, residents parking zones, route signing and electric charging facilities



### **Demand responsive transport**

Increasing the number of CallConnect vehicles operating across the Skegness and Mablethorpe study area



### **Sharing**

Making more transport accessible without the need to own through cycle and e-cargo bike hire, electric vehicle car clubs and community transport



# Strategic, connected and monitoring proposals



## Strategic interventions

Working with other organisations including the Department for Transport, National Highways and Network Rail to improve access.



### Creating quiet lanes

Protecting the countryside and our green spaces in the Skegness and Mablethorpe area



### Rail service improvement package

Working in partnership with the rail industry to deliver better train services we will look to improve frequency and quality of services to Skegness rail station



### Ticketing

Making ticketing and payments smarter for users of public transport in Skegness and Mablethorpe and the connections to other areas

## Connected strategies

We will look to ensure that transport continues to be at the heart of a range of wider functions.



### Land use

Putting accessibility at the heart of land use planning through integrating sustainable transport decision making and land use policy, particularly for Skegness and Mablethorpe town centres and potential future residential and industrial areas



### Digital connectivity and emerging technologies

Enabling people to access work and services differently through working with partners to improve digital access



### Develop transport action plan to tackle climate change

Develop a comprehensive climate change strategy for Skegness and Mablethorpe covering transport and other climate change related issues



### Air quality

Developing an air quality strategy to help support cleaner air in the town centres.



### Site of special scientific interest accessibility strategy

Developing a strategy to encourage sustainable travel to the Lincolnshire Coast's SSSI locations and improve accessibility



### **Skegness and Mablethorpe 30-Minute rural community strategy**

To improve accessibility to services, enhance walking and cycling infrastructure in the Skegness and Mablethorpe area and combat social inclusion a 30-rural community strategy will be developed

## **Monitor and investigate**

We will continue to monitor and investigate opportunities to make further improvements to movement and transport across Sleaford.



### **Orby bypass**

During the life of the Skegness and Mablethorpe transport strategy a feasibility study will be undertaken to explore the provision of an Orby bypass

## **Supporting interventions**



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



### **Access to facilities**

Changing facilities and cycle hubs to be provided in shopping centres, or workplaces as well as Skegness and Mablethorpe train and bus stations to facilitate first mile / last mile trips and encourage multi-modal journeys



### **Active travel infrastructure**

A package of active travel measures to support walking and cycling journeys in Skegness and Mablethorpe including a cycle lane adjacent to the A52, cycling facilities on Lumley Road and a potential improvement to the Burgh-le-Marsh to Skegness cycle lane



### **Rail and bus integration**

Linking Skegness Railway Station with the bus station and aligning timetables



### **Strategic signing**

Helping to ensure that people have clear routes and wayfinding/signage for their walking and cycling journeys around the centres of Skegness and Mablethorpe



### **Coach improvements**

A package of measures to improve visitor travel to the Skegness and Mablethorpe strategy area with indoor shelters, information points, WiFi and device charging points



### **Equestrian strategy**

Promoting safe, comfortable and convenient travel by horse in and around Skegness and Mablethorpe



### **School travel**

Promoting healthier ways to travel to school



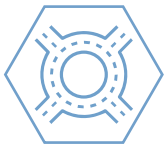
### **Bike provision on trains**

Ensuring that there is space for cyclists on trains for those travelling to and from Skegness



### **Bus priority**

Making bus journeys quicker and more reliable exploring options for bus priority on Lumley Road, Roman Bank and Grand Parade in Skegness and High Street and Victoria Road in Mablethorpe



### **Junction improvement package**

Targeted capacity and safety improvements such as at the Alford Road / Mile Lane, Alford Road/Golf Road, A52 Wainfleet junctions and exploring widening of parts of the A52 to improve safety



### **Low traffic and Home zoning**

Explore opportunities to make residential streets low traffic neighbourhoods and prevent rat running potentially including Lumley Avenue (Skegness) and Sea Lane (Ingoldmells)



### **Continued engagement**

Keeping the transport conversation going through the Skegness and Mablethorpe Transport Strategy Board. Engagement with stakeholders and the public to steer the delivery of the strategy



### **Freight and deliveries**

Reducing the impact of freight in rural villages and deliveries at peak times in the town centres



### **Travel plans**

Working with residents and employees to encourage more sustainable choices through rolling out bikeability training, greater use of travel plans and personalised travel planning



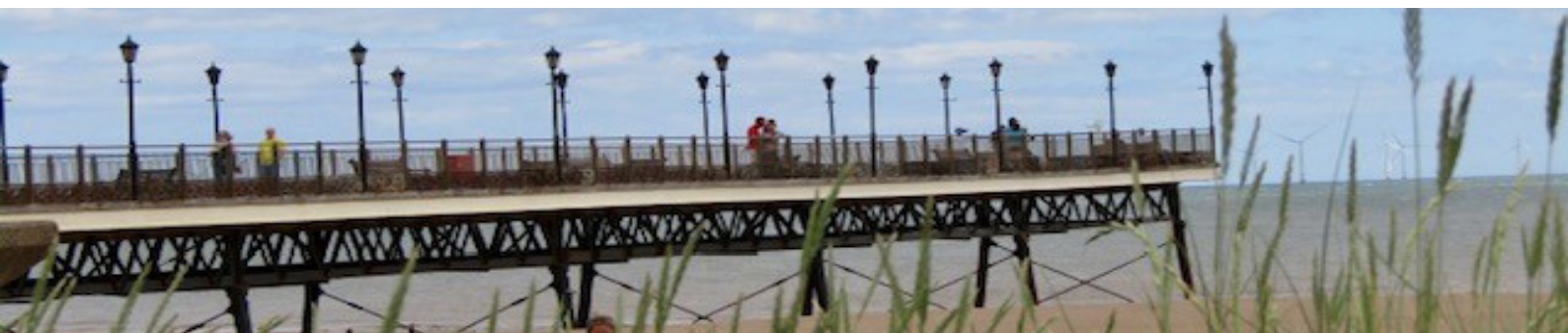
### **Traffic monitoring**

Monitoring of the network and traffic to help manage traffic impacts and create sustainable solutions



### **Bus infrastructure package**

Upgrading the quality and accessibility of buses, improving local bus stops and providing enhanced facilities and converting the bus fleets to low emissions or electric vehicles



## 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.

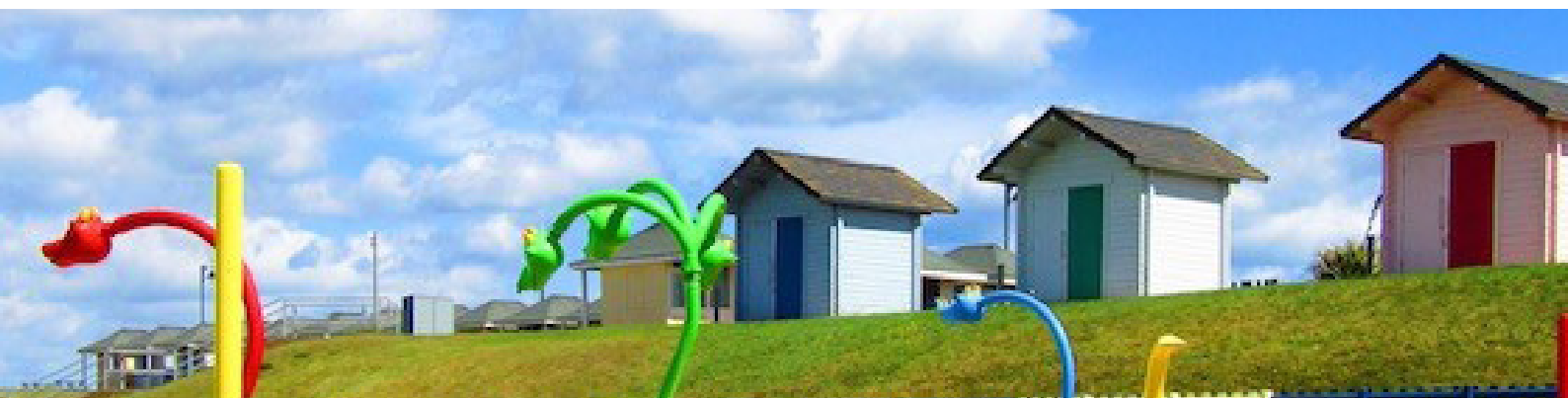
### Programming the strategy

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





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