



# Gainsborough Transport Strategy

May 2022 - 2036

Summary document



# Gainsborough Transport Strategy

## Foreword

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

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

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

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

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

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

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

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

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

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



## Cllr Richard Davies

Executive Member for Highways and Transport at Lincolnshire County Council

# Introducing the strategy



## Overview

The Gainsborough Transport Strategy has been developed by Lincolnshire County Council, in partnership with West Lindsey District Council, and provides a vision for the future of transport in and around the town to 2036. The strategy aims to support people and organisations in and around Gainsborough through improvements to transport which will help to support the transition to net zero, strengthen the economy and improve access to opportunities and services. With the proposals contained in this strategy, the aim is to improve travel choice through the development of an inclusive, sustainable and future-ready transport system, as well as to help the town grow, whilst meeting considerable challenges and taking advantage of opportunities as they arise.

## What is the purpose of the strategy?

The overall purpose of this strategy is to support the people, businesses and organisations within and surrounding Gainsborough by providing a transport system that helps them to meet their daily needs now and over the next 15 years. As Gainsborough and the rest of the world continues to adapt to challenges such as climate change, the transition to carbon net zero targets, and the COVID-19 pandemic recovery, there will be a significant range of challenges that the transport strategy will help the town and the wider area to meet. These challenges include:

- Significant environmental challenges and addressing the impact of travel. This includes improving air quality, increasing the resilience of our transport networks and playing our part in tackling climate change by using more sustainable forms of travel and transitioning to low emission vehicles
- Supporting planned economic growth, including significant proposals for increasing housing and employment
- Providing and maintaining an inclusive and reliable transport network that provides more choice and supports all of Gainsborough's communities and businesses, whether in the town or the surrounding rural area
- Successfully meeting the different and changing travel demands across the area, including in how people access different activities such as employment, education, healthcare, retail, leisure and tourism





## Vision

By 2036, Gainsborough will have delivered its ambitious growth targets, capitalised on its position close to the A46/A15 Trans-Midland Trade Corridor and the Humber and East Midlands Airport Freeports axis and will be a more vibrant, prosperous and economically resilient community. At the heart of the vision is an inclusive and collective approach to accessibility across the strategy area which will enable businesses and communities to rebound after COVID-19, new advances in technology and mobility to be embraced, and will provide an enhanced quality of life, all while reducing carbon emissions in order to support the UK's target of being net zero by 2050.

Gainsborough will have embraced walking and cycling, shared and passenger transport – including an improved local bus offer. The historic town centre and commercial heart of Gainsborough will be supported by a network of green walking and cycling corridors, shared transport and public transport options that contribute positively to the economy and environment. Enhanced linkages between Lea Road Station and the town centre, and regular train services from Central Station will provide sustainable options for commuter travel to key economic centres such as Lincoln and Sheffield. This will support the reduction in congestion and emissions across the strategy area. Connectivity to the core freight network and the Doncaster - Sheffield Airport line will also have been explored.

Gainsborough will also be strengthened by the integration of the proposed Sustainable Urban Extensions which will contribute positively to the economy and the environment. The overall resilience of the existing transport networks will be strengthened with improved access for east-west and north-south movements around the Trent crossing. Transport connections to the surrounding villages will be enhanced and the strategic and local network will be efficient, contributing to driving the town's economic growth and prosperity.

## Objectives



### **SUE delivery and sustainable travel**

To support the delivery of new housing and employment sites, including the Sustainable Urban Extensions, facilitating sustainable infrastructure connecting to the wider strategy area.



### **Customer-focused and choice**

To improve rural and wider accessibility to the town centre and strategy area by increasing multi-occupancy, shared mobility and passenger transport options and ensuring a customer-focussed approach to providing choice in whether, when and how people travel.



### **Active travel, natural environment and open space**

To enhance the health and wellbeing of communities by establishing and promoting walking and cycling within the strategy area as an option for short trips and leisure purposes, including access to open space, particularly the formal Riverside Walk and flood defences to the east of the River Trent.



### **Health and wellbeing**

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



### **Reduce urban traffic**

To reduce traffic congestion and improve air quality in the town centre through minimising the impacts of vehicle movements on the public realm and strategic routes through the town.



## **Climate change**

To support the net zero 2050 carbon reduction targets and activities of our businesses, communities and councils and to mitigate the impact of climate change across our region.



## **Future mobility ready**

To prepare the strategy area for future mobility including electric and alternative fuels, shared, connected and automated mobility as well as the business models that support them.



## **Reduce the need to travel**

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



## **Historic and culture**

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



## **Rural accessibility**

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



## **Partnerships**

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



## **Access to education**

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



## **Economy**

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



## **COVID-19 recovery**

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



## **Long distance connections**

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



### Delivering for the current and future population

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

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

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

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

### Defining priorities

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

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

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

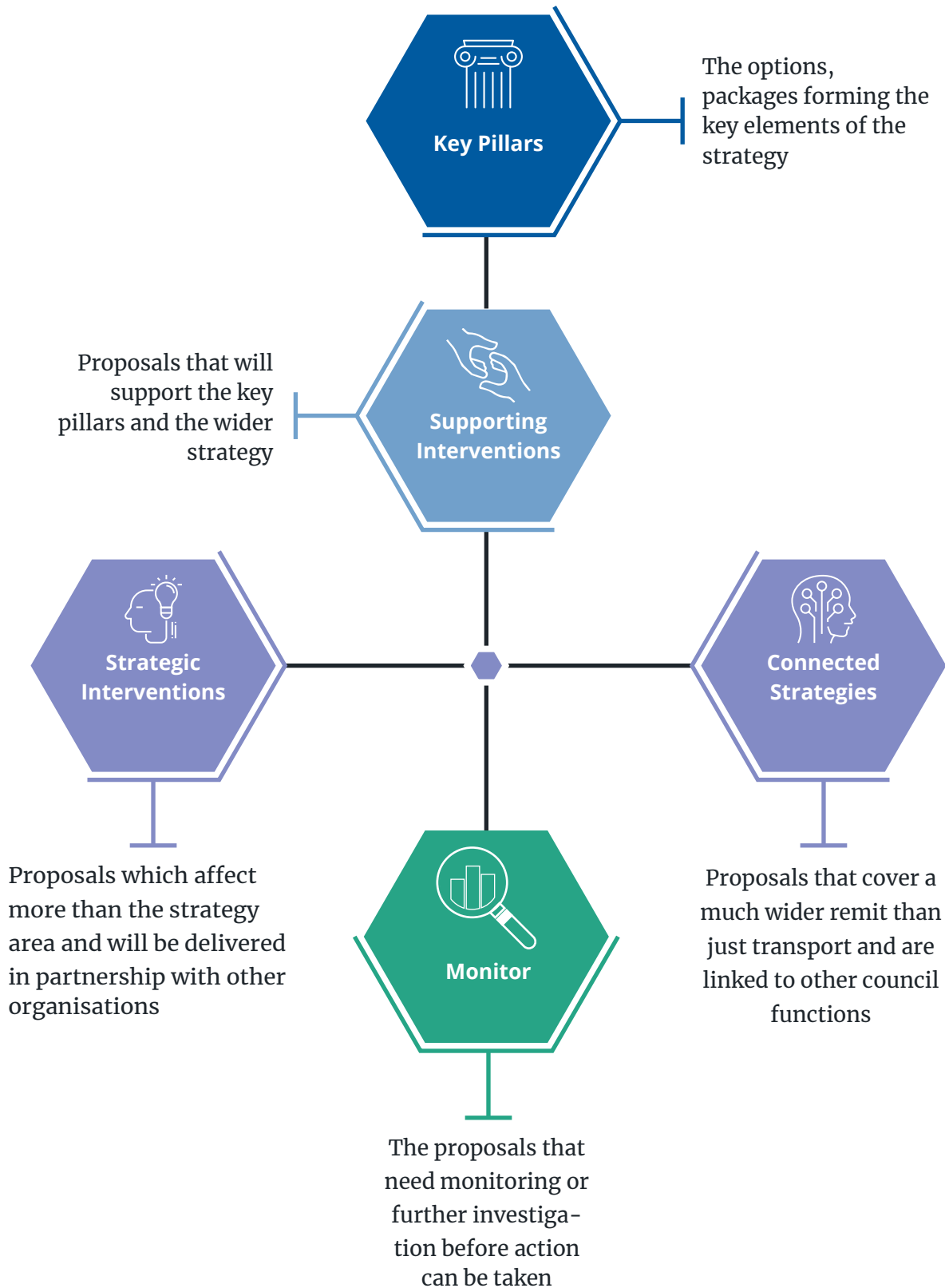
Working to increase choice, resilience and flexibility within the transport network including through harnessing new technologies and modes.

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



## Strategy components

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



# Pillars of the strategy



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



## **Mobility hubs**

Bringing together transport and facilities to make travel easier through enhancing the towns transport interchanges and creating new mobility hubs in the town centre, bus station, Gainsborough Central Station and Lea Road Station



## **Town centre environmental improvements**

Making the town centre a more enjoyable place for everyone through public realm enhancements to Market Square, Beaumont Street, the bus station and along the River Trent



## **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



## **Flood Road and town centre junction improvements**

Including targeted improvements to the Flood Road, A156 Lea Road and Bridge Road signalised junction; the A631 Thorndike Way, Ashcroft Road and Trinity Street roundabout; the North Street, Beaumont Street, Station Approach and Marshall's Yard access; and the North Street, A159, Spital Terrace and B1433 junction



## **Gainsborough Cycling and Walking Network Plan enhancements**

Providing better facilities for cyclists and pedestrians through delivering the Gainsborough Walking and Cycling Network Plan



## **Electrification**

Working with industry partners to support the transition to electric, low emission and alternative fuel vehicles through providing more electric vehicle charging points in public locations and ensuring that new homes and other developments come complete with charging points



## **Behavioural change**

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



## **Bus travel and Sustainable Urban Extensions connectivity**

Enhancing the bus network through increasing evening and Sunday bus services, delivering new or improved services to the railway stations, the hospital, town centre and the surrounding villages



## **Bus priority**

Making bus journeys quicker and more reliable through implementing bus priority controls at congested junctions



## **Freight and deliveries**

Reducing the impact of deliveries on the road network at peak times and providing delivery lockers at key locations





## Strategic interventions

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



### Rail

Working in partnership with the rail industry to deliver better train services we will look to further improve the frequency and quality of services through the two Gainsborough stations



### Strategic signing

Helping to ensure that people use the right routes for their journeys and optimising the routing of traffic through the strategy area

## 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



### Digital

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

## Monitor and investigate

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



### River Trent crossing

The strategy proposes to monitor traffic crossing the River Trent and look at possible solutions, if needed, towards the end of the strategy period



### Autonomous vehicles and technology

Over the course of the strategy period, evolving technologies will be monitored to ensure that the strategy remains up to date, reflects these changes and that the right action is taken to ensure Gainsborough can take advantage of positive changes that occur



### River Trent 'park and stride'

The strategy identifies a potential scheme to reduce the impact of traffic in the town centre and across the River Trent bridge through the development of a 'park and stride' site



# 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:



## **Active travel**

Supporting people to make walking and cycling journeys through improved wayfinding and cycle parking



## **Demand responsive transport**

Providing better connections between people and places through enhancing demand responsive transport and expanding CallConnect



## **Junction improvements**

Focused junction improvements to reduce the impact of pinch-points on the road network



## **Sharing**

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



## **Education**

Promoting better ways to travel to school through the use of travel plans, improving walking and cycling routes and improving the reliability of school bus services



## **Engagement**

Keeping the transport conversation going through establishing a Gainsborough Transport Strategy Board to steer the delivery of the strategy



## **Development management**

Building better transport and access into new development through prioritising cycling, walking and public transport whilst also supporting digital connectivity, home working, and electric vehicle charging



## **Ticketing**

Working with partners to make ticketing and payments smarter



## **Clean air**

Improving air quality in the town through helping to make the vehicle fleet cleaner and improving driver behaviour



## **Safety**

Making travel safer in Gainsborough through the ongoing review and prioritisation of safety improvements identified and prioritised by the Lincolnshire Road Safety Partnership





### A collaborative approach

The delivery of the proposals outlined in this document will be steered by the Gainsborough Strategy Board, comprising representatives of both the county council and West Lindsey District Council. They will work to deliver the strategy through current secured funding and future bidding opportunities over the short, medium and long terms. The individual interventions will be led by different board members based on who is most appropriate and able to secure their delivery. Whilst the development of the strategy has been led by the councils, it is important to recognise that no single organisation or single intervention can deliver the vision and objectives.

The success of the strategy will be very much dependent on the hard work, support, resources and funding of a range of stakeholders. The general public also has a role to play in supporting new opportunities to better provide transport in Gainsborough. Securing funding is vital to the strategy and this is likely to remain a challenge over the course of the strategy period. A key role of the strategy board will be to identify and secure funding from the range of existing and potential sources including internal budgets and developer contributions.

### Programming the strategy

The strategy provides a long-term plan for movement and transport to align with the Central Lincolnshire Local Plan and the Local Transport Plan. The proposals in the strategy will be delivered in the short, medium and long term. Some proposals will have set timescales while others remain ongoing through the entire strategy period. The strategy's board will ensure that measures are delivered as soon as is feasible and affordable.

### Monitoring the strategy

Continuously checking the progress of the strategy is vitally important to ensure improvements are being made and the transport strategy's board will take on the 'monitor and review' role.



