

# Sleaford Transport Strategy

*Supporting Sustainable Growth and Helping Communities Prosper to 2030...*



Prepared by



In partnership with



**October 2014**

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This Strategy has been produced by  
Lincolnshire County Council's Highways  
Alliance in partnership with North Kesteven  
District Council overseen by a steering group  
comprised of officers from both the County  
and District Councils

## Foreword

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Sleaford has historically constituted an important part of Lincolnshire's trade, and as such, has always had a vital need of solid transport links.

This strategy to set out a series of short, medium and long-term solutions to address existing transport and travel issues within Sleaford. I fully endorse it and I believe it will help the town and surrounding area prosper.

Not only will it drive economic growth in the town, it will also enable us to attract greater Government funding, and help mitigate any impacts associated with future housing and commercial developments.

Both Lincolnshire County Council and North Kesteven District Council are committed to working in partnership to deliver this strategy, and to creating a better environment for everyone living in, working in or visiting Sleaford.



Councillor Richard Davies

Lincolnshire County Council



Councillor Mrs Marion Brighton OBE

North Kesteven District Council

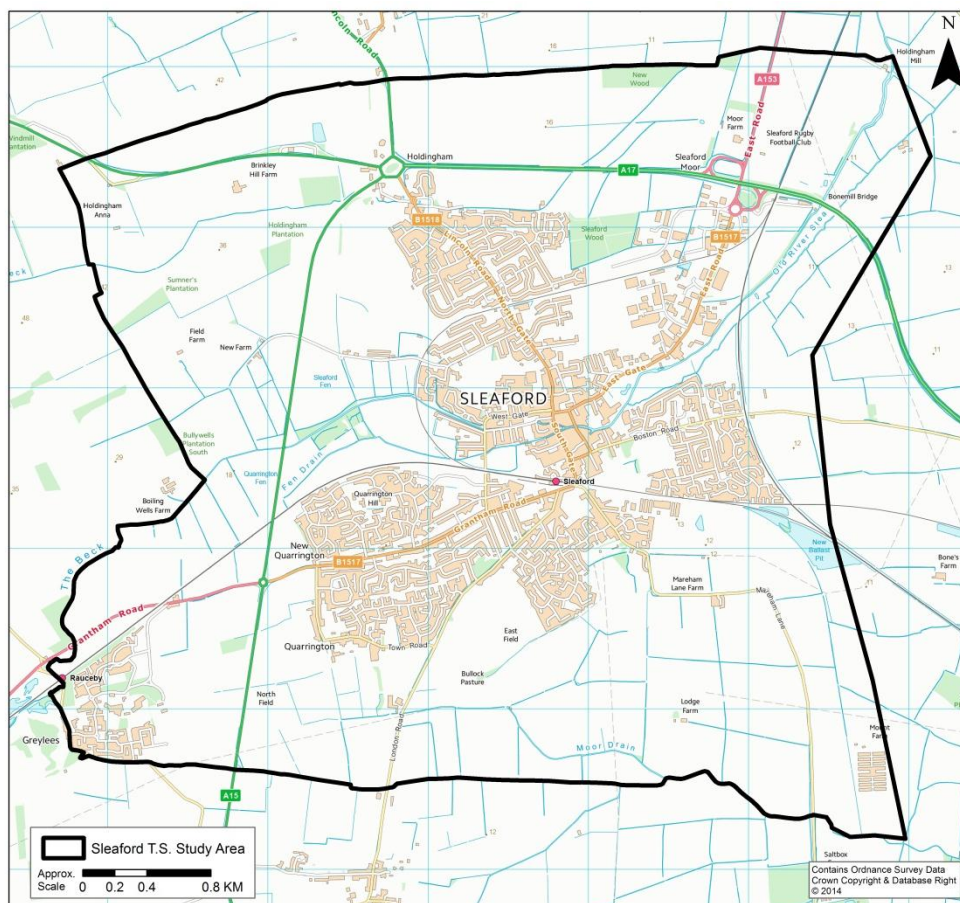
# Introduction

Lincolnshire County Council and North Kesteven District Council share a vision to improve accessibility and enhance the sustainability of travel in Sleaford to support economic growth in this historic market town.

Transport is a fundamental part of achieving this vision and working in partnership the councils have developed this Transport Strategy to help identify and prioritise a range of measures. These will support growth by helping manage existing and future travel needs, and creating a better environment for everyone living in, working in or visiting Sleaford.

The Strategy will help to address existing transport and travel issues within Sleaford town centre and the surrounding area. It will also help support proposals for significant growth in the short, medium and long term whilst helping mitigate any impacts associated with that growth.

The Strategy is closely aligned with Lincolnshire's Local Transport Plan (LTP4), the Sleaford Town Centre Masterplan and the emerging Central Lincolnshire Local Plan. It is focused on the urban area of Sleaford and some of the immediately outlying areas as shown in the image below.



Strategy Area



## Strategy Vision

*By 2030 Sleaford will be an example of sustainable growth, economic prosperity, low carbon emissions and safe, healthy and happy communities. Transport will contribute towards a bigger, better and more confident town which is a great place to live, work, learn and visit.*

The vision summarised above and set out within this Strategy is based around eight key themes. These themes set the agenda for the future development of Sleaford and are based on current policy. They provide context to this Strategy which seeks to address current problems, meet the needs of the future, provide more travel options and create better environments for everyone.

The Sleaford Transport Strategy forms part of a hierarchy of policy documents which together will support sustainable and balanced growth across the town.

The vision, key themes, research and engagement informed a set of aims and objectives as well as a set of measurable outcomes for the Strategy to enable progress to be monitored and successes to be captured.

The diagram opposite sets out the process followed and highlights the key themes, objectives and outcomes of this Strategy.



*Artist's impression of the town centre regeneration (Sleaford Town Centre Regeneration SPD July 2010)*



Local, Countywide and National policy

## Key Themes

Sustainable development

Carbon emissions and climate change

Accessibility

Sustainable transport

Built and natural environment

Efficient and convenient transport network

Safety and security

Health and wellbeing

Evidence gathering & background research

Stakeholder engagement

### Strategy Objectives

- Ob1 To support the sustainable development, regeneration and growth of Sleaford, helping to attract inward investment and meeting current and future housing and business needs.
- Ob2 To minimise carbon emissions from personal travel and freight transport.
- Ob3 To improve the sustainability and connectivity of the communities of Sleaford and the surrounding area by improving access for all to employment, retail and services.
- Ob4 To support and enhance sustainable travel and alternatives to the private car through widening choice, improving public transport and increasing provision for cycling and walking.
- Ob5 To protect and enhance the quality and attractiveness of the built and natural environment of Sleaford and the surrounding area.
- Ob6 To provide an efficient, convenient and accessible transport network for all, reducing the adverse impacts of travel, particularly from private cars and road-based freight.
- Ob7 To improve the safety and security of all travel and, in particular, reducing the number and severity of road casualties.
- Ob8 To improve the health, wellbeing and quality of life of residents, employees and visitors, including through the reduction of noise and air quality related issues.
- Ob9 To promote safe and non-car based travel to schools.
- Ob10 To deliver a shift in modes of travel used away from the private car.

### Desired Strategy Outcomes

- Ou1 A reduction in carbon emissions from transport
- Ou2 A reduction in the use of the private car for accessing jobs, schools and the town centre, as a proportion of these journeys.
- Ou3 A reduction in the amount of traffic entering the town centre core.
- Ou4 An increase in the level of service provided by public transport between Sleaford and Lincoln, Grantham, Spalding, Boston and Newark.
- Ou5 An increase in the proportion of the population living within 400 metres of a bus stop providing a minimum frequency of one bus service per hour.
- Ou6 An increase in public transport patronage.
- Ou7 An improvement in the reliability of bus services.
- Ou8 An increase in the share of cycling and walking trips taken into the town centre.
- Ou9 A reduction in both the number and severity of road accident casualties.
- Ou10 A reduction in the number of accidents involving cyclists and pedestrians.
- Ou11 An improvement in the perception of safety and security while travelling.

## Transport Strategy Process

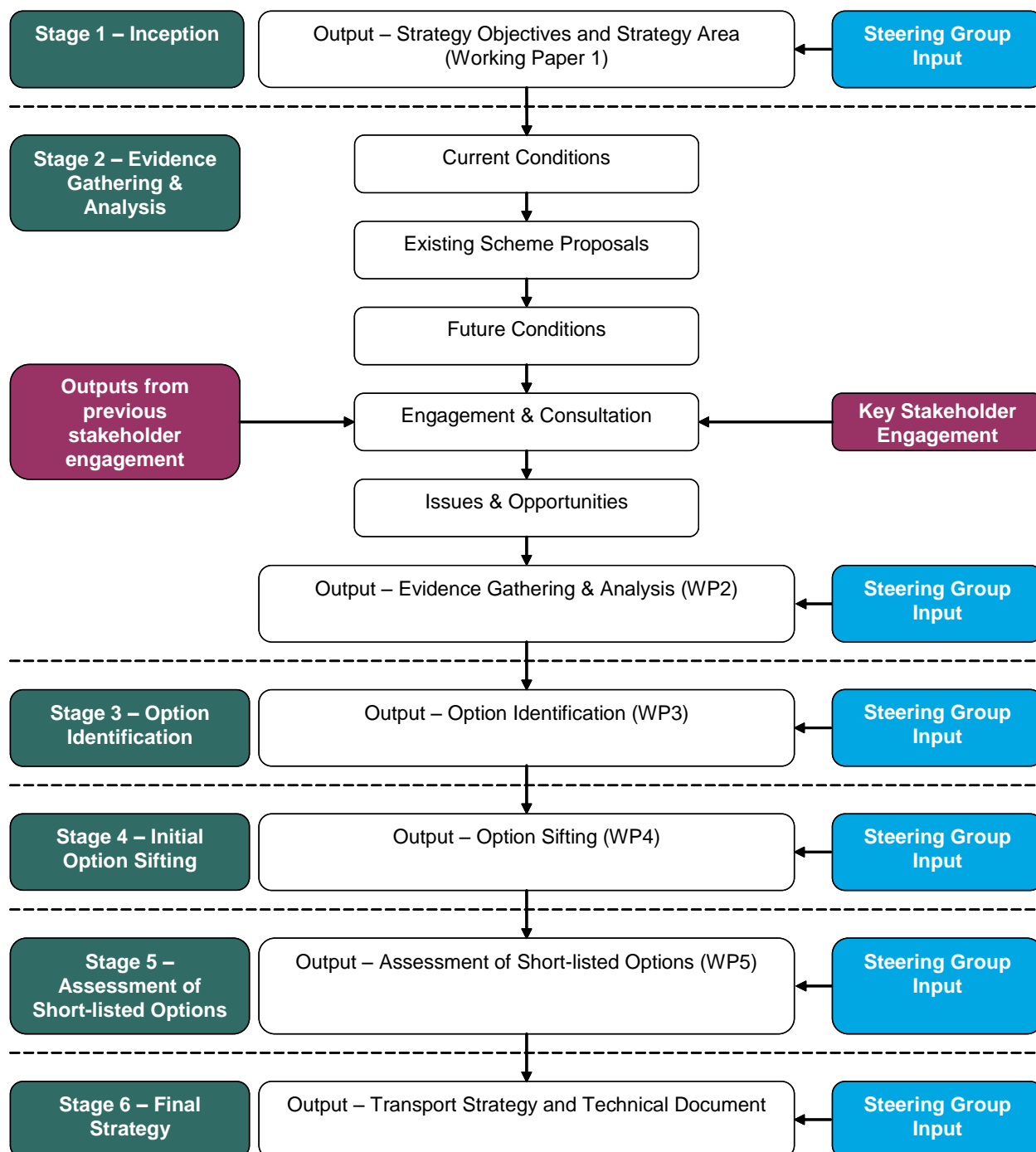
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The Sleaford Transport Strategy was developed using a six stage process overseen by a Steering Group which consisted of representatives from both Lincolnshire County Council and North Kesteven District Council.

The six stages are shown in the diagram overleaf; this highlights the work undertaken, the outputs generated, and where input was provided by the steering group and wider stakeholders to help shape the strategy.

This process has ensured that:

- Robust data has been collected to enable a thorough understanding of the situation in Sleaford;
- Future developments and the potential impacts have been appraised;
- Strategic objectives and local needs have been understood;
- Options that will support growth, tackle current problems and help mitigate increased travel demands in the future have been identified and assessed.





## Background

This Strategy sets out an approach to improve transport and travel in Sleaford whilst supporting future growth. As such the Strategy seeks to address existing issues and capitalise on current and future opportunities.

To identify these issues and opportunities a wide variety of data, evidence and local views were collated and assessed. A summary of this data is set out below and opposite. This has been used to set the scene for the development of this Strategy and understand the issues and opportunities in and around Sleaford.

### POLICY

**National Policy** such as the National Planning Policy Framework, the most recent Transport Whitepaper and the Localism Act highlight the importance of sustainable economic growth and cutting carbon. Providing safe and healthy travel options for that cater for the door to door journey is also important.

**Local Policy** including the 4<sup>th</sup> Local Transport Plan, the emerging Local Plan for Central Lincolnshire, the Sleaford Masterplan and local Supplementary Planning Documents focus on sustainable growth, accessibility, protecting the environment, improving network efficiency, delivering safe and secure travel options, and improving health

### SOCIETY & WELL-BEING

Population of nearly 19,000 which has grown by 5.9% in the last five years, much faster than the wider county, region and country. Continued growth in the retired population.

The number of pupils attending the seven schools in Sleaford is equal to over a quarter of Sleaford's population creating high level of travel

North Kesteven is in the top 20% of the least deprived local authorities in the country.

However, some areas became slightly more deprived, in comparison to other areas, between 2007 and 2010.

### ENVIRONMENT

Road transport in North Kesteven produces a higher proportion of overall CO2 emissions than the national average.

Attractive and valuable natural and built environment

Town centre traffic impacts on the quality of the environment

Relatively good air quality and no Air Quality Management Areas have been declared by the Council.

## ECONOMY & LAND-USE

Employment has decreased markedly compared to surrounding areas between 2008-2012

Sleaford has lower levels of employment than the surrounding district, county, region and country.

High number of small businesses

Average earnings have increased but are still below comparable averages

Well located for access to towns and cities

Well defined zones of residential, employment and retail. Although schools and public services are in the town centre

## GROWTH

Committed developments include Bass Maltings development, residential schemes off King Edward Street and Holdingham Roundabout, and a new retail superstore. Equal to over 600 residential units and 18,000m<sup>2</sup> of new community, employment and retail development.

Potential Developments include two Sustainable Urban Extensions (SUEs) to the South and West of Sleaford. Together they would deliver 3,350 dwellings, community facilities and employment space.

Mixed use development is proposed on Grantham Road with 200 residential units and 27,000m<sup>2</sup> of office space.

## TRANSPORT & TRAVEL

Excellent links to major settlements

Town centre congestion during peak hours exacerbated by level crossings

Car ownership has increased 33% since 2001, however, there is a higher percentage of no car households

Traffic levels in the town centre have reduced by 13% between 2006-2013

Over 1,100 car parking spaces, only some car parks are over capacity

Good bus network but with low frequency and poor Sunday service

Well placed on the rail network including hourly service to Nottingham and Lincoln, and links to East Coast Main Line.

Fragmented cycle network and a lack of provision at junctions. However, higher than average cycle participation in the area

Adequate walking infrastructure but limited crossing facilities

19% increase in accidents between 2007-2012. Higher number of pedestrian accidents with accidents concentrated on specific routes

Car remains dominant mode for work travel, walking and train travel has increased whilst bus and cycling decreased

The South East Regeneration Route will help improve connectivity and journey times

By analysing this background information and liaising with stakeholders, as well as firsthand knowledge obtained through on-site experience, there are clearly a number of strengths and opportunities to build upon. However, there are also a range of issues and challenges.

The main issues and opportunities are summarised below and opposite, and were used to help develop the measures set out later in this strategy.

## ISSUES

### POLICY

- Planned growth will significantly increase travel demands

### SOCIETY & WELL-BEING

- Increase in working-age and retired population has resulted in different travel demands
- School travel has a significant impact on town centre congestion

### ENVIRONMENT

- Road transport produces high CO<sub>2</sub> emissions contributing to global warming

### ECONOMY & LAND-USE

- Employment rates have decreased
- High number of small businesses may make travel planning difficult
- Cluster of schools and public services in the town centre results in localised congestion

### GROWTH

- Significant development is proposed and coupled with future population growth will result in increased journey times and significant congestion

## TRANSPORT & TRAVEL

- High car ownership and recent increases in traffic, including freight, result in congestion
- Level crossings impact movement and cause delay
- Travel by bike and bus have decreased
- Secondary school travel is largely by bus, which cause congestion in the town centre
- Primary school travel is largely by car
- The town centre has a relatively high number of accidents, especially related to pedestrians

## PUBLIC TRANSPORT

- Low frequency network does not encourage bus travel
- No Sunday bus services
- Poor Sunday rail service
- Rail station environment is poor and uninviting

## ACTIVE TRAVEL

- Fragmented network of cycle routes
- Quality of infrastructure could be improved
- Limited provision for pedestrians and cyclists at junctions
- Current crossings do not serve major desire lines creating issues of accessibility
- Cycle parking provision could be improved
- Way finding and signage is inconsistent

## SMARTER TRAVEL CHOICES

- Limited travel planning taking place within businesses and schools
- Limited promotion of active travel

## HIGHWAYS

- Constrained network and limited route choice
- Limited spare capacity on the network resulting in daily congestion
- Central car parks generate car travel causing congestion
- Some car parks are over capacity whilst some have significant spare capacity
- Car remains the dominant mode of travel

## OPPORTUNITIES

### POLICY

- Focus on sustainable growth and low carbon transport
- Planned growth can provide the funding mechanism to help deliver sustainable travel schemes

### SOCIETY & WELL-BEING

- Growing population and travel demands creates opportunities to promote sustainable travel

### ENVIRONMENT

- Air quality and noise is relatively good
- Attractive built and natural environments could help create active travel networks

### ECONOMY & LAND-USE

- Opportunity to create a travel plan network across small businesses
- Proximity of residential, employment, retail and public services means sustainable travel should be primary modes

### GROWTH

- Ensure new developments promote sustainable transport

## TRANSPORT & TRAVEL

- Promote use of the A15/A17
- Planned improvements should improve network reliability and help reduce congestion
- Build on sustainable travel at schools and develop further
- Address safety through better design, speed limits and promotion
- Rail and walking trips have grown
- Acceptance that sustainable travel is key to future growth

## PUBLIC TRANSPORT

- Bus network to be expanded with new developments
- Direct rail connections to major towns and the East Coast Main Line

## ACTIVE TRAVEL

- Flat and compact nature of Sleaford makes conditions favourable for walking and cycling
- A reduction or redirection of traffic from the town centre will support active travel
- Higher than average cycle participation rates
- Bikeability is being delivered

## SMARTER TRAVEL CHOICES

- Sustainable travel ethos for many school pupils
- Initiatives such as car sharing and Access Lincs travel plan support can be build upon

## HIGHWAYS

- New car park associated with major food store can facilitate reallocation of town centre parking for other uses
- The South East Sleaford Regeneration Route and associated works will help increase capacity

## Short & Medium Term Interventions

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The interventions that this strategy presents are broken down into short/medium term and long term. More details on the individual intervention can be found in the Delivery section of this strategy and in the 'Pathways to Delivery' part of the supporting documents.

The short term options cover the first two years of the strategy while the medium term is between two and ten years. The longer term then goes beyond ten years.

The interventions are broken down into four key areas:

- Public transport;
- Active travel;
- Smarter travel;
- Highways.

The public transport, active travel and highways interventions are infrastructure related while the smarter travel interventions are focused on the promotion, encouragement and facilitation of sustainable travel modes.

This section presents the interventions that are in each of these areas. A map displaying the locations of the interventions can be found at the back of the strategy.

### Public Transport

#### *Improvements to bus and rail services*

The Into Town bus services provide a key link into the town centre from the outlying residential areas; however, they have a low frequency which prevents many people from using them on regular basis. Using funding from developers and other sources, the existing services would be augmented to provide more of a 'turn-up-and-go' network that would make it easier to use the bus for work, education and shopping journeys.



Increase the frequency of key bus services



Engagement with the rail industry will take place in order to lobby for increasing rail services for inter-urban journeys to support travel to larger centres Lincoln and Nottingham.

#### *Improvements to infrastructure*

Bus reliability will be improved through the provision of bus priority measures at key junctions where services encounter delay. Improvements for passengers will include better bus waiting facilities with seating and raised kerbs to give easier access for all.

### **Active travel**

#### *Consistent and direct cycling and walking routes*

Sleaford has good potential for increased cycling and walking for trips within the town and to some of the immediately outlying communities. One of the major barriers to a greater uptake of 'active travel' is concerns about safety due to lack of adequate cycling and walking provision.

A range of improvements are proposed to **improve the existing cycling and walking network** and extend it to serve communities and allow them to reach key employment, education and leisure destinations through safe and direct routes.

#### *Infrastructure for cycling and walking*

To support the development of a network of direct walking and cycling routes, pedestrian and cycle bridges are proposed over the railway line at Northgate and Station Road to provide unconstrained movement into the town centre.

The provision for cycle users and pedestrians on some roads and

junctions in the town is currently inadequate which increases the likelihood of conflict with motor traffic and injuries. Improvements are proposed to **improve and increase the provision** for pedestrians and cycle users to cross the carriageways in various places, including the Carre Street/Boston Road junction and locations on Grantham Road, East Gate, Boston Road and London Road.



Extend and improve existing cycle infrastructure

#### *Safer roads for all*

As well as improving the safety for pedestrians and cycle users when crossing the carriageway, the strategy aims to improve safety on minor roads between London Road and Grantham Road by introducing traffic calming to minimise the impact of additional traffic that developments at the south of the town will create. This approach will also be looked at for King Edward Street.

Within the town centre core, **20mph zones** will be introduced to improve the environment within the town centre in addition to reducing the likelihood of serious injuries to workers, shoppers and students.

The needs of mobility impaired citizens will be taken into account through a **review of accessibility** into and around Sleaford with the aim of improving access for all.



Reduce town centre traffic to improve the walking and cycling environment

#### *Improving way finding*

As well as improving the walking and cycling routes around Sleaford, the strategy will address the provision of information on how to find the best way to travel around the town. A **review of signage** for pedestrians and cycle users take place to identify any gaps and propose improvements to enhance the visibility of cycle and pedestrian routes.

#### *Providing better bike storage*

To complement the improvements to cycle routes outlined above, it is proposed to invest in cycle parking provision in the town centre. A particular intervention is reviewing the best place to locate a cycle 'hub' that will offer **secure cycle storage** and potentially cycle hire. The railway station and the town centre area being looked at as possible locations.

Outside of the town centre at Rauceby railway station, the cycle parking provision will also be improved to allow people to cycle to the station and connect with rail services.

#### *Creating sustainable links to new development*

The west and south **Sustainable Urban Extension (SUEs)** will bring new residential and community areas to Sleaford. As part of their designs, the transport strategy will specify **convenient and safe cycle and walking routes** to link the SUEs with the town centre and wider area as part of an **'Urban Green Grid'**.



#### **Urban Green Grid**

Priority area with key opportunities for greening of the built environment, including potential new sustainable urban extensions.

**Bus network improvements** will also be included in the planning for the SUEs in order to secure developer funding for new or extensions to existing services to create high levels of sustainable accessibility.

#### **Smarter travel**

##### *Safe journeys to school*

A school travel strategy will be developed to increase the number of pupils making their daily journey by sustainable modes. The travel to school strategy will include moving forward **'Bikeability'** training for all schools in Sleaford. This, combined with the infrastructure improvements, will equip children to cycle safely, not just during their school years but as

they go on to further and higher education and employment.

To improve bus connections to Sleaford's schools, the pick up and drop off points for school services will be assessed with a view to improving their safety and accessibility for passengers, and potentially relocating them.

#### *Facilitating sustainable travel*

Journeys to work will be targeted with regard to aiming for a modal shift due to the fact that these make up a high percentage of trips and are concentrated on the morning and evening peak periods. Major employers will be encouraged and equipped to create or update [travel plans](#) for their employees for both the journey to work and business travel.

To also capture people at the origin end of their journey, a programme of information on sustainable transport options will be provided to all new homeowners in the SUE areas.

Work will be done with public transport operators to **promote existing and improved bus services** in Sleaford with 'try for free' initiatives enabling people to try bus and rail services and see if they could use them on a more regular basis.

## **Highways**

#### *Creating an efficient parking system*

Vehicles accessing car parking in the town centre core and the low turnover of these spaces causes congestion and frustration. This will be addressed by **rationalising parking provision** into fewer car parks including new provision to the south of the town centre that is accessible from the

highway network and includes improved and direct pedestrian links to the town centre. A review of short and long stay parking will also be undertaken.

The opening of South East Sleaford Regeneration Route will result in the closure of the Southgate level crossing. For vehicles entering the town centre from the south, the new car park south of the railway line will provide a convenient location to park and access the town centre.

#### **Effective travel planning through Access Lincs**

Access Lincs is a countywide initiative from Lincolnshire County Council offering free help, advice and assistance to support employers who wish to access sustainable travel solutions for the benefit of their organisation and their staff.



The new, high quality parking provision will free up space in the town centre core for loading, short-stay parking and taxi-ranks and reduce the number of vehicles entering the core and circulating while looking for a space.

### *Improving the smooth flow of traffic*

A **review of Traffic Regulation Orders (TROs)** in the town centre will assess where obstructions are being caused by parked vehicles, loading and taxis.

A **review of directional signage** will take place following the completion of South East Sleaford Regeneration Route to improve information for road users and guide vehicles onto the A15/A17 to reduce the amount of traffic passing through the centre of Sleaford.

### *Making junctions more efficient*

New developments in Sleaford will bring about a change in how traffic moves around the town but will also increase the number of vehicles on the road network. Some of this growth will be mitigated through the sustainable transport interventions highlighted above; however, several existing junctions will still need improving to **help them operate more efficiently**.

In addition to **creating more capacity** at the junctions, traffic signals within the town centre will be **linked and**

**optimised to manage traffic movements** more efficiently and improve safety for pedestrians and cycle users.



Rationalise town centre parking to create better public spaces

### *Creating new links*

To remove movement barriers between Lincoln Road, Holdingham and East Road, a bus gate is proposed that will incorporate a shared walking and cycling route that will also improve sustainable accessibility.

Funding for the scheme will be sought from nearby developments that will be linked to the new bus gate.

## Long Term Interventions

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In addition to the short and medium term interventions presented in the previous section, there are several interventions that have been considered deliverable in the longer term.

### Public transport

#### *Enhancing the bus network*

The enhancement of the bus network within Sleaford through developer funding can be achieved in the short/medium term primarily through developer contributions, maintaining the self sufficient and viable service in the long term. . Enhancing inter-urban services should remain as a long term aspiration.

#### *Improving Sleaford railway station*

To assist in improving rail patronage the environment around Sleaford railway station should be considered for improvements for both aesthetic and functional reasons. This would complement the improvements to rail services that may take place in the short/medium term but which could also be a longer term intervention.

### Active travel

#### *Sustaining the growth of active travel*

The range of short and medium term measures to increase cycling and walking will be built on in the longer term to sustain high levels of active travel. Lincolnshire County Council is currently developing a cycling strategy to plan the cycling provision across the county. As well as setting strategic countywide objectives for Lincolnshire, the strategy will include local action plans for each of the large settlements in the county. The action plan for

Sleaford will present more detail on the interventions aimed at making cycling a realistic choice for more people for travelling to work, education and for leisure purposes.

### Smarter Travel Choices

As part of maintaining a modal shift towards sustainable travel, a continuous programme of smarter travel interventions will be carried out into the longer term. Travel plans will be reviewed and updated periodically and supported through the promotion and awareness raising of key sustainable travel infrastructure interventions as they are implemented.

### Highways

#### *South East Sleaford Regeneration Route Phase 2*

The options for extending South East Sleaford Regeneration Route to a second phase that would provide a north-south link between Boston Road and East Gate have been investigated. Traffic modelling has shown this, in conjunction with some other traffic movement alterations, could have benefits to the town. However, the scheme will require significant further assessment and development as well as external funding for it to be delivered but should remain as a long-term option.

#### *Smart parking charging system*

Smart parking charges could be used to manage demand and encourage different travel patterns through varying charges for different users and time periods. Further investigation with the Council's parking management team would be required



before this could be included in a strategy.

*Improve the operation of King Edward Street level crossing*

Changes to the operation of the level crossing on King Edward Street, in highways terms, could bring some benefits. However, further investigation into the potential impacts of such measures needs to be made before it can be included in a strategy.

## Delivery

The table below present the interventions that make up this strategy broken down into the four areas that were detailed in the interventions section: Public transport, Active Travel, Smarter Travel and Highways. The tables present the estimated timescales of each measure

in terms of short, medium and long term delivery.

A map displaying the locations of the interventions can be found at the back of the strategy.

1	Improvements to bus and rail services	Timescales
1.1	Introduce a third into town bus services	Short/Medium Term
1.2	Increase peak period frequency of Into Town bus services	Short/Medium Term
1.3	Lobby for increased services on both railway lines passing through Sleaford	Medium Term
1.4	Lobby for increased services of rail services for Rauceby	Medium Term
2	Improvements to infrastructure	Timescales
2.1	Introduce bus prioritisation at signalised junctions	Medium Term
2.2	Relocation of school bus service drop-off/pick-up points	Medium Term
2.3	Improve bus waiting facilities	Medium Term
3	Consistent and direct walking and cycling routes	Timescales
3.1	Improve pedestrian/cycle routes to Rauceby Railway Station	Medium Term
3.2	Sleaford to Grantham Cycle Route	Long Term
3.3	Improve walking/cycling links between Greylees and Sleaford	Short/Medium Term
3.4	Sleaford to Kirkby La Thorpe Cycle Route	Short Term
3.5	North Sleaford Shared User Connectivity	Medium Term
4	Crossing infrastructure for walking and cycling	Timescales
4.1	Cycle/pedestrian bridge over the railway line on North Gate at Galley Hill	Medium Term
4.2	Cycle/pedestrian bridge at Station Rd/Grantham Road	Medium Term
4.3	Improvements to pedestrian and cycle crossing facilities	Short/Medium Term
4.4	Safety review of Southgate/Northgate corridor	Short Term
4.5	Safety review of Carre Street/Boston Road junction	Short Term

<b>5</b>	<b>Safer roads for all</b>	<b>Timescales</b>
5.1	Traffic calming on minor road links between London Road and Grantham Road	Medium Term
5.2	Traffic calming on King Edward Street	Short/ Medium Term
5.3	20mph zones	Medium Term
5.4	DDA audit	Short Term
<b>6</b>	<b>Way finding</b>	<b>Timescales</b>
6.1	Pedestrian/cycling signing review	Medium Term
<b>7</b>	<b>Providing convenient and secure bike storage</b>	<b>Timescales</b>
7.1	Increase town centre cycle parking	Short/ Medium Term
7.2	Review potential locations for Cycle Hubs in the town	Short/ Medium Term
7.3	Provide cycle parking facilities at Rauceby railway station	Short/ Medium Term
<b>8</b>	<b>Creating sustainable links to new extension areas</b>	<b>Timescales</b>
8.1	Pedestrian links incorporated into design of the SUEs	Short Term
8.2	Cycle links incorporated in the designs of the SUEs	Short Term
<b>9</b>	<b>Safe journeys to school</b>	<b>Timescales</b>
9.1	Development of a school travel strategy	Short/ Medium Term
9.2	Continued/accelerated roll-out of Bikeability to Schools	Short/ Medium Term
<b>10</b>	<b>Facilitating sustainable travel</b>	<b>Timescales</b>
10.1	'Try for free' public transport campaign	Medium Term
10.2	Increased publicity campaigns for the use of public transport	Short/ Medium Term
10.3	Targeted travel planning including personalised travel planning for residential properties, all major employers and education establishments	Short/ Medium Term
10.4	Encourage Sustainable Travel in New Developments	Short Term
10.5	Develop a Business Travel Zone for Sleaford	Short/ Medium Term
10.6	Safeguard sustainable transport options for new Sustainable Urban Extensions	Short Term
10.7	Cycle facilities funding for employment area	Short/ Medium Term
<b>11</b>	<b>Creating an efficient parking system</b>	<b>Timescales</b>
11.1	Car park to serve the town centre	Short Term
11.2	Review town centre car parking provision	Short Term
11.3	Review of parking restrictions following implementation of South East Sleaford Regeneration Route and level crossing closure	Short/ Medium Term
<b>12</b>	<b>Improving the smooth flow of traffic</b>	<b>Timescales</b>
12.1	Directional signing review	Short Term
12.2	Review Traffic Restriction Orders and taxi ranks (TROs) in the town centre	Short/ Medium Term
12.3	Introduction of a strategy for deliveries in the town centre	Short/ Medium Term

13	Making junctions work better	Timescales
13.1	Increase/optmise traffic signal provision within the town centre	Short/ Medium Term
13.2	Increase capacity at Southgate/Northgate/Eastgate	Medium Term
13.3	Increase capacity at Carre Street/Boston Road	Medium Term
13.4	Increase capacity at A15/Grantham Road roundabout junction	Short/ Medium Term
13.5	Increase capacity at Holdingham roundabout junction	Medium Term
13.6	Increase capacity at East Road/Pride Parkway junction	Medium Term
14	Creating new links	Timescales
14.1	Lincoln Road to East Road Link	Medium Term

The following table sets out interventions that have been identified for longer term delivery. These interventions need further development and agreement with other stakeholders on funding, feasibility and deliverability

-	Long Term Interventions	Timescales
	SESRR Phase 2	Long Term
	Enhance inter-urban bus service provision	Long Term
	Increase frequency of Into Town bus services throughout the operating day	Long Term
	Improve environment around the railway station	Long Term
	Smart Parking Charges	Long Term
	Upgrade level crossing on King Edward Street to two-way operation	Long Term
	Review priority at level crossing on King Edward Street	Long Term
	Improve signing and lining at level crossing on King Edward Street	Long Term

With budgetary constraints likely to remain in place for the foreseeable future, the availability of external funding is critical for the delivery of this Strategy.

identify and secure funding from a range of sources to help deliver schemes. An indication of the potential funding sources are summarised in the following below.

It is necessary that local authorities and partners work in partnership to

Potential Funding Sources	Proposed Interventions			
	Public Transport	Active Travel	Smarter Travel	Highways
LCC Transport & Highways	✓	✓	✓	✓
LCC Public Health	✓	✓	✓	
LCC Economic Regeneration	✓	✓		✓
NKDC	✓	✓	✓	
Local Enterprise Partnership	✓			✓
Developer Contributions	✓	✓	✓	✓
Department for Transport (e.g. Better Bus Fund, LSTF, Cycle Safety Fund, Pinch Point schemes)	✓	✓	✓	✓
ERDF	✓	✓	✓	
Public Transport Operators	✓			
Network Rail	✓			
Third party funding e.g. via Sustrans		✓	✓	
Employer contributions			✓	



## Monitoring and Review

Continuously monitoring and reviewing the success of this Strategy is vitally important to ensure progress is being made that supports the agreed objectives and outcomes.

Monitoring and Reviewing this Strategy will take forms:

- Regular reviews of the individual interventions to monitor delivery; and
- High level monitoring and data collation to assess progress against the identified outcomes.

The regular reviews will be overseen by the Strategy Review Group and involve key stakeholders. This will help check progress and provide direction.

This Strategy will be monitored against the objectives and outcomes

presented earlier. To measure success a series of indicators have been identified and are shown in the table below.

A high level progress report will be produced after 3 years and a full review will take place after 6 years. This will review the proposed interventions, delivery and impact. As this Strategy is to be delivered over 16 years the interventions will be reviewed to ensure they are still considered to be effective. If necessary this Strategy will be updated to reflect the lessons learned from the first 6 years.

The District Council will pool developer contributions in line with CIL contributions.

Ref	Outcome	Proposed Indicators
Ou1	Reduction in carbon emissions from transport	CO <sub>2</sub> emissions should be monitored in line with best practice guidance over the course of the Transport Strategy period.
Ou2	Reduction in the use of the private car	Count data should be collated for all modes to capture modal share and this should be monitored on an annual basis to determine changes in behaviour.  Travel Planning surveys can be used to capture travel to work and travel to school.
Ou3	Reduction in the amount of traffic entering the town centre core	A cordon of automatic traffic counts would allow ongoing monitoring of traffic levels.  Alternatively, counts could be undertaken for the same period each year and compared to previous years.

Ref	Outcome	Proposed Indicators
Ou4	Increase in the level of service provided by public transport between Sleaford and surrounding urban areas	Annual comparison of bus and rail timetables. Any change in capacity of vehicles / rolling stock should also be considered, as this might have increased capacity without improving frequency.
Ou5	Increase in the proportion of the population living within 400 metres of a bus stop providing a minimum frequency of one bus per hour	<p>Bus stops should be mapped and the population within a 400 metre radius of a bus stop calculated.</p> <p>This should be done now to form a baseline and updated annually to take account of new bus stops, housing and updated mid-year population updates, allowing the situation to be monitored over time.</p>
Ou6	Increase in public transport patronage	Public transport operators monitor patronage of their services and data can be gained from them to allow for annual comparisons.
Ou7	Improvement in the reliability of bus services	Regular monitoring bus arrival and departure times will provide data to indicate how well services are performing against their timetables.
Ou8	Increase in the share of cycling and walking trips in the town centre	<p>Existing cycle counters and new counters strategically placed to capture the main flows of cyclists entering the town centre.</p> <p>Further walking and cycle surveys could also be undertaken on an annual basis during the same period each year.</p>
Ou9	Reduction in the number and severity of road accident casualties	<p>A road traffic accident database is maintained by every police force in the UK. Accidents are classified as fatal, serious or slight.</p> <p>The long term objective should be to see an overall reduction in accidents per capita and also a smaller proportion of all accidents in the fatal and serious categories.</p>
Ou10	Reduction in the number of accidents involving cycle users and pedestrians	The number of accidents involving cycle users and pedestrians will be monitored annually through the police database as explained under Ou9.
Ou11	Improvement in the perception of safety and security while travelling	Survey users of different modes, asking them questions about how they perceive the levels of safety and security while travelling.

## Intervention Location Map

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