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| **PRCC.24 15/16** | **D** |
| **Prosperous Communities** | |
| **29th October 2015** | |

**Subject: Rural Transport**

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| Report by: | Chief Executive |
| Contact Officer: | Lead Officer for Enterprising Communities<br>01427 675145 |
| Purpose / Summary: | To agree the approach and methodology of supporting Rural Transport activity and initiatives. |

**RECOMMENDATION(S):**
1. That Members approve the approach and methodology WLDC will use in supporting Rural Transport activity and initiatives.

## IMPLICATIONS

**Legal:** Appropriate procurement procedures must be followed and set criteria will be required for managing and monitoring certain activity we may decide to deliver.

**Financial : FIN/82/16**

£300k earmarked reserve – Connectivity Fund

**Staffing :** A virtual team of officers will deliver the Rural Transport work. Close working arrangements have also been developed with Lincolnshire County Council and transport officers.

**Equality and Diversity including Human Rights :** Any projects or initiatives will be delivered in a way to ensure fair and unrestricted access to all residents.

**Risk Assessment : N/A**

**Climate Related Risks and Opportunities : N/A**

**Title and Location of any Background Papers used in the preparation of this report:**

**Call in and Urgency:**

**Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?**

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)    **Yes** [ ]    **No** [x]

**Key Decision:**

A matter which affects two or more wards, or has significant financial implications    **Yes** [x]    **No** [ ]

## 1. Background

1.1 In 2014-2015 the Council agreed to allocate £300,000 from reserve funds to go towards making improvements and/or tackling issues with rural transport in West Lindsey. As a large rural district, lack of or gaps in transport and connectivity is often seen as a barrier to accessing services and ease of mobility.

1.2 Lincolnshire County Council (LCC) as the upper tier local authority has the responsibility for transport. LCC provide a wide range of transport initiatives that combined with services provided by the private sector transport companies, gives Lincolnshire a comprehensive coverage. In effect all parts of West Lindsey are connected by public transport but to different levels.

1.3 To help build a bigger picture of current transport provision in West Lindsey, an initial piece of research work has been commissioned. Social Research Associates Ltd have now completed the report titled 'Review of Rural Transport Provision across the District of West Lindsey'. This report is attached as Appendix A to this report.

1.4 This review of transport provision gives us a clear insight into current services and areas where there are gaps or improvements could be made. The review also includes recommendations on how WLDC can play an active role in supporting and developing different rural transport improvements or initiatives.

## 2. Corporate Plan Themes

2.1 Any activity delivered or funded as part of the Rural Transport work will help support themes within the Corporate Plan. Specifically the following themes:

- Theme 1: Prosperous and Enterprising District
- Theme 2: An Accessible and Connected District
- Theme 3: A Green District Where People Want to Work, Live and Visit
- Theme 4: Active and Healthy Citizens and Communities

2.2 As the current version of the Corporate Plan is being updated, any changes will be reflected in the delivery of this work to always ensure we are working towards our Corporate Plan themes.

**3.    Issues, Challenges and Opportunities**

3.1    Beyond the direct challenges of rural transport issues there are other possible factors that can have an impact. Local Authorities continue to face financial pressures with the need to ensure essential services are delivered within financial means. LCC are currently reviewing many aspects of their organisation and it is expected that reductions in both staff and services within transport departments will take place.

3.2    Further information about LCC's budgets for the coming years will become available later in 2015. It is possible that some services currently provided or supported by LCC may face reductions or cease altogether. In certain situations our work on Rural Transport may need to focus on such services if as a Council we wish to see them continue.

3.3    The increasing ageing population continue to increase demand of a wide range of public services. In respect of public transport the need is increased with an ageing population as more residents require transport to access local or regional services. In many communities residents who have reached an age where they are no longer able to drive they are faced with a sudden transition to having to rely on public transport potentially for the first time in their lives.

3.4    The cost of delivering and supporting any form of transport service continues to rise. As many services this is attributed to inflationary costs such as staffing and general running costs. The price of fuel has seen fluctuations over recent months but continues to be very expensive element of providing any transport provision.

3.5    Whilst there are challenges with delivering and enhancing transport provision, there are also new opportunities ahead. As Local Authorities in Greater Lincolnshire work together around the Devolution Agenda we will begin to see more detailed proposals and plans to devolve more powers and funding for transport.

3.6    Other opportunities come in the form of external funding made available to support transport services and/or improvements. A recent example of this is the Total Transport Fund which has seen LCC be successfully awarded £400,000 towards improving connectivity between transport services. We will be working with LCC transport officers to explore joint working around this work.

## 4. Methodology

4.1 To ensure we deliver the best possible outcomes the following methodology of how we will operate and allocate funds will be used.
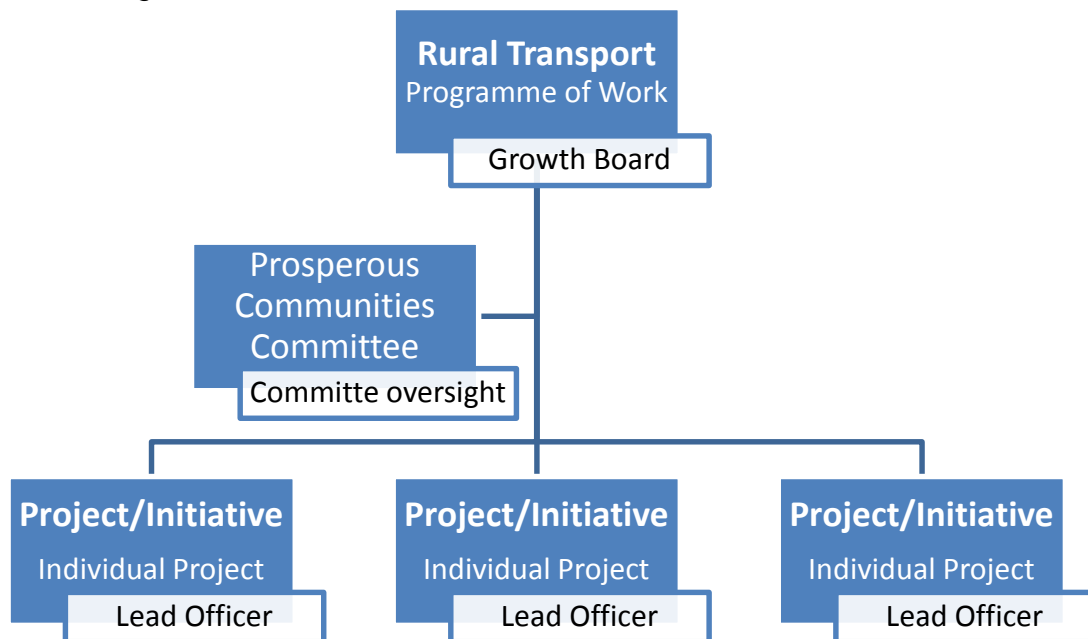
4.2 Any activity delivered or supported as part of this work shall be to:

1. Improve transport connectivity for residents in West Lindsey
2. Seek best value for money from activity delivered or supported
3. Use our funding to leverage external sources of funding for rural transport

4.2 Rural Transport is a Programme of work which will be overseen on a day to day basis by the Council's Growth Board. This board is chaired by the Chief Executive. As part of this Programme of work there will be individual projects and initiatives as required to help tackle identified issues or make recommended improvements. Individual projects will be managed using our corporate project management processes to provide effective and efficient delivery.

4.3 The Council's Growth Board will approve and oversee any project activity and report progress on a regular basis to the Prosperous Communities Committee and other Committees as required.

4.4 The structure for managing the Rural Transport work is show in the diagram below:

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                    ┌─────────────────────┐
                    │  Rural Transport    │
                    │  Programme of Work  │
                    │  ┌───────────────┐  │
                    │  │ Growth Board  │  │
                    └──┴───────────────┴──┘
                              │
      ┌─────────────────┐     │
      │   Prosperous    │     │
      │  Communities    │     │
      │   Committee     │     │
      │ ┌─────────────┐ │     │
      │ │ Committe    │ │     │
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      └─┴─────────────┴─┘     │
            │                 │
   ┌────────┼─────────────────┼─────────────┐
┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│Project/      │   │Project/      │   │Project/      │
│Initiative    │   │Initiative    │   │Initiative    │
│Individual    │   │Individual    │   │Individual    │
│Project       │   │Project       │   │Project       │
│┌───────────┐ │   │┌───────────┐ │   │┌───────────┐ │
││Lead Officer│ │  ││Lead Officer│ │  ││Lead Officer│ │
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**5.      Our Approach**

5.1      Specific details about projects and initiatives that can be delivered or supported will need further development with LCC, local communities and transport providers. It is vital we have an agreed approach for this area of work so we can direct our efforts and funding to improvements that are realistic, possible and achievable.

5.2      Based on the review completed by Social Research Associates Ltd and on-going meetings with transport officer from LCC the following Rural Transport Themes represent areas where we can look to make an impact:

# Theme 1: Communication and Information
Example projects/initiatives:

- 'My Village Transport' - customised transport planning information at a parish level

- Increased promotion of transport services and options

- Travel training to help people understand how to plan and use public transport

# Theme 2: Community Transport
Example projects/initiatives:

- Support the growth of existing and help to create new Community Car Schemes

- Support the creation of sustainable community minibus schemes

# Theme 3: Commercial Opportunities
Example projects/initiatives:

- Support taxi operators/companies to expand into wider community transport provision (e.g. taxi minibuses)

- Support local transport operators to grow their business and public services (e.g. local or family owned bus operators)

# Theme 4: Transport Planning
Example projects/initiatives:

- Provide more support and advice to communities completing Neighbourhood Plans to ensure local transport needs are understood and evidenced

# Theme 5: Total Transport
Example projects/initiatives:

- Work closely with LCC as they deliver this initiative to explore joint working possibilities or match funding opportunities

**6.      Recommendation(s)**

6.1      That Members approve the approach and methodology WLDC will use in supporting Rural Transport activity and initiatives.

# Review of Rural Transport Provision across the District of West Lindsey

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# Review of Rural Transport Provision across the District of West Lindsey

# Executive Summary

**Why was this research carried out?**

The purpose of this research is to advise West Lindsey District Council (WLDC) on the best ways of providing rural transport in the context of reductions to regular public transport services. There was also a strong remit to explore community owned solutions in the face of limited funding and likely future budget cuts.

The report comprises an analysis of the current position and examples of good practice from both within and outside Lincolnshire. From this base public engagement was carried out in villages in the WLDC area leading to the selection of two specific pilot areas for further consultation and ongoing demonstration projects – namely Keelby (with twice the WLDC proportion of over 60 year olds) and Hemswell Cliff (with a higher than average proportion of young people). An earlier study was also carried out in Brookenby. The final section of the report sets out recommendations for next steps. Throughout the research SRA have worked closely with WLDC including regular meetings with Officers and presentations to Members

**The Context**

Much of public and social transport provision in WLDC is provided or organised by Lincolnshire County Council (LCC) and to support this WLDC makes some financial contribution to LCC. There is widespread national acknowledgement that LCC is a leader in this area of transport provision, especially in relation to the pioneering InterConnect/CallConnect bus system which links on-demand requests with key routes. LCC also provides a wider range of transport services including education and social services transport, support for voluntary car schemes, lift sharing, Wheels to Work, travel training and general information and publicity. However, these services do not meet all transport needs especially in some of the WLDC small and relatively remote villages.

A related factor (notwithstanding relatively low income levels in places) is that only a minority of households in WLDC villages are without a car which leads to public transport services which used to be viable no longer having the critical mass needed for commercial provision. In addition both past and pending cuts to both district and county councils (which are no longer ring fenced for transport) present continuing challenges especially in the context of an aging population particularly in rural areas.

**Conclusions and Recommendations**

The conclusions divided into four broad areas and supported by associated recommendations are a combination of professional expertise and suggestions from local people and stakeholders.

**1. Communication and information provision**

Good communication with regard to travel opportunities and provision will be necessary in order to improve rural transport in WLDC.   It is clear that many people do not know about the range of opportunities for travel.   At the most basic level, bus timetables, a simple and obvious need, is not addressed formally but rather in an ad-hoc manner resulting in supply for some areas and not others.  For example, Keelby has only recently had timetables displayed at the bus stops and Brookenby has none at present.  Similarly at Keelby people with eligibility did not know about nonemergency hospital transport.  There is also confusion about the link between CallConnect and InterConnect.

Reliance on the internet as a communication medium is not an option for all in rural communities, especially the elderly and those not online.  However, there is an active roll out of broad-band connectivity in the WLDC area and people can be encouraged to join in via local training sessions and use of nodes with computer access.  This will be increasingly important as dynamic scheduling and real time information becomes more common.  Those who are not engaged as consumers in this process will lose the opportunities to participate and influence services,

> **Recommendations**
>
> 'My Village Transport' - Publish and distribute customised village based maps and timetables showing all opportunities and costs. This should include regular bus and train services with where they exist links via Interconnect, connections to nearby higher frequency routes, taxis, community transport, suitable cycle or walking routes, and so on.  This product could be developed by people in the village as part of incorporating transport needs in neighbourhood planning and updated by volunteers using the LCC data base.
>
> Travel training should focus on the use of maps, timetables and computers either individually owned or via communal access. There are resources for this via various rural development and employment programmes and also via the LCC Travel Training Team.

**2. Community led transport initiatives**

Some WLDC villages including Keelby and Brookenby have identified the need and are currently in the early stages of setting up the infrastructure to secure a minibus for their respective communities. Both villages indicated that they have the

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community backing such as a pool of volunteer drivers and co-operative opportunities with youth or other social groups within the communities. In principle a village minibus with volunteer drivers can also act as a village taxi service, conduct regular shopping trips, possibly emulating the role of the CallConnect service and have the potential of further enhancing the successful social car schemes in the county. All of these options could provide much needed revenue for the community minibus, traditionally being a much underused community asset. Introducing such concepts to the community may well act as a catalyst to start up a community car club and encourage both formal and informal lift sharing, making access to a car a viable option for those who cannot afford their own vehicle.

### Recommendations

Help and support village community minibus plans either directly or by means of pointing these communities to external agencies such as the Village SOS and Prince's Trust.

Build on the social/volunteer car schemes, with the target to have 2 - 3 drivers for every village in West Lindsey. In the recruitment publicity ensure all eligible residents are aware of the funding so it is not seen as 'charity'.

Recruit a paid driver supplementing volunteering drivers (job share potential in the smaller villages) to utilise the minibus when not being used by the initiating group/organisation. Examples of regular journeys could include; shopping trips to nearby centres, journeys to employment centres, sports or leisure trips and operation as a village taxi service. A Parish Minibus (operating as a private hire vehicle) may well be more feasible for villages without a local taxi service. To test this WLDC should carry out a feasibility study to establish practicality (legislation), sustainability and good practice. Potentially the organisation could produce revenue with a charging regime similar to the social car schemes of 45p per mile for community members and or link with the currently operating social car schemes and 'Non-emergency patient transfer' services.

## 3. Commercial Opportunities

There are active local support groups for new bus and train services. Establishing a business case for such suggestions is always difficult since it is difficult to predict demand. However, there are examples in the WLDC area where supported services have been taken over on a commercial basis (for example by Stagecoach in connection with the Saturday Shopper Service and the new service 98 which is running return trips linking the towns through Trentside villages).

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Another high profile wish supported by many local people is for a bus service linking Market Rasen and Gainsborough. Similarly, there are groups lobbying for improvements and new services on the local train systems. Sponsorship by the shopping centres and local employers should also be sought.

Given the loss of the free Tesco's bus in Hemswell Cliff and the reduction of services from Tesco's in Brigg, the bigger supermarkets may well be interested in supporting such a project as a lower cost option. Similarly some of the local employers are interested in supporting works based transport.

### Recommendations

Work with Stagecoach and other interested operators to trial new bus routes on the basis of a partnership with WLDC, employers and community support for marketing and use over a set period of evaluation.

Another option is to encourage new businesses to set up - in particular a taxi service or taxi bus. There would be various ways of supporting such a start-up via employment grants, crowd sourcing, community shares.

Lobby the government to include improved train services as part of the forthcoming Northern Franchise.

Support the existing Community Rail Partnerships schemes and extend these to include a wider range of activities such as planting and rail user partnerships for outings and discussions about rail futures in the area. Research shows that Community Rail Partnerships (lines or services) are good value for money and support economic, social and environmental development in local areas. There is a current consultation going on until 25 Sept 2015.

Some elements of the community rail concept, such as local community involvement in service promotion, could also be extendable to create Community Bus Partnerships.

## 4. Other Opportunities: Help with access to private transport, walking and cycling

There is no doubt that the ability to drive is important for rural residents and this is demonstrated by high rates of licence holding by WLDC residents. Obviously WLDC will not wish to add to congestion but helping some people to start or carry on driving is one solution to low mobility.

There are a growing number of options for other forms of transport including powered wheelchairs and cycles, not to mention driverless cars.

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Walking and cycling are also forms of private transport and although generally seen as more limited and dangerous in rural areas can play a part in enhancing mobility sometimes via relatively simple planning measures such as lowering speed limits, improving routes to bus stops or provision of seating. Even with tight budgets there are opportunities for improving road safety including via community initiatives such as village speed watches and sight line changes.

### Recommendation

Contact the Forum of Mobility Centres to encourage the provision of satellite advice for disabled and older drivers with a longer term view of their setting up a centre in the County (currently Leeds which is the nearest bases).

Work with the Lincolnshire Road Safety Partnership (LRSP) or other interested organisations such as the Association of Advanced Drivers to provide affordable support for passing the theory test and/or driving lessons as well as help with car purchase and car maintenance. Opportunities for including the latter as a 'village deal' with a local garage could be explored.

Also work with stakeholders to explore traffic calming in villages – especially focusing on community action and simple design changes such as use of planters to reduce sight lines and thus speeding.

There are currently national pilot projects testing automatic vehicles but none of these are in a rural area. WLDC could apply to be the first rural pilot.

## Next Steps for WLDC

- Disseminate and discuss the recommendations.
- Support three pilot projects themed around information (District wide), community run transport (pilot project in Keelby) and private sector provision (pilot project in Hemswell Cliff).
- Cost and seek funding support from both local and wider sources including from non-transport sources such as employment, social exclusion, education and rural support networks.
- Hold public engagement and marketing events to support the chosen projects.
- Evaluate the results.

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# 1    Objectives and Methodology

### 1.1    Introduction

1.1.1    In March 2015, Social Research Associates Ltd (SRA) was appointed by West Lindsey District Council (WLDC) to carry out research into the provision of rural transport in the District.  SRA specialises in social aspects of transport with special emphasis on social exclusion.

1.1.2    This is an urgent task since in some rural areas transport has reduced and there are villages without regular public transport services.

1.1.3    The specification also made it clear that the focus of the research should be on community owned solutions in the face of limited funding and the expectations of further cuts to public budgets. WLDC have a strong mission to adopt an enabling role in this context.

### 1.2    The objectives of the research

1.2.1    To work entrepreneurially with communities and partners to develop innovative, commercial and co-produced solutions with community action, especially through active parish and voluntary sector partners.

1.2.2    To carry out research into present provision, need, success of take up of schemes in the WLDC area.

1.2.3    To provide details of national and international best practice on rural sparse area transport solutions.

1.2.4    To help design local solutions with key stakeholders including Lincolnshire County Council (LCC) on how transport connectivity and access to key services can be improved.

### 1.3    Methodology

1.3.1    The SRA team include experts in public transport, community development, planning and intelligent transport so a considerable amount of desk top work and discussions with stakeholders was carried out to establish the current position in terms of demographics, planning and transport provision.  This is outlined in Chapters 1, 2 and 3.

1.3.2    Chapter 4 presents a range of examples of good practice in the provision of rural transport which seem relevant in the context of the WLDC needs.

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1.3.3     This information established the context in which to understand the local rural transport situation including current provision and unmet need.   The next stage was to evaluate these emerging ideas using the example of two villages. A shortlist was developed and following visits and discussions with WLDC; Keelby and Hemswell Cliff were selected on the grounds of need and contrasting locational and demographic profiles.  Insights from an earlier study of Brookenby has also been included.  The results are reported in Chapter 6 along with emerging implications.

1.3.4     At the same time further interviews and discussions were held with stakeholders, especially those responsible for transport policy at the County Council level.

1.3.5     The final stage was to draw conclusions and develop recommendations which are reported in Chapter 7.

1.3.6     Throughout the research SRA have worked closely with WLDC including regular meetings with Officers and presentations to Members.

# 2    The policy context

## 2.1    Introduction

2.1.1    This chapter sets out the relevant policy framework and guidance that is available at the national, sub-national and local levels. It also reviews the plans at the local level to enable the delivery of new approaches to rural accessibility. It is intended that the clarification of the "chain of conformity" and the wider policy context will help support WLDC's approach to rethinking rural accessibility issues.  The evidence and identification of where delivering new approaches to rural accessibility would fit within the various policy frameworks and strategies could be important to the delivery of improvements.

2.1.2    Initially the review starts by looking at the national context picking out relevant paragraphs from policy and guidance. The sub-national context is then examined followed by an overview of the local context including the Corporate Plan for West Lindsey, the Local Transport Plan for Lincolnshire, the Central Lincolnshire Local Plan, the Greater Lincolnshire LEP Economic Strategy and other key documents.  Given the on-going evolution of some neighbourhood plans the opportunities created by this process are also highlighted as they are very relevant to the case study villages.

2.1.3    The aim is to ensure a full understanding of the context of this work and support its implementation particularly given the crosscutting nature of the work and the difficulties often experienced by Members and Officers of knowing all relevant aspects and integrating them. By law planning is about delivering sustainable development and so it is about "place" and how it functions, not just about land allocations and land use.

## 2.2 National Guidance

2.2.1    The National Planning Policy Framework[1] (NPPF) was issued by Government in March 2012.  It sets out the Government's planning policy requirements.  The fundamental statutory principle underlying planning is the delivery of sustainable development.  The NPPF therefore includes a "definition" of sustainable development upon which the remainder of the NPPF is required to support.  The definition is lengthy but draws on the Bruntland definition and that developed by the Sustainable Development Commission in 2005.  The NPPF is underpinned by National Planning Policy Guidance (2014) (PPG) which is intended to explain and elaborate the policy in the NPPF where necessary.  All other previous guidance has been superseded by the PPG. The NPPF sets out the aim of building in sustainability in relation to a wide range of policy areas including transport and highlights the importance of giving people a real choice about how they travel.

2.2.2    Key aspects of the NPPF can be summarised as shown below.

> Sustainability means that better lives now do not result in worse lives for future generations but this has to be achieved in the context of economic growth and a rising population including in rural areas.

> The implication is that planning must be a creative, inclusive and collective exercise.  For this reason accountability and the introduction of neighbourhood planning has been introduced.

2.2.3    Furthermore transport policies have an important role to play in facilitating sustainable development including contributing to wider health and social objectives.  A core planning principle is to "*actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable*".[2]

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[1] National Planning Policy Framework
[2] NPPF page 17

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2.2.4     The Framework goes on to state "*Local planning authorities should take account of different geographic areas, including travel-to-work areas. In two tier areas, county and district authorities should cooperate with each other on relevant issues. Local planning authorities should work collaboratively on strategic planning priorities to enable delivery of sustainable development in consultation with Local Enterprise Partnerships and Local Nature Partnerships. Local planning authorities should also work collaboratively with private sector bodies, utility and infrastructure providers.*"

2.2.5     National Planning Practice Guidance[3] is a web based document linking directly to the NPPF and includes sections reinforcing the importance of transport assessments and travel plans.

## 2.3     National Bus Policy

2.3.1     To support these general policies and especially to encourage bus provision, the Government have produced various initiatives and guidance. The overall aim was set out in 2012[4] as

- To encourage more people to use buses in busy urban areas through the Better Bus Areas fund
- To improve the system of local bus subsidy and regulation in England
- To help local authorities invest in low carbon buses through the Green Bus fund
- To provide for older and disabled people

## 2.4     Local bus subsidy reform and regulation

2.4.1     Also in 2012, the government announced a series of reforms to improve the system of local bus subsidy and regulation in England. These are set out and explained in the paper Green light for better buses[5].

2.4.2     In July 2013, they published further details of reforms to bus subsidy, including the devolution of funding for tendered bus services in London to Transport for London and elsewhere in England to local transport authorities. They also published details relating to the tightening of rules concerning the types of service which are eligible for the Bus Service Operators Grant. They issued statutory guidance for those local transport authorities and metropolitan district councils in England considering quality partnerships or quality contracts.

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[3] National Policy Practice Guidance 2014
[4] Improving Local Transport October 2012: Buses
[5] Green light for better buses. Dft. March 2012

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2.4.3    Alongside this, guidance was issued to help operators and local councils that are considering entering into voluntary bus partnerships[6]:

2.4.4    There is separate guidance for local councils and operators who wish to create a punctuality partnership. This sets out why punctuality and reliability are important and explains how a partnership approach can help to deliver high standards of punctuality. It includes good practice examples, a model data sharing agreement and a model for partnership working[7]:

2.4.5    The 2012 Better Bus Areas fund[8] is aimed at local councils working in partnership with local bus operators. The aim of the fund is to increase bus use in busy urban areas, creating growth and cutting carbon. 24 local transport authorities were awarded just under £70 million in March 2012. The successful bidders demonstrated that their proposals for encouraging people on to buses – including bus priority measures, better ticketing and infrastructure improvements – offer good value for money and will help create growth and cut carbon.

2.4.6    The Green Bus fund superseded by the Low Carbon Bus Scheme is helping bus companies and local councils in England to buy new low-carbon buses.[9]

2.4.7    The national bus pass gives older and disabled people free off-peak travel on local buses anywhere in England, although some services intended entirely or substantially for tourism are now excluded. The government wants to ensure that bus travel is affordable to those on limited incomes and those who have mobility difficulties. This supports their wider work to tackle social exclusion. Bus travel remains the most used form of public transport, especially by older people. There is a guidance document designed to assist Travel Concession Authorities (TCAs) in administering the England National Concessionary Travel Scheme (ENCTS): Guidance for travel concession authorities on the England National Concessionary Travel Scheme.

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[6] Local Transport Act 2008; Guidance on voluntary partnership agreements; DfT February 2009.
[7] Bus punctuality partnerships: guidance for local authorities and operators
[8] Better Bus Areas Fund: Guidance. October 2013
[9] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/382165/30m-bus-scheme.pdf

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## 2.5       Local Planning – National Initiatives

**The Localism Act**

2.5.1     The Localism Act[10] is important in establishing the need to co-operate and provides the basis for neighbourhood planning.

2.5.2     On the 11 Mar 2015 The Parliamentary Under-Secretary of State for Communities and Local Government stated that the Government believed that neighbourhoods, and the communities that live in them, are the most fundamental element of localism. Neighbourhoods are where local democracy begins and where people are often most ready to get involved. Working at the neighbourhood level can transform local services, with better collaboration between agencies and services more flexible and responsive to local need. On 17 February 2015[11] they announced a £6 million funding boost to the community rights programme for 2015-16, to support community led planning.

2.5.3     Parish councils are a vital part of this picture, as the tier of local government closest to their communities. Parish councils provide communities with a democratically accountable voice and a structure for taking community action. Currently only around two fifths of the population is covered by a parish council, so the Government want to make it easier to set up new town and parish councils by changing the rules around how community governance reviews are triggered and carried out.

2.5.4     The requirement to co-operate is also fundamental to the localism agenda whether it is across tiers of authorities or across different service providers.  It is a core part of the local planning system and a lack of effective co-operation has led to some local plans being found "unsound". Co-operation across authorities and service providers is at the heart of transport provision.

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[10] Localism Act November 2011

[11] https://www.gov.uk/government/news/6-million-new-funding-to-give-communities-even-greater-local-control

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**The Local Sustainable Transport Fund**

2.5.5    The Local Sustainable Transport Fund[12] was set up in 2010 with the objectives of growing the economy and cutting carbon emissions.  The most recent report[13] shows that 1,100 km of routes for cycling and walking have been built or improved and that over 36,000 job seekers have received free tickets or travel advice. A key aspect of the Fund is to base investment decisions on local knowledge and in 2014 £100 million was pooled to create the Local Growth Fund which is now funding projects to overcome transport obstacles to employment including bus services to employment sites, travel training, public transport passes, provision of vehicles, bicycles and mopeds.  Other projects have funded kick starts for new bus services including those provided by social enterprises.  However, an issue with kick starts is their short duration.  Often they are used to fund services that will never become fully self-supporting – often leading to pressure on local authorities to continue funding.  Travel decisions need to be based on long term travel opportunities.

2.5.6    Many of these projects funded from the LSTF have been instigated by County Councils but others have been proposed and provided by social enterprises or community interest groups. Chapter 4 contains examples of such initiatives which are particularly relevant to WLDC.

## 2.6    Local Transport Planning

2.6.1    The 2000 and 2008 Transport Acts[14] set the legislative framework for the production and review of Local Transport Plans and in addition gave local authorities powers supported by various guidance documents relating to quality bus contracts/partnerships, road user charging, workplace parking levies and travel concessions.

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[12] Local Sustainable Transport Fund 2010
[13] 2015 Local Sustainable Transport Fund Report
[14] Local Transport Acts

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2.6.2     A key feature of Government policy relevant to WLDC is the willingness to allocate investment to community groups to run local transport services. There has been an associated rapid increase in Section 22 permits which enable not-for-profit organisations to run local bus services and for which purpose £20 million across two rounds of Supporting Community Transport Funds were allocated to 76 local transport authorities between 2010 and 2012. Much of this has gone to Community Transport provision. In 2015[15], £25m funding for community transport minibuses was announced by the Department for Transport (DfT).

## 2.7     Sub-national Transport Policy

2.7.1     This level of policy is currently provided at the level of the county, the area of the Local Economic Partnership (LEP) or by authorities combining together. The key body in respect of transport is the county council. Their transport policy is set out in the Local Transport Plan (LTP) and other related documents but it is also relevant to consider the LEP as the funding for transport is now channelled through the LEP who determine the priorities. County Councils also have the responsibility for health and wellbeing and many have produced strategies on these aspects. There is a strong relationship between transport, especially active travel, and health as well as the issue of accessibility to services. This includes not only physical well-being but social well-being and mental health given the importance of social interaction in respect of well-being. To support this DfT have recently awarded grants totalling £7.6m via a competitive process to 37 local authorities  to "to try new and better ways of delivering joined-up local transport in rural and isolated areas."[16] LCC has received £400,000 for this purpose which they plan to focus on up to 12 themes many of which are relevant to the objectives of this project.

2.7.2     The 4th Lincolnshire Local Transport Plan[17] (2013-14 to 2022-23) sets out strategy for the next 10 years but the implementation plan is for two years. A key theme is the relatively unique nature of the County with sparse population (1.21 people per hectare compared to 4.07 average for England with West Lindsey even more sparsely populated than the County average). This is exacerbated by the County having one of the highest in length of road networks in England but with no motorways and only 41m of dual carriageway plus a similarly relatively sparse rail network.

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[15] https://www.gov.uk/government/news/300-communities-win-share-of-25-million-minibus-fund
[16] https://www.gov.uk/government/news/76-million-for-local-transport-in-rural-and-isolated-areas
[17] Improving local bus services: guidance on voluntary partnership agreements (PDF, 108KB)

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**InterConnect and CallConnect**

2.7.3    A key element of the County Council's approach to improving accessibility in the rural areas has been the CallConnect demand responsive public transport services. These now cover most of the County linking to the InterConnect Routes which operate along key corridors between the larger urban areas.  Passenger surveys have shown that good use is being made of these services, especially to access health services. Lincolnshire's CallConnect services continue to be used an example of best practice in various arenas, most recently the Commission for Rural Communities study into social isolation for the older people in rural areas.[18]

2.7.4    The County would like to increase the number of people using the InterConnect/CallConnect services across the county. However, with the newly acquired responsibility for the National Concessionary Fares Scheme, proposed changes to Bus Service Operators Grant (BSOG) and the expectation of further reductions to funding for local authorities after the next national Comprehensive Spending Review, this is likely to prove challenging especially in relation to the CallConnect element. However, research in WLDC for this project (see Chapter 4) shows that there are still many people who do not know about the InterConnect/CallConnect and other transport initiatives and that there is potential to further increase usage which would also offer the potential to achieve economies of scale. Similarly, a 2013 report for Lincolnshire County Council[19] found that older people who rarely use public transport make that decision from lack of knowledge rather than from preference.

2.7.5    Further support for bus services is indicated in the current LTP in the form of real time information systems including in Gainsborough.  The LTP also recognises the importance of good information and the popularity of bespoke websites (such as www.lincsbus.info) has continued to grow, particularly among younger people. The County supports local bus services by producing area bus guides for residents and visitors alike and continuing to develop and improve web based information. In addition, the use of social media to inform bus users of timetable changes, ticketing initiatives and travel updates are to be investigated.

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[18] http://webarchive.nationalarchives.gov.uk/20130822084033/http://www.defra.gov.uk/crc/files/Executive-Summary-Social-isolation-experienced-by-older-people-in-rural-communities.pdf

[19] http://www.lincolnshire.gov.uk/residents/transport-travel-and-roads/public-transport/community-transport-report-2013/community-transport-report-2013/112481.article

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2.7.6      Other initiatives included in past and the current LTPs of relevant to WLDC include support for new accessible IntoTown services which now operate in Gainsborough and the encouragement of School Travel Plans.

2.7.7      In addition LCC have been pro-active in accessing other funds such as the Rural Gain Grant for the provision of local facilities such as shops to reduce the need to travel and also act an information hub for information on transport.

2.7.8      Most recently LCC have been successful in a competitive bid for funding from the DfT Total Transport project the aim of which is to rationalise and broker different transport provision including health, social services and education.[20]

2.7.9      Yet another relevant policy is the Joint Health and Wellbeing Strategy which is a new legal requirement under the Health and Safety Care Act 2012. The associated document[21] aims to inform and influence decisions about health and social care services in Lincolnshire so that they are focused on the needs of the people who use them and tackle the factors that affect everyone's health and wellbeing. NHS Lincolnshire and Lincolnshire County Council have now agreed the Strategy for Lincolnshire 2013 – 2018 which is the first Joint Health and Wellbeing Strategy for Lincolnshire. It has been produced by the Lincolnshire Shadow Health and Wellbeing Board and is based on the five priorities identified in the Joint Strategic Needs Assessment for Lincolnshire all of which have implications for transport access.

2.7.10      Finally the Onlincolnshire project, in partnership between Central Government, the County and the seven District Councils along with financial support from BT, is promoting and providing funds for the Lincolnshire broadband programme to roll out the availability and use of digital technologies. This capacity is fundamental to the success of many transport initiatives in rural areas.

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[20] https://www.gov.uk/government/news/76-million-for-local-transport-in-rural-and-isolated-areas

[21] Lincolnshire's Joint Strategic Needs Assessment can be accessed on the Lincolnshire Research Observatory at http://www.research-lincs.org.uk/Joint-Strategic-Needs-Assessment.aspx

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**Community and voluntary transport**

2.7.11    In addition to the InterConnect and CallConnect systems, community transport and voluntary car services are judged to have an important role to play.  A Community Transport Strategy comprising Lincoln Dial-a-Ride, 22 voluntary car schemes, Wheels to Work and a community minibus brokerage service via a bespoke website is being further developed which will support the spending of the Community Transport Fund across the County and will further benefit isolated communities.  Special priority will be given to projects that develop solutions for young people to access work, training and education[22].

2.7.12    In another initiative through the Excellent Ageing Programme[23], the County Council is developing projects based on the implications of recent research[24] into rural transport and ageing in partnership with East Lincolnshire District Council.

2.7.13    Throughout all these transport plans, the County emphasises the need to work in partnership with Districts, business, other stakeholders and local people.

## 2.8    West Lindsey Planning Context

2.8.1    Apart from National and County policies relevant to transport, there are also District level opportunities.

2.8.2    The West Lindsey Corporate Plan 2014-2018 sets out the Council's priorities which include "*addressing rural issues such as transport and broadband coverage*"[25].  The plan also states that at the heart of the plan is the aim of "*supporting local communities to help themselves*".

2.8.3    This aim is supported by the Community Rights contained within the Localism Act two of which give the Right to Bid to buy and run valued local amenities if they come onto the market and the Right to Challenge which gives the opportunity to express interest in taking over a local council service where it is thought they can do it differently or better.

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[22] However, the ONS data suggests that there were only 48 NEETS amongst the 16-24 year olds of West Lindsey which would equate to a youth unemployment rate of .8% as compared with an overall unemployment rate of 3.5% for West Lindsey overall.
[23] Excellent aging programme established in Lincolnshire July 2010
[24] Policy Studies Research Centre and Lincoln Business School2013) "Rural Transport and Older People in Lincolnshire"(
[25] West Lindsey Corporate Plan 2014-2018

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2.8.4    Neighbourhood plans are also part of this process.  A Community Led Plan (CLP) also known as a Parish Plan, sets out a shared vision for the community and identifies the actions needed to achieve it. It is up to the community to define the issues to be tackled by the plan. The CLP process enables the whole community to voice their opinions on what actions they wish to see taken in their local area. Community Lincs is the lead agency for CLP and their website[26] gives comprehensive information about how to undertake one and what support is available. The Localism Act 2011 gives communities new rights and a CLP will provide clear evidence of the community's priorities and help them build a convincing case under Community Right to Bid or Community Right to Challenge.

2.8.5    West Lindsey is also part of the Central Lincolnshire Local Plan[27] area (currently in development) which involves the City of Lincoln, North Kesteven and West Lindsey District Councils.  This sets out a vision for growth focused on Lincoln, Sleaford and Gainsborough whilst safeguarding the appropriate and sensitive development of villages.  Particular relevant to the project are the objectives of making efficient use of the existing transport infrastructure, reducing the need to travel by car and improving accessibility to jobs and services.

2.8.6    The Plan also sets out a settlement hierarchy which can help to maintain the viability of local facilities by bring housing, jobs and services closer together for a growth agenda in some villages in comparison with those who don't have a good range of such services.  In addition, a number of villages are suggested as 'limited growth villages' including Hemswell, Saxilby, Dunholme, Welton and Nettleham. New Toft and Brookenby are classified as 'small villages'.

2.8.7    The Central Lincolnshire authorities also support the production of neighbourhood plans but the list of suggested topics to be included does not currently include transport. To add this activity would strengthen the plan and is within the scope of the range of planning recommendations.  It has been included in other neighbourhood plans and would also be useful in supporting future transport strategies.  It could be built on the evolution of a community based travel plan.

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[26] See West Lindsey's web site
[27] See Central Lincolnshire Local Plan web site: Preliminary Draft published November 3014 for consultation. Now closed.

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2.8.8　　　A very positive point, here, is that this is a time of opportunity for transport in West Lindsey. As mentioned above, one of the constraints on provision of good public transport in the area has been the low density of the population which makes bus services especially un-remunerative. The forecast population increase of 30% by 2030, outstripping both regional growth (20%) and national (15%), can help make the shift to viable public and collective transport, especially if the right environment has been put in place, which West Lindsey and Lincolnshire have shown willing and able to do.

2.8.9　　　It is worth noting, too, that a fifth of West Lindsey's population is of retirement age, and this is forecast to rise to a third by 2037. Transport policies should reflect this.

## 2.9　　　Conclusion

2.9.1　　　The review of planning and transport policies has shown that at National, sub-regional, County, sub-County and District levels there is agreement on the need to improve accessibility in rural areas and there are various funds available to support this objective.

2.9.2　　　There is agreement that best value is obtained when all these policies and especially different tier local authorities work together. Given the allocation of funding this will particularly involve WLDC working with LCC who are the administrators and budget holders for many initiatives which impinge on transport provision as well as the LEP

2.9.3　　　However, there is also a realisation that not all accessibility needs can be met and that different solutions are needed in the context of geography, demographics and settlement size.

2.9.4　　　For the same reason, much emphasis is on community solutions to meeting mobility and accessibility needs especially in low growth areas. There are many examples where such community solutions have been beneficial to local areas. These include providing different forms of transport through to rethinking the way activities could be brought to the settlement and this exactly fits the remit of this project.

# 3    Why does accessibility matter?

## 3.1    Research into the value of public transport

3.1.1       Over the years there has been a lot of research into the value of the social impacts of public transport which have informed support for policy.[28]

3.1.2       One of the most recent studies (which also contains a bibliography of previous research) was published in 2013 by the Department for Transport[29]. The results show considerable benefits of public transport provision which using stated preference techniques were quantified to show social benefits for return bus trips of £3.84 for concessionary travel pass holders and £8.17 for other bus users (at 2010 prices).

3.1.3       A key challenge in benefit cost calculations is that the values used represent only the direct social benefit to the individual, based on their willingness to pay but there are likely to be to be external social benefits to the wider society. In rural areas public transport is often limited and, because of this, cars tend to be a key feature of rural life and adults in rural areas are more likely to own and use private transport than those in urban areas. Without owning or having use of a car, access to everyday opportunities and services can be very challenging. SRA found, working with young people in Cornwall, a strong view that having no choice but to own a car limited their other life choices: they couldn't get to college or work without a car, but the car left little disposable income for clothes, music and social activities.

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[28] DfT (2013) authors Mott MacDonald, ITS Leeds "Valuing the Social Impact of Public Transport" Although this research focuses on the direct cost of not making a bus trip, the bibliography includes a good List of up to date research on the wider social benefits
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/226802/final-report.pdf
[29] DfT (2013) authors Mott MacDonald, ITS Leeds University, and Accent).
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/226802/final-report.pdf

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3.1.4    This affects all demographic groups especially the young and old. For example research in rural Leicestershire showed how lack of transport narrowed the further education choices and hence career choices of 16 – 18 year olds.[30]  In relation to older people a report by Strategic Promotion of Ageing Research Capacity[31] notes that the impact of the unavailability of buses is acutely felt by those living in rural areas and this is reiterated by a recent study of older people in Lincolnshire.[32]   Research for this project identified the impossibility for a young non-car-owning village resident of reaching employment in a rural location by public transport (specifically from Brookenby to a local golf course) and the perception of 'prohibitive' cost of using schemes such as wheels-to-work for someone on a low income.  Some further research into the benefits of accessibility is summarised in the next section.

## 3.2    Benefits  - direct and indirect

3.2.1    Access to employment

People living in remote or rural areas require access to employment in the same way that people living in urban areas do. However, without the same levels of public transport provision, those without a car can often find themselves unable to access employment which in turn can lead to unemployment, worklessness and poverty. A study by the Joseph Rowntree Foundation[33] found that transport problems affect many aspects of rural life. Where settlements are dispersed and populations are sparse, both jobs and homes are scattered. The study found that frequently people could not get to work because they did not have access to a car and public transport was inadequate or non-existent. In consultation with users it found that people were often caught in a vicious circle of needing a job in order to afford a car. It was revealed that some firms provide works buses which offered people a solution to a lack of transport but that this could limit people's range of job opportunities and led to dependence on an employer.

3.2.2    The Campaign for Better Transport[34] noted that rural buses are important for the local (and national) economy. Many small businesses set up in the countryside or market towns, and need good public transport to ensure accessibility for their employees.

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[30] Leicestershire County Council "Education choice and transport" (SRA, 2008)
[31] Marsden, G. "Older People and Transport: integrating transport planning tools and user needs" SPARC (2008) http://www.sparc.ac.uk/media/downloads/executivesummaries/exec_summary_marsden.pdf
[32] Lincolnshire County Council  (2013) "Rural Transport and Older People in Lincolnshire: Research Report" In association with PSI and Lincoln Business School.
[33] Shucksmith, M (2000) "Exclusive Countryside: social inclusion and regeneration in rural areas" (Joseph Rowntree Foundation)
[34] Campaign for Better Transport (2013) "Buses in Crisis" http://www.bettertransport.org.uk/sites/default/files/research-files/Buses_In_Crisis_Report_AW_PDF_09.12.13.pdf

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3.2.3    Access to other public services and amenities

Like many of the groups considered in this study, people living in remote or rural areas are at significant risk of social exclusion and isolation. The Campaign for Better Transport produced a report in 2007[35] which showed how rural buses are vitally important to combating social exclusion, enabling non-drivers to access shops, education, training and services. Many of these services have been centralised and satellite remote facilities closed. The report also pointed to the potential for rural buses to encourage visitors and tourists, making non-urban areas accessible to a wide range of people and income groups, including people without cars. This is beneficial in terms of social inclusion and diversity.

Access to health is another important need and although statutory services exist for emergency transport, there is increasing pressure on non-emergency health transport provision leading to the withdrawal of entitlement to those who had previously been eligible.  This problem was highlighted nationally in 2003 by the Social Exclusion Unit (SEU) report *Making the Connections*, which quoted a survey that over 12 months 1.4 million people miss, turn down, or choose not to seek medical help/ healthcare because of transport problems.[36] Since then, inequalities in access to healthcare have increasingly been recognised as a source of inequality in treatment, notably in the 2008 Darzi Review of the NHS.[37]

3.2.4    Why are older people beneficiaries?

It is clear that the costs of supporting house bound people is far higher than the cost of providing support for transport.  As Ann Frye has quoted *"Once people stop taking their slippers off they lose their independence."*[38]    In their 2003 study, Hine and Mitchell[39]  highlighted that older people are likely to have to spend more time travelling as a result of having reduced access to personal transport. Their reliance on buses is a corollary of this. The National Travel Survey (NTS) conducted annually by the DfT confirmed that those aged over 60 were making around 100 trips per person per year in 2008 – making them the second highest users of bus services after women aged 17-20.

The introduction of concessionary travel for those aged over 60 has substantially increased the use of buses by older people. According to NTS data the number of over 60s who have taken up concessionary travel passes has risen from 49% in 1998/1999 to 79% in 2011 and the proportion of people aged 60 and over who said they use a local bus at

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[35] http://www.bettertransport.org.uk/media/press_releases/october_2007/bus_cuts
[36] DfT (2003) Making the Connections: Final Report on Transport and Social Exclusion
[37] DoH (2008) "High Quality Care for All"
http://webarchive.nationalarchives.gov.uk/20130107105354/http:/www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/documents/digitalasset/dh_085826.pdf
[38] Ann Frye interview for "Why Travel" (2014 www.whytravel.org
[39]  Julian Hine and Fiona Mitchell (2003), Transport Disadvantage and Social Exclusion: Exclusionary Mechanisms in Transport in Urban Scotland, *Journal of Social Policy* Vol 33, Issue 03 / July 2004, pp 525-526

least once a week increased from 28% in 2005 to 40% in 2010. However, in many rural areas concessionary pass holders have no bus services in which to use them.  As the number of older people in the UK increases the potential impacts of reduced local public transport services on this group are significant.

3.2.5    Why are younger people and children beneficiaries?

Independent use of local public transport amongst younger people increases with age. As children progress through education, and become more independent, use of the bus to access education increases. According to the 2010 National Travel Survey, in 2010, 4% of primary school children used a local bus to access their school, however more than one in four, or 26% of secondary school children used a local bus service to access education.

3.2.6    Why are women beneficiaries?

Women are less likely to have access to a car, and are more likely to travel by bus, foot, community transport or taxi than are men; women are also more likely than men to be responsible for childcare.  This is reflected in the results of the National Travel Survey, which notes that women are more likely to use local buses than men, stating that 'women make on average 83 local bus trips per year compared with 63 among men in 2008'. The Survey also shows that the uptake of concessionary travel passes among women aged 60 and over is higher than males. In 2008, 68% of men aged 60 and over had a concessionary travel pass compared to 78% of women in Great Britain.

## 3.3    The social and economic benefit of accessibility

3.3.1    Social groups

There are undoubtedly several social groups who disproportionately benefit from local public transport interventions. Amongst those discussed in this report the most significant benefits are likely to accrue for those on low incomes, older people, and younger people and, to a slightly lesser extent disabled people and those living in remote and rural areas. There are clear areas of overlap between many of these social groups, with the main common denominator being the tendency towards non-car ownership.

3.3.2    Direct benefits

The most significant benefit of local transport provision is increasing accessibility for those people who, without a private vehicle, presently experience transportation barriers. Access to employment, education and labour market participation is a key benefit for many groups as is the ability to independently partake in social activities, shopping trips and get to other essential public services, especially healthcare. Through providing these links, local schemes can have a direct impact on health

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(as people integrate walking into their public transport trip) and, most notably on reducing social and economic exclusion.

3.3.3    Indirect benefits

Alongside the direct benefits, there are some common indirect social benefits for which it is equally important to attribute a value. First, there is the contribution that access to employment and education can make to wider economic activity, employment rates and productivity in the local area. Second, there is the reduction of socio-economic deprivation in those areas in which local transport schemes are implemented. Third, are the improvements to the general health of the local population benefits which are realised due to better access to health facilities and leisure activities and also to the mental and psychological well-being of individuals due to increased opportunities for social interaction.

## 3.4    Opportunities for improvement

3.4.1    There are signs of improvement in some rural areas.  Each year the National Travel Survey asks respondents how near they live to a bus service. The minimum criterion for the government's 'bus availability indicator' is that a household should be within 13 minutes' walk of a bus stop with an hourly or better service. The 2010 survey found that between 1998/00 and 2008, the proportion of households in rural areas that met this criterion increased from 45% to 58%. In small urban areas (including urban peripheries) the proportion of households with this access increased from 74% to 88% over the same period. Actual bus travel in small urban and rural areas has however remained relatively unchanged and this is where the real problems arise in areas such as WLDC with scattered small villages and radial bus routes.

## 3.5    Conclusion

3.5.1    Ensuring accessibility for all is essential to maintain a good quality of life. There is strong evidence that isolation results in higher costs to public services[40].  One of the problems in seeking solutions is working across organisational boundaries and budgets.  The Total Transport project both nationally and in Lincolnshire is designed to demonstrate ways of overcoming this problem and WLDC should liaise with LCC for this purpose.

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[40] Age UK (2013) Missed Opportunities: the impact on older people to cuts in rural bus services

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# 4 Good Practice

## 4.1 Introduction

4.1.1 This Chapter contains examples of good practice in improving accessibility in rural areas which seem particularly relevant to WLDC. Many would require partnership with the County Council and indeed an excellent finding from the perspective of WLDC is that one of the most impressive and relevant examples of good practice in the UK is central to the existing work of the County Council - namely the InterConnect fixed routes integrated with the demand responsive CallConnect system. Lincolnshire's County Council Public Transport Unit is widely recognised as a Centre of Excellence, visited by most Rural Authorities in Great Britain in the last 15 years. The Unit has led the bus operators and system suppliers to follow innovative approaches and proved the partnerships to be effective in meeting rural transport needs across the County.

4.1.2 Whilst conventional public transport is increasingly hard to come by in rural areas, the people of West Lincolnshire do innovate, as shown in the picture below. This chapter aims to cover these and some further options for innovation.



**More Transport Information and Links**

This information on transport links was kindly compiled for us by Dean, one of our guests. Please check direct with operators as information can change withouit warning.

The various bus service which serve the area are summarised below. Not all operate every day. This link will take you to a site which shows links to all the operators:
http://www.carlberry.co.uk/rfnlistr.asp?L1=CAI0010&op=D

Bus Services which include Moortown
3C - Caistor CallConnect - operated by TC Minicoaches
********************
3M - Market Rasen CallConnect - TC Minicoaches

Services 3C and 3M operate through Moortown Monday to Saturday, approximately between 07.00-18.00, but on a `CallConnect` basis. So in other words will only operate if booked in advance (at least 2 hours before, but the earlier the better). This service in effect gives Moortown a 6 day regular daytime service. More details regarding CallConnect can be found at: www.lincsinterconnect.com

********************
160 - P. C. Coaches
Service 160 operates through Moortown on Thursdays only.
********************

202 - P. C. Coaches
Scunthorpe - Market Rasen
Service 202 operates through Moortown on Thursday only.
********************
TB2 - Holloways Coaches
Brigg - Bigby
Service TB2 operates through Moortown on Mondays, Wednesdays, and Fridays only.

For other information you can also contact
www.travelineeastmidlands.co.uk and then 'select' to find a

**By Road**
For SatNav users our post code is LN7 6HZ - full address on Contacts page. Use the road name as well - Station Road.
**Click here for map**

The nearest main road is the A46 Lincoln to Grimsby road, which is about 2 miles away.

Approaching from the South on the A46 turn lef onto the B1434 about ½ mile past the small hamlet of Fir Park. Pass through Holton le Moor and at the next crossroads in Moortown turn right. Moortown station will be found on your left next to the level crossing.

From the North on the A46 turn right when you reach the village of Nettleton, about 1 mile South of Caistor. Moortown Station is on the right in 2 miles.

**By Public Transport**
Moortown is not served too well by public transport. See information on the left.The Lincoln/Grimsby bus service, operated by Stagecoach, runs an hourly service (Service Connect. 3) between Lincoln and Grimsby. The nearest bus stop is in Nettleton, which is 2 miles from Station House. If you are coming by bus we can arrange to collect you from Nettleton.

The nearest working railway stations are at Market Rasen (6 miles) and Barnetby (9 miles). In both cases local taxis are available which we can arrange if required.

**Transport Services**
As well as being able to arrange pick-ups locally for arriving guests we we can usually arrange pick ups and drop offs at pre-arranged points and subsequent destinations, for walkers (and their luggage) exploring the Viking Way.

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## 4.2    InterConnect and CallConnect

### The Concept

4.2.1    Lincolnshire is a large rural county (4<sup>th</sup> largest in UK) with dispersed settlement patterns of population. This land use arrangement is not well suited to the operation of commercial, fixed route scheduled bus services. Car ownership levels are high, less because of affluence than necessity: a relatively large proportion of income has to be spent on ownership and use of cars in the household. Accordingly, trip patterns are now diverse.

4.2.2    Central to the County's public transport strategy is the InterConnect and CallConnect system whereby a core high frequency network is fed by local Demand Responsive feeder services.



4.2.3    All inter-urban services are branded 'InterConnect Routes'. Initially this branding and the associated uplift in frequency to minimum hourly were not welcomed by operators until they saw the take up of the services by passengers. Then, within a short period, the operators were coming to the County and asking for their routes to be included in the InterConnect Network.

4.2.4    InterConnect is more than just a bus service: it is the County's transport policy to upgrade the corridor removing barriers to using bus services e.g. raised kerbs, bus shelters, adequate street lighting, whatever the physical or perceived barriers to travel.

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4.2.5    Fixed route feeder buses were changed to Demand Responsive to ensure all the small communities not on fixed routes could be served. This replaced Dial-a Ride services which used to go anywhere in the County and which were heavily subsided with costs per passenger up to £20 per journey. The County Unit was able to grow bus patronage by about 25% per annum on a 'corridor by corridor' basis starting with the 'easy wins'.

**The service today**

4.2.6    The CallConnect Services feed into the key hubs on the InterConnect Network and are supported by electronic and printed Network maps. These CallConnect Services do not necessarily have to connect to a town centre but can go to a large village, supermarket, station or other key destinations. Bookings are one week ahead (maximum) or 'up to one' hour before departure either by phone or online.  About 10% to 15% of journeys are booked on the same day as travel. Lincolnshire CC have the means for 'real time' bookings if the feeder services have still not reached, say, a village, etc.   Bookings are on a 'First come first service' basis and no passenger type is given priority.  CallConnect is open to all, including tourists and day visitors.

4.2.7    Today, 14 years since the system was introduced, 95% of the County is served by CallConnect Services with a fleet of 27 vehicles. Each vehicle stays within its allocated local area and employs dedicated staff who get to know the users in the local communities. Some services are part funded by the Districts. For example, West Lindsey part-funds a CallConnect Service in the Gainsborough area. Also the County receives funding from neighbouring Transport Authorities such as Northamptonshire for cross boundary services.

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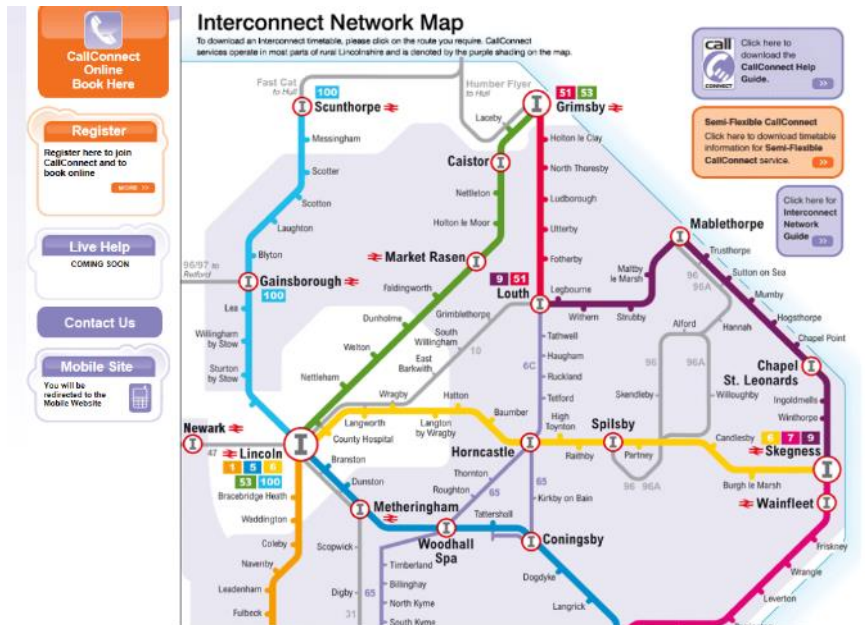
4.2.8    The County makes good use of continual data monitoring on service demands, by place, time of day, day of week, etc. Much information about the service is by word of mouth but special promotions can encourage off peak sales if identified as required.

4.2.9    Customer Care training is paramount for all drivers and they are hand-picked for this. Patronage is growing every year (5% growth last year). The main actors determining this growth in demand are concessionary free travel for older people (30% growth in the past year), the introduction of personal care budgets and the growth of non-entitlement for some categories of school travel.

4.2.10    The success of the InterConnect and CallConnect system is also demonstrated by customer satisfaction surveys which regularly show 98% user satisfaction levels and evidence of value in ensuring much longer independent living amongst older people.

4.2.11    Nevertheless the InterConnect and CallConnect services do not cover their costs. In LCC the present expenditure on public transport is about: £6.2m per annum and this is not protected. About a third of the current budget goes to CallConnect Services and is evaluated as a 'cost per community' which shows that the CallConnect service does not cost any more than a fixed route service but the population served is far greater and therefore much better value for money.

4.2.12 With the growth of the population, and of recognition and understanding of CallConnect and InterConnect, it should be expected that demand will continue to grow and subsidy per trip fall significantly. Demand and access is encouraged by early adoption of innovations, such as the integrated booking portal, shown below.
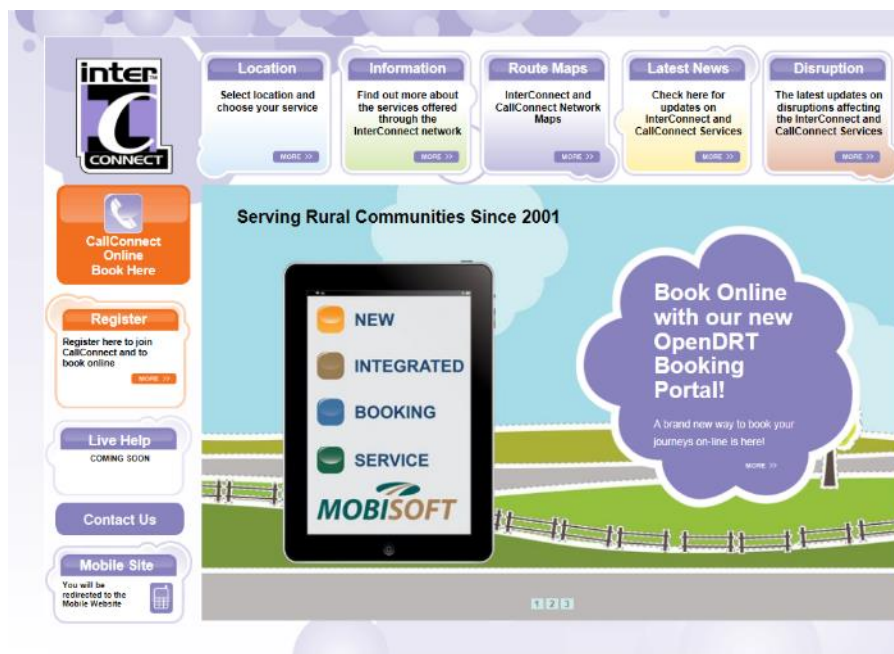


4.2.13 The next step is for a more integrated ticketing with a Countywide Smart Card scheme. In theory this is challenging since there are many operators in the County, but in practice most of the routes are run by two operators. Still, for comprehensive Smart Card coverage across the County, many of the small family bus operators would need to lease electronic ticket machines (perhaps from the County, as in Norfolk). Electronic Ticket Machines would allow better monitoring and control of Concessionary Pass Usage and Home/School/College Pass usage. A Season Ticket may be used only, say, two days but without monitoring the County has to pay for five days. The County has some funding for Smart Ticket Scheme and is actively looking into this.

4.2.14 LCC aims to maintain the strategy and investment programme since it provides the essential safety net to rural communities. One step is to see how passenger levels can be enhanced by building in more flexibility to meet the needs of those needing to use it for work, training and regular trips. The recent award of Total Transport funding will be another opportunity to build in efficiency by better integration with statutory transport provision including non-emergency NHS.

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### 4.3 Integration

4.3.1 There are numerous accounts of the need to integrate transport services by different modes, service areas and times. Both County and District Councils in Lincolnshire are well aware of this although to operationalise this is challenging. There are still examples of trains which arrive at times which don't link with the bus service outside the station (for example at Gainsborough Lea Road). The Total Transport grant recently awarded to LCC is designed to improve social transport/education/NHS service integration. Others are attempting intermodal integration – for example Wiltshire CC are supporting the introduction of a new bus pilot in the Pewsey Vale which combines fixed with on demand and a new route to integrate with trains in Pewsey Vale for a town that has no railway station (Devizes) and one of the key outputs from the evaluation will be the most cost effective ways of communicating with passengers.

4.3.2 One of the actions a council or councils can take is to provide interchanges between pool cars, public transport and cycling. This picture in Bremen shows that one can cycle in and catch a bus to the shops and then on return take a pool car out to visit a friend and then drop the pool car back and cycle home again.



### 4.4 Community Initiatives – group travel

4.4.1 Community transport schemes can maintain a service where there is a base level of demand but not high enough to justify a commercial network. In Norfolk, a community bus connects twenty rural villages with two main towns to form a transport corridor. In Cheltenham, a community bus replaced an underused tendered service connecting an isolated urban community to the town centre, with a significant increase in passenger numbers. In Coggeshall, a community bus, operated completely by volunteers, provides morning and evening commuter runs to connect individuals to mainline train services with around 30,000 passenger trips each year.

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'Where and when you can use the community bus?' Cheltenham



4.4.2　Village Travel Clubs have the advantage of using local networks to have conversations about who is going where, when. This helps identify opportunities for providing travel, which might be regular, such as commuting or market days, or might be more event-driven, such as to sports or concerts and gigs. Village travel clubs can have a strong element of give-and-take, for example with young people driving the minibus to take their parents to the theatre and the parents driving the minibus to take the kids to festivals. Since community transport vehicles are not heavily used at night, these can be made available for some Village Travel.

4.4.3　Car-pooling is appropriate in many smaller areas, where demand would not support even a community bus. Car-pooling can reduce car ownership and use: in Genoa, it was estimated that on average each pool car substitutes 13 private cars; in Norwich, car pool members estimated a 17% reduction in car use for short journeys, with a 12% increase in cycling and 9% increase in walking. In Malmö, the car-pooling service made a profit, and all the cars were eco-friendly so much of the energy used was from alternative fuels. By the end of a three year measurement of the scheme, 65% of residents were aware of it. Most car pool members in Malmö, cited having car access without the cost of car ownership as the motivation.

4.4.4　There are many commercial companies offering car clubs: Zipcar, DriveNow, CarClub, etc. These provide fleet cars which are parked in easily accessible places for club members to use. Where a village is too small for demand to attract a car club, Social Research Associates has worked with local people to agree that some will park their cars in the church yard or other prominent place when they're not in use, creating an ad hoc car pool.

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4.4.5    The key 'lesson learned' about community initiatives is to be flexible. In Herefordshire, a Community Transport scheme was closed down because it was not well used enough - but there were people in the villages served who wanted to use it and were frustrated at their poor access. The problem was that the rules of the Community Transport scheme restricted it to people of retirement age and the people who wanted to travel were young mums. Most of them were in car owning households, but during the day the car was away with the main breadwinner and they and their children were stuck in a small village with no activities and no bus service. The underlying resistance to changing the rules owed something to the fact that the young mums were working class and the retired villagers rather better off. They didn't want what they perceived as 'rowdy' families on their bus. A community transport scheme must find its passengers wherever it can and avoid inflexible rules.

## 4.5    Community Initiatives – individual travel

4.5.1    Lift share or car share is one of the more rapidly increasing ways to get around. Which Magazine[41] argues that 'whether you're looking for a daily lift to work or an occasional trip to the supermarket, it's definitely worth considering a car share scheme' because 'there are millions of empty seats travelling up and down Britain's roads. It's a problem that clogs our motorways with unnecessary traffic, harms the environment, and sees thousands of drivers paying through the nose for journeys they needn't make alone'. Liftshare, the UK's largest car share scheme, claims its members save around 162,420 tonnes of CO2 a year.

4.5.2    There are many examples of car sharing schemes: Liftshare, Carshare, Carplus and ShareACar all run websites and databases. Liftshare has a specific rural service: Village Car Share. The main barrier to car sharing is nervousness about who one will meet: blablacar tackles this by having ratings like a plumbing or decorating website; in Norwich, raising awareness was essential to dispel myths and negative perceptions, particularly in relation to safety. Once that was achieved, however, 1646 single occupancy car trips were removed from the network, over a two and a half year period, at peak times alone.

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[41] http://www.which.co.uk/cars/driving/car-hire-and-car-clubs/car-share-schemes?awaid=5913&awpid=103381&awpsn=Give+as+you+Live&awppt=Cashback&awcid=ec32426b3a21f9 2f7c11e5ae3c75ee59edc726&id=103381&awc=5913_1437464713_8e116dbb693c12bfef9ffd6f20742abc&source _code=314AGJ&utm_medium=affiliate&utm_source=affiliate_window&utm_campaign=generic

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## 4.6 Encouraging or working with the private sector

4.6.1 There are many ways to transform access in partnership with the private sector. The long standing tradition of 'works buses' still thrives in some areas. In Reading, an out-of-town industrial estate runs frequent services to the railway station, subsidised jointly by the companies on the estate, but well used so subsidy is low. Similarly, outside Leeds, an estate with call-centres which tend to employ high-turnover young people has clubbed together to provide reliable bus services for their low paid staff to travel from their residential areas in the city. Again, the volume of staff makes the subsidy low, and it is the co-ordination of services for several firms that provides the volume. No one firm could support a bus service, and the low wages mean low car ownership so most staff would be unable to access the job without the bus. In Burgos, in Spain, co-ordinating a variety of ad-hoc taxi and minibus services on an out-of-town industrial estate led to 97% company support and costs per passenger falling by 35%.

4.6.2 For smaller sites, taxis, shared taxis, and taxi start-up businesses can co-ordinate trips where demand is lower. Whereas in urban areas the aim of such shared services is to reduce congestion, in rural areas it is to make jobs available to all and to reduce the need for low income households to support the costs of owning and using cars. In Gilmorton, Leicestershire there is a scheduled taxi-bus service (Georges Taxis) subsidised by the council on Monday to Saturday providing two return journeys daily. This service operates between four nearby villages (including Gilmorton) to/from Lutterworth.  In Heather, Leicestershire there is a popular demand responsive transport service providing up to three return journeys to Coalville and Ibstock (Monday to Saturday), booked up to the previous day and provided by Coalville Yellow Cabs.

4.6.3 As well as works sites, commercial sites sponsor buses and minibuses. Supermarkets are most known for this, but in Wolverhampton, the clubs and bars pooled resources to sponsor night buses on Fridays and Saturdays out to villages in Staffordshire until the early hours of the morning. The arrangement with the bus operator was that the nightclubs would pay a bouncer to ride on the bus and keep order - the buses were remunerative because they were always full. Cinema and leisure complexes and restaurants could make a similar commercial combination to hire buses to keep their business vibrant, but it would probably require brokerage by the Council.

4.6.4

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4.6.5    A good example of brokerage by a Council was in Preston, where a website was set up to encourage businesses to car share not only for commuting but also for business trips during the working day. Car-sharing software was provided to organisations in Lancashire for use on their intranet sites in order to promote car sharing among individuals and organisations.



**Remember when petrol was 46p a litre? It still can be.**

In 1993, petrol was 46p per litre. It still is if you car-share with 2 other people.

Visit www.sharedwheels.co.uk to join your local car share scheme. It's easy and free.

4.6.6    A further push councils can make is in encouraging Transport Plans and, indeed, requiring them as part of the submission of a planning application, at as a last resort, a condition of new planning permissions. A Travel Plan if approved as part of the planning permission can be enforced and could ensure that all transport access is part of a management plan.  They can be required as part of larger commercial or residential development as well as for schools.  Their implementation can be monitored and if part of a Section 106 agreement can evolve over time to ensure they are effective.  In some cases where they might not mandate change, they at least provoke organisations to think about how their staff, suppliers and customers travel.

4.6.7    Postbuses are a well-established way of making use of vehicles making existing but lightly loaded journeys to supplement people's trip options. One often thinks of them as mainly in the Highlands and Islands, but they are used in England, and in the East Midlands Region. WLDC and/or the County could approach the Post Office to see if there is scope for postbuses on the daily post-delivery rounds. Post buses have the advantage to the Post Office of bringing in some revenue to support a service that is expensive to provide.

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Royal Mail    Sending mail    Receiving mail    Shop    Help &

Home › Postbus

## Postbus
### All aboard — THE POSTBUS ROUTEFINDER

Leicestershire

Route 373
Lutterworth–Peatling Parva
Available Seats: 0

Find new route ›

Peatling Parva
Gilmorton
Bruntingthorpe
Lutterworth
Kimcote
Walton

Printer friendly format
If you would like to print this timetable for future reference, press Print.
Print ›

**1st Run**
**Monday – Saturday**

| | | |
|---|---|---|
| Peatling Parva | | 0940 |
| Bruntingthorpe | | 0945 |
| Upper Bruntingthorpe | | 0950 |
| Walton | | 0955 |
| Kimcote | | 0858 |
| Gilmorton Turvill Road | | 1005 |
| Gilmorton | | 1007 |
| Lutterworth, George Street | arr | 1012 |
| Lutterworth, George Street | dep | 1210 |
| Gilmorton Turvill Road | | 1217 |

**Fares**
Fares typically average between £2 - £5 for a single journey, depending on the route and distance travelled. Concessions can apply for under 16's and senior citizens. Your driver will advise of the correct fare as you board.

**Timetable Abbreviations**

The final way to work with the private sector on access is, as WLDC does now, to work with public transport operators. There have been marked developments in bus ticketing and infrastructure in recent years, and in integrated transport information and ticketing. It would be worthwhile to influence operators to see these developments cascaded to rural routes - a small increase in patronage can make the difference between a bus service being viable or not. These developments are particularly attractive to tourists and irregular users of public transport. Ensuring real time information and pleasant waiting facilities at bus stops is a potential area of co-operation.

## 4.7    Travel training and marketing

4.7.1    Travel training takes many forms, some high end and some simple. One example is technology training so people can use smart phones, tablets, computers in village halls, local shops to access information about and to book transport.

4.7.2    On Norfolk Green buses, all 16 to 19 year-olds are provided with a 'no questions asked' 20% discount. This age group now represents the fastest growing sector of the market, with some evidence that they retain the 'bus habit' well into their twenties. In Hackney, elderly people were encouraged to talk around their knowledge of and fears around using transport. One of their solutions was that someone who didn't need to travel would go with a friend anyway: you want to shop and I'm not busy so I'll go with you and we can laugh together at anything that goes wrong instead of being anxious alone.

4.7.3    The excellent booking system mentioned in 4.2.6 above is only for Demand Responsive Transport and is a webpage, not an app. Marked increases in public transport, walking and cycling have been achieved by apps giving people the confidence to make a switch, especially for unfamiliar journeys. WLDC and the operators could run a competition for schools/colleges to develop a transport information and booking app for their area. This would be particularly useful for tourism, for which there is further potential and important to the economy in WLDC.



4.7.4    It was noted in 2.7.4 above that many residents interested in using public, community and shared transport say they don't have knowledge of it. This isn't because public transport is a particularly well-kept secret in Lincolnshire. It is more because we need a lot of information about doing something we haven't done to leave off doing something we are familiar with. Driving has a fabulous information network, with standard traffic signs in every familiar and unfamiliar place. Public transport has nothing like that. Again, an affordable and inclusive way of marketing public transport can be through competitions for schools and colleges to develop marketing campaigns - including the placing of adverts. A longstanding weakness of public transport marketing is that most of it is done on the system: people using buses and trains get told a lot about them, but not anyone else.

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4.7.5 An interesting example of marketing was in Surrey, where local petrol stations had bus and rail maps on the wall and had bus and rail timetables available. They acted as 'ambassadors' for transport. In some rural areas, pub landlords do this. Everywhere, a pub landlord will find you a taxi service home, but if they are approached to be positive, active ambassadors then they can increase public transport awareness, confidence and use. Similarly, West Lindsey's mobile library service could be asked to act as ambassadors. This doesn't simply mean carrying the timetables and maps, but being willing to start a conversation about getting around by public transport and being given the training and backup by council officers to get the advice right.

## 4.8 Bring services to people

4.8.1 Providing services at villages, including mobile services, is a very good alternative to bringing residents to services. It saves congestion in towns, means that one service provider instead of many customers makes the trip, and that there is more life in the village, with more activities available. Many of the villages and smaller settlements in West Lindsey have either never had or have lost local services such as shops, pubs, cafes and post offices. Mobile services too have diminished, such as former visits by mobile libraries and fish-and-chip vans. Opportunities can be sought for improving mobile provision, but the difficulty of achieving commercial viability in a sparsely populated area will remain to be resolved. Currently on-demand home deliveries from supermarkets and the growing internet-sourced mail order businesses are recent developments but may not be sustainable to remoter rural areas. An alternative is to set up pick-up points at designated hubs which could be integrated with other transport provision – an option for the LCC led Total Transport project to consider.

4.8.2 The health service is one of the leaders in this area. In Yorkshire, consultants visit rural surgeries to see a batch of patients at a time instead of the patients visiting the hospitals. Blood and other samples are routinely taken at surgeries and sent on to hospitals, instead of patients having to travel to the hospital. Mobile vans provide health and heart and cholesterol checks at county fairs and on market days. Health surgeries are held in village halls where there is no local GP. And, of course, ambulance services are increasingly using remote viewing to guide paramedics through procedures, especially where journeys to hospitals would be long.

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4.8.3     Education services are also increasingly good at going to where
          the market is. In North East Lincolnshire, a church hall was used
          for evening classes that used to be held at a technical college so
          that people on a low income estate didn't have to travel late in the
          winter. It was deemed easier to get one lecturer to the hall than
          several adults to and from town.  The multiple activities at the
          Community Centre at Brookenby including Sure Start, sports and
          advice on thrift are demonstrating a similar approach.  In the West
          Midlands, an internet pole was provided in the centre of a Gypsy
          and Traveller site to provide an education point. Gainsborough has
          one of Lincolnshire's larger gypsy and traveller populations and,
          though it already leads in good practice[42], health and education
          remain problems in these communities[43]. In the West Midlands
          example, the 'pole' became the default meeting place and social
          workers, parole officers and health visitors met their clients at it, as
          well as pupils attending lessons there. The reliability of attendance
          improved greatly.

4.8.4     There are many other examples of bringing services to rural areas
          instead of people travelling to them: peripatetic visits from CAB,
          churches on buses, mobile shops, village screenings of movies,
          Skype to Council officers, satellite office nodes, etc.  Internet
          shopping also has a part to play and, in Surrey and Oxfordshire,
          village garages have set up a system of accepting supermarket
          deliveries from Sainsbury and Tesco so that households can
          collect them when they get home from work. It was noted in
          chapter 2 that there are many grants and funding partnerships
          available. An example here might be a growth fund application for
          garages to install cold storage facilities to keep people's
          supermarket deliveries for them. It is noticeable that In the East
          Midlands, none of the Regional Growth Fund schemes in the 2014
          report [44]was for transport, whereas it was a significant part of
          funding for every other regions.

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[42] Central Lincolnshire Gypsy and Traveller Accommodation Assessment, 2013
[43] SRA (2012) Health Provision for Gypsies and Travellers in SE Essex (for SE Essex Health Trust)
[44] (www.gov.uk/government/uploads/system/uploads/attachment_data/file/367142/bis-14-974-RGF-annual-monitoring-report-2014.pdf)

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## 4.9 Helping people to keep driving longer or gain access earlier

4.9.1 There is no question that motorised mobility is and will remain important for people in rural areas. The economic sense of public transport is when many people are going from a similar origin to a similar destination. That will not happen in rural areas. The car, or the motorbike, is therefore a great help to people living in these areas but it does mean that people under 17 and those unable to drive especially due to disability or age suffer from exclusion. It is therefore important to give people access to independent transport for as long as possible.

4.9.2 Mobility Advisory Centres advise on car adaptations and other aides for elderly drivers. There are currently none near WLDC but they do set up satellites where need is established. The nearest to WLDC are based in Leeds and Derby[45].

4.9.3 For young people, driving lessons can help with access to employment, training and other life opportunities. Literacy lessons may be important, here: driving jobs used to be taken by unskilled young men, but the requirement to pass a written driving test excludes some of them. Wheels to Work has been an excellent scheme, providing scooters and safety training. It is good that this scheme is open to older adults in Lincolnshire and not confined to young people as in some schemes in the past, since in WLDC youth unemployment is relatively low but there are adults in entrenched unemployment.

4.9.4 A further cause of social exclusion is the distribution of the new car fleet: newer cars are more fuel efficient and far cheaper to run, but of course are more expensive to buy. There is a problem, especially in rural areas, that fuel tax and vehicle tax is regressive: it hits the poorest people hardest, since they can only buy an old and fuel inefficient car. If the car clubs could use electric or hybrid vehicles, then this will bring down the marginal cost of driving for rural workers. In the UK, there has been a £5,000 subsidy for electric vehicle purchase[46]. If this continues, then it would be good to consider extending Wheels to Work to electric vehicles. Applying for government support for electric car charging infrastructure would support this.

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[45] http://www.mobility-centres.org.uk/find_a_centre/
[46] http://business.cap.co.uk/sites/default/files/public/electric_0.pdf

### 4.10     Access to work

4.10.1     Chapter 3 above covered access to work, but there are a few specific policy thoughts that might be worth considering. In considering how people in West Lindsey might access work in the future, it is instructive to look at where they travel now. The image below is from the ONS's neighbourhood statistics website.
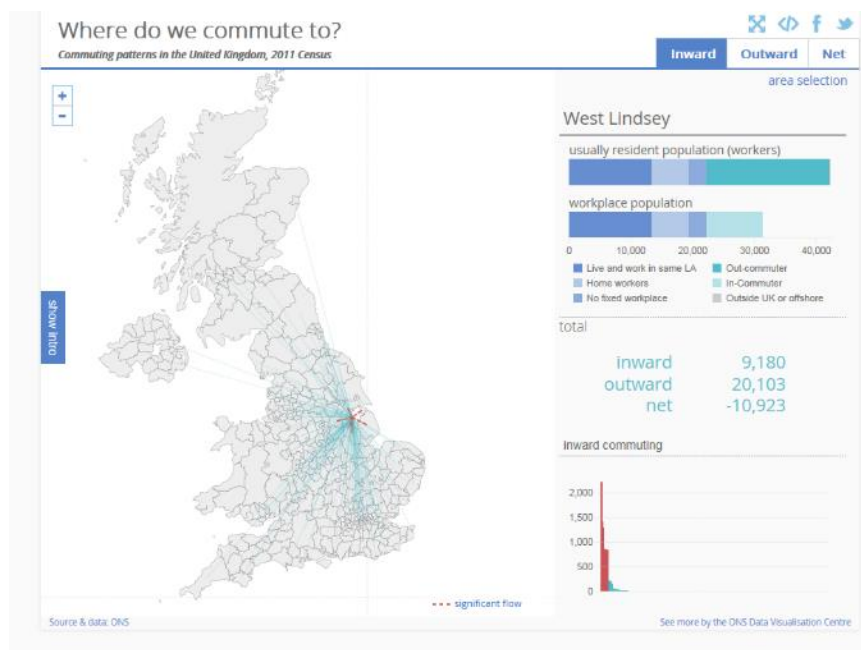


4.10.2     The map above suggests that people mainly work in places they can reach by road. The 2011 census confirms that: of those who travel to work, 83% travel by car, van or two wheeled motorised vehicle in West Lindsey, by comparison with 66% in England as a whole. Rail commuting % in West Lindsey is a 7th of the national figure, at 0.5% compared with 3.5%. Bus is 1.1% compared with 4.9% across England.

4.10.3     When one looks at the rail offer, that is entirely logical. Although there is an hourly service from Gainsborough to Sheffield, with a journey time of one hour, this doesn't start until after the morning peak: only one morning train is scheduled, the 07.22, arriving at 08.24, and most people would not plan their access to work on the basis of one train. Journey times of under 30 minutes between Gainsborough and Doncaster are regularly delivered, but again not in time to get anyone to work in the morning. Anyone without daily use of a car would not be likely to get or hold a job. Might it be possible to work with the rail operators to improve this access?

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4.10.4   Similarly, although the train journey time between Market Rasen and Nottingham is competitive with the car journey time, there is only one train scheduled to arrive before nine in the morning, though there is another scheduled to arrive at 09.30, which would be a fall back for some office work. Again, improving this service can offer equal access to jobs.

4.10.5   The figure below comes from the 2014 Regional Growth Fund monitoring report. It helps illustrate why rail commuting services would be positive: whilst West Lindsey is in the lowest quintile for public sector employment, its rail links go to some of the highest areas. This is partly a matter of West Lindsey having a good supply of private sector jobs, but there are good jobs over the border and good places to live in WLDC for some of the people in them. Rail commuting could become a valuable part of WLDC's growth strategy.

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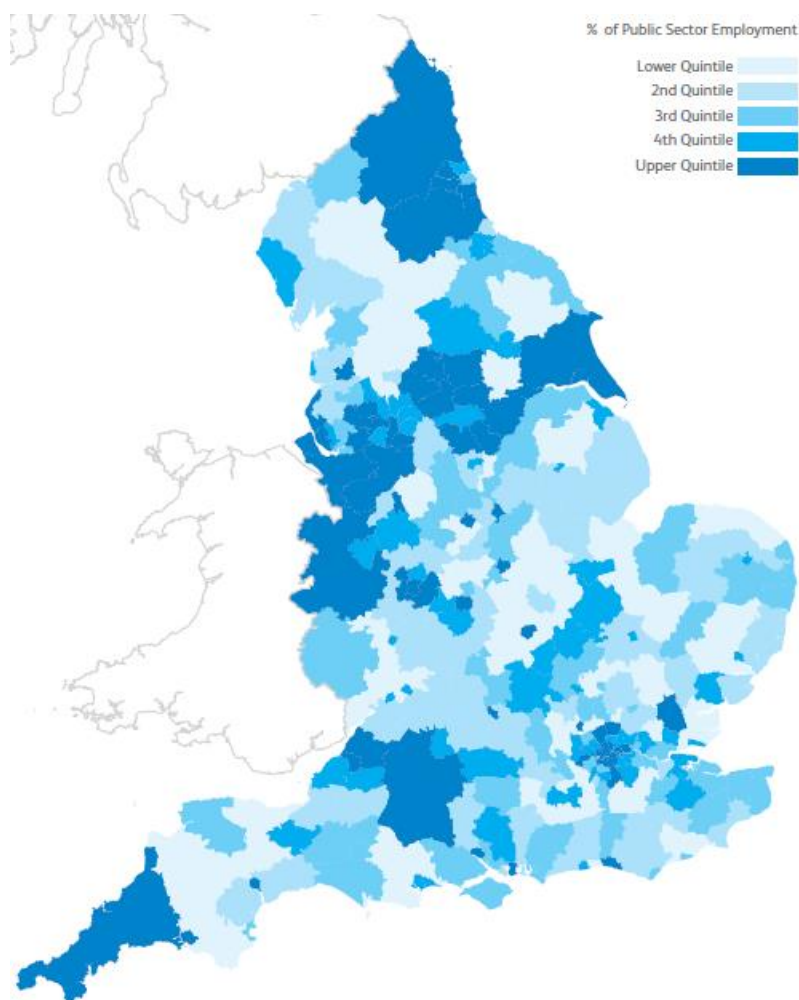
## 4.11    The future

4.11.1    One last optimistic note on the future: automated vehicles. These may provide a real solution for access in rural areas. A great part of the cost problem with buses and taxis (and trains) is that they need a driver: if they don't, then low demand isn't a problem. In 2014, BIS launched a competition[47] for cities to be demonstrators for driverless cars. Why shouldn't WLDC lobby to be a demonstrator? The value of on-demand programmed vehicles in a rural area with a 30% elderly population could be very significant indeed.

4.11.2    As well as driverless cars being trialled in England and the US, driverless buses are well advanced in Europe. Driverless buses are part of a EU-wide CityMobil2 project which studies the use of automated transport systems. Previously, driverless vehicles have been tested, for example, in Oristano in Italy, Lausanne in Switzerland and La Rochelle in France. In these cities, the route of the buses has not been completely closed to other traffic. In total, nine cities from seven countries participate in the project[48].



4.11.3    In addition, there are automated railways. Many people wince instinctively at the thought of a train without a driver, but London runs driverless trains carrying 100m passengers a year: the Docklands Light Railway. There is no reason why a rural railway with few or no conflicts shouldn't provide an experimental route for future driverless trains.

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[47] https://www.gov.uk/government/news/uk-government-fast-tracks-driverless-cars
[48] http://bluebird-electric.net/blueplanet_ecostar/france_la_rochelle_nice_electric_cities.htmand http://www.citymobil2.eu/en/City-activities/Large-Scale-Demonstration/La-Rochelle/

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### 4.12 Freight

4.12.1 Freight is identified as an issue in parts of West Lindsey. The knee-jerk response is bypasses and new roads to take the freight out of market towns and villages. But of course freight is needed in thriving centres, as there are many deliveries to be made. Community initiatives can be invaluable here, too.

4.12.2 In Genoa, a 'van sharing' service was negotiated for goods distribution. Associations of shopkeepers and commercial operators made agreements and shared vehicles, saving costs to their own companies and cutting down goods traffic.

4.12.3 Norwich developed an urban consolidation centre, so that large vehicles would stop could make deliveries at the edge of the city and then the smaller breakbulk deliveries be taken on from there. It was a well chosen site, both in its location and because it was already a warehousing business, so adding a breakbulk offer was not a burden in investment or skills, simply a potential source of extra revenue for the company. It was very slow starting, though it has gained some traction, but there will always be large goods movements in towns and cities: the Marks & Spencer or Sainsbury's 40ft truck delivering to a store is delivering a full load and research for the Department of Transport showed that people in villages and towns are as alarmed by smaller goods vehicles as by the largest, since they are very large in proportion to the footway widths.

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4.12.4　More transferable might the schemes in Toulouse, France and Suceava, Romania. In Toulouse, the local mail delivery service



took goods down the most sensitive streets on palletised electric vehicles. The scheme had similar operating costs, significant amenity and environment benefits and was accepted by shopkeepers because these were the streets in which an attractive ambience improves business. The scheme could be applied in similar attractive streets or squares, but not across a whole town.

4.12.5　In Suceava, an innovative approach was taken to enable pedestrianisation of a long shopping street: a short bypass of a few hundred yards was built around the back of those few shops which the road network provided no other way round. It was brick paved, so that it felt like part of the town and drivers behaved considerately on it.

4.12.6　Beyond those innovations, the simple, familiar methods of freight management are most likely to serve: regulation of delivery hours, typically away from shopping hours for centres and away from the night hours near homes, and pedestrianisation and removal of parked cars from squares and streets, to make access less cumbersome. Any measures dealing with parking or freight, however, need a long, good discussion with all stakeholders about what the objectives are and then genuine openness to different options, with good debate about the pros and cons of each option compared not only with each other but also with 'do nothing'. Freight and parking are very sensitive issues and there is not one right answer: people need time to negotiate the right solution for their town at that time. And a different solution might be the right one ten years later.

### 4.13　Conclusion

4.13.1　There are many examples of good practice and new initiatives which have potential to address some of the accessibility problems in WLDC.  However, as with many policy areas in the UK, there is a lack of evaluation and in addition some have been discontinued either through lack of funding or use.  There is a need to be wary and fit any solutions to the specific WLDC context.

4.13.2　This is the theme of the following chapter.

# 5 The current position of rural transport provision in West Lindsey

## 5.1 Introduction and demographics – where do people go?

5.1.1 The district of West Lindsey covers the area immediately north of Lincoln and forms the north west gateway to Lincolnshire, covering an area of 115,733 hectares. The district is predominantly rural and provides an attractive setting for its three market towns of Caistor, Gainsborough and Market Rasen. The district is the 17th most sparsely populated area in England with a population density of 77 people per square kilometre. (ONS 2011 census).

5.1.2 Over the last 10 years, West Lindsey experienced 4.3% growth in population and it is anticipated that by 2030, the population will increase by 30% which is the highest level of growth in the county and compares with a regional level of 20% and nationally 15%.

5.1.3 Given the geography of the district it is not surprising that the 2011 census shows that in West Lindsey only 2% of employed residents travels to work by bus, compared to 7% being the UK national average. 71% travel to work by car or van (average distance 19.7km) compared to the UK average of 57%.  Less than 1% uses the train (UK 5%) and less than 2% cycle (UK 3%). 7% work mainly from home (UK 5%)

## 5.2 InterConnect and CallConnect

5.2.1 West Lindsey is primarily served by two major bus routes running to the north west (Scunthorpe) and the north east (Grimsby) from Lincoln respectively. These routes run through the three strategic towns in the district, Gainsborough on the north west route and Caistor via Market Rasen on the north east route (shown on the map below in purple). There is no south east bus route between the two strategic towns of Market Rasen and Gainsborough.

5.2.2 The rural areas are serviced with less frequent bus routes (shown on the map below in green) and supplemented with the CallConnect service.

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5.2.3    In some areas rural transport has reduced over the past years and in some villages especially the north west areas of West Lindsey, there is no public transport as inadequate usage or subsidies have been cut making it unviable for bus companies to run certain routes.



Interconnect routes
Other bus routes
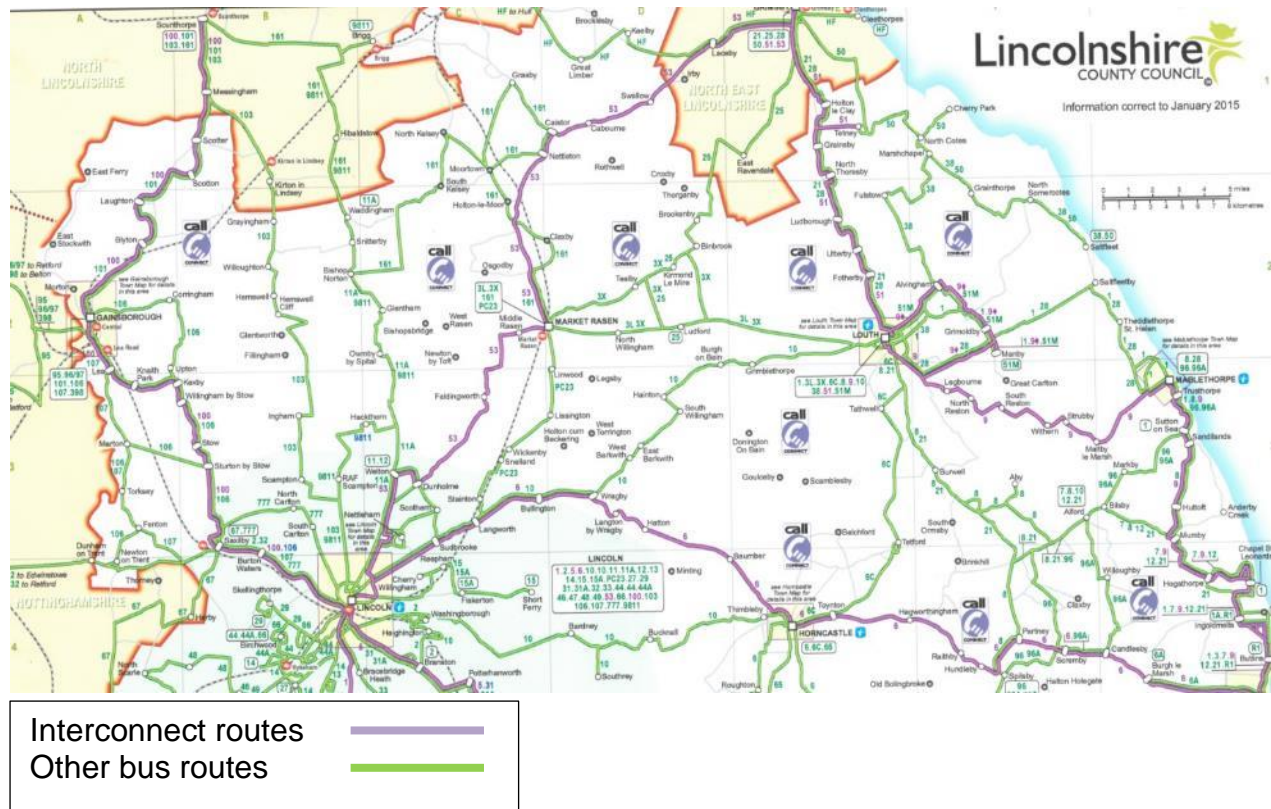
## 5.3    Train services

5.3.1    West Lindsey has two seven day operational railway stations, Gainsborough Lea Road and Market Rasen, providing links to Scunthorpe, Lincoln, Grimsby and beyond. These stations provide a limited service with trains running every two or three hours, with East Midlands Trains and Northern Rail services, as detailed above only 1% of the population utilise the train for journeys to work.

Review of Rural Transport Provision across the District of West Lindsey

5.3.2 In addition Gainsborough Central is served by just three trains per week each way on Saturdays only between Sheffield and Cleethorpes.  There is a local campaign (The Brigg Line Action Plan) to increase this to an hourly service in each direction.[49] The Department for Transport has confirmed that the service on the Sheffield Midland - Cleethorpes via Gainsborough Central will be reviewed as part of the Northern Rail franchise but it could be that Trans Pennine Express services start stopping at Gainsborough Central in the near future.  A campaign by rail groups in Gainsborough has resulted in a three-fold increase in passenger numbers using the station and the Brigg line railway service.



5.3.3 Gainsborough Lea Road Station is on the Sheffield to Lincoln line 20 minutes' walk from the town centre and although there is a bus stop outside the timetabled service does not connect.  From Monday to Saturdays there is an hourly service westbound to Sheffield and beyond and eastbound to Lincoln Central with a two-hourly service on Sundays. The route was upgraded during 2012 and 2013 as part of a £280m project to relieve the East Coast Main Line of freight.  There are plans for a new service which would see Lea Road Station linked directly with services to either London Liverpool Street or Kings Cross.

5.3.4 Market Rasen station is on the Grimsby – Lincoln – Newark Line with trains every two hours and no Sunday service during the winter.   The station is now owned by a property developer.  The buildings are Grade ll listed by Historic England.  A small group of volunteers has adopted the station, and attends to the flower planting, wall paintings (all by local artists), ongoing repairs, maintenance and renovation, plus daily cleanliness checks.  The station is also home to the Rase Model Railway layout group.

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[49] http://grab.eavb.co.uk/

5.3.5    Both Lea Road and Market Rasen have increased passengers by a third to a half respectively over the past decade.  Both stations are also supported by station 'adoption' schemes whereby volunteers report vandalism or maintenance issues and at Market Rasen at times have also carried out weeding, flower planting or painting.

**5.4**    **Statutory transport – not InterConnect or CallConnect e.g. NHS, Academies, post buses**

**Emergency transport**

5.4.1    East Midlands Ambulance Service NHS Trust (EMAS) provides emergency 999, urgent care and patient transport services for Lincolnshire (including North and North East Lincolnshire).

**Social transport**

5.4.2    Social services and education transport is provided by LCC for residents of West Lindsey. The NHS pays for non-emergency hospital transport.  Undoubtedly this leads to duplication and lack of co-ordination and not surprisingly we have been unable to obtain specific details of bookings and total costs for such statutory transport.  This problem is acknowledged by the Government and the subject of a Total Transport grant to LCC to develop a brokerage system to research and rationalise this provision.  What we can predict is that tighter eligibility for statutory transport will result in less provision in the future which will impact disproportionately on rural residents.

**5.5**    Voluntary transport

5.5.1    Voluntary or Community Car Schemes are one of the most flexible forms of community transport and make a significant contribution to the movement of mainly elderly residents living in rural locations in Lincolnshire. There are five schemes operating in the county with over 400 drivers, many of which service West Lindsey district. The Louth voluntary scheme operates with 100 drivers and covers the majority of the east of the district providing over 10,000 trips last year.

5.5.2 In other parts of the area, the Community Transport Sector is not so strong and in some areas entitlement can be rather restrictive (say just health trips). This is not to say that a lot of effort has not been given to trying to improve this with a dedicated Community Transport Support officer.  Also the County have some 'voluntary car schemes.' (e.g. Gainsborough, Market Raison) with mixed fortunes over the years. Voluntary Car Scheme Coordinators are paid their expenses by the County.   There is no one set model with variations depending on local initiatives.

5.5.3 West Lindsey lift share is facilitated by the county wide scheme; Lincshare is a free carsharing 'matching service' for all those who live, work and travel around Lincolnshire. Current membership currently stands at approximately 1320 county wide.

## 5.6 Walking and cycling

5.6.1 LCC manages and promotes a Bikeability scheme which involves trained instructors delivering training programmes to children in years 5 and 6 of primary school.  Trainees "*learn how to cycle confidently, assertively, and safely on today's busy roads. The course progresses from teaching basic bike handling skills in a controlled, off road, environment and moves towards real cycling experiences on local roads*".  Cycle training for adults (including for those with special needs) is also offered on a one to one basis up to three levels via a contract with an external company (Outspoken).  However, this in only available to staff of local authorities and NHS staff outside Lincoln.  Overall there is little training outside urban areas.

5.6.2 Walking is also encouraged by LCC and other public sector organisations such as the NHS who advocate the prescribing of health walks by GPs.  The Lincolnshire Road Safety Partnership also carry out education training  and publicity work with children and young people which includes road safety issues for pedestrians but not generally adults unless as part of a safe routes to school initiative.  However, it is clear that there are still many places where better facilities and design would enhance opportunities to walk especially crossings at main roads to key facilities such as bus stops.

5.6.3 Another LCC project is Access LN6 – now continuing as Access Lincoln – which was set up to encourage walking, cycling, public transport and car share use. The output after three years (2012-15) was a doubling of the number of cyclists, an increase in patronage at Hykeham Station and more people using the buses to the rural villages of LN6.

Review of Rural Transport Provision across the District of West Lindsey

### 5.7 Other e.g. services to villages, travel training

5.7.1 Mobility and independence with travel training is available via LCC or schools and colleges to students who have difficulty with transport. The aim of the training and support is to help bring about the confidence and develop skills needed to travel independently.[50]

### 5.8 Conclusion

5.8.1 Most of the transport services in WLDC are either operated commercially or by the County Council. WLDC does contribute towards the CallConnect service (£35,000) and also a small amount to the Lincoln Area Dial-a-Ride (£9,000).

5.8.2 There is strong lobby support for improving transport links especially in relation to train services and various bus routes especially for a Gainsborough to Market Rasen service. However, neither WLDC nor LCC are likely to have the resources to pay for these and the best chances are for the Northern Rail franchise to take up the suggestions of train enhancement and for discussions with bus providers – for example - about retesting demand for a commercial service such as between Gainsborough and Market Rasen.

5.8.3 Meanwhile there are opportunities for new initiatives to enhance mobility and accessibility within the present transport mix.

5.8.4 The next stage of the project comprised direct research and engagement with local people to discuss these ideas especially as a key objective of the work is to develop community led solutions.

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[50] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/4482/guidance.pdf

Review of Rural Transport Provision across the District of West Lindsey

# 6    The village research study

## 6.1    Objectives of the pilot study

6.1.1    The key objective of the pilot study was to establish views with regard to the current transport provision and identify potential solutions within the villages by engaging with residents and stakeholders.  A primary aim being to develop innovative, commercial solutions with the resident communities, parish and voluntary sector partners.

## 6.2    Introduction – the criteria for choosing the villages

6.2.1    Discussions were held with officers and Members of WLDC to identify suggestions for villages with specific and contrasting profiles and where there were also transport problems.  Following visits, Keelby and Hemswell Cliff were selected but additional data was collected for Brookenby.  The profiles of the two villages are shown below. Key reasons for choice were the high proportions of young people in Hemswell Cliff and of retired people in Keelby. Both villages were also known to have accessibility problems.

|  | Keelby | Hemswell Cliff | WLDC |
|---|---|---|---|
| Geographical location | North East, nearest town Grimsby. (adjacent to district border) Just off A18 | Central, nearest town Gainsborough On A631 | n/a |
| Population Households | 2092 940 | 794 277 | n/a |
| Proportion of under 18s | 378 (18%) | 208 (26%) | 20% |
| Proportion of 60+ | 649 (31%) | 127 (16%) | 29% |
| Household car ownership | 836 (89%) | 244 (88%) | 85% |
| Special characteristics | Commuter/retirement village | Ex MOD village | |

## 6.3    Village consultation

6.3.1    The three villages of Keelby, Hemswell Cliff and Brookenby were visited in July 2015 over a period of five days.  Visits were timed to coincide with local events such as coffee mornings, drop in sessions and Lunch Club. Doorstep discussions were also conducted with c 100 residents in each village as well as businesses, Parish Councillors and other stakeholders.

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## 6.4 Keelby

**Travel Provision**

6.4.1 Keelby is a village in WLDC on the A18, six miles west from the seaport of Grimsby and four miles east from the local Humberside Airport, with close access to the A180 to the north, and M180 to the west. There are 940 households with a population of around 2092.



Keelby Village Hall

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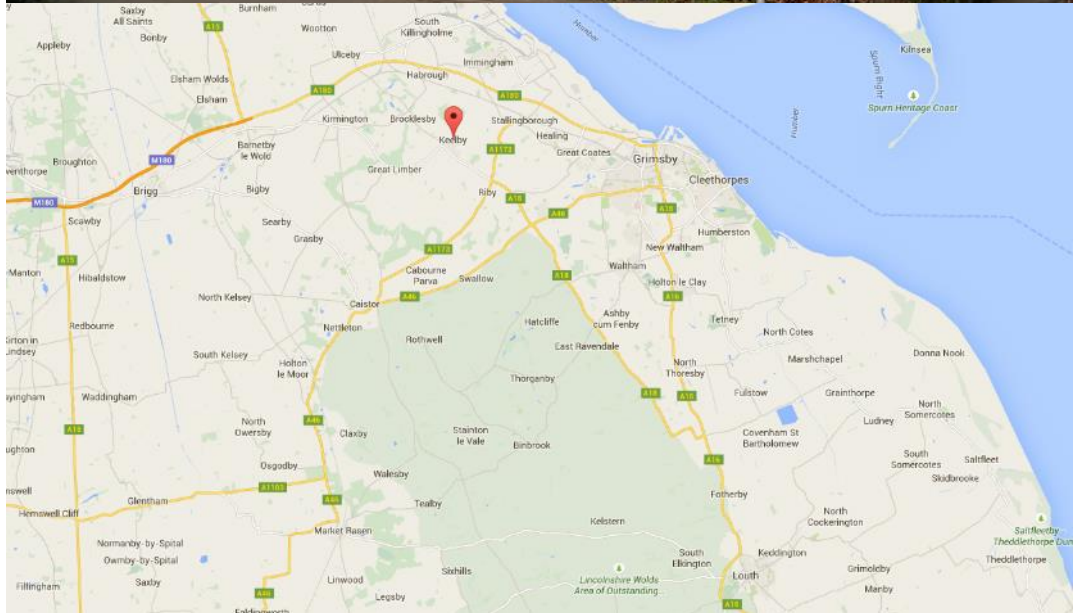
**Keelby Current Transport Provision**
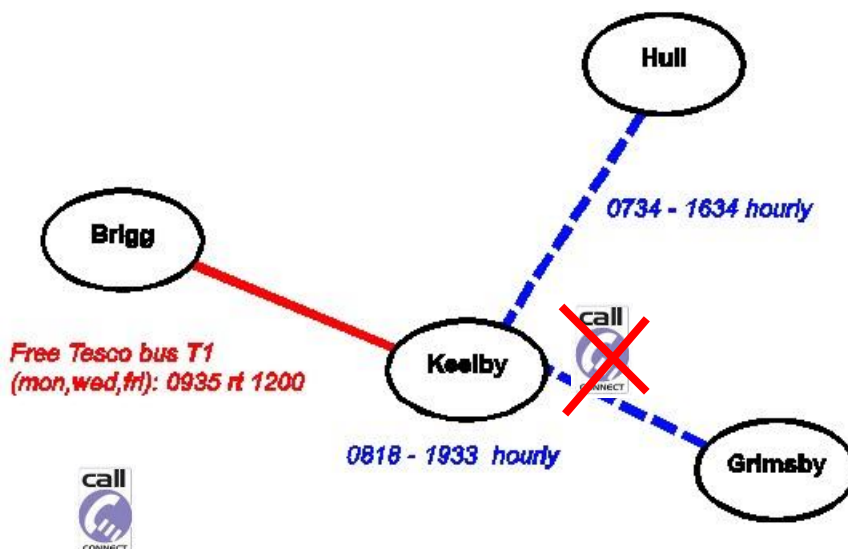


6.4.2    Humber Flyer, Hull to Cleethorpes via Grimsby (11 buses each
         day) and return Cleethorpes to Hull (12 buses each day) provide a
         good frequent service. The journey time to Hull is 1hr 13 and to
         Grimsby 24 minutes.



6.4.3    A popular free bus to Tesco (T15) in Brigg  is provided three times
         a week but this service is likely to be reduced in the near future to
         one bus per week.

6.4.4    The CallConnect service primarily provides access to Caistor only.
         CallConnect will not cross the county border into North East
         Lincolnshire.   Immingham (the closest shopping centre and more
         importantly where NHS treatment practices are located) is just four
         miles away but with a one hour journey time plus subject to
         connections by bus (see below).

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6.4.5 Residents are also aware that CallConnect travels to Louth on a regular basis and do not understand why CallConnect can cross borders into one district but not another!

6.4.6 In the past residents of Keelby were able to access the Grimsby Dial a Ride, Phone a Ride services providing access to shops and health services in Grimsby and Immingham. However, cross district border restrictions resulted in the service being withdrawn from Keelby.

6.4.7 Keelby Area voluntary car scheme managed by the Louth Voluntary Car Scheme, is a well-used and respected service though operated from Louth. However the previous post office (now serviced by the local spar shop) provided a very accessible central point of contact, which has been lost when it closed and was replaced by the local Spar shop. Most of the elderly knew of the service but there is a decline of use and uncertainty as to how to contact the scheme and request a lift, with many (wrongly) assuming it was lost with the post office closure.

6.4.8 Wheels 2 Work Lincolnshire has been used by a few residents in Keelby who found the access provided essential to finding work, but hardly known to the majority of residents and seen to be expensive by others. Utilising this service could be problematic due to the distance from Horncastle where the moped was serviced or if problems arose such as a breakdown.

**Consultation findings: Issues with current transport provision**

6.4.9 On discussion with local residents the Humber Flyer currently supplying albeit frequent service does not provide suitable access to Grimsby for employment, the first bus arrives in Grimsby (Riverhead Exchange) at 8.50am. Many residents find this too late to meet usual working time requirements with the obvious implications.

6.4.10 Residents would be happy to see an earlier bus, in order to provide access to employment opportunities in the Grimsby and Cleethorpes areas. Even at the cost of a reduced frequency of service during the day. However, lack of an earlier bus is undoubtedly related to the need to utilise vehicles for school work at peak hours.

6.4.11    The loss of the Dial a Ride services and the inflexibility of the CallConnect service has resulted in significant difficulties for many elderly residents accessing Immingham for health. The hour plus journey time (depending on suitable connection for the second bus from Grimsby to and for retuning journey) makes the trip difficult for families with young children, elderly and residents with mobility difficulties.

6.4.12    Many of the Keelby residents interviewed felt the village has a strong sense of community spirit with the local church and town hall provide a focal point. Volunteering to support members of the local community was certainly evident in the likes of informal lift giving, caring, advice, social events and support.  One resident is considering a charitable community enterprise for all the carers in the village with one of many aims being to secure a minibus for the community.

6.4.13    Residents and the parish council were asked to complete a brief survey concerning possible solutions to transport problems.  The results shown below indicate support for a range of community based initiatives (1 being supported the most, 11 being supported the least).   All ideas were supported by a majority apart from sharing and technology training – although even with these there was support from at least a third.

1. Community transport schemes: Typical services include voluntary car schemes, community bus services, school transport, and dial-a-ride.
2. Bringing services to you: such as health visits, employment advice and youth support.
3. Information (publicity for existing transport such as InterConnect, volunteer/community schemes, other bus and train services).
4. Encouraging more employers and retail centres to help sponsor local travel for example the free Tesco bus
5. Keep on Driving: Advice for disabled and elderly drivers to keep driving or for young people to pass their driving test
6. Volunteering: Helping local groups and associations set up a community minibus
7. Support for starting up new rural 'taxi' businesses
8. Liftsharing  (a national and county based scheme advising journeys both wanted and offered regularly to help reduce travel costs to work.)
9. Encouraging more walking and cycling
10. Setting up village travel clubs with local volunteer drivers or car clubs (sharing cars)
11. Technology Training: Computer, smart phone and tablet training for young and old aiding discovery of travel options

6.4.14    The more popular initiatives tended to be those that were most familiar, for example the free Tesco bus as well as services which have been lost over time, such as the 'dial a ride' service.

6.4.15    The least popular initiatives tended to be those about which people were relatively unfamiliar - namely lift sharing and travel clubs.

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**Travelling for Health**

6.4.16    Keelby has a NHS medical practice, which reduces the need to travel for primary health services.  However the majority of treatments and referrals are to nearby Immingham or Grimsby hospitals. Transport to these centres is by private car (return journey time 20 minutes) or bus, as indicated in the section above. Travel to Immingham by bus requires a change in Grimsby resulting in journey times of over 2 - 3hrs return.

6.4.17    The social volunteer scheme is also used, as are local volunteer drivers for trips to the hospital.  No one interviewed knew of the Health Travel Costs Scheme and one carer estimated that she has provided free journeys just short of 1,000 miles last year for a person who would have been eligible for the reimbursement.

**Conclusion**

6.4.18    Residents in Keelby have indicated a need and community support for a minibus. This is being driven by people involved in a charity for the carers of Keelby.

6.4.19    Experience elsewhere leads to reservations about such a plan since the purchase of a minibus dedicated to the needs of a particular organisation or purpose frequently results in an underfunded and underused asset. However, building on the impetus already there would prove advantageous to help the village set up a social enterprise scheme based on a core vehicle in order to support the village as a whole.  Thus the next stage of this project could be to develop a model to enable the village to set up such a scheme which would also act as a pilot and model for other WLDC villages. Key to this would be to follow the steps below.

6.4.20    The social enterprise model

- Robust evidence of community support
- Obtain support from external agencies
- Develop a business plan
- Obtain capital funding
- Purchasing
- Marketing
- Delivery and revenue generation
- Monitoring and evaluation
- Sustainable maintenance
- Planning for the future

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## 6.5 Hemswell Cliff

6.5.1 Hemswell Cliff is situated on the A631 road between Caenby Corner and Gainsborough. RAF Hemswell was located on the site from 1937 until it closed in 1967. The airfield site was subsequently redeveloped into a private trading estate and the RAF married quarters into a residential area which became the newly created village of Hemswell Cliff.



Hemswell Cliff residential area

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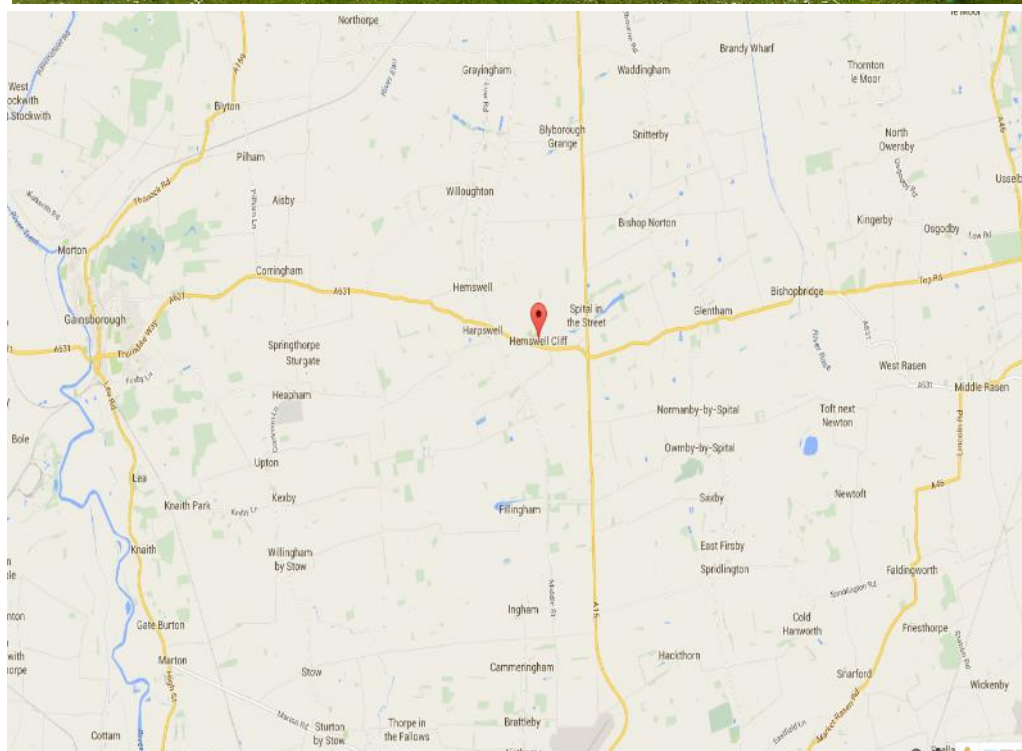
**Hemswell Cliff Current Transport Provision**
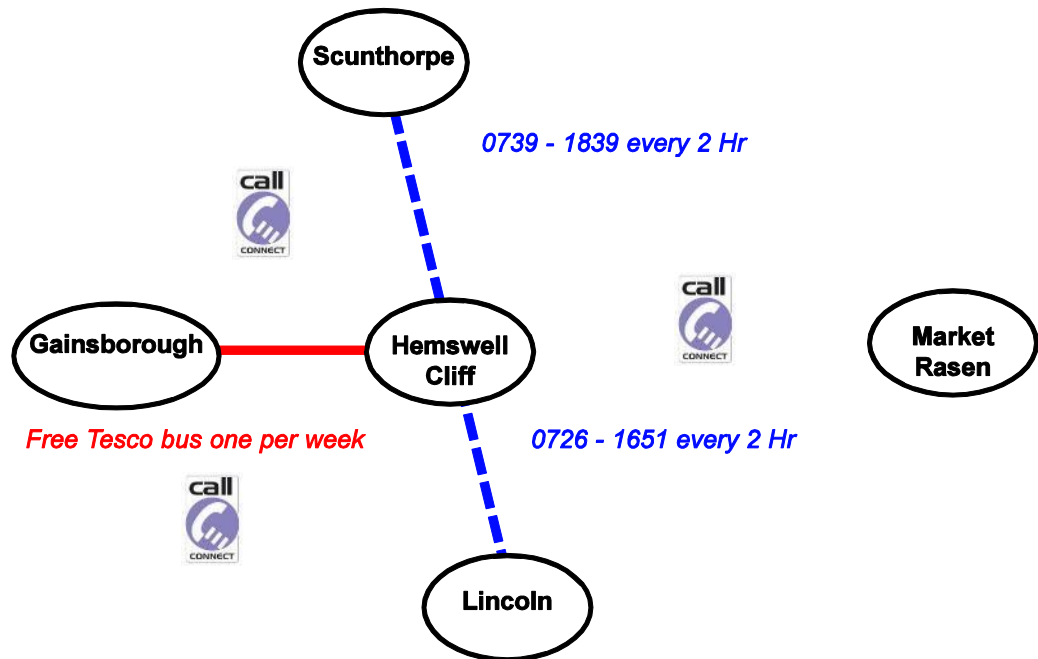


6.5.2    A route calling at Lincoln – Kirton-in-Lindsey - Scunthorpe via Hemswell Cliff is served by a two-hourly bus, with the first departing for Lincoln at 7.29 am and the last returning at 5.54 pm (a 49 minute journey), first departing for Scunthorpe at 7.39 am and the last returning at 4.10pm (44minute journey).   A later Lincoln return service at 5.55pm was recently introduced (August 2015). There is no Sunday service.

6.5.3    There are no other scheduled services apart from the free bus to Tesco in Gainsborough, but the driver had informed residents that this service is stopping due to the end of contract and there is no news on the future of the service. It is believed the company providing the service is also up for sale.

6.5.4    There is also a social car scheme (Gainsborough Community Wheels) servicing the area: though only a few residents are aware of the scheme.

6.5.5    CallConnect provides access to Gainsborough and other transport links.  This is a well-used service but many residents found there are problems with access to the service either fully booked or with no service available for the time or destination required.

6.5.6    Wheels to Work appeared to be unknown in the village.

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**Hemswell Business Park**

6.5.7　This is a thriving business park with plans for further development. There is an antiques centre with multiple specialist outlets and the associated Sunday market and car boot sale with over 800 stalls trading each week which attracts thousands of visitors almost all arriving by car.  There are also other businesses in the park (approximately 75) employing over 600 people.  ECO Plastics is one of the largest employers recycling over 150,000 tonnes of plastic bottles a year in Hemswell Cliff.  However not many residents of Hemswell Cliff have found employment in the park and have to travel further for employment opportunities.

**Consultation findings: Issues with current transport provision**

6.5.8　Employers feel that a bus service between Gainsborough and Market Rasen would aid recruitment and provide employment opportunities for residents from the two towns who do not have access to a car. Current recruitment tends to be biased to those who have access to a car.

6.5.9　Local people reported a range of problems due lack of transport which resulted in restricted access to shopping, health and further education.

6.5.10　The cost of around £6 to reach Lincoln, £7:30 for Scunthorpe resulted in restrictions on use for some people.

6.5.11　There were also problems with the timings of the services but a later last bus at 5.55 pm (previously 4.45 pm) was introduced in August from Lincoln which was welcomed as more suitable for work related travel.   This was judged to be especially useful for young people with several residents noting the difficulties encountered by young people to get to work or even to look for work.

6.5.12　The lack of services to Gainsborough is difficult since for example, this is where the majority of women in the group discussion wanted to go for shopping, banking and leisure. There used to be a service (route 370) but it was said to be poorly advertised and therefore poorly used.

6.5.13　Most children in the village used the school bus. One issue was that sixth formers/college students didn't get free travel. This was a particular problem now that young people have to stay in education up to age 18.

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6.5.14    Many residents are concerned at the loss of the free Tesco's bus, especially the elderly; concern was raised not only for the local residents but on behalf of all the other residents from villages the route encompassed.

6.5.15    It was felt that Scunthorpe is not a practical destination for many, there is nothing in the centre where the bus terminates, with all shopping on the town periphery which requires further transport and associated costs.

6.5.16    Though Hemswell Cliff has a shop, it is comparatively very expensive and visiting is a last resort for many, it is also considered dangerous to access due to having to cross a busy A road. There have been a few serious accidents whilst crossing resulting in avoidance of use and clearly improvements are judged to be needed.

6.5.17    The community centre has not been available for around six years. This previously provided a range of outreach services such as health visitors, youth support, youth club, training centre etc. which has left residents who previously moved to the area with very poor access to these services.

**CallConnect**

6.5.18    CallConnect was praised and well used by many but perversely this led to a degree of dissatisfaction, with lack of availability of seats and difficulties with booking a seat at the right time especially for appointments.

6.5.19    However, there were also local residents who showed a significant lack of understanding of the local transport network as a whole such as how bus and train services linked including with CallConnect.

6.5.20    There was a degree of confusion when discussing InterConnect service with many people not able to recognise the difference between this and CallConnect.

**Social Car Scheme**

6.5.21    There was very limited knowledge of the scheme as a whole. At the time of the discussions it had only just been advertised in the local residents' newsletter and there was no further information available in the village including at the shop and on public notice boards.

**Taxis**

6.5.22   Taxis were considered expensive by the majority interviewed and a last resort as a transport solution, primarily due to the cost of initial travel to the village by the taxi.

6.5.23   As in Keelby, residents and the parish council were asked to complete a brief survey concerning possible solutions to transport problems. The results shown below indicate support for a range of community based initiatives (1 being supported the most, 11 being supported the least). All ideas were supported by a majority apart from lift sharing, encouraging more walking, elderly driving advice and travel clubs – although even with these there was support from at least a third and there was also little understanding of the concepts and how they would fit within Hemswell Cliff.

1.  Encouraging more employers and retail centres to help sponsor local travel for example the free Tesco bus
2.  Community transport schemes: Typical services include voluntary car schemes, community bus services, school transport, and dial-a-ride.
3.  Bringing services to you: such as health visits, employment advice and youth support.
4.  Information (publicity for existing transport such as InterConnect, volunteer/community schemes, other bus and train services).
5.  Volunteering: Helping local groups and associations set up a community minibus
6.  Support for starting up new rural 'taxi' businesses
7.  Technology Training: Computer, smart phone and tablet training for young and old aiding discovery of travel options
8.  Encouraging more walking and cycling
9.  Keep on Driving: Advice for disabled and elderly drivers to keep driving or for young people to pass their driving test
10. Setting up village travel clubs with local volunteer drivers or car clubs (sharing cars)
11. Liftsharing (a national and county based scheme advising journeys both wanted and offered regularly to help reduce travel costs to work.)

6.5.24   The most significant priority for Hemswell Cliff is sponsorship. Many of the residents are worried, not just for themselves but for all the other villages and pensioners affected by the free Tesco service bus withdrawal.

6.5.25   Services lost such as health visits is also a priority, but with the loss of the community centre and no other feasible venue, residents appreciated this might be wishful thinking.

**Travelling for Health**

6.5.26   Important considerations for many in the village are hospital trips for themselves or family, Lincoln is the nearest hospital to Hemswell Cliff. The 2011 Census showed the degree of deprivation in Hemswell Cliff compared to WLDC.

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- Households with no adults in employment with dependent children 10.1% (West Lindsey 3.4%).
- Households with dependent children: Aged 0-4 (16 % (West Lindsey 9.6%).
- One Person in Household with a Long-Term Health Problem or Disability; With Dependent Children 9% (West Lindsey 4.2%)

6.5.27    For residents solely reliant on public transport, making health related journeys can be problematic in terms of access and cost, resulting in health service avoidance. Residents also had experience of missing appointments due to timings of bus services/ delays.

6.5.28    A 17 year girl could not attend physio (three appointments out of four) due to cost. Local health services are generally provided in Ingham but the travel cost was criticised at £6 per person.

6.5.29    These same issues are also relevant in accessing employment and there was agreement that unemployment was contributing to mental health problems.  Many of the unemployed youth have trouble signing on for Job Seekers Allowance and failure to do so just compounds the cost issues associated with travel.

**Conclusion**

6.5.30    The key concerns expressed by Hemswell Cliff residents were transport links to both Market Rasen and Gainsborough, the loss of previous services and the potential loss of the free Tesco's bus. The village would be an ideal basis to test the social village transport enterprise model, the concept of which seems of more interest than traditional voluntary or community transport provision.

6.5.31    In addition, Hemswell Cliff business park employers agree that the lack of public transport is a barrier to equal employment opportunities especially for Gainsborough residents.  A feasibility study would be a first step to establish the degree of sponsorship levels required and available in order to establish a service to meet the needs of both the business park employers and residents.
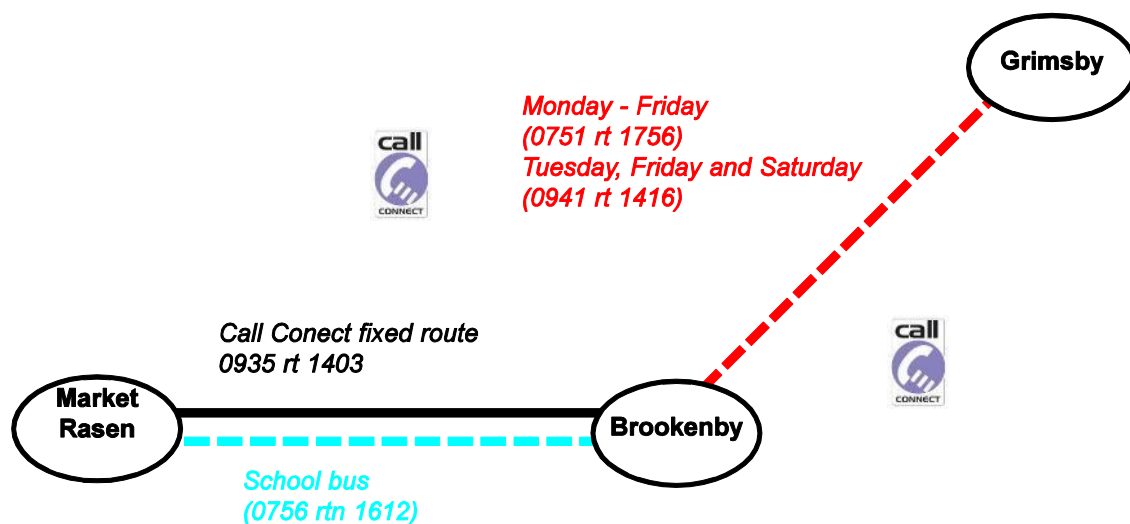
## 6.6    Brookenby

6.6.1    Brookenby was also visited as part of the study, in part to establish if views at Hemswell Cliff were typical of ex MOD villages, given the similar though slightly sparser transport provision.



Brookenby community centre

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6.6.2   Brookenby is situated 7 miles north-east from Market Rasen. The village developed around the former RAF station, RAF Binbrook, with most of the population living in the former RAF housing. Since the name of the RAF station came from an existing nearby village, the name 'Brookenby' was chosen in the 1980s when the new village was constituted.

**Brookenby Current Transport Provision**



6.6.3   Brookenby to Grimsby is serviced by Stagecoach providing primarily a school bus Monday to Friday –Friday departing at 7.51am (36 min travel time) and returning at 5.15pm. The general public are entitled to use this service. A second bus runs Tuesday, Friday and Saturday departing 9.41am returning 1.40pm. There is no Sunday service.

6.6.4   Brookenby to Market Rasen services are provided by CallConnect with a scheduled run departing at 9.35am returning at 1.40pm (25min travel time). All other times are subject to demand and availability, this service also goes on to Louth.

6.6.5   Stagecoach 53 from Lincoln services the school run to De Aston departing 7.56 am and returning at 3.45pm

6.6.6   There is also a well-used social car scheme servicing Brookenby based in Louth, with two volunteer drivers in nearby Binbrook.

6.6.7   On the whole there is strong support for the limited service levels and degree of concern should the service be restricted further. CallConnect provides access to employment for three of the residents interviewed and it is felt there is potentially more demand.

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**Brookenby Business Park**

6.6.8    This is a thriving business park with plans for further development. Although primarily used for storage there are other businesses in the park employing over 170 people in around 25 companies, many being local residents.   CK Group plastic recycling is the largest employer in the park employing around 70 people. However there are still many in Brookenby who need to travel further for employment opportunities.

6.6.9    Expansion plans are in place to increase the park size over the coming years and employers are concerned about the lack of public transport to the park restricting their ability to recruit those without car access from the local catchment area.

**Consultation findings: Issues with current transport provision**

6.6.10    Students attending college in Grimsby for half day courses have to wait until 515pm for a bus back for three days of the week even if they finish by lunch time. This was considered unproductive, unsafe and expensive for the students concerned. Parents also considered it unsafe for their children to be in Grimsby unsupervised for so long.

6.6.11    Parents are concerned over the safety of their children on the bus. Multiple instances of attempted drug dealing have been reported on this run.

6.6.12    There is no bus timetable information available in the village or on the bus stops.  Many residents were unsure of actual times and or days and there is particular confusion over differences between Tuesday and Fridays and the bus to Grimsby.

6.6.13    Many residents considered the bus on Monday Wednesday and Thursday was unusable due to the waiting time for the return journey.

6.6.14    Some residents work on shifts in Grimsby and are thus unable to use the bus to access employment.

6.6.15    Young people attending schools or college in Grimsby cannot attend extra studies, activities or sport events after school or college due to the lack of early evening bus services.

6.6.16    Similarly, younger children would like to play or visit friends after school rather than return directly to what they perceive as an isolated village.  This argument was made by both parents and children, being especially relevant during the longer daylight hours of summer.

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**CallConnect**

6.6.17   Many residents find the fixed schedule with CallConnect means a prolonged wait in Market Rasen for the return journey.

6.6.18   CallConnect was popular and well used by many.  There was nevertheless a degree of dissatisfaction especially in relation to vehicles turning up later or earlier than indicated on both the fixed schedule and the on demand schedule. For example, changes were made after the confirmation email had been received with no further advice provided about what to do when this happened.

6.6.19   For others there was a lack of understanding of the relationship between InterConnect, Stagecoach services and CallConnect with poor knowledge of the concept of connecting to regular bus services rather than being an on demand service for visiting other rural villages.

**Louth Social Car Scheme**

6.6.20   There is very limited knowledge of the scheme as a whole with little information evident in the village. Two or three residents had heard of it and two interviewed had used it. Those who had used the scheme were extremely satisfied with all aspects of the service provided.

**Local Taxi services**

6.6.21   Taxis are considered an expensive last resort, it is common practice for a taxi not directly returning to the town of origin, i.e. Caistor, Market Rasen, Louth or Grimsby to charge extra for lifts to other destinations and if traveling late.

**Traveling for health**

6.6.22   Important considerations for many in the village are hospital trips for themselves or family: Louth and Grimsby are the nearest hospital to Brookenby .  For residents solely reliant on public transport, making these journeys can be problematic in many ways in terms of access and cost.

6.6.23   The 2011 census show that there are a lot of dependent children in Brookenby where 17.7% of households have children aged 0-4 compared to 9.6% in West Lindsey overall. Similarly, 7.4% of households with dependent children have no adults in employment compared to only 3% in West Lindsey as a whole.

6.6.24    Limited access to cars for these families leads to associated problems of unemployment, low incomes and higher rates of ill health.  In turn access to hospitals can become an expensive exercise.  Not only in cost to the household but in health due to avoidance.  A trip can cost £6 per person and waiting all day for the return can cost considerably more, especially in the winter.

6.6.25    Return or even multiple trips for some, result in hospital avoidance or deferral often complicating matters and resulting in further visits.  Every public transport dependant resident mentioned this and no one knew the NHS is obliged to reimburse travel costs in the majority of cases if eligible (the vast majority being either unemployed or low income families  and thus eligible for support through the Healthcare Travel Costs Scheme (HTCS).

6.6.26    Only one person knew of the social car scheme that addresses health transport for when public transport is not viable and even then the quoted cost (£24 for a pick up, wait and return service) was too much for the elderly gentleman involved.  As a result his cast was left on a broken leg for a month longer than needed who eventually accepted a lift organised by neighbours.

6.6.27    This was not the only example.  People told of children requiring return visits that were not made; follow up consultations missed, and operations deferred.

6.6.28    The youth club operating within the community centre and RAF Binbrook Aviation charity are considering make a joint bid for a community minibus.  This application process is due to start in September 2015. They are acutely aware that without such a resource the community locally and wider are at risk of isolation.

**Conclusion**

Although there is currently less community capacity for village wide action in Brookenby; the Community Centre has the potential to build this via their excellent current work.  Staff at the Centre have aspirations to acquire a community vehicle.  However, in contrast to Keelby, where the impetus is from carers, this is being initiated by a charity supporting retired MOD staff.  Nevertheless the social model described in the Keelby section is equally applicable.

## 6.7     Conclusions to the Village studies

6.7.1     The research and consultation with WLDC villages has shown that for people without access to private transport there is a problem of accessibility.  This in turn leads to knock on difficulties with obtaining employment, access to out of hours education, narrower career choices, health problems and a general lack of opportunities to interact with the wider world.

6.7.2     There are three main reasons to explain this problem – namely: the cost of existing services being too high, inappropriate routes/ timings and lack of information.

6.7.3     A certain proportion of residents have unrealistic expectations of what could be provided commercially given village population size, high rates of car ownership and diverse travel patterns.

6.7.4     However, on the plus side, there is evidence of willingness on the part of communities to embrace community solutions to solve transport problems. All the villages have recognised that not only do these projects have to be sustainable but just as importantly the villages have to encourage self-sufficiency due to diminishing public sector transport provision.

6.7.5     There were also some realistic and imaginative suggestions which have been built into the final section of recommendations.

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# 7 Conclusions and recommendations

## 7.1 Introduction

7.1.1 The conclusions supported by associated recommendations are a combination of professional expertise and suggestions from local people and stakeholders.  They are not presented in any special order but rather represent a 'menu' of possibilities for WLDC to consider.

7.1.2 The theme running through is a realisation by residents that village life needs to work with WLDC to develop strong self- supporting approaches including in relation to transport if the way of life they value is to be retained.

## 7.2 Communication and information provision

7.2.1 Good communication with regards to travel opportunities and provision will be necessary in order to improve rural transport in WLDC.   It is clear that many people do not know about the range of opportunities for travel.   At the most basic level, bus timetables, a simple and obvious need, is not addressed formally but rather in an ad-hoc manner resulting in supply for some areas and not others.  For example, Keelby has only recently had timetables displayed at the bus stops and Brookenby has none at present. Similarly at Keelby people with eligibility did not know about nonemergency hospital transport.  There is also confusion about the link between CallConnect and InterConnect and concern about making connections especially when the vehicles do not actually meet.

7.2.2 The results of the survey given to residents and parish councils show that improved information regarding travel opportunities was a priority listed in all cases in the top 4 of 10 priorities.

7.2.3 Reliance on the internet as a communication medium is not an option for all in rural communities, especially the elderly and those not online.  However, there is an active roll out of broad band connectivity in the WLDC area and people can be encouraged to join in via local training sessions and use of nodes with computer access.  This will be increasingly important as dynamic scheduling and real time information becomes more common.  Those who are not engaged as consumers in this process will lose the opportunities to participate and influence services,

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7.2.4 'My Village Transport' - Publish and distribute customised village based timetables and map showing all opportunities and costs. This should include regular bus and train services with where they exist such as via InterConnect, connections to nearby higher frequency routes, taxis, community transport, suitable cycle or walking routes, and so on. This product could be developed by people in the village as part of neighbourhood planning or stand alone.

## 7.3 Travel Training

7.3.1 Travel training should focus on the use of maps and computers either individually owned or via communal access. There are resources for this via various rural development and employment programmes and also via the LCC Travel Training Team.

## 7.4 Social Car Schemes

7.4.1 The social car schemes are a significant option in the provision of rural transport in West Lindsey, yet is a relatively unknown service in the villages selected for this study.

7.4.2 Liftshare is similarly under-developed with many people not understanding the administrative support behind the system.

**Recommendations**

7.4.3 Build on the social/volunteer car schemes, with the target to have 2 - 3 drivers for every village in West Lindsey. In the recruitment publicity ensure all eligible residents are aware of the funding so it is not seen as 'charity'.

## 7.5 Community Minibuses

7.5.1 Two of the three villages (Keelby and Brookenby) have identified the need and are currently in the early stages of setting up the infrastructure to secure a minibus for their respective communities. Both villages indicated that they have the community backing such as a pool of volunteer drivers and co-operative opportunities with youth or other social groups within the communities.

7.5.2    In principle a village minibus with volunteer drives can also act as a village taxi service, conduct regular shopping trips, possibly emulating the role of the CallConnect service and have the potential of further enhancing the successful social car schemes in the county.   All these option also provide much needed revenue for the community minibus, traditionally being a much underused community asset. Introducing such concepts to the community may well and act as a catalyst to start up a community car club, making access to a car a viable option for those who cannot afford their own vehicle.

**Recommendations**

7.5.3    Help and support villages in developing a community bus business plan either directly or by means of pointing these communities to external agencies such as the Village SOS and Prince's Trust.

7.5.4    Sponsorship by the shopping centres and local employers should also be sought.  . Given the loss of the free Tesco's bus in Hemswell Cliff and the reduction of services from Tesco's in Brigg, the bigger supermarkets may well be interested in supporting such a project as a lower cost option.  Similarly some of the local employers are interested in supporting works based transport.

7.5.5    Encourage or pump prime the costs of a paid driver supplementing volunteering drivers (job share potential in the smaller villages) to utilise the minibus when not being used by the initiating group/organisation. Examples of regular journeys could include; shopping trips to nearby centres, journeys to employment centres, sports or leisure trips and operation as a village taxi service. A Parish Minibus (operating as a private hire vehicle) may well be more feasible for villages without a local taxi service.  To test this WLDC should carry out a feasibility study to establish practicality (legislation), sustainability and good practice. Potentially the organisation could produce revenue with a charging regime similar to the social car schemes of 45p per mile for community members and or link with the currently operating social car schemes and 'Non-emergency patient transfer' services.

## 7.6    Commercial Opportunities

7.6.1    There are active local support groups for new bus and train services.  Establishing a business case for such suggestions is always difficult since it is difficult to predict demand.  However, there are examples in the WLDC area where supported services have been taken over on a commercial basis (for example by Stagecoach in connection with the Saturday Shopper Service and the new service 98 which is running return trips linking the towns through Trentside villages.  Another high profile wish supported by many local people is for a bus service linking Market Rasen and Gainsborough.

7.6.2    Similarly, there are groups lobbying for improvements and new services on the local train systems.

### Recommendations

7.6.3    Work with Stagecoach or other interested operators to trial new bus routes on the basis of a compact with WLDC, employers and community support for marketing and use over a set period of evaluation.

7.6.4    Some bus companies have extended eligibility for child fares up to 18 and even beyond often reporting positive commercial results.  A dialogue with Stagecoach Lincolnshire could be instigated on this topic.

7.6.5    Another option is to encourage new businesses to set up – in particular a taxi service.  There would be various ways of supporting such a start-up via employment grants, crowd sourcing, and community shares.

7.6.6    Lobby the government to include improved train services as part of the forthcoming Northern Franchise.

7.6.7    Support the existing Community Rail Partnerships schemes and extend these to include a wider range of activities such as planting and rail user partnerships for outings and discussions about rail futures in the area. Research shows that Community Rail Partnerships (lines or services) are good value for money and support economic, social and environmental development in local areas.  There is a current consultation going on until 25 Sept 2015.

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## 7.7     Planning

7.7.1     Many WLDC villages are involved or about to start Neighbourhood Planning exercises.  Those developed to date have neglected transport as part of this process which could prove a serious omission in the future in terms of future planning decisions.

7.7.2     Villages in WLDC are not unusual in experiencing lack of integration of the various transport services going in and out of villages.  The Government have acknowledged this problem by providing funding for pilot studies (the Total Transport Project) to encourage brokerage between health, education, social services, etc. and LCC has been allocated one of the biggest grants for this purpose.

**Recommendation**

7.7.3     Amend and customise new guidance and provide support for the best ways of including transport issues in neighbourhood planning exercises. A good opportunity linked to neighbour planning is to consider new or improved footpaths and cycle routes which would in particular link to more frequent transport opportunities.

7.7.4     Work with LCC to use WLDC villages as pilot projects, especially those villages already 'on board' for action as a result of this current research. In addition explore opportunities for better co-ordination between CallConnect and InterConnect either with actual vehicles or better electronic information.

## 7.8     Help with access to private transport

7.8.1     There is no doubt that the ability to drive is important for rural residents and this is demonstrated by high rates of license holding by WLDC residents.  Obviously WLDC will not wish to add to congestion but helping some people to start of carry on driving is one solution to low mobility.

7.8.2     Explore the demand for village based car share and car club schemes should also be explored especially to help younger people afford the costs of car use.

7.8.3     There are also a growing number of options for other forms of transport including powered wheelchairs and cycles, not to mention driverless cars.

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7.8.4 Walking and cycling are also forms of private transport and although generally seen as more limited and dangerous in rural areas can play a part in enhancing mobility sometimes via relatively simple planning measures such as lowering speed limits or provision of seating. Even with tight budgets there are opportunities for improving road safety including via community initiatives such as village speed watches and sight line changes.

**Recommendations**

7.8.5 Contact the Forum of Mobility Centres to encourage the provision of satellite advice for disabled and older drivers. With a longer term view of their setting up a centre in the County (currently Leeds which is the nearest bases).

7.8.6 Work with the Lincolnshire Road Safety Partnership or other interested organisations such as the Association of Advanced Drivers to provide affordable support for passing the theory test and or driving lessons as well as help with car purchase and car maintenance. Opportunities for including the latter as a 'village deal' with a local garage could be explored.

7.8.7 There are currently national pilot projects testing automatic vehicles but none of these are in a rural area. WLDC could apply to be the first rural pilot.

7.8.8 Also work with stakeholders to explore traffic calming in villages – especially focusing on community action and simple design changes such as use of planters to reduce sight lines and thus speeding.

## 7.9 Community Cohesion

7.9.1 Overriding all the recommendations in this report is the need for the village community to work in partnership with others to ensure that the needs of the village are met. Traditionally, housing, crime and physical facilities have been more accepted as part of this need than transport. However, as the research has shown there are many people without access to private transport due to age, ill health, low incomes or simply preference. It was gratifying to see that this is a growing realisation in many WLDC villages.

**Recommendation**

7.9.2 Continue to support village communities to build up community cohesion both in terms of WLDC resources and also outside support such as from CLG and related initiatives such as Village SOS, etc. etc.

### 7.10    Next Steps for WLDC

- Disseminate and discuss the recommendations and opportunities contained in the report's findings
- Select a shortlist of projects for WLDC to support in partnership with LCC including with particular emphasis on the two villages featured in the research. Preliminary discussions suggest three broad strands of follow on work – namely:
    1. The provision of integrated village centred travel information and planning tools for use throughout WLDC.
    2. A pilot scheme for integrated community led transport in Keelby.
    3. A pilot scheme for commercially focused transport in Hemswell Cliff.
- Cost and seek funding support from both local and wider sources including from non-transport sources such as employment, social exclusion, education and rural support networks.
- Hold public engagement and marketing events to support the chosen projects.
- Evaluate the results.

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