

# Rural Transport Programme

Delivery Plan  
2017-2020



*“Supporting community transport in West Lindsey”*

## 1. Introduction

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.

Following research work and collaboration with external partners including Lincolnshire County Council and transport providers, we now have a selection of projects and actions for delivery. This projects and actions have been developed to respond to need and be achievable to deliver and sustain.

This programme will help support our six main priority areas within the Council's Corporate Plan 2016-2020:

- **Open for Business**
- **Asset Management**
- **Central Lincolnshire Local Plan**
- **People First**
- **Partnership/Devolution**
- **Excellent Value for Money Services**

The Rural Transport programme consists of the following themes:

- 1. Communication and Information**
- 2. Community Transport**
- 3. Commercial Opportunities**
- 4. Transport Planning**
- 5. Total Transport**

This Delivery Plan provides details of the projects and initiatives we shall be delivering and supporting as part of this programme of work. The document is an active plan which shall be kept up to date as changes occur or items of work are completed.

## 2. Contact Details

For more information about the Rural Transport programme please visit:  
[www.west-lindsey.gov.uk/transport](http://www.west-lindsey.gov.uk/transport)

For queries about the programme please contact us via e-mail:  
[transport@west-lindsey.gov.uk](mailto:transport@west-lindsey.gov.uk)

## 3. Transport in West Lindsey

West Lindsey is a large rural district covering over 440 square miles. Transport operators, Local Authorities and the voluntary sector all play an important role in providing a comprehensive range of transport options for residents.

Existing transport options within the district include:

- Scheduled bus routes (Local services and Interconnect)
- Call Connect (rural bus services)
- Rail (stations at Gainsborough, Saxilby and Market Rasen)
- Community Transport (including car schemes and mini buses)

Further information about public transport in Lincolnshire is available at:

[www.lincsbus.info](http://www.lincsbus.info)

## 4. Programme Governance

We have governance in place to ensure effective delivery and management of this programme of work. All decisions about project delivery and funding are made based on evidence based options and full engagement with elected Members.

### **Enterprise & Community Services**

This is the service area of the Council responsible for managing the day to day delivery of this programme. Officers will manage projects and work with partners to deliver agreed objectives and outcomes.

### **Entrepreneurial Board**

This board oversees the on-going delivery and management of the programme. Officers involved with project delivery will provide regular updates to Senior Managers.

### **Prosperous Communities Committee**

This committee oversees the entire programme and allocated budget. All strategic decisions on project delivery are made by this committee. Monitoring and evaluation is reported to this committee on a regular basis to ensure full oversight.

### **Rural Transport Member Working Group**

This working group is made up of a cross selection of elected Members. The working group meet on a regular basis to help support the delivery of the programme and provide vital Member engagement on rural transport issues.

## Theme 1: Communication and Information

### 1.1 Transport Publicity Programme 2017-2020

We will deliver coordinated publicity and promotion of existing transport services. A communication plan will detail all specific forms of publicity and communication we shall undertake.

This work will be completed in-house by existing Community Officers and Communications Officers. It will include the following:

- New content about public transport on WLDC website
- Social media promotion of transport services
- Distribute transport posters to all Parish Councils (once per year)
- Other promotional and publicity materials to promote transport options

**Financial Impact:** A £5,000 revenue budget over 3 years.

## Theme 2: Community Transport

### 2.1 Community Car Schemes

We are working with LCC to identify existing schemes and communities that would like to have a scheme where none currently operates. Communities that show an interest in setting a scheme up will be given further advice and support from LCC and WLDC officers.

This work will be completed in-house by existing Community Officers working in partnership with LCC officers. It will include the following:

- Promote benefits of Community Car Schemes to areas with no coverage
- Provide advice and support with scheme set up and funding

### 2.2 Lincoln Area Dial-a-Ride Car Scheme – Volunteer Co-ordinator

Lincoln Area Dial-a-Ride has launched a new community car scheme service which operates in West Lindsey. Whilst the Dial-a-Ride services are limited to a 6 mile radius of Lincoln, the car scheme is only limited by volunteer driver availability.

This project will provide a Volunteer Co-ordinator post to help drive volunteer recruitment, training and retention. The ability to recruit and maintain a strong volunteer base will enable this community car scheme to expand and provide

greater cover in West Lindsey. This work will be delivered by Lincoln Area Dial-a-Ride and be managed through a grant funding agreement.

**Financial Impact:** A £20,000 revenue grant agreement over 2 years (£10k per year)

### 2.3 North Notts and Lincs Community Rail Partnership

The Council continues to support a new Community Rail Partnership that has been formed in our area. The partnership is an unincorporated association of local government, public transport operators and community groups.

The Partnership aims to bring together representatives of the local transport authority, local planning authorities, train operating companies, infrastructure operator and wide range of local community groups, with the objective of securing the future of the Lincoln to Sheffield, Lincoln to Doncaster, Lincoln to Grimsby and Sheffield to Cleethorpes via Brigg railway line through increased patronage and revenue through the eleven stations in the area of the NNLCRP.

The first meeting of the Partnership was held on Friday 10<sup>th</sup> February 2017. The constitution was agreed and an initial action plan for the Partnership is currently in development.

We have played a key role in communication and co-ordination with Local Authorities in the area. We will continue to provide representation and officer support for the Partnership. A new website is currently in development.

The following image shows the geographical coverage of the Partnership:

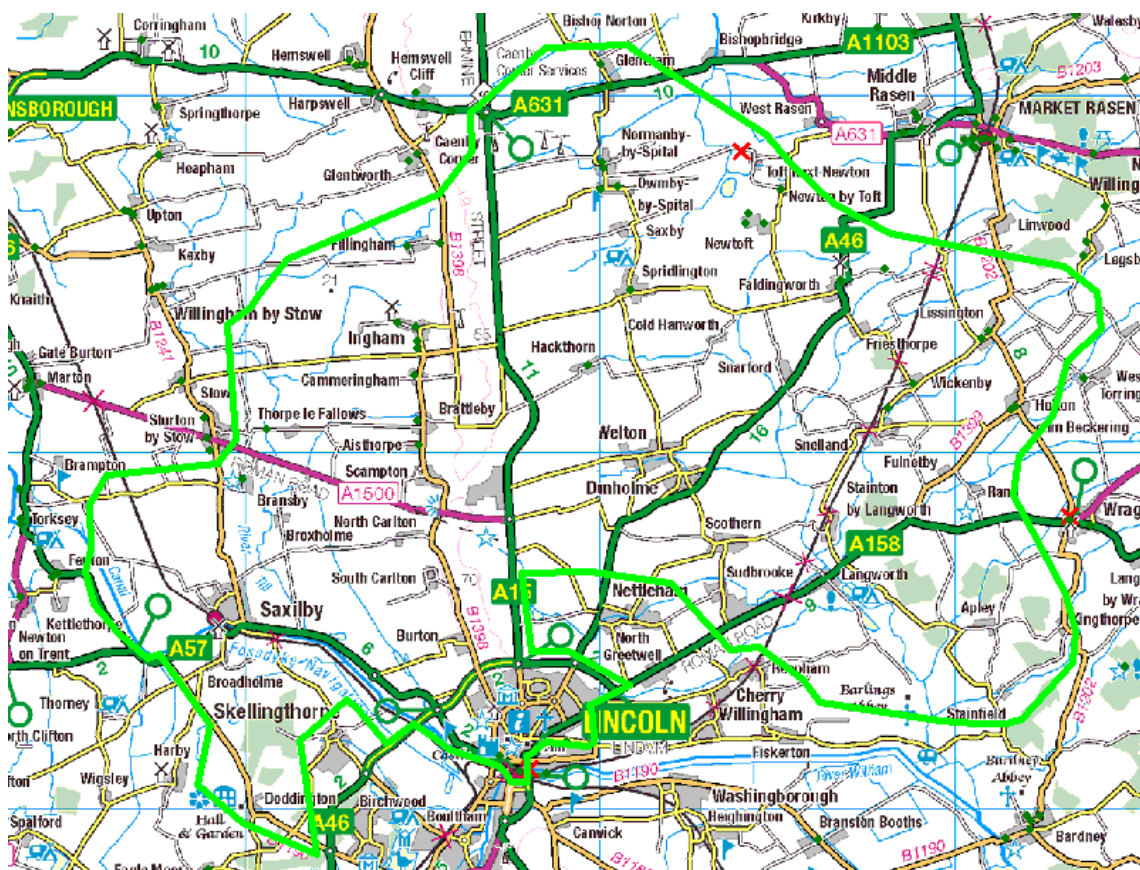


## Theme 3: Commercial Opportunities

### 3.1 CallConnect – North of Lincoln expansion pilot

CallConnect currently has a gap in provision impacting villages north of Lincoln. The proposed service will be operated using a 14 seat minibus serving West Lindsey rural settlements to the north and east of Lincoln. This will greatly improve transport options for journeys to Lincoln and for location to location journeys within West Lindsey. For example to medical facilities at Welton. The service will be a flexible demand responsive service with the option of a fixed route at peak time.

The map below shows the approximate coverage of this new service:



This work will be delivered by Lincolnshire County Council and be managed through a grant funding agreement.

#### Financial Impact:

- **Capital** – minibus cost £35,000 to £45,000
- **Revenue** – £180,000 over 2 years

WLDC total contribution: £107,500 to £112,500

LCC total contribution: £107,500 to £112,500

Following this 2 year pilot an on-going source of funding will be required to ensure the service continues. A full service assessment will take place during the pilot to demonstrate the need and demand.

### 3.2 CallConnect – Market Rasen Service

The Market Rasen CallConnect service has high levels of customer satisfaction and provides vital transport to surrounding communities. The service enables residents to access services in Market Rasen and other nearby locations including shops, GP surgeries, dentists and libraries.

Demand on this service is high which can result in availability issues for some residents. We are working with Lincolnshire County Council to explore options for enhancing the Market Rasen service and being able to better meet need and demand from local residents.

Options being explored include:

- Additional service at peak times
- Scheduled routes/times to meet peak demand

Options for this work will be presented to Members during Quarter 3 of 2017/18.

#### Financial Impact:

Further work is taking place to identify possible service enhancements. This work will include identifying costs of delivery. Un-allocated funds are still available within our Rural Transport programme to support this area of work.

### 3.3 Access to Transport Fund

The Access to Transport Fund will provide funding to deliver local projects that improve awareness and/or access to public transport. Funding can be used to support Council led improvements and be applied for by other organisations including Town and Parish Councils.

The aim of the fund is to enable small to medium projects to be delivered at a local level. Local community led projects will help increase and/or maintain access to public transport. The fund will empower local communities to develop enhancements and solutions.

This fund will be delivered in-house with advice and support from LCC as required. We shall seek match funding opportunities where possible to further

enhance local projects and secure leverage of funding into the District. Examples of what the fund could support include:

- New bus shelters and signage
- Footpath improvements
- Local transport promotion
- Feasibility and research for transport improvements
- Transport projects identified through Neighbourhood Planning

**Financial Impact:** A £100,000 fund with ability to support revenue and capital. Fund amount can be increased if other projects do not proceed and/or to respond to identified need. The fund will initially run for 3 years and can be extended if funds are remaining.

## Theme 4: Transport Planning

### 4.1 Transport Planning Tools

Lincolnshire County Council has launched a new online bus journey planning tool. It is supported by a telephone based journey helpline.

The online tool and helpline shall be promoted as part of our communication work for this programme.

The website address is: [www.lincsbus.info](http://www.lincsbus.info)

### 4.2 Neighbourhood Plans – Transport

As part of the Council's approach to supporting the development of Neighbourhood Plans, advice and support is being provided to ensure local transport is adequately reflected. WLDC and LCC officers continue to provide advice to ensure new Neighbourhood Plans consider and identify transport needs as part of the wider planning process.

## Theme 5: Total Transport

No specific projects have been developed under this theme. Currently awaiting further progress and decisions to be made by Lincolnshire County Council who are leading on this work. The North of Lincoln CallConnect pilot in Theme 3 may lead to a Total Transport trial.