

# Local Sustainable Transport Fund Weymouth-Dorchester Corridor

24<sup>th</sup> February 2012

Bid Application – Dorset County Council



## Local Sustainable Transport Fund - Application Form

Guidance on the Application Process is available at:

[www.dft.gov.uk/pgr/regional/](http://www.dft.gov.uk/pgr/regional/)

Bids for both small projects and initial proposals for large projects should be no more than 20 pages long.

### **Applicant Information**

<b>Local transport authority name:</b>	Dorset County Council
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### **SECTION A - Project description and funding profile**

**A1. Project name:** Weymouth – Dorchester Corridor

**A2. Headline description:** The project is a package of measures for the Weymouth Dorchester corridor. Weymouth and Dorchester function as a single travel to work area, the most important employment area in Dorset outside of the Bournemouth / Poole conurbation. Weymouth has suffered from major job losses in the past due to changes in the defence industry. There are pockets of serious deprivation and the town's economic recovery remains fragile. Dorchester, Dorset's county town, provides a high proportion of public sector jobs. Dorchester has already seen significant job losses due to rebalancing of the economy away from the public sector and this is set to continue. The A354 linking the towns is also the key road access into Weymouth. There is one other A class access, the A353 / A352 to the east, but this route suffers poor alignment and a number of constraints, including the level crossing at Wool. The B3157 to the west suffers severe constraints and is unsuitable for HGV and coach traffic.



The package builds upon improvements delivered through the Weymouth Relief Road (WRR) and the Weymouth Transport Package (WTP) by supporting greater use of sustainable, active travel modes and public transport. Elements include a new Weymouth to Dorchester Express Bus Service, Personalised Travel Planning, behaviour change initiatives, expansion of Dorset Flexicars Car Club into Weymouth and completing local cycle networks. In Dorchester extension of Real Time Passenger Information and variable message signing throughout the town will encourage greater use of public transport and contribute to improved air quality within the town's AQMA.

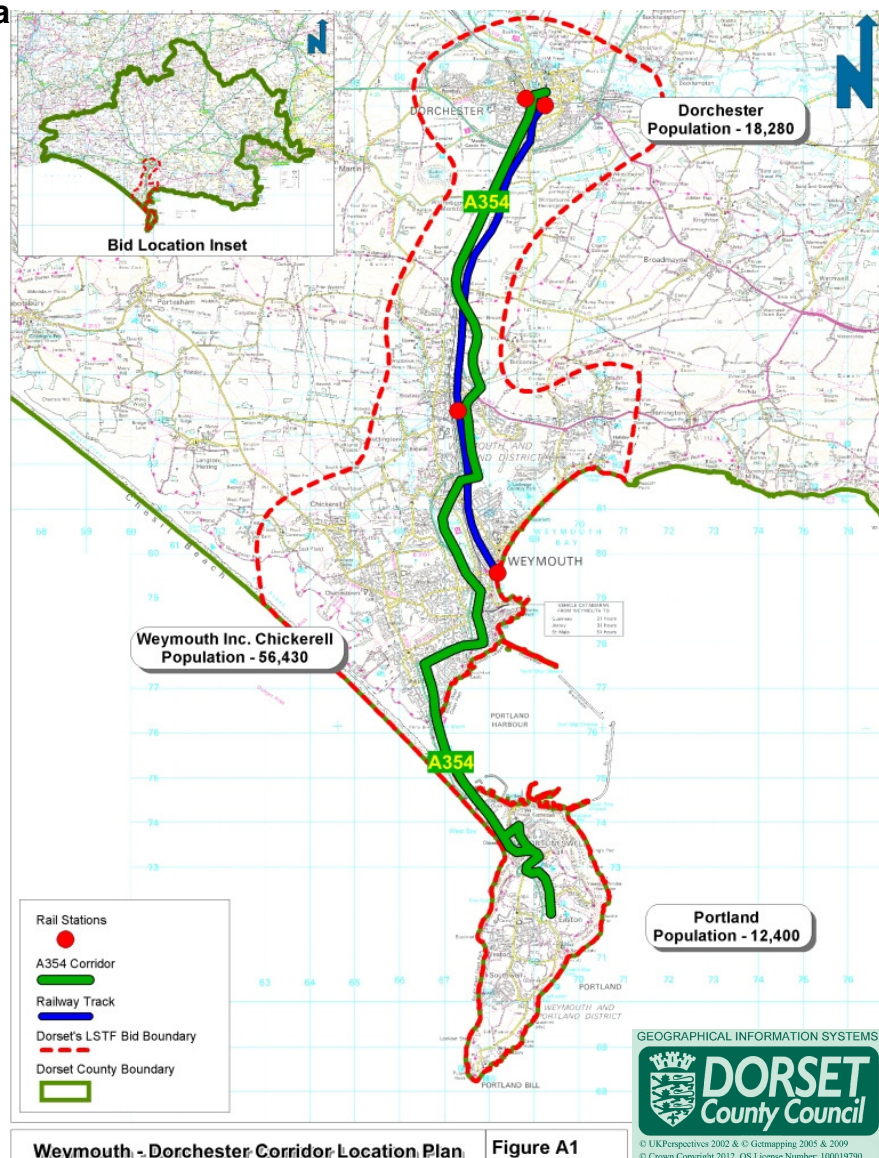
The package of improvements will ensure journey-time reliability and resilience on Weymouth's core access route; a pre-requisite in business location decisions and growth. Furthermore, it will unlock access to existing employment sites in Dorchester and Weymouth, particularly for residents of areas suffering employment deprivation.

### A3. Geographical area

The bid covers a linear corridor including the settlements of Portland, Weymouth and Dorchester within the County of Dorset, home to 87,110 people (2010 ONS) within the Borough of Weymouth & Portland and West Dorset District.

Dorchester is a town rich in history with many listed buildings, historic features, an ancient road pattern and many tourist attractions. Weymouth and Portland is a traditional seaside holiday resort, host to 2012 Games Sailing Events and gateway to the Jurassic Coast.

The key transport Infrastructure includes the A354 providing linkage with the A35 trunk road and the Weymouth – Waterloo rail line.



Weymouth - Dorchester Corridor Location Plan, Figure A1

### A4. Type of bid (please tick relevant box):

#### Small project bids

Tranche 2 bid



**A5. Total package cost (£m): 6.196**

**A6. Total DfT funding contribution sought (£m): 3.059**

<b>A7. Spend profile:</b>					
<b>£K</b>	<b>2011-12</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>Total</b>
<b>Revenue funding sought</b>		515	582	427	1,524
<b>Capital funding sought</b>		630	600	305	1,535
<b>Local contribution</b>		1,408	818	911	3,137
<b>Total</b>		<b>2,553</b>	<b>2,000</b>	<b>1,643</b>	<b>6,196</b>

<b>A8. Local contribution</b>		
<b>Funding Partner/Source</b>	<b>Purpose</b>	<b>Funding</b>
Dorset County Council	Operational costs of Mount Pleasant Park & Ride, Weymouth	£500k
Bus Operator	Bus service / vehicle investment	£450k
Developer Contributions; Wessex Stadium	Provision of new bus stop facilities on Radipole Lane and service improvements on Route 5	£360k
Dorset County Council	Revenue funding of Council employees in the Travel Choice team to deliver travel behaviour change	£243
Developer Contributions; Wessex Stadium	Pedestrian & cycle improvements to Wessex Rbt and Granby Way cycle route and cycle crossings	£225k
Dorset County Council	Corporate top-up funding for Marsh Cycle Route Phase 2 Fiveways to Chickerell via Budmouth Technology College and Putton Lane	£175k
Developer Contributions; Poundbury Phase 3 & 4	Poundbury to Dorchester town centre cycle route	£165k
Developer Contributions; Mount Pleasant Business Park (New Look site)	improvements to cycle and pedestrian facilities of the Mercery Road and Spa Road junctions & cycle route improvements at Radipole Park Drive and Lodmoor Park	£155
Dorset County Council	Local Transport Plan funding allocated to Personalised Travel Planning in Weymouth	£150k
Olympic Delivery Authority	Marketing & Communications of sustainable travel in build up to and during the 2012 Games Regatta	£120k
Olympic Delivery Authority	Travel Advice to Business in connection with 2012 Olympic Games Sailing Regatta	£110k
West Dorset District Council	X11 Weymouth Mount Pleasant to Dorchester Express Service	£110k
West Dorset / 14-19 Partnership	Smartcard implementation	£100k
Dorset County Council	Contribution to Sustrans Dorset Area Manager post	£78k
INTERREG channel Manche IV (EU funding)	construction of cycle route NCN 2 & 26 Sawmills Lane to Max Gate as part of "CYCLE West" project	£75k
NHS Dorset PCT	Contribution to Bike-It Officer	£50k
ReThink	Bicycle recycling initiative in Weymouth	£39k
Dorset County Council	Strategic Projects Fund, Match funding to the Transition Town Weymouth & Portland Community led sustainable transport initiatives	£32k
<b>TOTAL LOCAL CONTRIBUTION</b>		<b>£3,137k</b>

## **A9. Partnership bodies**

**Public Transport Operators** First Hampshire & Dorset Ltd and South West Coaches will be key partners in delivering the bus package. South West Trains and First Great Western will underpin the rail services promoted through the sustainable travel behaviour change initiative.

**Sustainable Transport Campaign groups including** Dorset Cyclists Network and Wessex CTC represent thousands of cyclists in Dorset and will support community input into and delivery of the bid. **Sustrans** will deliver Bike It and are likely to play a role in the delivery of elements of the Behaviour Change Programme

**Dorset Local Enterprise Partnership** is led by businesses across Dorset's economic area supported by local authorities to provide the vision, knowledge and strategic leadership needed to drive sustainable private sector growth and job creation.

**NHS Dorset PCT** works with DCC on the promotion of Active Travel through the Dorset Healthy Weight Strategy and is providing part funding for Bike It project.

The **Olympic Delivery Authority** (ODA) is working with DCC on transport arrangements to, from and within Weymouth and Portland during the Olympic and Paralympic sailing regattas, based at the Weymouth and Portland sailing academy. Central to this are the Travel Advice to Business and managing travel demand programmes during the 2012 Games.

**Granby and Lynch Lane Forum** is working with the County Council on an area wide travel plan for Weymouth's largest industrial area, home to 180 businesses with around 5000 employees. Membership includes major employers and **DJ Properties**, principal freeholder of Granby Industrial Estate.

**ReThink** is a local mental health organisation delivering a range of therapy and support functions in partnership with DCC, including bicycle recycling on the Granby Industrial Estate.

**The WestWey partnership** (West Dorset District Council and Weymouth and Portland Borough Council) is providing supporting funding for the smartcard initiative. The LSTF bid supports their local aspirations as a vanguard authority for the new planning system.

**Dorchester, Weymouth and Portland Transition Towns** are committed to moving the area to a low carbon community and will deliver a number of community initiatives.

**Dorset Flexicars** is a Community Interest Company that runs the Community Car Club in Dorchester. Its goal is to improve access in a sustainable, low carbon manner. (see Appendix 3, which contains copies of the 13 letters of support received for the LSTF bid)

## **SECTION B – The local challenge**

### **B1. The local context**

#### **B1.1 Economy & Employment**

Although geographically separate, Weymouth<sup>1</sup> and Dorchester comprise Dorset's largest urban area outside the Bournemouth/Poole conurbation. They have close economic interaction, forming a single employment area providing 43,300 jobs. Some 36% of people working in Dorchester commute from Weymouth and 14% of people working in Weymouth live in Dorchester. The table below summarises employment characteristics of the corridor<sup>2</sup>.

<sup>1</sup> For convenience and where they are not separately identified, "Weymouth", includes Portland and Chickerell in this document

<sup>2</sup> Source: Business Register and Employment Survey ONS 2009

	<b>Dorchester</b>	<b>Chickerell</b>	<b>Weymouth</b>	<b>Portland</b>
Population <sup>3</sup>	18,280	5,300	51,130	12,400
Number employed	17,400	5,300	16,700	3,900
% employed in services	79%	54%	75%	70%
% employed in public sector	56%	30%	31%	38%

The local economy is dependent on services and the public sector. Key characteristics are:

- Heavily structured towards the tourism industry, where in 2009 Weymouth attracted 1.7m night visits and 1.2m day visits worth £166 million and supported 3,200 jobs (which are characterised by their seasonal, unskilled and low paid nature);
- Overall more than 70% of people are employed in the service sector;
- Average workplace based earnings in Weymouth and Dorchester are lower than the British average at 79% and 88% respectively.
- Over-reliance upon the public sector which provides 31% and 56% of employment in Weymouth and Dorchester, compared to the GB average of 28%<sup>4</sup>.
- Although Dorchester accounts for only 21% of the combined population, 40% of jobs are located there, which encourages commuting between the towns.
- The majority of public sector professional and managerial jobs are located in Dorchester,

This lack of diversity leaves the area particularly vulnerable to the impact of the global economic downturn in suppressing consumption and demand for services, the reduction in public sector spending and consequent public sector job losses. Although the proportion of employment provided by the public sector is high throughout the whole of the sub-region it is particularly the case in Dorchester. Major employers within the town include the County Hospital, Dorset County Council, West Dorset District Council, and Dorchester Prison, with 56% of total employment in the public sector. This makes Dorchester particularly vulnerable to the impact of reduction in the public sector workforce. The major public sector employers have shed nearly 1000 jobs to date with more anticipated by 2015<sup>5</sup>.

Weymouth has growth sectors in distribution, engineering and electronics but fundamentally needs to broaden its economic base and attractiveness as a place for businesses to locate. The peninsula nature of Weymouth has in the past hindered its potential for growth, as traffic congestion was seen as a major deterrent to business. With the completion of the A354 Weymouth Relief Road (WRR) and Weymouth Transport Package (WTP), accessibility to both labour and markets by private car and freight is significantly improved. However, there are only two other access roads into Weymouth, both of which suffer serious constraints and cannot provide a level of service that businesses need or can rely upon. The B3157 to the west is unsuitable for HGVs and coach traffic due to severe constraints at Burton Bradstock and at Abbotsbury. The A353 / 352 access from the east suffers poor alignment and constraints through local settlements, such as the level crossing at Wool.

The Dorset Local Enterprise Partnership has identified journey-time reliability as key to business location decision making. For businesses to be attracted to Weymouth it is essential that access routes provide proven reliability and resilience. By reducing commuter pressure on this key route we will ensure unimpeded access for businesses at all times. This improved connectivity will encourage more businesses to locate in Weymouth, reducing dependence on public sector jobs and pursuing economic growth. By reducing the need to travel outside the area for employment, we will retain and improve skills locally and reduce travel carbon emissions.

<sup>3</sup> Source: ONS 2010 mid-year estimates

<sup>4</sup> Using the broad sectors of Public admin, Education and Health as a proxy (Business Register and Employment Survey ONS 2009)

<sup>5</sup> Weymouth College 30, Westwey Partnership 80, Dorset Police up to 530 by 2015 plus 248 the next year, Dorset Fire & Rescue 8, Dorset County Council 500, Dorset Primary Care Trust potentially 100s, HM Coastguard 27.

## **B1.2. Jobs & Housing Growth**

In the Dorset sub-region, economic impact modelling suggests that for every 100 full time equivalent jobs shed in the public sector locally there would be an additional 34 jobs lost<sup>6</sup>, including further supporting jobs in the public sector; distribution & retail; business services; hotels & catering; other services and transport & communication. Such job loss would equate to the loss of £5.4m GVA per annum from the local economy.

Achieving 'self containment' i.e. a sustainable local economy that meets a range of needs with local jobs for resident labour, is a key objective in delivering sustainable communities. In the period to 2031 approximately 10,900 new jobs are planned for the Weymouth & Dorchester Travel to Work Area. In the Weymouth & Dorchester Housing Market Area (HMA), provision will need to be made for at least 6,556 homes – 3,042 in Dorchester and 3,514 in Weymouth & Portland.

A key goal of the LTP3 is to make the area attractive to investors and businesses on the strength of its environment, skills bases and, with support from a successful LSTF bid, transport accessibility. An efficient transport network is fundamental to a strongly performing economy. Sectors of high value jobs growth which the area is well placed to exploit include:

- Green Knowledge Economy (GKE), making the most of the superb natural environment as a source of inspiration for creative business and also providing the environment that 'green' entrepreneurs want to live and work in
- Maritime economy including ship servicing, fuel bunkering and making better use of Portland Port with its deep water berths and unrivalled access to Channel shipping lanes.
- Maritime Development Technology, linking in with the GKE and the area's existing reputation for maritime industry, such as Sunseeker on Osprey Quay.

Recent planning policy has clarified the need to achieve economic growth through sustainable development. This means minimising the need to travel by ensuring that jobs, homes and services are better aligned within the local area. By improving sustainable accessibility within the Weymouth – Dorchester corridor, we can attract new businesses and new jobs to the area. Where journeys are necessary, these enhancements will maximise low carbon travel.

## **B1.3. Social Deprivation**

Because of the relative economic disadvantage of Weymouth, deprivation continues to be an issue, with areas of the town centre, Littlemoor, Portland and Westham ranked within the top 20% nationally for multiple deprivation. Nine areas in Weymouth suffer significant employment deprivation and significant income deprivation is evident in four areas. Weymouth ranks as the 88th most deprived out of 326 local authorities in England.

Some 8.6% of young people in Weymouth and Portland were Not in Education, Employment or Training (NEET) in Nov 2011, almost double the figure for West Dorset, 4.6%. Lack of transport is a barrier to accessing education, training and employment. Walking, cycling, buses and car sharing are low cost modes of low carbon travel which would be boosted by the award of LSTF funding, improving access to jobs for these communities and moving people out of the welfare system and into work.

## **B1.4. Environment**

The proportion of carbon emissions generated by the transport sector in Dorset is, at 30.1%, significantly higher than the national average of 23.7%. In Weymouth transport emissions are lower than the national average, however per capita carbon emissions from transport in West Dorset are two-thirds higher.<sup>7</sup> This is primarily due to high car ownership and longer trip distances in West Dorset. Reducing emissions while improving access to jobs in the area and maintaining economic growth is a significant challenge.

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<sup>6</sup> SWO regional accounts (Econii) impact model (scaled to local level by DCC using local multipliers)

<sup>7</sup> In 2008, per capita emissions from transport in Weymouth were 1.15tonnes p.a., 2.77tonnes p.a. in West Dorset

Modelling suggests that we can achieve this; the cumulative affect of the A354 WRR and WTP will be to achieve a reduction in carbon emissions of 6% against the do nothing scenario in 2027 through improved traffic flow and reduced congestion<sup>8</sup>. This ignored the impact of improved public transport, improved cycle routes and the potential application of intensive smarter choices on the corridor. The latter has the potential to reduce car trips in the area by a further 9%<sup>9</sup>.

The area has a unique natural environment and the LTP3 emphasises the need to protect and enhance this while pursuing economic growth. Environmental designations include:

- The Dorset AONB
- Entire coastline designated as the UNESCO 'Jurassic Coast' World Heritage Site
- Parts of the Causeway between Weymouth and Portland and the Fleet are a Special Area of Conservation (SAC), carrying the highest level of statutory protection
- Several SSSI's including Radipole Lake and Lodmoor RSPB reserves

Whilst the Weymouth Transport Package has resolved Weymouth's air quality issues, atmospheric pollution remains an issue in Dorchester with High East Street designated an Air Quality Management Area. The application of measures in the package, for example VMS (variable message signage) car-parking guidance, will contribute towards the improvement of air quality in Dorchester.

## **B2. Evidence**

### **B2.1. Transport Infrastructure and Characteristics**

The core access routes by all modes between Weymouth and Dorchester are the A354 and the parallel Weymouth – Waterloo rail line.

#### **B2.1.2 Recent Infrastructure Investment**

The A354 was recently upgraded between the Ridgeway and Manor Roundabout through the WRR at a cost of £89.2m which was opened in March 2011. It has:

- significantly improved both journey time and reliability for car, freight and bus users. Prior to the completion of the WRR, the A354 corridor experienced average speeds of 0-10mph during the am and pm peak hours<sup>10</sup>
- delivered a 1000 space Park & Ride (P&R) at Mount Pleasant in Weymouth
- provided an 8km traffic free cycle route between the outskirts of the two towns

At a cost of £15m, the recently completed WTP has:

- removed 4 major traffic congestion hotspots through signalling roundabouts
- resolved areas of poor air quality
- enhanced bus reliability and punctuality
- provided real time passenger transport information and new bus waiting facilities throughout Weymouth.

Aside from further delivery of the cycle network, VMS and electric vehicle charging points, the physical infrastructure forming the basis of a sustainable transport network is largely in place. What is lacking and crucially needed is investment in the bus services themselves to improve frequency and quality along the corridor, supported by a package of smarter choices measures to 'lock-in-the-benefits' of this infrastructure investment.

#### **B2.1.3 Private Car and Freight**

The A354 is the primary access road for cars, freight and buses to Weymouth, Portland and Chickerell. The 2010 5 day average traffic flow on A354, recorded at Monkton Hill (just south of Dorchester) was 17,270 vehicles, and 24,236 recorded north of Manor Roundabout, part of the

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<sup>8</sup> Modelling the Carbon Reduction Impact of the LTP3 and Low carbon Travel Strategy, DCC draft report 2011

<sup>9</sup> Sustainable Travel Town Summary Report DfT 2010

<sup>10</sup> Journey time information provided by Mott MacDonald strat-e-gis system from historic vehicle tracker data.



section that has now been relieved. Traffic counts for March 2011 at Monkton Hill, following completion of the WRR, show a 33% increase in traffic using the corridor as use of parallel routes on unsuitable roads through the Dorset AONB has decreased.

#### **B2.1.4 Bus**

The main bus route between Dorchester and Weymouth is commercially operated and operates along the A354. Five bus services per hour operate during the daytime and one per hour during the evening by First Group (Hampshire and Dorset), taking 30 minutes, including:

- Service 10 Portland – Weymouth – Dorchester (4 per hour during peak)
- Service X11 Weymouth Park Ride – Dorchester (3 per hour during peak Mon-Fri))
- Service 31 Weymouth – Dorchester – Axminster (1 per hour)

#### **B2.1.5 Rail**

South West Trains operate two trains per hour between Weymouth and Waterloo on the parallel rail line, with an additional service approximately two hourly between Weymouth and Bristol operated by First Great Western. Services call at Upwey and Dorchester South and Upwey and Dorchester West respectively. Weymouth and Dorchester journey-time is 9 to 12 minutes.

Daily passenger numbers at Weymouth station have grown by 46% from 2078 to 3384 between 2004 and 2009, with Dorchester South seeing a 50% increase (DCC surveys of daily rail passengers). However, all rail services operate below capacity and potential exists through a package of smarter choices to increase patronage through transfer from car to rail for trips on the corridor.

#### **B2.1.6 Walking and Cycling**

Weymouth is a pleasant environment for pedestrians and a large proportion of the urban area falls within a 2km catchment of the Town Centre. Dorchester Town Centre is particularly attractive to pedestrians: it is compact (only 3km across), flat and there are a number of green spaces. The urban extension of Poundbury is within 2km of the Town Centre.

Within a 5km catchment, the majority of the urban area of Weymouth is accessible and attractive to bicycles. Fortuneswell in Portland is only 6km from Weymouth town centre and much of Portland is accessible by bicycle. The steep gradient from Fortuneswell to Portland Heights may deter some residents from cycling, although uptake of electric bicycles could resolve this. Investment in cycling over the LTP2 period has seen levels of cycling increased by 20% between 2004 and 2009. Monitoring shows that cycling increased by 50% in Weymouth during 2010 and Sustrans estimate 250,000 cycle trips per annum (2010) in the town centre.

The flat topography and dense urban form of Dorchester where the town is 2km across make it attractive to cycling. The corridor benefits from two National Cycle Network Routes – NCN 2 and NCN26, although both require additional investment to realise the potential demand for cycling. Figures C2a, C2b and C3 show the existing cycle network and routes proposed for delivery in Weymouth, Portland and Dorchester respectively.

### **B2.2 Travel Demand – The Challenge**

The 2001 Census indicated that the majority of work trips in Weymouth were undertaken by car. The Town Centre Gordon Count (2011) shows similar figures, but the level of walking and bus use is higher, as would be expected for trips into the immediate town centre:

Mode	Modal split	
	Work trips Weymouth (2001 Census)	Weymouth Town Centre Cordon (2011)
Bicycle	3.35%	2%
Bus	8.16%	21%
Car & motorcycle	65.53%	61%
Rail	0.85%	n/a
Walk	12.74%	17%

The Cordon count data shows an increase in vehicles entering Weymouth during the am peak of 2.4% between 1999 and 2009. However the number of vehicles leaving Weymouth grew by nearly threefold at 6.6%, reflecting the flow of commuters out of Weymouth into Dorchester.

There are approximately 22,100 commuting trips that are internal to Weymouth and Chickerell. The majority of outbound commuters work in Dorchester, accounting for approximately 3,200 movements. The majority of working residents of Dorchester (approximately 5000), both live and work in the town.

The forecast growth for travel demand in Weymouth is an 11.3% increase in weekly trips, coupled with a predicted growth in the number of cars of 21.7% on 2006 by 2026 (TEMPRO dataset 6.2). The forecasts for West Dorset (including Dorchester) are slightly higher at 16.9% for travel demand and 27.4% for car growth.

Weymouth and its surrounding settlements remain poorly served by national transport road and rail networks due to the peninsular location and distance from neighbouring large settlements; peripherality is seen to be a particularly significant problem. The WRR and the WTP represent significant investments in strategic transport infrastructure and will help address much of the expected traffic growth. However, there will need to be significant modal shift away from private car use to low carbon travel modes ensuring unimpeded access for businesses at all times, that will build upon the legacy of these improvements and create the conditions for economic growth.

Measures to accommodate the needs of local businesses are summarised in the Local Plan which identifies potential threats to the economic development of the area, including a lack of public transport services linking residential areas and major centres of business, particularly to Granby Industrial Estate, Weymouth's largest employment area. Improved connectivity will provide the opportunity and stimulus to attract more high technology and knowledge-based industries to the area and create more, higher-paid jobs.

### **B2.3 Constraints upon transport infrastructure**

National and international protective designations reflecting the exceptional natural environment severely constrain the land that is available for development. There are limited opportunities to create new, or extend existing employment sites, and, despite substantial recent transport investment, access to Weymouth remains constrained by geography due to the borough's peninsular location.

Reduced reliance on the private car and a move to sustainable modes of transport such as public transport, cycling and walking will help reduce carbon emissions, relieve congestion and increase physical activity to improve health. A package of measures to reduce reliance on the private car through better parking and network management that is underway in Weymouth town centre will assist regeneration, including enabling some car parking sites to be redeveloped for mixed uses including leisure, commercial and housing.

A DECC funded Local Carbon Frameworks (LCF) project to investigate the market for behaviour change using "Green ACORN" socio-demographic segmentation has identified potential for residents to adopt low carbon, sustainable travel modes, with a clear steer on the types of messages and motivators that are likely to be successful. This work has informed the targeted behaviour change programme which is a key element of this LSTF bid.

### **B2.4 Key Issues**

In summary, the key issues facing the corridor are:

- Peninsula nature of Weymouth – traffic on the single core access route heads into a natural bottleneck, constraining movement and business growth.
- Numerous international environmental and heritage designations - puts a constraint on developing new transport corridors

- Road environment – in places heavily trafficked and intimidating to pedestrians and cyclists without further investments
- Public Transport & Interchange – core interurban Weymouth to Dorchester route is adequate but lacks connection with Weymouth rail station and employment centres
- WRR and WTP – have laid the foundation for a transport network fit for the business needs of the 21<sup>st</sup> Century
- Socio-demographic segmentation – suggests significant potential for segments of the population to adopt more sustainable travel behaviours
- Demand for walking and cycling – where infrastructure has been provided, pent-up demand to cycle has been realised with significant increases in cycling trips recorded.

In short, opportunities for new road and rail infrastructure have now been exploited and we must focus on making the best use of the existing infrastructure through targeted investment in removing car trips from the network and onto sustainable modes. The LSTF package has been designed to account for these issues and take advantage of the benefits offered by sustainable transport for supporting the economic potential of the area in a way which reduces carbon emissions and supports quality of life.

### **B3. Objectives**

The objective of the Weymouth – Dorchester Corridor bid is to unlock the economic potential of the area by improving accessibility and ensuring journey time reliability and resilience on the single A354 access route. This will be achieved through a package of behaviour change and targeted sustainable transport infrastructure improvements. This will free up the highways network for essential economic activities and reduce carbon emissions through widespread adoption of sustainable, low carbon travel modes for everyday trips within the corridor. The following table shows how the LSTF is central to delivery of the LTP3 objectives

<b>LTP3 objectives</b>	<b>How the LSTF Package supports our Joint LTP3 objectives.</b>
<b>Support Economic Growth</b>	The bid will improve access, reliability and travel choice to key employment and commercial destinations, including Weymouth and Dorchester town centres, industrial estates, key employment sites, holiday camps and tourism destinations such as the Jurassic Coast, the Dorset AONB and Weymouth seafront.
<b>Tackling Climate Change</b>	Through improving the quality and range of low carbon travel modes between residential, commercial, industrial, retail and tourist destinations, the bid will reduce carbon emissions whilst meeting travel needs. This will be supported by a comprehensive behaviour change package of smarter choices to help people chose these low carbon travel modes and reduce the need to travel
<b>Better Safety, Security &amp; Health</b>	Key additional benefits of the bid will be the promotion of road/travel safety together with the health benefits of active travel.
<b>Equality of Opportunity</b>	Investment in low cost alternatives to the car will widen travel horizons and opportunities for those without access to the car, especially the young and unemployed, improving access to employment and education.
<b>Improved Quality of Life</b>	The negative impacts of transport on the natural environment, air quality, noise and disruption will be reduced through investment in infrastructure and vehicles, and programmes to encourage use of low carbon travel.
<b>Value for Money</b>	We will improve co-ordination of public transport, active travel and smarter choices initiatives, enhancing combined outcomes and providing better value for money.

## SECTION C – The package bid

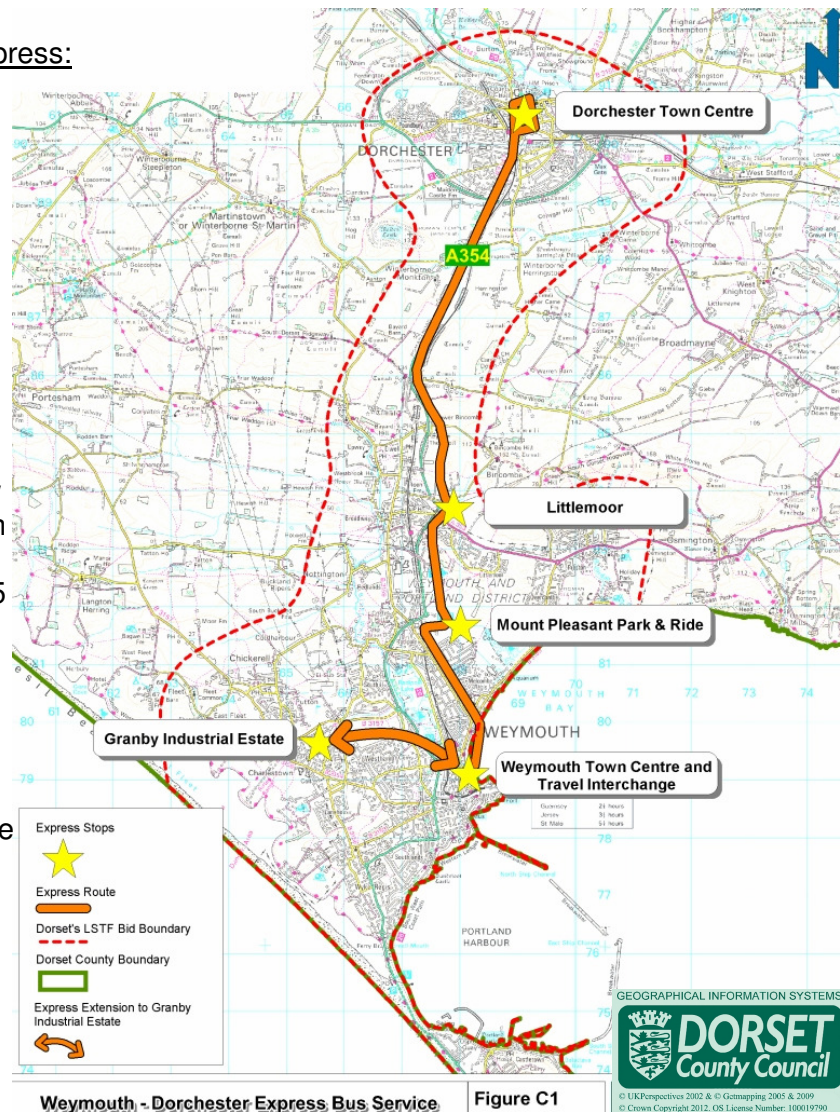
### C1. Package description

The package bid consists of 5 complementary elements. Cumulatively they take advantage of the existing WRR and WTP investments to encourage the adoption of sustainable travel behaviours through smarter choices and secure journey-time reliability and carbon reduction.

#### A. Bus Improvements

##### A.1 Weymouth – Dorchester Express:

Quality and frequency of bus Services along the corridor will be significantly improved with the creation of a new express service operating with a quality fleet of modern buses between Weymouth and Dorchester on the WRR. This will be frequent, high speed with stops limited to the town centres, the 1000 space Mount Pleasant Park & Ride and Littlemoor (an area of employment deprivation and low car ownership). The combination of a bus every 15 minutes (peak hours), short journey time (20–25 minutes), low fares (pay to park, free to ride) and the intensive marketing in element B will encourage modal shift from car to bus, with associated carbon and traffic congestion reduction. Alternate express services will be routed via the Granby Industrial Estate, serving Weymouth's key employment site which is not currently accessible via a direct bus from Dorchester and the Park & Ride. Figure C1 shows the planned express bus route.



**A.2 Infrastructure Measures:** To enhance the convenience of using the bus, the Real-Time Passenger Information (RTPI) provided in Weymouth through the WTP will be extended into Dorchester. This will be supported by bus stop improvements including raised bus kerbs and shelter upgrades in Dorchester.

#### B. Walking / Cycling and Low Carbon Vehicles

**B.1 Walking and Cycle Network:** The following walking and cycling routes will be completed to improve access on foot and by bicycle within Weymouth:

- *Portland Beach Road Cycle Route Phase 2 & 3:* 2km of traffic free walking and cycle route necessary to connect Portland and its 12,400 residents into the Weymouth cycle network and is a long standing key priority for local people and the local cycle campaign groups (DCN, CTC)
- *Weymouth Way Cycle Route:* 1.5km of traffic free walking and cycle route to complete a key missing link in the strategic cycle network and connect Chickerell, Granby Ind Estate, Southill and Westham into the WRR cycle network
- *Eastern Cycle Route:* 1km of cycle route linking Weymouth College and Preston into the town centre

- *Radipole Lake Cycle Route*: 1.25km of walking and cycle route linking the town centre with residential areas of Southill and the Weymouth Way Cycle Route
- *Marsh Cycle Route Phase 2*: 1.5km of cycle route connecting Chickerell into the cycle network, funded by DCC corporate top-up funding (non LTP3)
- *Pedestrian and cycle improvements to Radipole Park Drive, Mercery Road, Sap Road and Granby Way* funded by developer contributions

Figures C2a and C2b overleaf show the location of the new routes in Weymouth and Portland respectively and how they complete missing links in the existing cycle network and connect to the major employment sites and development sites.

In Dorchester, the following walking and cycle routes will be delivered (see Figure C3 on the following pages):

- *NCN 26 cycle route town centre link (1.8km)*: completing NCN 26 to connect the South and East of Dorchester into the cycle network and the major employment in the town centre
- *NCN 2 & 26 cycle route (0.25km)*: completing a missing link between NCN 2 and NCN 26 (WRR) which will connect the town centre to the residential area of Southern Dorchester
- *Poundbury to town centre cycle route (2km)*: Delivered by developer contributions as part of Phases 3 & 4 of the Poundbury mixed use development (1200 dwellings, 44 hectares)
- *NCN 2 & 26 cycle route Sawmills Lane to Max Gate (2km)*: delivered through the INTERREG funded "CYCLE West" project.

**B.2 Electric Vehicle Charging Points (EVCP)**: Installation of 8 EVCP within Dorchester providing capacity to recharge 16 electric vehicles (2 per EVCP unit). Detailed research has been conducted via the DECC funded LCF initiative into the potential demand for recharging stations.

Areas of high demand we plan to serve are:

- 2 EVCP planned on-street within the Fordington and Monmouth Road area (high density residential areas where residents do not have access to off-street charging facilities)
- 4 EVCP planned for off-street locations in public car parks (Market, Top O'Town, Charles Street and Trinity Street car parks)
- 2 EVCP planned for private off-street communal parking areas within Poundbury

### **C. Sustainable Travel Behaviour Change**

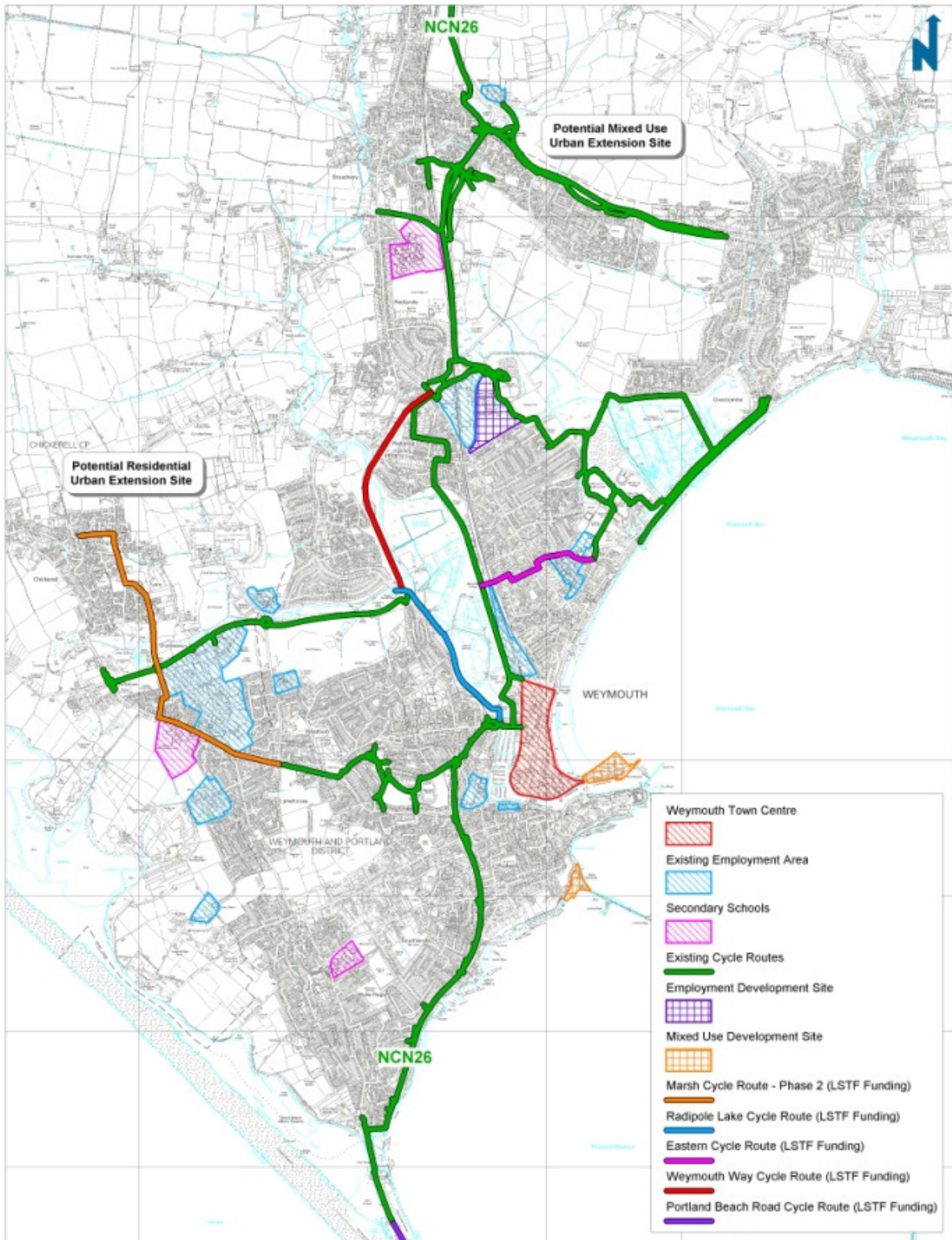
The DECC LCF Initiative also funded research by the University of West England's Bristol Social Marketing Centre to identify the market for behaviour change interventions in Dorset. This included the use of "Green ACORN" socio-demographic profiling and focus groups to identify the offers, motivators and messages most likely to appeal to our audience. This evidence led approach underpins the bid's smarter choices measures, ensuring value for money and targeted resource application. Buses, car sharing and offers around specific corridors/cycle routes have the greatest potential and messages will focus on saving money and time/convenience. Offers must be able to compete with the car.

**C.1 Personalised Travel Planning**: targeted at specific residential areas identified by the LCF research as having the greatest potential to change travel towards more sustainable modes and travel less. This is planned to include 10,000 people in Dorchester (55% of population) and 20,000 people in Weymouth (30% of population). Information, incentives and approach will be tailored and utilise messages and offers identified as being potentially most effective. This includes messages around the benefits of sustainable transport for saving money, family/leisure time and convenience. Offers are likely to include:

- cost calculators to highlight the full cost of motoring and competitiveness of the express bus
- improved information and promotion of [www.traveldorset.org](http://www.traveldorset.org) with its travel alert phone apps
- 'taster' public transport tickets and reward schemes
- radically improved bespoke promotion of Public Transport services on the corridor, including the frequent and fast rail services as well as the express bus service
- a strong focus on car sharing and exploiting the existing [www.carsharedorset.com](http://www.carsharedorset.com) service
- walking and cycling support built around our existing Travel Choice brand
- context specific marketing around robust offers that can compete with the car



We are investigating the potential for new concepts such as “Motivational Interviewing” and “Shared Decision Making” which have achieved significant behaviour change in the health sector



**Weymouth Cycle Routes for Delivery Through LSTF Inc. Major Employment & Development Sites.**

Local Sustainable Transport Fund (LSTF) - Dorset County Council's Funding Bid

Please Note: This map is not definitive and has no legal status.

**Figure C2a**

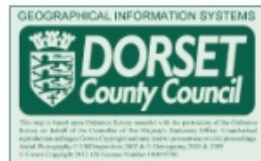
Date: 14/02/2012

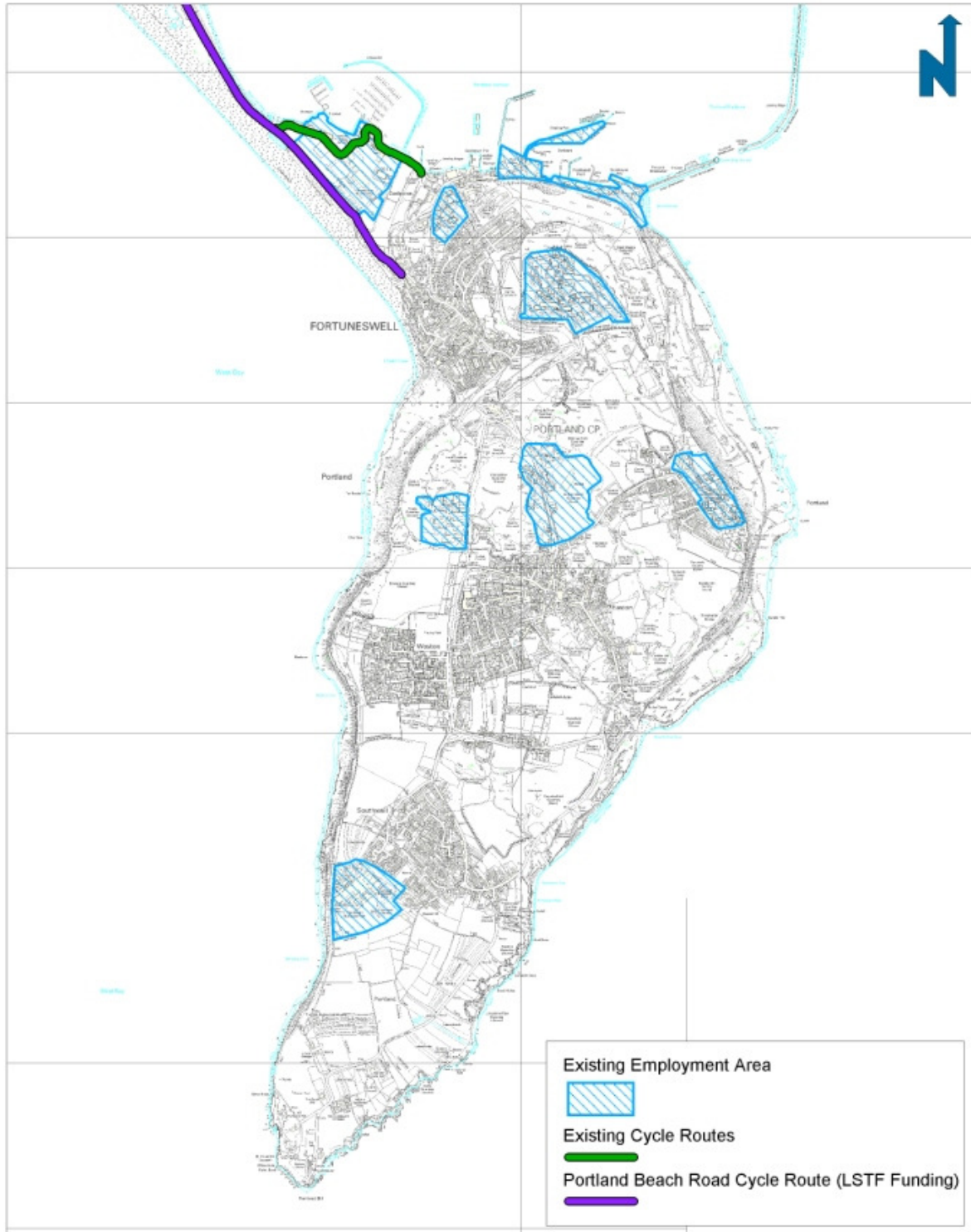
Scale 1:25,000

Drawn By: JSR

Cent X: 367117

Cent Y: 80005





**Portland Cycle Routes for Delivery Through LSTF  
Inc. Major Employment & Development Sites.**

**Local Sustainable Transport Fund (LSTF)  
Dorset County Council's Funding Bid**

Please Note: This map is not definitive and has no legal status.

**Figure C2b**

Date: 14/02/2012

Scale 1:30,000

Drawn By: JSR

Cent X: 368823

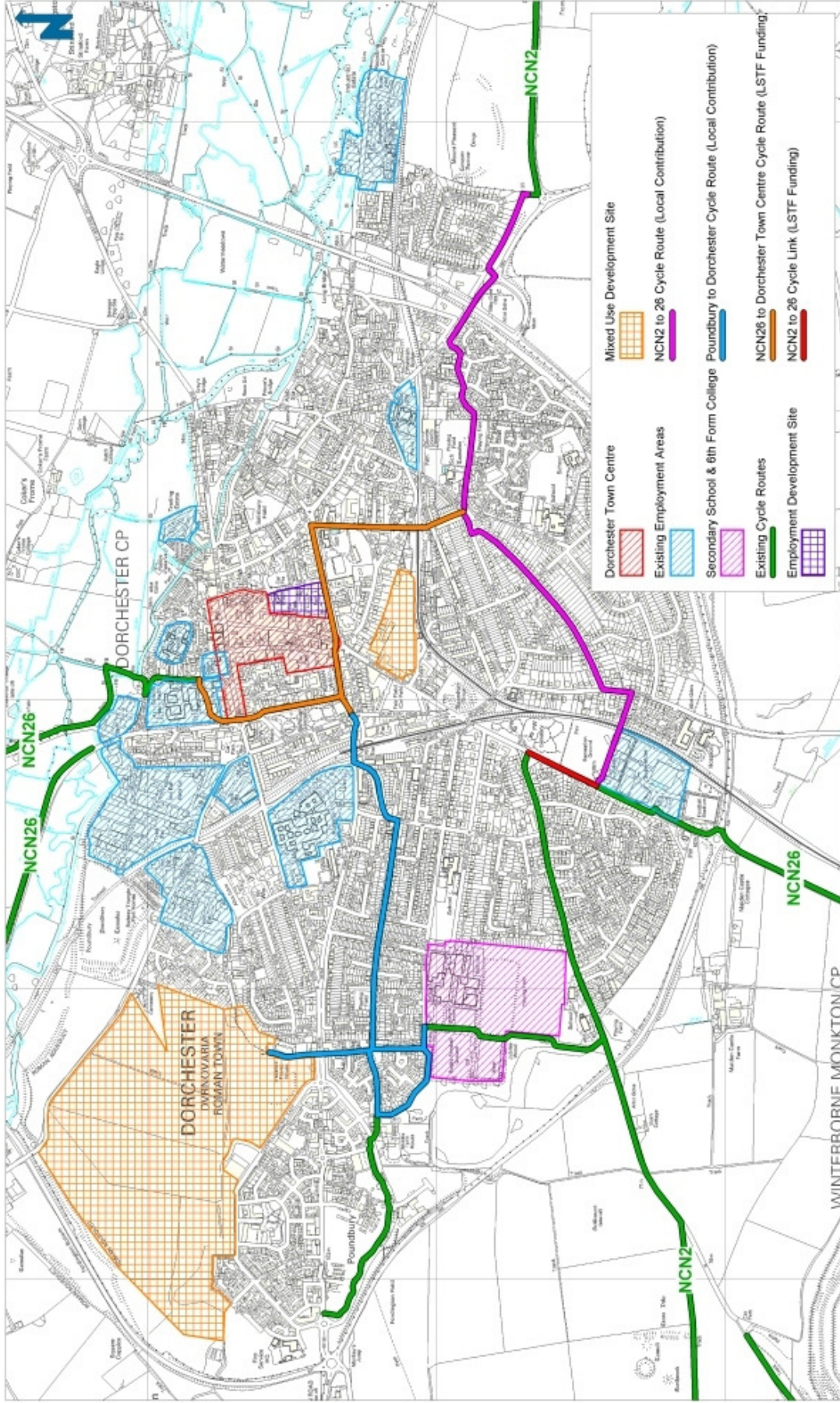
Cent Y: 71674

GEOGRAPHICAL INFORMATION SYSTEMS



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**Figure C3**  
 Date: 14/02/2012  
 Scale 1:12,000  
 Drawn By: JSR



**Dorchester Cycle Routes for Delivery Through LSTF Inc. Major Employment & Development Sites.**

Local Sustainable Transport Fund (LSTF) - Dorset County Council's Funding Bid

C.2 Business Commuter Club: targeting employees and commuters within large organisations, business parks and core employment areas to enhance and develop the effectiveness of existing and new workplace travel plans. Anticipated to target 5,000 employees in Weymouth and 5,000 in Dorchester with information and initiatives targeting commuting. This will build on and be a legacy of the Travel Advice to Business work conducted during the run up to the 2012 Games. These are context specific interventions as recommended by our LCF research

C.3 Tourist and Visitor Travel Planning: Weymouth alone has 1.5m visitor bed nights p.a. (SWT 2008) and this has a substantial negative impact on the operation of the transport network for the economy and generates significant carbon emissions. This element of the smarter choices programme aims to encourage visitors to travel by public transport and waterborne transport, using their car less by staying within the area once they have arrived. This will be achieved by producing tailored, quality information & incentives packages around tourism trips targeted at major holiday parks and visitor attractions

C.4 Marketing Campaign and Travel Awareness: Drawing upon the LCF research and a marketing strategy developed by Professor Alan Tapp of the University of West England, this will deliver a targeted marketing campaign supporting the overall behavioural change package of elements a to c. We have identified that local people do not make any connection between carbon and transport and are unlikely to change their behaviour based on messages about carbon savings benefits. Instead, campaigns will focus on saving money, convenience, health benefits and freeing up time for more fun and family activities. The express bus will be the main focus of attention, working with the private sector bus operators to help them tap the market.

C.5 Child Miles: The School Travel Health Check (STHC, [www.sthc.co.uk](http://www.sthc.co.uk)) shows that some 46% of children in Weymouth and 44% of children in Dorchester do not attend their nearest school, with their parents instead choosing to send their child(ren) to a school which is beyond walking and cycling distance. This creates approximately 20% additional traffic congestion in the peak hours, hampering economic efficiency and generating 8,709Kg of carbon in the corridor. An innovative targeted marketing campaign building on LCF research into parental choice of school will be employed to help schools better promote themselves so that parents want to send their children to their local school, rather than a distant one.

C.6 and C.7 Bike It and Sustrans Co-ordination: A dedicated Bike It officer will be appointed to focus solely on the corridor allowing expansion of this initiative into Dorchester to encourage children to cycle to school. This is part-funded by existing committed resources from the NHS Dorset PCT. In addition, a Sustrans Area Manager post will be embedded in DCC, jointly securing modal shift through infrastructure delivery and behaviour change.

## **D. Congestion Reduction**

D.1 Variable Messaging Signage (VMS) and Car Parking Guidance (CPG): Installation and expansion of VMS and CPG into Dorchester on the five radial access roads into the town to show real-time information and the availability of parking spaces. Traffic congestion and carbon emissions caused by vehicles not aware of incidents affecting network availability, hunting for spaces and not utilising available road space is a real problem in Dorchester. An estimated 20% of vehicle movements within the town centre are associated with looking for a parking space. This will remove the problem and allows provision of other traffic information.

## **E. Community Led Sustainable Travel Initiatives**

E.1 Dorset Flexicars Car Club: Dorchester has an existing Car Club operated by Dorset Flexicars which is steadily growing and close to cost neutral. The Car Club's potential has been held back by lack of marketing budget. Funding is sought for a professional website, online booking system, telematics and intensive marketing. Weymouth has great potential and the LTSF bid includes pump priming to Dorset Flexicars for expansion into Weymouth, including purchase of 2 fuel efficient vehicles and revenue support for marketing and telematics and to bridge the gap between planned and future revenue streams.

## E.2 Community Travel Champions, Travel Hub and Walking & Cycling Clubs

A community led initiative run by volunteers and co-ordinated by Weymouth & Portland Transition Town, this would see establishment of Travel Information Hubs, Travel Champions and Walking and Cycling Clubs. Funding is for co-ordination, materials and promotion and aims to achieve grass roots involvement in sustainable travel through activities and events relevant to local people.

### **C2. Package costs**

<b>Scheme element A: Bus Improvements</b>	<b>£K</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>Total</b>
A1. Express Bus	Revenue	200	300	150	650
A2. Infrastructure	Capital	100	50		150
<b>Scheme element B: Walking &amp; Cycling</b>	<b>£K</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>Total</b>
B1. Walking and Cycling Network	Capital	365	450	305	1120
B2. Electric Vehicle Charging Points	Capital	40	0	0	40
<b>Scheme element C: Behaviour Change</b>	<b>£K</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>Total</b>
C1. Personalised Travel Planning	Revenue	120	90	90	300
C2. Business Commuter Club	Revenue	20	20	20	60
C3. Tourist and Visitor Travel Planning	Revenue	55	20	20	95
C4. Marketing Campaign	Revenue	50	50	50	150
C5. Child Miles	Revenue	11	7	7	25
C6. Bike It	Revenue	0	50	50	100
C7. Sustrans Support & Co-ordination	Revenue	26	26	26	78
<b>Scheme element D: Congestion Reduction</b>	<b>£K</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>Total</b>
D1. VMS and CPG in Dorchester	Capital	100	100	0	200
<b>Scheme element E: Community Initiatives</b>	<b>£K</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>Total</b>
E1. Dorset Flexicars Car Club	Revenue	18	8	8	34
	Capital	25	0	0	25
E2. Community Travel Champion, Hub & Clu	Revenue	15	11	6	32
<b>GRAND TOTAL</b>					<b>3059</b>

### **C3. Rationale and strategic fit**

The LSTF package is based upon the Sustainable Travel Towns programmes that clearly demonstrated physical infrastructure is most successful at achieving modal shift when combined with Smarter Choices. Our bid draws upon the principles of "Creating Growth, Cutting Carbon" by considering the role a range of different solutions can play in achieving our economic and carbon reduction goals, rather than focusing on one specific mode.

Physical investment in the bus corridor, cycle routes, parking management, car club and electric vehicles will provide the means by which local residents, commuters and tourists can travel sustainably within and between the towns of Weymouth and Dorchester. The behaviour change interventions, personalized and workplace travel planning, combined with targeted marketing and a step change in travel information will ensure they have the knowledge and motivation to use them. This is a proven formula for success and the package has been tailored to reflect the unique characteristics of the corridor's demographics, geography and existing infrastructure.

The express bus is designed to relieve private car traffic from the single access A354 corridor ensuring journey time reliability, reducing carbon emissions and connecting areas of employment deprivation to work and learning opportunities. We know from our LCF research that people misperceive the cost and convenience of public transport; the express bus will compete on both of these against the private car and our marketing will be very specifically focused around exploding these misperceptions and removing barriers to bus use.



Investment in cycle networks will provide the means for the short trips under 5km within the towns to be undertaken on foot and by bicycle, reducing intra-urban congestion, cutting carbon, supporting access to jobs and relieving air quality issues. Through marketing and branding, these will form a coherent package across the corridor, designed to exploit and lock in the benefits of the WRR and WTP. Set against a backdrop of sustained growth in levels of cycling and public transport usage, we are confident that the package will create the necessary conditions for economic growth.

### **Strategic Fit and linkage with the LTP3**

Development of the LSTF package was based upon the Bournemouth, Poole and Dorset Local Transport Plan (Joint LTP3). Strategically, linkage is strong, with the package a delivery vehicle for the Joint LTP3's policies to support economic growth and tackle climate change. A vision was set in the LTP3 for a "safe, reliable and low carbon transport system.....that assists in the development of a strong low carbon economy (and) maximizes the opportunities for sustainable transport...". The LSTF package embodies this vision and is tailored to overcome specific challenges identified in the LTP3 including:

- "To improve the reliability and predictability of journey times on key local routes for business commuting, freight and tourism";
- "To create a lasting shift to more sustainable travel behaviour that reduces single occupancy car trips and overall traffic growth";
- "To improve transport connections to, from and within Dorset to help get people to jobs, raw materials to production and finished goods and services to markets"; and
- "To reduce overall levels of greenhouse gas emissions from travel and transport to, from and within Dorset."

Furthermore, the LTP3 includes an evidence led sub-strategy specifically for the Weymouth to Dorchester Local Travel to Work Area which the package has been designed to deliver.

### **Equality Impact Assessment and Strategic Environmental Assessment**

The LSTF package reflects the policies and plans detailed in the Joint LTP3, which was subject to an Equality Impact Assessment and Strategic Environmental Assessment during 2010-11. This found that the Joint LTP3 would not adversely affect particular groups or sectors of the community and by implication the Weymouth – Dorchester area. The LTP3 policies to promote sustainable transport scored beneficially on both equality and environmental grounds.

## **C4. Community support**

The project is supported by a range of community organisations including Dorset Cyclists Network; Dorset Flexicars CiC; Rethink; Sustrans; Transition Town Dorchester; Wessex Cyclists Touring Club; Transition Town Weymouth & Portland and the West Dorset Partnership.

These organisations have been previously described in Section A9 and letters of support can be found in Appendix 3. They will be actively involved in project delivery at the grassroots level and at the oversight level through the Project Steering Group.

## **SECTION D – Value for money**

### **D1. Outcomes and value for money**

We have adapted the area Saturn based zonal model, used to evidence the business case for the WRR, to assess the likely decongestion and carbon benefits. The express bus service was modelled as follows:

- A 15 minute frequency serving 47 individual zones with alternate buses routed via Granby Industrial Estate calling at 3 additional zones.
- Car parking charges have been added to Dorchester Town Centre zones to reflect the existing demand management practice.

- Extending RTPI from Weymouth into Dorchester has been modelled by a 50% reduction in the waiting time factor.

The behaviour change and marketing measures are difficult to estimate which is reflected by the latest WEBTAG 3.10.6 guidance. Therefore we have drawn upon the Sustainable Travel Towns study, which demonstrated the number of car driver trips per person was reduced by between 7% and 9%. We believe that the package of measures in the LSTF bid can replicate these results and therefore applied a 7% reduction to car trips in the model, split across journey length:

Car trip distance	Proportion of trip reduction	Justification for split of trip reduction
Trips of 0-2km	40%	Reflects a modal shift to walking for trips within the towns, ideally suited to this distance
Trips of 2-5km	30%	Reflects a shift to primarily to cycling, but also car sharing and public transport within the towns
Trips of 5km+	30%	Reflects reducing the need to travel, shift to express bus and car sharing between Dorchester and Weymouth

The addition of 16 Electric Vehicle Charging points may make a small contribution to carbon reduction and was modelled off line.

### **Supporting Economic Growth: Maintaining Capacity and Journey Time Reliability on the single A354 Access Corridor**

Output from the base model for 2012 shows the total number of car trips per annum on the modelled network to be 52,988,000 car trips per annum. When the LSTF Package measures are modelled, the following effects are predicted as a result of switching to alternative, low carbon modes:

- Total car trips fall by **3,485,000** to 49,503,000, a **reduction in car trips of 6.6%**
- Total distance travelled reduces from 790,065,900pcu.kms to 771,288,900pcu.kms, a **reduction of 18,777,000pcu.kms or 2.4%**
- **Journey time reliability is maintained** and the single access A354 is free of congestion
- **Journey time savings** are accrued
- In the base model the average trip length is 13.07km compared with 13.51km for the proposed scheme. **This represents an increase of 0.44km or 3.4%.**

TEMPRO predicts that the car driver mode will increase by approximately 7% between 2012 and 2019 in the Weymouth and West Dorset Districts. The reduction in car trips of 6.6% predicted as a result of the LSTF Package is **equivalent to 7 years of traffic growth**. The LSTF Package will therefore provide substantial traffic capacity for business and freight that would not otherwise exist, removing the transport barriers to economic growth.

### **Carbon Emission Reduction Benefits**

As previously stated, modelling of the A354 WRR identified a 2,464 tonnes (6%) reduction in carbon emissions in 2027 compared with the do nothing scenario through improved traffic flow and reduced congestion. Modelling the LSTF package using the assumptions detailed previously predicts that the base carbon emissions fall from 44,000 tonnes to 42,300 tonnes, a carbon reduction of 1,700 tonnes per annum or 3.7% in addition to the carbon savings secured by the WRR. On a per capita basis this would be 51Kg carbon savings per person across the corridor's population, mirroring the savings of 40-50Kg achieved in the sustainable travel towns.

### **Health Benefits**

Modelling the health benefits of the package is beyond the scope of the bid. Nevertheless, we expect to see improved health in the wider population as a result of increasing active travel choices. The health benefits of cycling have been estimated at a value of £600 per annum.

Furthermore, this will be taking place where it is most needed; 10 wards in Weymouth are amongst 20% of the most deprived in England, experiencing the worst health outcomes. <sup>11</sup>

### **Non-quantifiable benefits**

The modeled 5.6% reduction in car trips through the application of the package will see a consequent fall in overall traffic volumes and better, smoother traffic flows during the LSTF period compared to doing nothing. We anticipate this will deliver wider benefits including:

- Enhanced access and progress towards reducing social exclusion, particularly in the deprived wards of Littlemoor and Westham in Weymouth. Improved alternatives to the car will provide greater choice and real access solutions for the 26.1% and 24.7% of households in Weymouth and Dorchester respectively without a car.
- Improved air quality in the urban areas, of particular benefit to the AQMA in Dorchester's High East Street as vehicle flow is improved and volumes reduce
- A lessening of the negative effects of vehicle noise, vibration, disturbance and visual intrusion within the fine historic settlements of Weymouth and Dorchester and the Dorset AONB, which will improve the attractiveness of the area as a place to visit, stay, shop and do business in.
- Safety benefits as the increase in cycling and walking assists 'normalising' these modes and drivers come to expect more encounters with cyclists and are more likely to cycle themselves

## **D2. Financial sustainability**

It is anticipated that the combination of service design, intensive marketing and pump priming provided through the LSTF will ensure that the Express Bus Service will be at, or close to, cost neutral by the end of the funding period. The operation of Mount Pleasant Park & Ride was a condition of planning consent for the WRR and the Council has allocated a revenue budget to ensure this continues.

In the event that the express service (which essentially replaces the current park & ride) is not cost effective to the point where it can be operated on a commercial basis following the LSTF period, DCC will meet the revenue gap to ensure that the park & ride continues to be served in the most efficient and effective way.

The other measures will not require further capital investment. The revenue costs associated with continuing a smarter choices programme beyond 2015 will be sustained primarily from DCC revenue resources for staff salaries in the Travel Choice team and materials/marketing through the LTP3 Integrated Transport Block.

## **SECTION E – Deliverability**

### **E1. Implementation**

A clear project governance/community oversight and project management structure has been established to ensure the package is most effectively delivered. Day to day project management will rest with DCC while an inclusive approach with community organisations will be integral to the overall project Steering Group.

The package has been separated into 5 individual work streams each with a responsible Officer, who will report to the Project Manager, Steering Group and DCC Cabinet to ensure appropriate political oversight. Appendix 1 details Governance and Community Oversight and Appendix 2 illustrates the structure of Project Management and Delivery.

Bike It will be led by Sustrans, who will ensure provide project management support to the cycling elements. The Smarter Choices elements will be delivered by the in-house Travel Choice team, with support from specialist consultants as necessary. Professor Alan Tapp of the University of West England will provide a 'critical friend' in terms of marketing.

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<sup>11</sup> Valuing the Benefits of Cycling, Cycling England (2007)

## E2. Output milestones

The output milestones to be monitored include:

### A. Bus Improvements:

- A1. Procurement of Operator and commencement of Express Service: March 2013
- A2. Delivery and operation of RTPi in Dorchester: March 2014.

### B. Walking, Cycling and Low Carbon Vehicles:

- Dorchester NCN 2 & 26 cycle routes and Radipole Lake cycle route completed: March 2013
- Portland Beach Road Phase 2 completed: March 2014
- Portland Beach Road Phase 3 completed: March 2015
- Portland Beach Road, Weymouth Way & Eastern Cycle Routes completed: March 2015
- B2. 8 Electric Vehicle Charging Points installed in Dorchester: March 2013.

### C. Sustainable Travel Behaviour Change:

- C1. Total of 30,000 people targeted with Personalised Travel Planning: March 2015
- C2. 10,000 employees contacted through Business Commuter Club: March 2015
- C3. 10 major holiday parks targeted for Tourism and Visitor Travel Planning: March 2015
- C4. Marketing Campaign operational by March 2013
- C5/6/7. 10 schools targeted per year for Child Miles and Bike IT, 30 by March 2015.

### D. VMS and CPG

- D1. 50% complete by March 2013, 100% completed March 2014.

### E. Community Led Sustainable Travel Initiatives

- E1. New Dorset Flexicars Car Club with 2 cars in Weymouth: March 2013
- E2. 1 Community Travel Hub, Club and Champion established in each town: March 2013.

## E3. Summary of key risks

Risk	Probability	Severity	Mitigation
Failure to deliver LSTF scheme elements on time	Low	Medium	Strong project management structure and oversight will minimise risk and ensure timely corrective action.
Budget underspend / overspend	Low	Medium	Monthly budget monitoring by Project Manager, budget will be a standing item on the Steering Group to ensure adequate oversight and corrective actions deployed. Timely reporting to DfT where deviation to budget could result in underspend.
Bus operator(s) pull out of the express service bus partnership	Low	High	Good relations with the bus operators from the outset, clear reporting lines and governance structure with effective re-procurement/tender contract document negotiation process will minimise this risk. Preparation of back-up plan for worst case scenario to include use of DCC bus depot facilities and DCC buses to directly operate service in interim.
Political Risks – risk of change in leadership direction	Low	Medium	DCC Cabinet approved the LSTF bid on 1 <sup>st</sup> February. A change in direction is very unlikely (no County Councillor elections until May 2015) and the Council has a track record of honouring spending commitments

#### **E4. Project evaluation**

We look forward to working with the DfT to evaluate the outcomes and benefits of the Weymouth to Dorchester Corridor package. We are committed to ensuring that the effects are documented and sufficiently robust data provided for meaningful evaluation. We already have comprehensive baseline data against which to assess any potential trends identified during and after delivery of the LSTF package and will:

1. Undertake an **Annual Cordon Count** in Weymouth Town Centre to record all pedestrians, cyclists, vehicles (classified count) and an estimation of bus / car occupancy moving in and out of the town centre cordon over a 12 hour period (data collected since 2003);
2. Measure **Vehicle Journey Time Reliability on the A354** between Weymouth and Dorchester (also measured as NI167) using the Strategis dataset and our existing network of Automated Number Plate Cameras. This will be taken as a proxy measure for traffic congestion;
3. Estimate **Annual Carbon Emissions** within the corridor by using vehicle traffic volume, vehicle speed and trip distance and the DfT Web tag approved emissions factors;
4. Conduct **Rail Occupancy Surveys** twice a year for all 4 stations on the corridor;
5. In partnership with bus operators, gather **patronage data** on the existing route 10 (Portland-Weymouth-Dorchester) and the proposed Express Service (data collected since 2004);
6. Complete **Annual Bus and Punctuality Surveys** within the corridor (data since 2008);
7. Measure any trends in **cycling levels** through our network of 15 automated counting units located on key cycle routes within Weymouth and Dorchester;
8. Record classified count data and assess trends in **traffic flows** using our network of in excess of 50 automated traffic count loop sites;
9. Use the **School Travel Health Check** to record mode of travel to school, distance travelled and carbon emissions for all schools within the corridor;
10. Estimate the impact on large employers by obtaining **Annual Workplace Staff Travel Surveys**;
11. Provide Road casualty data; and
12. Undertake cycle parking occupancy counts (new for 2012 in Weymouth)

We would be happy to work with DfT to provide further data to support evaluation as required.