

## Purbeck Transportation Strategy

### August 2012

#### Approximate costings for the PTS:

#### 1) Traffic Management Improvements £5M

- a) Signing strategy to divert traffic from Poole / Bournemouth travelling to the Wool / Lulworth area away from the A351 and on to the A35 / C6
- b) Traffic management / safety improvements along the A35 / C6 and through Bere Regis
- c) Measures to reduce traffic speeds and route management strategies
- d) Junction and online road improvements including the Bakers Arms roundabout & A351

These schemes will ensure appropriate routing of trips as overall traffic levels rise due to new development by reducing the attractiveness of inappropriate routes. Rail resignalling in 2012 will help to reduce the barrier down time at Wool level crossing therefore reducing traffic queues. The Weymouth relief road signing strategy will encourage traffic travelling from Poole to Weymouth to remain on the A35 and use the new A354 instead of the A351 / A352 / A353.

#### 2) Bus Service Enhancements £4M

- a) Improve bus services between Swanage - Wareham - Wool - Lulworth - Weymouth (service X43)
- b) Improve bus services between Poole - Upton - Lytchett Minster - Wareham - Corfe Castle - Swanage (Purbeck Breezer service 40)
- c) Improve Swanage town centre - Durlston Country Park links
- d) Improve bus services between Swanage - Bournemouth across chain ferry (service 50)
- e) Improving bus services for residents and tourists
- f) Improve public transport to Studland
- g) Improve public transport information and waiting facilities

These improvements will provide viable alternatives to the car, including for certain new trips and in the case of tourist services, will release capacity in the road network by removing car trips. Tourist buses will also be of benefit to those leisure related developments which are contributing financially to the PTS.

#### 3) Walking and Cycling Improvements £3.5M

- a) Cycle parking provision (town centres, campsites, stations, visitor attractions)
- b) Cycleway Corfe Castle - Wareham
- c) Cycleway Wareham - Lytchett Minster - Upton Cross - Upton Country Park
- d) Cycleway Corfe Castle - Swanage
- e) Improve walking & cycling information - signs, cycle maps, marketing info
- f) Improve existing rights of way / green infrastructure network to encourage walking, cycling, horse riding
- g) Pedestrian and cyclist crossings

- h) Footway / cycleway Wool - Dorset Green Technology Park
- i) Improve walking / cycling access Lytchett Matravers - Lytchett Minster

These schemes will encourage non-car modes for short journeys within the district for both residents and tourists, helping to reduce road congestion and to influence travel mode choice related to new development.

**4) Transport Interchange / Park & Ride £3.5M**

- a) Norden P&R - encourage use of rail, bus, cycling, walking, cycle hire
- b) Wool rail station interchange improvements - encourage use of rail, bus, cycling, walking, introduction of cycle hire
- c) Wareham rail station interchange improvements - encourage use of rail, bus, cycling, walking, cycle hire
- d) Swanage rail station interchange improvements - encourage use of rail, bus, cycling, walking, introduction of cycle hire
- e) Holton Heath rail station interchange improvements - encourage use of rail, bus, cycling, walking and provision of P&R
- f) Waterborne transport between Swanage, Studland, Poole and Bournemouth

These schemes will help reduce car use for visitors and residents trips within the district, releasing capacity and relieving congestion in tourist hotspots. Interchange improvements will encourage use of public transport for longer journeys and may influence trip mode for journeys related to new development.

**5) Smarter Travel Choices £500k**

- a) Sustainable travel to school initiatives
- b) Workplace Travel Plans e.g. Dorset Green Technology Park, Holton Heath, other significant employment sites
- c) Residential / Community / Visitor Travel Plans - creation of Car Clubs, promotion of car sharing, other community based travel schemes
- d) Encouraging the use of low carbon transport

With fuel costs continuing to rise, widening people's travel choice will help them save money through reduced use of the car. New development must be located sustainably and encourage low carbon travel to reduce transport's impact on climate change.

**6) Rail Service Enhancement Approx £3.2M**

- a) Railway reconnection to Swanage

Purbeck District Council and Dorset County Council have made a commitment to spend £3.2m on the rail reconnection. The implementation of a Swanage - Wareham rail service will help reduce vehicular trips on the A351 in combination with other measures.

**Total approximate cost of the PTS = £19.7M**