

Bournemouth, Poole and Dorset Local Transport Plan 3

April 2011

Strategy Document 2011 -2026



Bournemouth Borough Council
Borough of Poole
Dorset County Council

Local Transport Plan 3
Strategy Document 2011-2026
April 2011

Price: £25.00

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ISBN: 978-0-86251-037-4

Acknowledgements:

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Photographs – Tim Britton, Stephen Hardy, David Diaz.

FOREWORD

The delivery of first class transport infrastructure across Bournemouth, Poole and Dorset to support economic growth, whilst protecting the area's outstanding natural environment, is a challenging task. The diversity of the area, from the vibrant tourist areas of Bournemouth, Poole and Weymouth to the remote villages and beautiful Jurassic Coast of rural Dorset, requires different solutions to contrasting problems.

This Local Transport Plan (LTP) sets out a strategy to deliver that first class transport infrastructure and, subject to anticipated funding streams from both government and the private sector, this LTP will help to deliver:

- Economic Growth
- A Reduction in Carbon Emissions
- Equality of Opportunity
- Improved Safety, Security and Health
- Improved Quality of Life for residents

All the local authorities across Dorset have either established, or are in the process of setting, their proposals for new housing levels, economic growth and other local priorities within their Core Strategies. The LTP has worked within that framework to set out a strategy that complements those proposals through:

- Reducing the need to travel
- Managing and maintaining the existing network more efficiently
- Enhancing choices for active travel and “greener” travel
- Providing realistic Public Transport alternatives to the private car
- Car parking
- Making travel safer
- Improving the strategic transport infrastructure

The government's agenda for Localism encourages authorities to seek further engagement with the public and organisations at the local level to find solutions to the transport problems that beset the area. The authorities will work in partnership with transport providers and within local communities to develop suitable transport solutions for local problems that meet the needs of local residents.

Funding from government for transport has been much reduced; however, the authorities will work within these limited resources, making the most of supplementary bidding opportunities from government and through contributions from developers.

Finally, we can all contribute to the success of this LTP by making small changes in our travel behaviour which cumulatively will have a beneficial impact on the quality of our local environment, the quality of life for the community and visitors to this unique destination, and our health. We recommend this LTP and ask you to work with us to enhance the local transport system to improve our local economy and for the betterment of our environment and for your health.

Signed Portfolio Members

Councillor Michael Filer, Bournemouth Borough Council - Portfolio holder for Environment and Transport

Councillor Ron Parker, Borough of Poole - Portfolio holder for Local Economy and Transportation

Councillor Peter Finney, Dorset County Council - Cabinet Member for Highways and Transportation

Contents

1 Introduction and background	2
2 Developing priorities	8
3 Understanding the vision, goals and challenges	16
4 Developing the strategy	29
5 The strategy framework	34
Policies and solutions - Key Strategy Measures:	
6 Reducing the need to travel	41
7 Managing and maintaining the existing network more efficiently	49
8 Active travel and "Greener" travel choices	59
9 Public transport alternatives to the car	70
10 Car parking measures	82
11 Travel safety measures	87
12 Strategic infrastructure improvements	92
13 Goals mapping and measuring success	100
GLOSSARY OF TERMS	109
APPENDICES - see separate document	
A Summary of LTP2 progress	117
B Links to other strategies and plans	117
C Complete list of LTP3 policies	117
D Overview of the SE Dorset Transport Study	117
E Local area transport strategies	117

In this chapter:

- This Local Transport Plan is a 15 year strategy, prepared jointly by the authorities of Bournemouth, Poole and Dorset
- It strengthens joint working on transport issues across authority boundaries
- Separate Implementation Plans, covering 3 year periods, show the programmes for schemes to deliver the strategy
- It builds upon progress during LTP2 (2006 – 2011)
- The LTP creates real impacts on communities, businesses and the daily lives of individuals. It depends on working closely with these groups
- The Dorset area is diverse and has a high quality environment with beautiful countryside and coastline, but its economy could perform better. Transport is vital to growing the economy, but within environmental constraints
- The LTP is a statutory document containing transport policy, but it also represents the needs of local people and businesses



1 Introduction and background

1.1 Dorset - the story so far

1.1.1 Dorset (comprising the three authority areas of Bournemouth, Poole and Dorset) is a very special, unique and internationally distinctive place. It possesses an **outstanding natural environment**, including: a World Heritage Coastline; very large areas of national and international heathland designations; Areas of Outstanding Natural Beauty; and significant historic and cultural assets that contribute to the character and distinctiveness of the area. Consequently, most people in Dorset enjoy a good and sought after quality of life, with low crime and the opportunity to enjoy a healthy lifestyle in attractive villages and towns.

1.1.2 The conurbation of Bournemouth and Poole, and the surrounding urban areas, together form the **second largest urban area in the south west**, with a population of almost 450,000. The population of Dorset as a whole is approximately 700,000. The economy has grown significantly in recent years, particularly in the conurbation, supported by a welcome diversification of the economic base towards financial and business services (including the conference industry in Bournemouth), creative industries, education, and environmental and energy technologies. Unemployment is generally low and economic activity high. Tourism has a major role in the area, with some 3.5 million trips in 2008, many focused in the peak summer months, accounting for 17% of all tourist trips to the South West.

1.1.3 The Dorset area is diverse; from the functional, vibrant hub of the South East Dorset conurbation with award winning beaches at Bournemouth and Poole, to the charming old market towns and their attractive rural hinterlands with dispersed villages, the complementary towns of Weymouth and Dorchester (the largest outside of South East Dorset), and the extraordinary natural beauty of the Jurassic and Heritage Coast between Lyme Regis and Swanage, and its gateway towns. These broad geographical areas, as illustrated in Figure 1.1, define the spatial context for this Local Transport Plan.

Figure 1.1 The Local Transport Plan area comprising Bournemouth, Poole and Dorset



1.1.4 However, the area also faces some **serious challenges**. Its unique environmental assets pose particular physical constraints. Economic productivity should be higher and it is generally a low wage area, whilst house prices are very high. There are skills gaps in the workforce, exacerbated by a rapidly ageing population. There are some pockets of the most **deprived areas** nationally. It suffers from **increasing congestion** in the urban areas and **inadequate wider connectivity**, compounded by an historic under-investment in transport. Furthermore, mitigating climate change and responding to the future prospect of slowing oil production (peak oil) represent significant wider challenges to be addressed. Behind all of these is the backdrop of public sector spending cuts with potentially long lasting and significant effects.

1.2 Shaping the future of Dorset

1.2.1 Under the leadership of the **Wessex Multi-Area Partnership**, the **Multi-Area Agreement (MAA)** between the three authorities of Bournemouth, Poole and Dorset, and their public and private sector partners, sets out the joint commitment to addressing the strategic challenges faced by the Dorset area, to raising its profile and achieving its significant potential. In the near future, these functions are expected to come under a **Local Enterprise Partnership**, but the overriding vision for sustainable economic growth within environmental means will remain. The transformation to a high value, high skilled **Green Knowledge Economy** will place the environment at its very heart (see Chapter 2).

1.2.2 There is considerable potential. There are major opportunities for creating higher value tourism, growing creative industries linked to Higher and Further Education facilities, exploiting the advantage of green technologies, and further growing the marine and aerospace and business services sector. There are significant potential areas of employment land (such as at Bournemouth Airport) and an area of major regeneration in Poole, facilitated by the Twin Sails Bridge. Furthermore, in 2012 Dorset will be a part of the world's most prestigious sporting event when the Olympics sailing event is held in Weymouth, providing opportunities for a lasting **Olympic legacy**. Approximately 55,000 new homes and 54,000 jobs are expected to be created within Dorset up to 2026 ⁽¹⁾. It is imperative that this new development does not exacerbate existing transport problems. The ability to move around easily and safely, and in ways that minimise the impact on the environment whilst enhancing social inclusion, are key to realising the area's potential.

1.3 The role of transport - The Local Transport Plan

1.3.1 This Bournemouth, Poole and Dorset Local Transport Plan (LTP) sets out the objectives, policies and targets for improving transport for the next 15 years, working with businesses, voluntary bodies, local communities and other authorities. It covers all modes of transport (including walking, cycling, public transport, car based travel and freight), the management and maintenance of the highway network, and the relationships between transport and wider policy issues such as the economy, environment, health and social inclusion.

1.3.2 This LTP is the first time the three councils have joined up to address transport issues and deliver transport improvements across the entire Dorset area. In doing so, this will strengthen strategic linkages through a common set of transport goals, embracing the wider MAA vision. It will benefit people living and working in Dorset by adopting a strategic approach to transport and travel throughout the LTP area, addressing problems which are not confined to local authority boundaries, and building on existing joint working to provide a stronger voice in seeking funding and to achieve improved value for money in procurement and delivery.

1.3.3 Whilst this is the first joint Local Transport Plan for the whole Dorset area, it is the third Local Transport Plan produced by the three councils, and therefore referred to as the "**LTP3**". It builds upon the good work of the previous LTPs, and in particular the most recent LTP2 (2006-2011). For the LTP2, there were two LTPs; one for the South East Dorset conurbation and one for the rest of Dorset. A number of important LTP2 schemes have been delivered, or are expected to be completed in the early stages of the LTP3. These include the **Weymouth**

1 These figures are forecast estimates and not formally adopted by the individual authorities Approximately 55% of new housing (30,000) is expected in South East Dorset.

Relief Road and Weymouth Olympics Transport Package, the **Twin Sails Bridge** (Poole), key improvements to the **Prime Transport Corridors** (including public transport, cycling, walking and road safety measures), and the refurbishment of Canford Bridge (Poole).

1.3.4 Outcomes from the LTP2 have been mixed. Congestion on key routes has been relatively stable in recent years ⁽²⁾, and peak traffic levels in urban centres have fallen slightly, but total vehicle distance travelled has increased slightly. Bus patronage has grown significantly in recent years ⁽³⁾, as have cycling levels ⁽⁴⁾, whilst the number of people killed or seriously injured is generally falling, although not as quickly as hoped. Higher community transport usage reflects increasing accessibility for people, particularly in the rural areas. However, whilst there is plenty to take encouragement from, there is still much to be achieved. **Appendix A** provides a summary of progress against performance indicators and recent key achievements.

1.3.5 The LTP3 provides a new platform, focus and opportunities to improve performance through a collective effort across the three authorities. It not only seeks to continue the success of previous LTPs, but also to contribute to a broader policy context. It promotes an ambitious strategy, but has also been developed in the context of likely funding constraints and will support bids for external funding and investment.

1.4 Transport: a cross-cutting theme

1.4.1 Transport is rarely an end in itself but the utility that it provides is essential to individuals and to economies. People depend on local transport to get to work, to school, to the hospital, shops or GP surgery. Businesses rely on efficient access to suppliers, markets and workforce. Even when people are not travelling, transport can have serious impacts on their health, and enjoyment of the urban or rural environment.

1.4.2 There is now stronger recognition of how transport is influenced by, and itself influences, key wider policy areas and priorities. Either directly or indirectly, transport-related issues such as congestion, vehicle emissions, noise, road safety and accessibility cut across wider policy areas such as the economy, environment (including climate change), spatial planning, health, education and tourism.

1.4.3 The LTP3 strategy therefore establishes a range of interventions which together aim to contribute to achieving five strategic goals for **supporting the economy, reducing carbon emissions, better safety, security and health, equality of opportunity and improved quality of life**. Together with other statutory policy documents, it forms part of the councils' policy frameworks, and supports the sub-regional MAA.

1.5 Preparing the LTP3

1.5.1 The LTP3 has been developed to ensure that decisions and delivery reflect the needs of local people. To achieve this, a wide range of consultation measures have been used to provide stakeholders and the public across the plan area with an opportunity to influence its development. **Consultation and engagement** has been carried out at key stages in the plan development and how this has informed the LTP3 is detailed in relevant sections of this document.

1.5.2 The **South East Dorset Transport Study** (SEDTS) has had a significant input to the development of the LTP3. This major multi-modal transport study was undertaken in partnership with the Highways Agency, Department for Transport, South West Regional Development Agency and the Borough of Poole, Bournemouth Borough Council and Dorset County Council. It sought to identify the transport needs for the South East Dorset conurbation, based on expected levels of future growth in housing and jobs to 2026, and has provided **the most current, robust and comprehensive transport evidence base in the country, in line with government guidance**. In addition, the plan has been informed by several Local Development Framework transport studies. This has placed the three councils in an advantageous position to formulate the longer term transport strategy for LTP3.

2 Based on average journey times in the AM peak on key routes

3 For instance, bus patronage in Bournemouth and Poole has increased by approximately 65% from 2003/4 to 2009/10

4 In Bournemouth and Poole cycling levels have increased by approximately 90% between 2003/4 to 2009/10. Growth in the rest of Dorset for the same period has been approximately 20%

1.5.3 In developing the LTP3, the councils have undertaken a **Strategic Environmental Assessment (SEA)** and **Habitats Regulations Assessment (HRA)**. These have provided valuable input to the LTP3 development process through identifying potential environmental and health impacts of different transport options and recommending mitigation measures to be incorporated. An **Equalities Impact Assessment (EqIA)** also considered the impact of the plan in relation to issues such as age, disability and ethnicity.

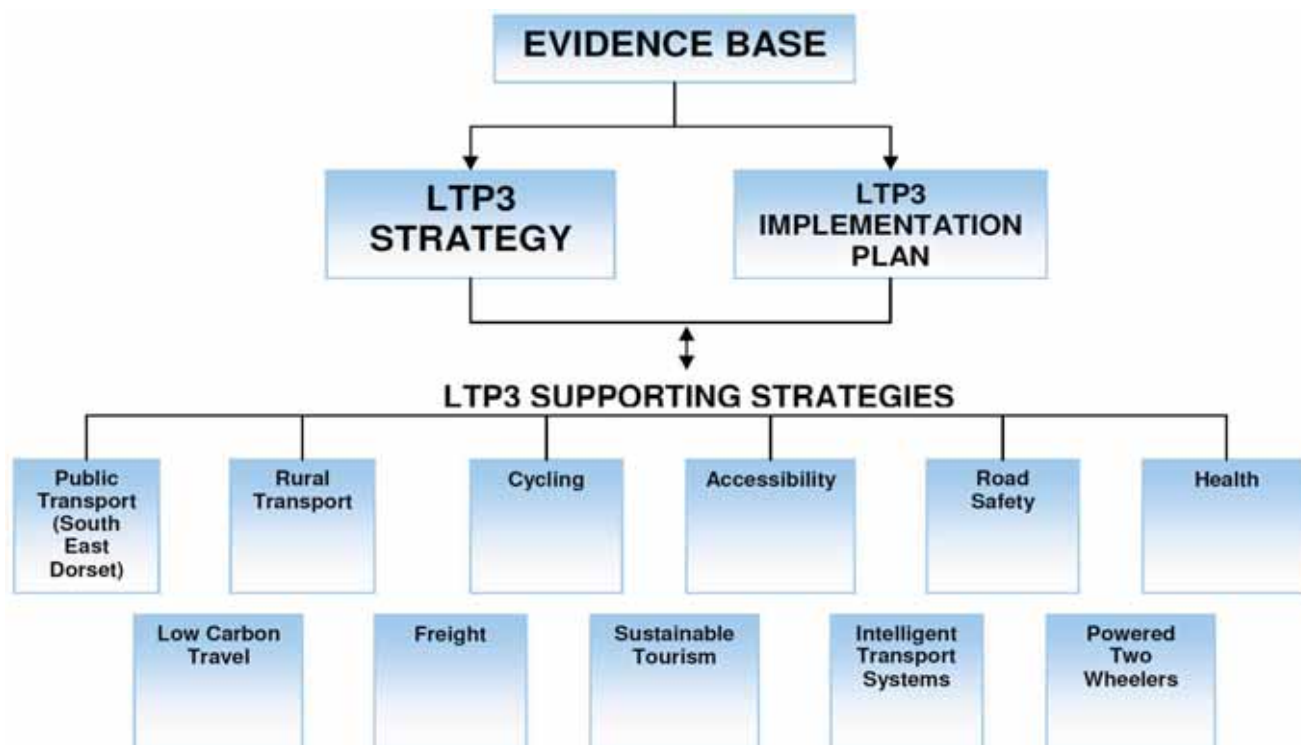
1.6 Structure of the LTP3

1.6.1 The LTP3 comprises the following:

- The **15 year Strategy** (2011-2026) setting out the long term vision, goals and policies that will guide transport improvements in Bournemouth, Poole and Dorset to contribute to wider outcomes.
- Separate 3 year **Implementation Plans** - each to set a three-year programme of actions and schemes which link the LTP priorities with available financial resources for delivery, including the LTP funding allocation from government. Indicators and targets will monitor the performance of delivery.
- A suite of **supporting strategy documents** - live documents which cover various topics within the LTP3 in greater detail, and which link to the main Strategy. These will be produced, and updated, over time.
- A supporting **LTP3 evidence base** containing detail on data, research and information that has informed the strategy.

1.6.2 Figure 1.2 illustrates the suite of documents that form the LTP3:

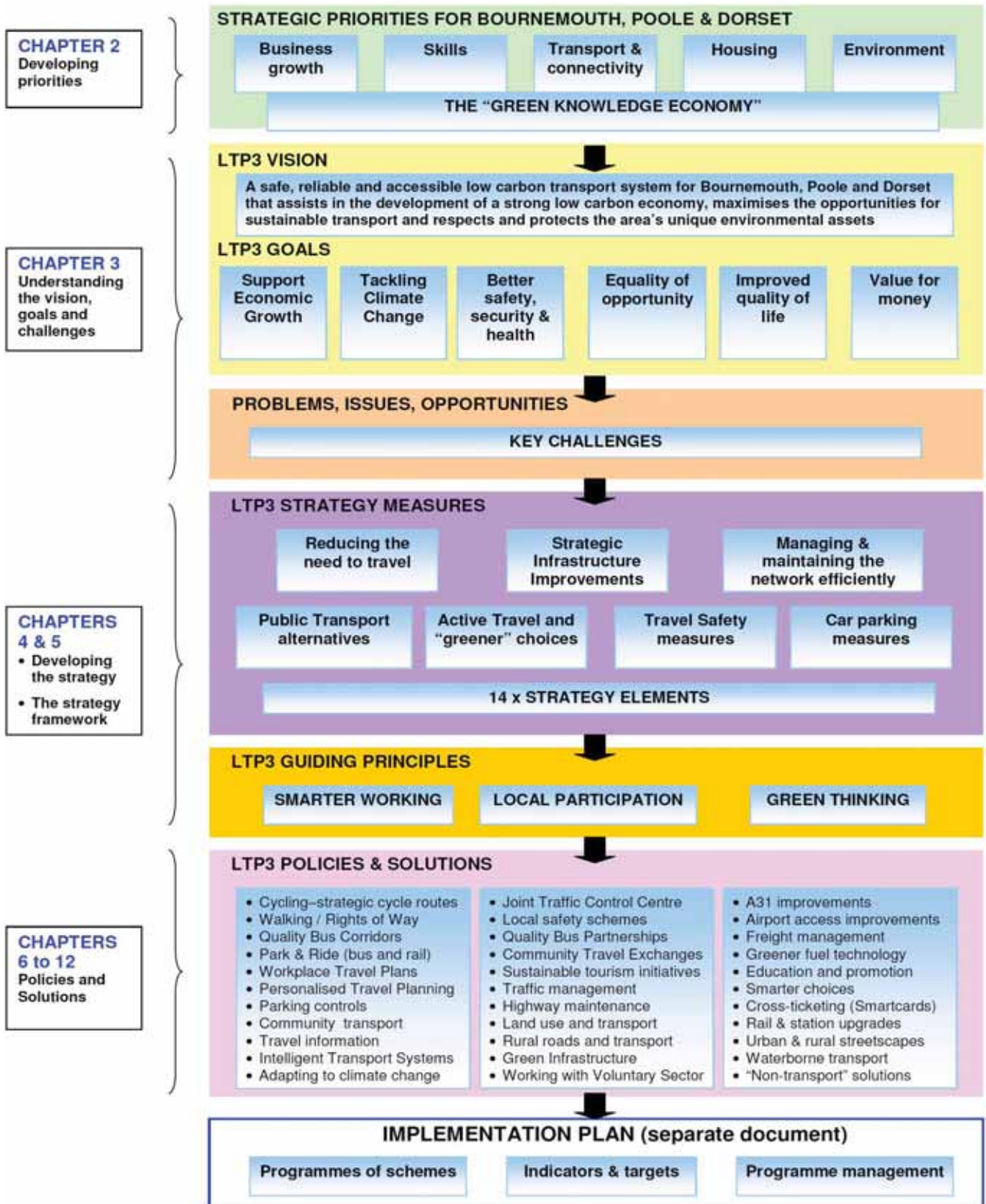
Figure 1.2 Overview of the LTP3 suite of documents



In addition, there are a number of other closely related local strategies and plans which are important in helping to meet the LTP desired outcomes, and vice versa (see Appendix B for details).

1.6.3 Figure 1.3 summarises the chapter content and structure of this LTP3 Strategy document.

Figure 1.3 Summary of the chapter content of this LTP3 Strategy document



In this chapter:

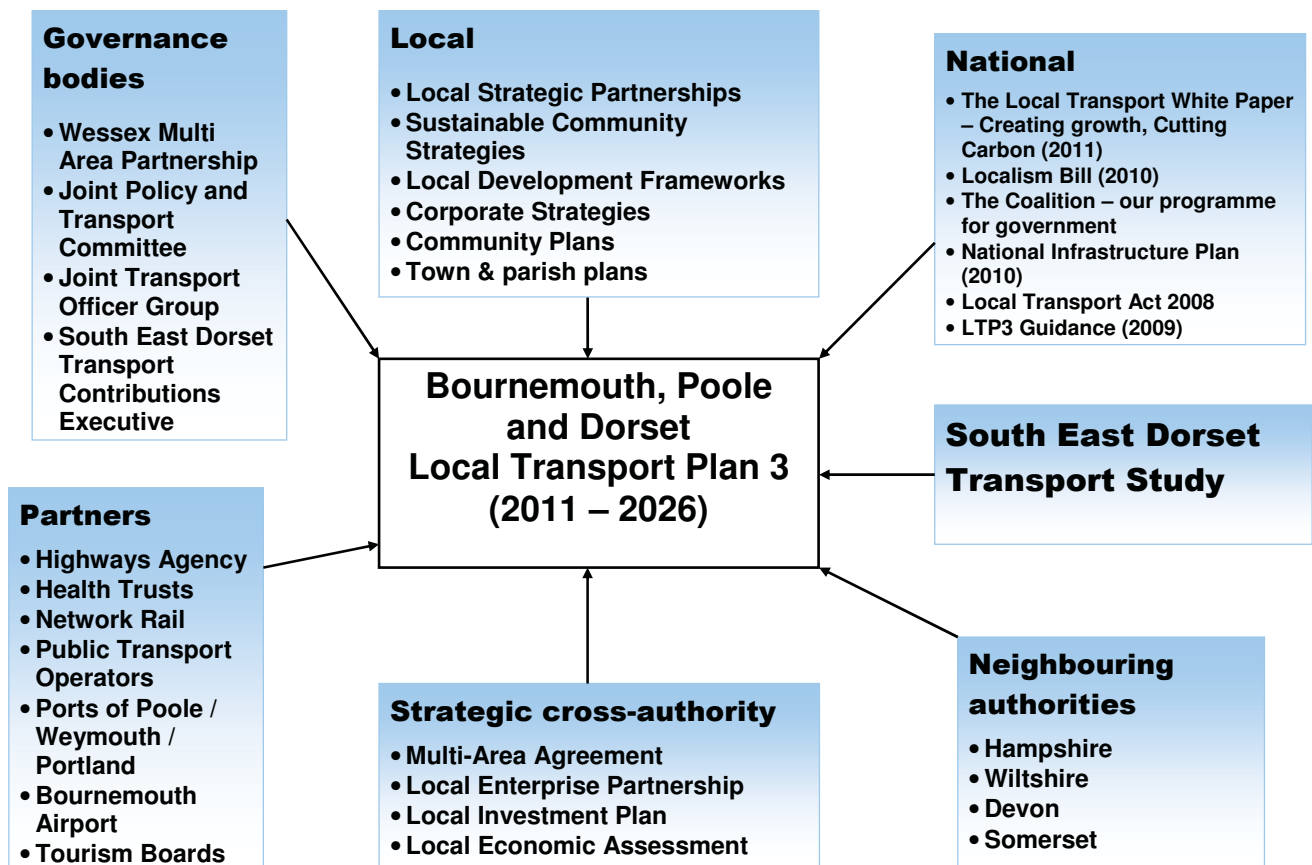
- A number of influences from the national to local level, and across the economy, health, education and environment drive the transport priorities for LTP3
- Changes in government, global economic recession and public sector funding cuts have had a significant influence
- National priorities for transport focus upon supporting long term sustainable economic growth and tackling carbon emissions
- The government's focus on localism will place greater emphasis on local communities and the Third Sector to deliver transport solutions
- Strategic priorities across the authorities focus on a more strongly performing economy, with the environment at its heart. Key transport priorities are reducing the growth in congestion, providing access to new employment sites and improving links to national networks
- LTP3 supports a number of local priorities in each authority's Sustainable Community Strategy



2.1 Key influences on the LTP3

2.1.1 The LTP3 sits within a wider framework of policies, plans and other influences from the national to local level, directly relating to transport, and also the wider economic, environmental and social context within which transport operates (see Figure 2.1). These provide the context for establishing the priority goals for LTP3.

Figure 2.1 Key wider influences on the LTP3



2.1.2 National policy provides the strategic thinking under which local agendas are identified and delivered. Local authorities are required to "think strategically and deliver locally". Changing government has influenced, and will continue to influence, the evolution of the plan as new policy emerges (see Section 2.2).

2.1.3 The LTP3 operates in conjunction with the sub-regional **Multi Area Agreement**, the **Local Strategic Partnerships** of the three councils, and the **Local Development Frameworks** in shaping Dorset to become a greater place. This requires the integration and co-ordination of transport across a number of wider policy areas including health, environment, economy, planning and development, education and tourism. Key transport partners have an active role in developing and delivering the LTP3 within this context.

2.2 National priorities

Local Transport White Paper

2.2.1 The Department for Transport's current priorities are reflected in the **Local Transport White Paper - Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen**, published in January 2011:

BOX 1: National priorities for transport

1. to help create growth in the economy
2. to tackle climate change by cutting carbon emissions

2.2.2 The White Paper is set in the context of the wider key priority to reduce the UK's economic deficit, requiring the government and local authorities to make tough choices about efficiency savings. In addition to the focus upon a transport system that helps to stimulate economic growth and build a balanced, dynamic, low carbon economy, the White Paper also supports a **safer, healthier** transport system that improves **quality of life**. A key emphasis of the government's approach is on stimulating behaviour change, particularly for shorter distance journeys, by providing attractive, realistic local sustainable transport options. Other priorities include reducing the carbon impact of longer journeys and supporting the longer term role of technological changes in decarbonising transport. In support of these priorities the government has established a £560 million Local Sustainable Transport Fund which local authorities can make bids for. This is part of a wider structure of more streamlined and simplified funding.

Localism, the Big Society and transport

2.2.3 Consistent with the **Localism and Decentralisation Bill** (November 2010), another major theme of the White Paper envisages greater **local control, participation and accountability** to be the most effective way to increase the sustainability of local transport. The government believes that it is at the local level that most can be done to enable people to make sustainable transport choices and to offer a wider range of sustainable transport modes. With the empowerment of local authorities and communities through the Localism agenda, this provides both a challenge, and an unprecedented opportunity for change, that this LTP seeks to capitalise upon. Building upon existing links with local communities, there are opportunities and expectations for the authorities to:

- take a greater role in partnership working with the Voluntary, Community and Social Enterprises sector (the **Third Sector**) for the delivery of local transport services, which could be commissioned by local communities themselves
- develop local transport solutions for the places they serve, tailored for the specific needs and behaviour patterns of individual communities
- encourage local residents to make the changes needed to sustain their communities, supported by the authorities with grant funding
- work with social enterprises to mount bids for funds from sources such as the European Social Fund or the Big Lottery Fund

National Infrastructure Plan

2.2.4 Transport is identified as a key component of the government's **National Infrastructure Plan**, which sets out the need for major infrastructure investment to underpin the UK's economic growth. The government is prioritising the maintenance and smarter use of assets, followed by targeted action to tackle network stress points and network development and, finally, delivering transformational, large scale projects that are part of a clear, long term strategy, consistent with the priorities in the White Paper.

2.2.5 Table 2.1 sets out other national policy background and guidance which, although produced under the previous government, is still considered to be relevant to the context of this LTP.

Table 2.1 Other relevant national policy background

National Policy / guidance	Summary
The Stern Review (2008)	Demonstrated that climate change will eventually harm economic growth and early action will reduce the likely costs. It highlighted the need for a transition to a low carbon economy and measures to adapt to climate change, supported by mitigation measures
The Eddington Transport Study	Concluded that good transport systems are vital to economic productivity and competitiveness. Some parts of the system are under considerable strain, and priorities should be in congested urban areas and their catchments, key inter-urban corridors and key international gateways
The Climate Change Act 2008	Introduced a binding long-term framework to reduce greenhouse gas emissions, towards a target of at least an 80 per cent reduction below 1990 levels by 2050. A system of 'carbon budgets', which limit UK emissions over successive five-year periods, will set the trajectory towards 2050 and drive the UK's transition to a low carbon economy through a series of legally binding emission caps. The first three carbon budgets, covering the periods 2008–12, 2013–17 and 2018–22, were announced in April 2009, requiring emissions reductions of just over 22 per cent, 28 per cent and 34 per cent respectively, below 1990 levels
Low Carbon Transport - A Greener Future (2009)	<p>Sets out the carbon reduction strategy for transport to meet the requirements of the Climate Change Act 2008 based on:</p> <ul style="list-style-type: none"> • Advancements in low carbon vehicle technology • Promoting low carbon forms of travel (e.g walking & cycling) • Reducing the need to travel <p>Local authorities are expected to make a significant contribution to the last two points. A shift to a low carbon economy and transport system presents significant opportunities for health and the environment</p>
Active Travel Strategy (DfT, 2010)	Recognises that cycling and walking are a very simple way for people to incorporate more physical activity into their lives and are very important for increasing access to jobs and services for many people. When replacing trips by car they can also help reduce emissions and ease local congestion. Sets a vision for "cycling to be the preferred mode of local transport in England in the 21st Century".
The Future of Urban Transport (DfT, 2009)	Highlights the importance of effective transport systems to making cities and large towns successful. Increasing dependence on the car has resulted in undesirable side effects and costs to the economy, health and the urban environment (enjoyment of space). The total cost of transport in urban areas is estimated at £40 billion, of this congestion accounts for £11 billion. Recommended policy tools to solve these challenges include managing roads and streets, better integration of spatial planning with transport, and achieving modal shift away from the car.
PPS1: Sustainable Development	<p>Requires that, in preparing development plans, authorities:</p> <ul style="list-style-type: none"> • Consider accessibility and sustainable transport needs • Provide improved access to key services and facilities by ensuring new development is located in places accessible by sustainable travel modes • Reduce the need to travel and encourage accessible public transport provision

2.3 Strategic cross-authority priorities

Bournemouth, Dorset and Poole Multi Area Agreement

2.3.1 The **Wessex Multi Area Partnership (WMAP)** is the current partnership between the strategic authorities of Bournemouth, Dorset and Poole, and their public and private sector partners, that seeks to formalise joint working and expresses their joint ambitions as a single voice. The **Multi Area Agreement (MAA)** between the partners and central government sets out agreed objectives and strategic economic priorities for the Dorset area. The vision is to develop "**a strongly performing economy, characterised by a greater concentration of higher skilled, higher paid, jobs than now and to do this while respecting and protecting the unique environmental assets**". This will therefore be characterised by sustainable, reliable and efficient transport systems.

2.3.2 It is expected that the MAA and its supporting partnership will, in due course, be replaced by a Dorset **Local Enterprise Partnership** (LEP). Options for how the local economy can be best advanced under a Dorset LEP are currently being reviewed. Any LEP would build upon the solid foundations already established by the MAA.

2.3.3 The MAA contains 5 strategic themes to contribute to achieving the vision (Table 2.2), underpinned by the concept of the **Green Knowledge Economy** (see Box 2).

Table 2.2 MAA themes, objectives and target outcomes

MAA theme	Objective	Target outcome
Business growth	<i>To achieve a long-term sustainable growth in productivity, increase levels of enterprise and innovation and reduce sub-regional disparities in business formation and growth and ensure a supply of marketable employment land and high quality business space</i>	<ul style="list-style-type: none"> To increase Gross Value Added (GVA) / employee relative to England performance (%) To reduce the gap between median earnings in Dorset and those in Great Britain (%)
Skills	<i>To provide a flexible and adaptable workforce able to meet employers' skills needs now and in the foreseeable future in supporting the transition to a high value knowledge driven economy</i>	<ul style="list-style-type: none"> To secure a higher proportion of the population aged 19 – 64 qualified to at least level 4 or higher To improve graduate retention and employment within the local economy
Transport & Connectivity	<i>To create an efficient and reliable transport and communications system that improves inter-and intra regional and sub-regional connectivity in getting people to jobs, raw materials to production, and finished goods and services to market</i>	<ul style="list-style-type: none"> Reduce growth in congestion Provide new key employment sites with good access Improve access to employment by public transport Improve connectivity to South Hampshire and London Improve connectivity to Bristol and the north
Housing	<i>To ensure that the provision of new homes supports the sub-region's economic aspirations and respects the need to conserve a high quality local environment</i>	
Environment	<i>High-level GVA growth within sustainable environmental means</i>	<ul style="list-style-type: none"> Develop environmental 'limits/means' decision-support tool

2.3.4 The well established MAA theme group for **Transport & Connectivity** has identified key transport issues for Dorset, relating to congestion, access to employment and connectivity. Improved accessibility to public transport, the need for more investment in all sustainable forms of transport and a reduction in traffic congestion are common and pressing requirements across the area. The LTP3 proactively seeks to address these issues, and contribute to the other MAA themes:

- **Business growth** - The LTP3 supports economic growth through tackling congestion and creating reliable and resilient sustainable transport networks which facilitate the efficient movement of people and goods. It also sets out plans for major infrastructure improvements required to support the economy.
- **Skills** - The LTP3 provides improved opportunities for people to travel to employment and education and training facilities, in order to be able to acquire the skills they need.
- **Housing** - The expected growth in housing places additional travel demands on the transport network and the LTP3 has a key role in enabling this future growth in a sustainable manner, planning to mitigate expected

impacts of new development on the transport network such that existing transport issues are not exacerbated, and ensuring that new housing has access by sustainable travel modes.

- **Environment** - Low carbon, healthy and sustainable modes of travel supported through the LTP3 will ensure that transport contributes to enhanced natural environments and better health and well-being, in addition to higher quality urban environments.

BOX 2: Dorset's Green Knowledge Economy

A central theme of the MAA is the concept of a transition to a Green Knowledge Economy. This is an economy for the 21st Century that exploits the economic advantage of green technology whilst reducing the impact on, and giving protection to, precious resources. Getting the balance right between economic growth and environmental protection is vital. It represents a shifting of green priorities to the centre of the economy and society. By providing a focus for the MAA and offering a "unique selling point" compared to clusters of knowledge-based industries elsewhere, the Green Knowledge Economy places the environment of Dorset as a key driver of economic development. It encapsulates the MAA aspiration of achieving higher levels of prosperity but in a sustainable manner. The term "green economy" refers to a variety of economic activities generated by government strategies which are directed towards tackling climate change and creating a low-carbon economy. Here this might include energy efficiency innovation for small firms; marine and coastal conservation practices and research and development; and new sustainability principles applied to transport management, urban design and rural development.

Transport in Bournemouth, Poole and Dorset, and this Local Transport Plan, must both drive and reflect the Green Knowledge Economy.

2.3.5 Other relevant joint strategic plans and strategies for Bournemouth, Dorset and Poole that relate to the LTP include:

- The **Local Investment Plan** for Bournemouth, Dorset and Poole, setting out all housing, regeneration and infrastructure investment priorities
- The **BDP Local Economic Assessment** which provides a robust evidence base to assist decision makers and local communities in identifying the actions and strategies needed to support future economic growth
- The **BDP Energy Efficiency Strategy** setting out actions to reduce carbon emissions by improving energy efficiency

2.4 Local priorities

Sustainable Community Strategies

2.4.1 The joint strategic vision and priorities for Bournemouth, Poole and Dorset are built upon the local priorities set out in the three **Sustainable Community Strategies** (SCS), which are guided by the **Local Strategic Partnerships**. They set out a long term view of what the local area should look like in the future, creating a common sense of direction for public services, voluntary and business organisations and individuals. Each SCS includes identified priorities for creating a better place, and how these should be addressed. They provide an important voice for local communities and have a pivotal role in supporting the concept of "**Big Society**" by identifying local transport issues and co-ordinating local solutions.

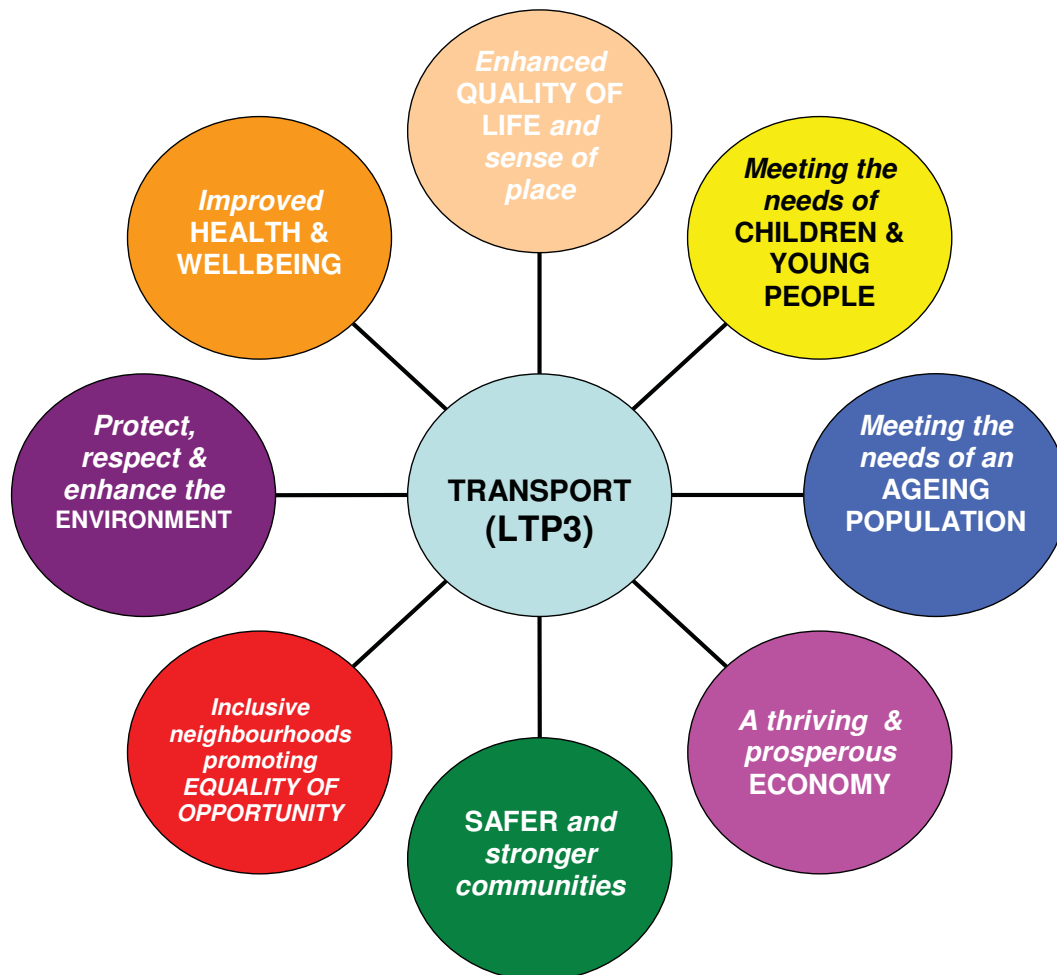
2.4.2 Key issues of each SCS are summarised in Table 2.3. Many of the general priorities are similar across the three councils, and transport has an important representation in each. The LTP3 contributes locally to shaping places towards the wider SCS vision. Community Plans in the Borough and Districts also have important aims regarding transport and accessibility.

Table 2.3 Summary of the Sustainable Community Strategies

"Bournemouth 2026" - Bournemouth Sustainable Community Strategy	"Shaping Poole's Future" - Poole Sustainable Community Strategy	"Shaping Our Future" - Dorset Sustainable Community Strategy (2010-2020)
Priority themes:		
<ul style="list-style-type: none"> • To be a town with strong businesses that provides quality jobs • To have a sustainable environment with well designed affordable housing and a well used public transport system • To be a town which values and listens to its residents • To be a safe town with inclusive and vibrant neighbourhoods • For residents to have healthy and active lifestyles 	<ul style="list-style-type: none"> • Promoting a sustainable environment • Strengthening our communities • Investing in Poole's children and young people • Valuing our older people • Promoting health and well being • Keeping Poole safe and feeling safe • Developing a dynamic economy 	<ul style="list-style-type: none"> • Quality homes and neighbourhoods • Strong economy offering better job opportunities • People can access key services • People are safe and feel safe • Safeguard and enhance the natural, built and historic environment • Everyone has the opportunity to take part in cultural activities • Thriving communities • Everyone has the opportunity to live a long and healthy life • Children and young people realising their potential • Older people are healthy, active and independent • A lasting Olympic legacy
Key transport issues:		
<ul style="list-style-type: none"> • Transport should be available, affordable, accessible, reliable and safe - particularly for young people, older people, disabled people and those without access to a car • A good, well maintained transport and highway infrastructure which supports economic growth in a manner which improves the quality of life for residents and sustains and protects the natural environment • Reduce congestion and promote viable, sustainable forms of transport 	<ul style="list-style-type: none"> • Improved accessibility and promoting sustainable travel • Managing the transport network and locating development to reduce the overall need to travel • Reducing our carbon footprint - investigate ways to increase the use of public transport and reduce congestion • Improved health through healthier lifestyles - including increased participation in physical activities and sport 	<ul style="list-style-type: none"> • Improved infrastructure and connectivity • Sustainable economic development leading to a low carbon economy • A range of access and transport solutions that are safe, efficient and fair and encourage greater use of alternatives to the car • Recognition and response through the partnership to the challenges faced by Dorset due to global climate change • Economic development within environmental limits that supports Dorset's high quality environmental and marine economic offer

2.4.3 The Sustainable Community Strategies are closely related and a set of eight key common local priorities has been identified which the LTP will support, as demonstrated in Figure 2.2. Collaboration and joint working across the different service areas, including transport, provides synergy and efficiencies in working towards these common priorities.

Figure 2.2 Key local wider priorities



2.4.4 Appendix B demonstrates the important wider role of the LTP in supporting a number of relevant local strategies and plans (of the councils and other organisations) that contribute to these local priorities.

Local Development Frameworks

2.4.5 All eight of the Districts and Boroughs in Dorset either have in place, or are developing, a Local Development Framework (LDF) **Core Strategy**. The LDFs outline the key principles to guide long term planning and sustainable development in the local area which reflects the needs of local communities. The priorities of the LTP3 need to support the development and regeneration agenda set out in the LDFs and plan for improved accessibility and additional trips, some of which will take place on a constrained highway network. Following the revocation of Regional Spatial Strategies, decisions on housing supply now rest solely with local councils. Some of the key issues within the LDFs that the LTP3 has a role in supporting are:

- Development of sustainable communities (accessible and inclusive places)
- Provision of more affordable housing in accessible locations
- Promotion of higher density development on key "sustainable transport" corridors
- Increase opportunities for travel by public transport, walking and cycling
- Development of infrastructure that supports greener vehicle technologies
- Achieving higher quality urban and rural environments

In this chapter:

- A vision guides the long term focus for LTP3
- 6 LTP goals encapsulate the desired outcomes for transport in Dorset, and its contribution to wider priorities:
 - Supporting economic growth
 - Tackling climate change
 - Equality of opportunity
 - Better safety, security and health
 - Improve quality of life
 - Value for money
- Transport interventions will be focused to contribute to as many of these goals as possible
- Based upon a thorough review of problems, issues and opportunities, and informed by public and stakeholder consultation, a set of key challenges for transport is identified that must be overcome to achieve the LTP goals
- The significance of the challenges faced varies across the diverse LTP area
- Changes in society during the lifetime of the LTP3 are likely to present constraints and opportunities



3.1 Setting the vision

3.1.1 The 15 year vision for the LTP3 reflects the important role that transport will continue to have on people's everyday lives in the future. It is consistent with, and builds upon, the longer term aspirations and wider priorities of the three councils set out in Chapter 2, in particular:

- The Bournemouth, Dorset and Poole Multi Area Agreement (see Box 3)
- The Sustainable Community Strategies (see Section 2.4)
- The Corporate Plans

BOX 3: MAA Vision in 2026

"A strongly performing economy, characterised by a greater concentration of higher skilled, higher paid, jobs than now and to do this while respecting and protecting our unique environmental assets."

BOX 4: LTP3 Vision in 2026

"A safe, reliable and accessible low carbon transport system for Bournemouth, Poole and Dorset that assists in the development of a strong low carbon economy, maximises the opportunities for sustainable transport and respects and protects the area's unique environmental assets"

Characterised by:

- **Choice** - People being able to choose from a range of realistic alternatives to the car, based on the trip they intend to make, and being able to choose freely how, when and whether to travel
- **Reliability** - People, and goods, reliably getting to the places they need to go throughout Dorset, supporting a prosperous economy
- **Connectivity** - Reliable transport links to, and between, strategic destinations such as the Ports, Bournemouth Airport, Town Centres, industrial areas; and beyond to Bristol and the North / Midlands and Hampshire / London
- **Efficiency** - A transport system that functions efficiently, reduces energy consumption, makes the best use of the network, and is resilient to disruption, supported by new technologies
- **Integration** - Contributing to making Dorset a better place by supporting wider policy areas such as health, climate change and land-use planning
- **Safety** - People travelling safely, by any mode, and with less risk to others
- **Inclusiveness** - More closely meeting the needs of people in both urban and rural areas, of all ages and abilities, through affordable, available and accessible transport that helps places to be sustainable and socially connected
- **Respect** - People enjoying an enhanced quality of life through a transport system which minimises the impact on the special natural environment, creates attractive places, promotes improved health and well-being and provides an enjoyable journey experience

3.1.2 The Dorset area is diverse and, whilst success in the larger urban areas and market towns will be characterised by a preference for affordable, safe and reliable public transport and walking and cycling, in the more rural parts of Dorset the car is still likely to play a significant role in conjunction with improved public transport and walking and cycling. Strong links between the rural and urban areas are also an important component of the vision.

3.2 The LTP3 goals

3.2.1 In order to ensure transport improvements contribute towards the vision for 2026, the LTP3 is based around a set of 5 priority goals (see Figure 3.1).

3.2.2 A sixth overarching goal, Value for Money, underpins the other goals and collaborative working is a focal point of the strategy, particularly given the need locally to make efficiency savings following cuts in public sector funding.

Figure 3.1 The LTP3 goals

Supporting economic growth	Support a more productive and prosperous economy, by improving the reliability, efficiency and connectivity of transport networks and communications	VALUE FOR MONEY
Tackling climate change	Reduce the overall level of emissions of carbon dioxide and other greenhouse gases from travel and transport and ensure the transport network is resilient	
Better safety, security and health	Reduce the risk of death, injury or illness arising from transport, and promote travel modes that encourage healthy, active lifestyle	
Equality of opportunity	Promote more equal opportunities for everyone, including access to services they need, with the desired outcome of achieving a fairer society	
Improve quality of life	To protect and enhance the quality, local distinctiveness and diversity of Dorset's built and natural environment, and improve individual wellbeing and enjoyment of places	

3.2.3 The goals represent the key desired outcomes for transport in Dorset, and this is supported by public and stakeholder consultation. **During the plan period, the Implementation Plans will identify and reflect any changes in the priority of the goals.**

BOX 5: Consultation, participation and engagement - LTP3 goals

Public surveys confirm that transport is a key issue within Dorset. According to the Place Survey 2008, transport related issues are within the top 3 issues considered to be most in need of improvement overall, for all three authorities. Specific consultation for the LTP3, with the public and stakeholders, indicated broad support for all 5 goals. Consultation for the SEDTS revealed strongest support for "Quality of life", with over 90% of respondents, although all goals were well supported. Consultation in the wider LTP area indicated support for all 5 goals, with the broad conclusion that there is a need to address all goals equally. In general, different stakeholders placed differing levels of importance on the goals, as may be expected, e.g businesses demonstrated stronger support for "Supporting economic growth".

3.2.4 It is expected that transport interventions should aim to contribute to each of the goals; for instance, measures that encourage modal shift to public transport, cycling and walking are likely to make a positive contribution to economic growth by tackling congestion, reducing greenhouse gas emissions and enhancing the local environment, as well as improving public and personal health.

3.2.5 Despite the removal of any formal requirement to report to government on performance against a set of standard indicators, the authorities will keep track of whether the goals are being achieved through the use of a carefully selected set of local performance indicators, as detailed in Chapter 13.

3.3 Delivering the goals in a changing society

3.3.1 Whilst the vision for 2026 will remain the constant long term aspiration, there are likely to be many changes within society during this period resulting in both constraints and opportunities. Possibly the most pressing challenge which will influence the delivery of transport improvements, at least in the short to medium term, is the **reduction in funding sources**, particularly for capital (infrastructure type) schemes. This will inevitably result in certain policy options being unaffordable in the shorter term (see Chapter 5). Further impacts of the economic situation, such as greater difficulty in finding suitable local jobs and the closure of local facilities, may also mean people have to travel further for work and other services. Furthermore, lifestyles are likely to change and trends in the way that health and education facilities are delivered appear to be leading to a greater need to travel (perpetuated by the desire to improve choice at the heart of the **personalisation agenda**).

3.3.2 However, advancements in technology during the LTP3 period may present opportunities to both reduce the need to travel and "de-carbonise" motorised travel. These changes are also likely to be set in the context of a fluid political environment and the key global challenges of peak oil and climate change, which could radically alter the ways in which society operates. As finite fossil fuels become more scarce and reach their maximum rate of production they will become more expensive. Whilst evidence is inconclusive, there is the potential for this to occur during the LTP3 period. This could present serious challenges, particularly if authorities are unprepared, but could also significantly reduce demand for petrol and diesel based vehicles, and increase demand for alternative fuel vehicles and more sustainable public transport options. It could also lead to a reduction in transport based carbon emissions.

3.3.3 Being **flexible, adaptable and realistic** is therefore key to achieving success. Alternative funding sources will be explored and maximised, new technology embraced, and partnership working with other service delivery areas enhanced. Joint working between the three authorities, facilitated through strategic governance arrangements, will allow a more efficient and flexible use of resources. Regardless of the particular constraints, and the impact of these on shorter term aspirations, a focus will always be maintained on the longer term LTP3 vision.

3.4 Problems, issues and opportunities

3.4.1 Problems, issues and opportunities have been identified from an extensive evidence base including the South East Dorset Transport Study, various LDF transport studies, issues raised in other local strategies, consultation and engagement activities and experience and knowledge from previous LTPs. A separate full Evidence Base will be published alongside the LTP in due course. This section provides a summary of some of the most important issues.

3.4.2 The demand and supply of transport (and the balance between the two) are at the root of many of the most pressing issues:

- **Overview** - within Dorset there are no motorways, but there are a number of key transport corridors and these can experience significant congestion, particularly during commuting peaks and summer weekends with the influx of holiday and visitor traffic. Linkages from the east of the LTP area, beyond SE Dorset into Hampshire and towards Bristol, the Midlands and the North are important, but poor and unreliable. North-south links are generally poor, particularly by public transport. Large areas are without railway access. There are two railway lines connecting to London; from Weymouth to Waterloo, and also in the north of the area linking into the Exeter to Waterloo line. A third, north-south line runs from Weymouth to Bristol. There are three ports at Poole, Portland and Weymouth, providing a range of facilities including marinas, a deep water commercial port and passenger terminals. Bournemouth Airport runs both commercial and passenger flights serving a wide hinterland stretching across the area, and including Southampton and Portsmouth.

Transport demand in Bournemouth, Poole and Dorset

- **Population / employment** - future projections suggest that the population will grow by approximately 9% across the LTP area over the next 20 years. The majority of this growth is expected to be in existing urban areas, with much in the form of in-fill development. Whilst this will add pressure to the existing network, it

will provide the increased densities to support more frequent public transport. Two major employment growth areas are Ferndown (20 hectares) and Bournemouth Airport (15 hectares). The cumulative impact of new development is a major challenge, especially for SE Dorset where much of the growth will take place. DCC Dorset has a rapidly ageing population which will increasingly present challenging transport needs. It may also result in greater in-commuting from surrounding areas to fill jobs.

- **Traffic growth** - the overall rate of traffic growth has slowed generally in recent years. However, some key routes have experienced significant increases, and other routes decreases. Computer traffic modelling of expected growth to 2026 in SE Dorset indicates that, without intervention, car trips will increase by 12% in the AM peak. This would lead to a number of key routes and junctions exceeding capacity, resulting in a 95% increase in delays and a fall in average traffic speeds by up to 25%.
- **Visitor traffic** - the major role of tourism in the area results in significant peak seasonal increases in traffic and congestion, particularly on coastal routes.
- **Car ownership / dependency** - rural car ownership is amongst the highest in the country, with almost 50% of households owning 2 cars and consequently car dependency is high. A significant problem in the area is that both local people and incoming residents, often retiring, become dependent on the car for access to services and are consequently cut off from those services when they are no longer able to drive. In the urban areas approximately 1 in 4 households do not run a car at all.
- **Journeys to work / school** by car are considered to be the greatest causes of congestion, particularly at peak times. Car based commuting in both DCC Dorset and Poole is higher than the England average.
- **Journey lengths** - the dense, multi-centred conurbation is marked by a high proportion of journeys of less than 5km being undertaken by car. This represents significant potential for transferring trips to walking and cycling. In the rural areas, average journey lengths are longer due to the need to travel to access key services which are not available locally and, often without access to public transport links, this therefore increases dependence on the car.
- **Self-containment** - whilst the majority of people live and work in the same local authority area, there is a reasonable level of in/out commuting between SE Dorset and South Hampshire. The future balance in the provision of housing and jobs will influence this trend and, in particular, whether there are adequate jobs locally, of the appropriate skill set, to reduce the need for people to travel longer distances.
- **Peak journey times** - the impacts of increasing congestion during peak periods is resulting in "peak-spreading", and the use of alternative, often less suitable, routes (rat-running), often detrimental to local communities. SEDTS revealed that journey times are, on average, 20% higher in the morning peak compared to during the day.
- **Freight traffic** - the main freight generator is the Port of Poole, although there are also significant flows of freight through the plan area. Minerals extraction also generates north-south flows of aggregates on the A350 and A37, and also from Hampshire along the A35. The vast majority of freight is transported by road, and this trend is expected to continue due to rail infrastructure constraints. Road freight causes local issues of noise, vibration and pollution, particularly on routes that pass through settlements.
- **Parking** - demand for on-street parking on key routes in urban areas contributes to congestion. The amount of available free and low cost parking at both public and private non-residential sites generates significant amounts of traffic.

Transport provision in Bournemouth, Poole and Dorset

- **Bus services** - bus services in the urbanised areas are generally good with high levels of frequency on the core corridors. However, recent years have seen reduced frequencies and coverage in the suburban areas. In the more rural areas services are more limited and, despite heavy investment and considerable revenue support, passenger transport services fail to attract significant transfer of trips from the private car. Despite strong bus passenger growth in urban areas, there remain key issues relating to the frequency, directness, reliability and cost of bus services. Service levels reduce significantly in some areas in the evening.
- **Rail services** - rail is a relatively under-used mode of travel. Passenger growth has been largely constrained by service frequencies and infrastructure. A lack of quality interchange facilities presents a barrier to using linked modes. A consequence of the historical development of the rail network is the linkages to the south west and the lack of through services between the SE Dorset conurbation and the Bristol/Bath area.

- **Walking and cycling** - active travel modes account for a relatively low proportion of journeys (11% and 4% of journeys to work respectively), although cycling trips have increased by over 80% in SE Dorset in the last 5 years. From 2007/8 to 2009/10 the number of young people walking to school has increased by 7% in Bournemouth, 6% in Poole and 4% in DCC Dorset⁽⁵⁾. There are key gaps in the cycling/walking infrastructure in urban areas, whilst in rural areas there is a general lack of dedicated infrastructure. Physical barriers such as river crossings and high traffic volumes / speeds are also significant deterrents to walking and cycling.
- **Community transport** - passenger numbers continue to increase but funding constraints mean that community transport is one area of transport provision that is likely to come under increasing pressure, threatening the accessibility of rural areas and vulnerable groups. A greater focus on the role of voluntary groups does however present significant opportunities.
- **Airport surface access** - public transport opportunities to access the airport are limited. Development of employment land will not be sustainable with existing road access links, which would need to be enhanced, together with increased public transport services.
- **Highway network** - the car is the dominant mode of travel in Dorset. The strategic network is under considerable pressure and low traffic speeds occur on the main approaches to the SE Dorset conurbation, particularly on the main radial corridors. The A31/A35 is a critical access route to the wider regional and national network but suffers severe capacity issues and is single carriageway for much of its length. The main A350 north-south primary route is largely unsuitable for the traffic it carries. A number of key junctions are at capacity. In rural areas, the volumes and speeds of traffic can negatively impact on rural character and local communities. Large areas of Dorset which are environmentally protected have historically been, and will continue to be, a significant constraint to providing new infrastructure.
- **Maintenance** - the highways assets are some of the councils' most valuable assets but also require significant investment to keep them in a good serviceable condition. Maintenance backlogs exist which need to be recovered to reduce the maintenance liability in the longer term. The A338 Spur Road, an important strategic route, is in need of major maintenance, involving complete replacement.

BOX 6: Key concerns raised during various consultation exercises

Traffic congestion - according to the National Highways and Transportation Public Satisfaction Survey 2009, less than 43% of people across Dorset on average are satisfied with the state of congestion.

Road maintenance - there is a general consensus that local roads should be maintained to a higher standard. Results of the Place Survey 2008 indicate that approximately 40% of people consider that improving road and pavement repairs is a priority local issue, making it one of the most important issues. There is concern over the time taken to complete roadworks.

Travel options - the Place survey 2008 identified public transport as a priority for local service improvement. From the SEDTS only 37% of people felt the bus is an affordable option, and 87% of people felt that there is not sufficient public transport available. An important issue amongst vulnerable groups is the ease of use of services.

Safety - 54% of respondents in the SEDTS felt that the safety, security and health of local people is affected by a poor transport system.

Pollution / environment - there is strong recognition of the impacts of car use on air quality, noise and carbon emissions. Also of concern is the impact that motorised traffic has on the quality of town centre environments.

3.4.3 The following sections summarise key issues and opportunities under each of the LTP3 goals. Section 3.5 contains a list of the key challenges that the LTP3 seeks to solve.

SUPPORTING ECONOMIC GROWTH

3.4.4 In England, the total cost to the economy of transport in urban areas alone is at least £40 billion per year; of this congestion accounts for £11 billion (The Future of Urban Transport, 2009). Transport, directly and indirectly, has a major influence on the economic prosperity of the sub-region. A low carbon economy, supported by a low carbon transport system, is also vital to achieve economic efficiency and sustainability. There is a major challenge, and opportunity, for transport to support economic growth whilst ensuring travel needs are met in ways which minimise impacts upon the environment.

Key Local Issues	Key Opportunities
<ul style="list-style-type: none"> • Severe congestion in the urban areas and on key corridors imposes costs to local businesses and individuals, and also affects the efficiency of public transport services • Local businesses are increasingly expressing concern around the sub-standard connectivity to Bristol and the Midlands / North, and to London, and poor connections to/from west and south Dorset • Weymouth's peninsular location severely limits opportunities to improve transport connections; poor access to workforce, suppliers and customers is a constraining factor on the local economy • There is poor access to the ports at Poole and Portland, important for freight distribution • In excess of 55,000 new homes and 54,000 new jobs are expected up to 2026 to support economic growth, which depend on adequate transport infrastructure - the existing network would not cope with the cumulative impacts, with significant increases in delays and journey times forecast • Key employment growth sites at Bournemouth Airport and Ferndown have poor access, particularly by sustainable modes 	<ul style="list-style-type: none"> • Transport has a key role in the success of the 2012 Olympics sailing event at Weymouth. This provides opportunities to build upon the legacy of strategic road network improvements and walking / cycling facilities to improve sustainable transport choices • Tackling congestion through achieving modal shift will result in significant wider economic benefits • Reducing dependence on the car will help tackle congestion, improve reliability and support local businesses • The rail network remains under utilised, especially for local trips, and has the potential to take up some of the modal shift away from the private car • The Poole Bridges Regeneration Initiative transport network will unlock a significant area of regeneration in the town centre, improve access to the Port, and provide for sustainable transport • Creating less car-dominated, attractive town centres can support local businesses by increasing footfall • Improving wider connectivity will support Dorset's important local tourist industry • Businesses are already fully involved in the Green Knowledge Economy strategy via the MAA

TACKLING CLIMATE CHANGE

3.4.5 Climate change is a global concern but its impacts will be felt down to the local level. Breaking the links between a growing economy and increasing carbon emissions is one of the most significant long-term challenges the sub-region faces. In order to overcome this there is a need to "de-carbonise" transport and travel. The transport network also needs to respond and adapt to the potential impacts of climate change to ensure it remains efficient and reliable.

3.4.6 The LTP3 vision for 2026 is based around a sustainable transport system supporting a prosperous low carbon Green Knowledge Economy. Nationally, this will contribute to the legal requirement of a 34 per cent reduction on 1990 emission levels by 2020. It will also support local climate change strategies and contribute towards meeting the joint target for carbon emissions reduction due to be set through the **Local Carbon Framework**.

Key Local Issues

- At 27%, the proportion of total carbon emissions from road transport in Dorset is above the UK average
- Carbon emissions from transport in Dorset have fallen by 7% between 2005 to 2008. Continuation of successful work to date and advancements in vehicle technology are expected to continue a downward trend. However, without intervention, rising traffic levels would erode the potential benefit.
- Per capita emissions from road transport vary greatly throughout the area. Greater car dependency and longer trips in the more rural areas results in higher per capita carbon emissions
- Total carbon emissions from road transport are greatest in East Dorset and West Dorset, followed by Bournemouth and Poole
- Dorset's transport network is vulnerable to climate change impacts; particularly road deformation, structural damage and fluvial and coastal flooding

Key Opportunities

- The important role of transport in the shift to a Green Knowledge Economy
- Building upon well developed local Carbon Reduction strategies, already contributing to reductions in CO₂
- Promoting and enabling a shift to more sustainable (lower carbon) forms of transport
- Influencing patterns of travel to reduce the need to travel
- New "greener" vehicle technologies and fuels
- More efficient fuel usage through changes in speed and driver behaviour
- Reducing longer distance business and commuter car trips which account for the largest share of carbon emissions
- Tackling congestion will contribute to reducing carbon emissions
- Improving energy efficiency often also results in cost efficiencies
- Supporting the role of "green tourism"

Figure 3.2 Carbon emissions per capita from road transport (2005 to 2008)

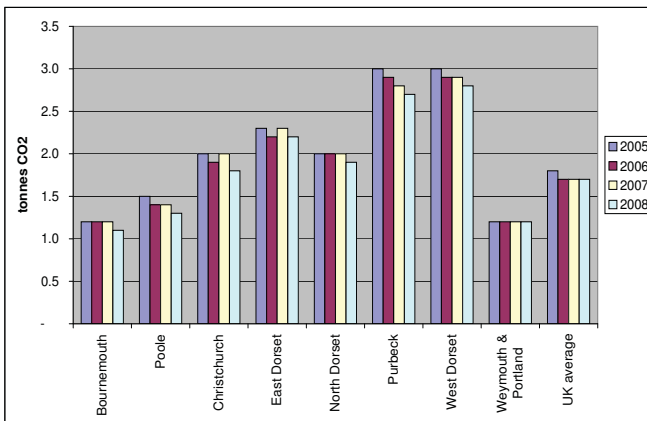
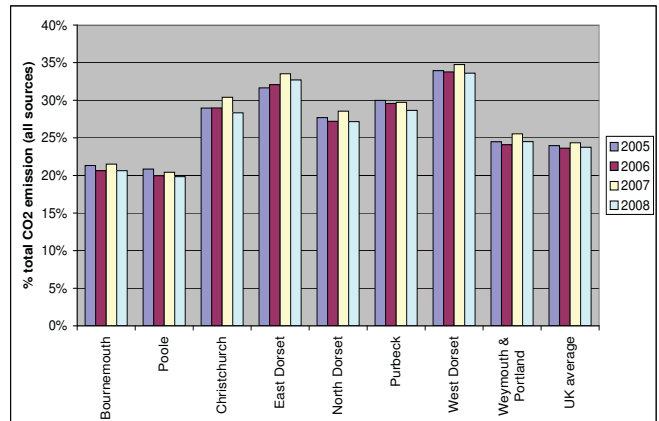


Figure 3.3 Road Transport emissions as % of all carbon emissions



Source: Department of Energy and Climate Change, 2010

BETTER SAFETY, SECURITY AND HEALTH

3.4.7 The overall health and wellbeing of both residents and visitors to Dorset is of key importance in an area which is renowned for its high quality of life. Transport, both directly and indirectly, has a major role to play in reducing the risk of death, injury or illness and improving community safety. There is growing recognition that active travel is critical to increasing levels of physical activity, and addressing pressing health issues such as obesity, heart disease, diabetes and strokes.

Key Local Issues	Key Opportunities
<ul style="list-style-type: none"> Casualty statistics for the whole LTP area place it within the lowest (worst) quartile nationally for Killed and Seriously Injured casualties. Numbers are declining, but not as quickly as expected Indicators for physical activity, obesity and life expectancy in the plan area are generally favourable compared to national averages. However, these are likely to deteriorate if current trends continue Whilst levels of cycling have increased, surveys indicate that only 20% of people in the LTP area cycle more than once a week There are 4 Air Quality Management Areas in Dorset ⁽⁶⁾ where pollution exceeds acceptable levels - vehicle pollution is the main contributing factor in each one Inappropriate levels of speed, particularly in rural areas is a key road safety issue 	<ul style="list-style-type: none"> Switching to walking and cycling the high number of short distance trips in urban areas currently made by car Bournemouth and Poole have been assessed as having the greatest potential in the South West to increase walking trips to school- by 22% and 17% respectively ⁽⁷⁾ The easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life, like walking and cycling There are significant economic benefits to casualty reduction and improved health. Road casualties are estimated to cost Dorset's economy £90 million per year There are close links between health, physical activity and other key transport related issues within the sub-region such as congestion, air quality, carbon emissions, accessibility, and quality of life Reducing the perceived danger from road traffic would remove a significant barrier to walking and cycling

Figure 3.4 Trend in Killed and Seriously Injured casualties (whole LTP area)

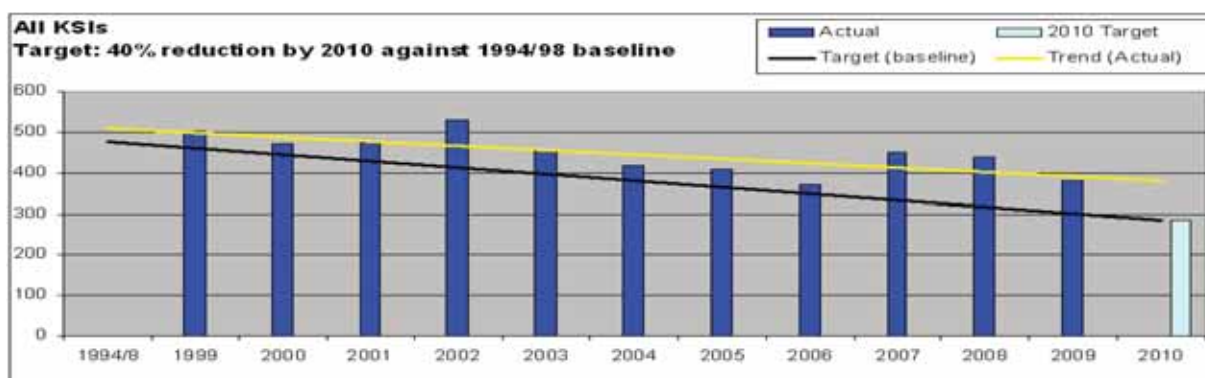


Figure 3.5 Health indicators relating to transport

Indicator	Bournemouth	Poole	Dorset	England
Physically active adults ¹	8.9	10.3	12.6	10.8
Adult Obesity ²	22.7	22.5	20.0	23.6
Physically active children ³	90.0	94.9	93.2	90
Child Obesity ⁴	8.5	7.7	9.3	9.6

¹Percentage aged 16+ 2007/2008
²Percentage direct estimate from the Health Survey for England 2003-2005
³Percentage 5-16 year olds who spend at least 2 hours per week on high quality PE and school sport 2007/2008
⁴Percentage of school children in reception year 2007/2008
 Source: APHO and Department of Health 2009 Health Profiles

7 Promoting Active Travel to School: Progress and Potential (DoH / NHS South West, 2010)
 6 At Dorchester (High East Street), Chideock, Poole (Commercial Rd) and Bournemouth (Winton Banks)

EQUALITY OF OPPORTUNITY

3.4.8 Despite the perception that large parts of Dorset are relatively affluent, inequalities of both opportunity and aspiration exist within communities; these cut across all aspects of life from crime rates to health and life expectancy, from unemployment to educational achievement.

3.4.9 The LTP3 has an important role in reducing these inequalities and narrowing the gaps between rich and poor by ensuring the transport system not only promotes low carbon economic growth, but also provides more equal opportunities to all people in accessing the goods and services, employment opportunities and social and leisure activities they desire. This is set within the context of a growing population, increasing pressure on the delivery of public services and infrastructure and other socio-demographic changes during the LTP3 period.

Key Local Issues	Key Opportunities
<ul style="list-style-type: none"> • There are pockets of severe deprivation that exist in Bournemouth, Poole, Weymouth and Christchurch - access to services and road safety are key factors in reducing social exclusion • Certain more vulnerable groups have particular access needs which must be addressed - transport can influence life opportunities • The rapidly ageing population in the sub-region and the move towards personalised social care are likely to present significant accessibility challenges • Rural accessibility, already an issue, will be under greater threat from funding constraints • Not all people in rural areas perceive accessibility to be an issue. For many, living in a rural area, and its inherent remoteness, is a lifestyle choice with an expectation of lower levels of accessibility 	<ul style="list-style-type: none"> • "Virtual access", via broadband internet, is likely to become an increasingly standard means of accessing some key services for some sectors of the population • The Localism agenda presents greater opportunities for local communities and the Third Sector to deliver local solutions to local access needs • Walking and cycling are the most affordable and widely accessible forms of transport • Careful planning, location and delivery of services have a major influence on accessibility • The easier the transport system is to use, relative to the car, the more likely it is that people will choose to travel by public transport, walking and cycling rather than by car • Providing the mobility impaired with the facilities, skills and confidence to use public transport

QUALITY OF LIFE

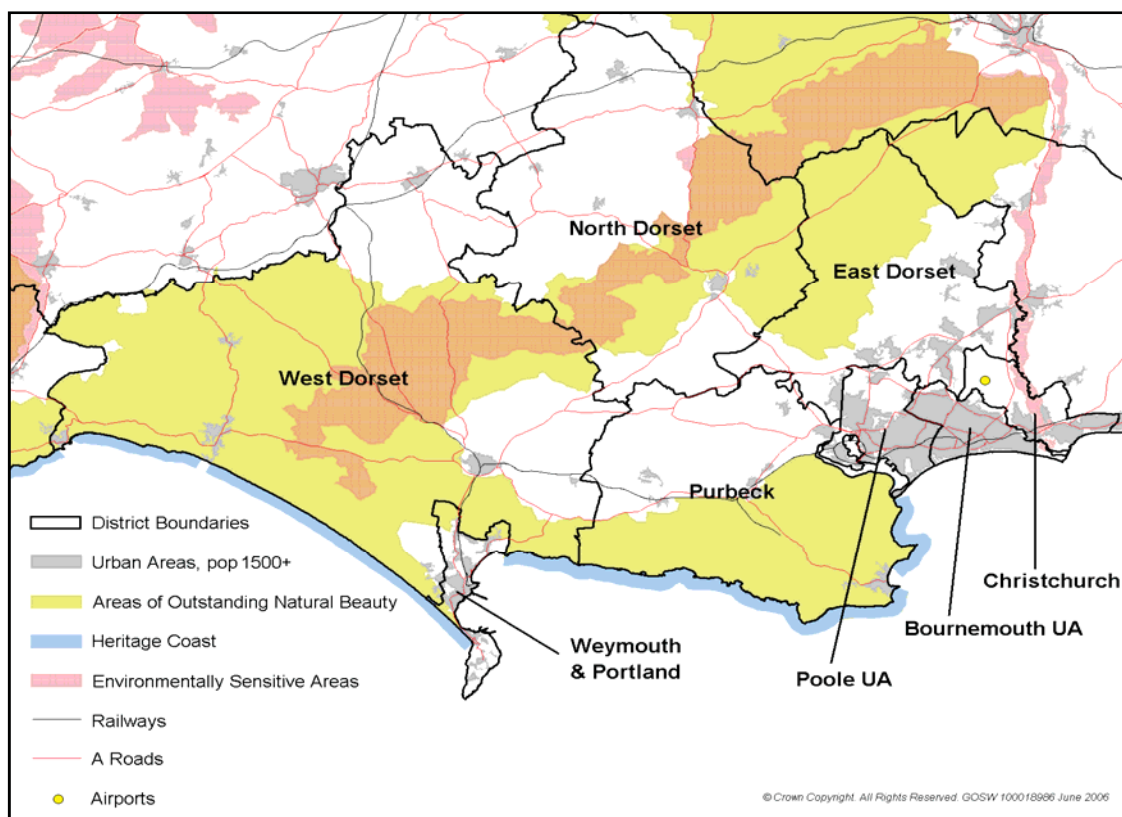
3.4.10 Dorset has some of the finest natural and most attractive built environment in England, including significant areas of environmental designations (see Figure 3.6). Many people see these features as especially important to their quality of life and choose to live in, or visit the area, because of them. They are also a central consideration, and tool, in fulfilling aspirations for economic growth. Local public opinion surveys and community planning processes consistently confirm the importance of quality of life to local people.

3.4.11 Quality of life can be considered as a measure of enjoyment, satisfaction, contentment, and the interaction of personal and environmental factors experienced in people's daily lives. Transport influences all of these, through enabling people to access goods, services, places and human interaction. However, transport can also potentially have a negative impact on quality of life and the local environment, for example through traffic congestion, poor air quality, noise and community severance.

Key Local Issues	Key Opportunities
<ul style="list-style-type: none"> • Natural and built environments are under threat from the volume and speed of traffic, vehicle emissions and noise, and the inappropriate routing of freight traffic 	<ul style="list-style-type: none"> • Transport can facilitate the enjoyment of Dorset's environment by providing access to leisure and tourism activities. Transport facilities, heritage or otherwise, can also be attractions in their own right

Key Local Issues	Key Opportunities
<ul style="list-style-type: none"> • Higher volumes of traffic cause severance which restricts community activity, in both rural areas and some urban neighbourhoods • Respecting Dorset's high quality natural environment presents significant challenges when set against the demand for major infrastructure • Key transport corridors in the built up areas have competing uses as places where people live, work and shop as well as being traffic links - where these conflicts are not managed well, it results in lower quality spaces, high congestion and poor outcomes for all road users • Urbanisation of signs, lines, kerbs and other traffic calming features has degraded some of the area's rural landscapes • HGV use for freight and minerals extraction on unsuitable routes causes noise, vibration and air quality issues for local communities 	<ul style="list-style-type: none"> • There are opportunities to expand the function of the Rights of Way network, and make better use of Green Infrastructure to provide for functional, sustainable journeys, in addition to providing access to green spaces • Visitor attitude surveys demonstrate strong interest in holidays which have a lower reliance on car use • Re-allocation of road space in town centres and urban neighbourhoods presents opportunities for creating more attractive places with welcoming spaces that, in turn, builds a sense of community and increases levels of people-activity in streets • Walking and cycling, and to a lesser extent public transport, are less intrusive modes of transport than the car

Figure 3.6 Key features of Dorset's environment



3.5 Key challenges

3.5.1 Based upon the issues and opportunities, a set of 20 key challenges for the LTP3 have been identified to achieve the goals (see Figure 3.7). As demonstrated, the relevance of different challenges is likely to vary across the plan area, due to its diverse nature.

Figure 3.7 Key LTP3 Challenges

LTP3 goal	Key Challenges	Evidence	Particular local examples or affected groups	South East Dorset	Weymouth / Dorchester	Market towns & rural hinterland	Jurassic Coast
Supporting economic growth	1	Improve the reliability and predictability of journey times on key local routes for business, commuting, freight and tourism	Average journey time per mile on key routes is relatively stable, but not reducing. SEDTS – forecast 90% increase in traffic delays by 2026 (Do Minimum)	+++	+++	++	+
	2	Create a lasting shift to more sustainable travel behaviour that reduces single occupancy car trips and overall traffic growth	Mode share of single occupancy car trips in peak period to urban centres is approximately 60% in Bournemouth and 47% in Poole. Area wide vehicle km's are increasing	+++	+++	++	++
	3	Improve inter and intra regional and sub-regional connectivity in getting people to jobs, raw materials to production and finished goods and services to market	Poor connectivity to/from Dorset frequently raised as a key issue with local and prospective businesses	+++	+++	+++	+
	4	Support planned growth in Dorset and ensure that new developments provide necessary sustainable transport improvements and infrastructure	SEDTS – 12% increase in car trips in AM peak by 2026 based on forecast growth. Forecast population growth of 9% by 2028.	+++	++	++	-
	5	Provide improved access to key employment sites, including growth areas	64% of population within 30 mins of key employment site by public transport (2010 Accession accessibility analysis). Only 2% of people travel to airport by bus	+++	+++	+++	-
	6	Reduce overall levels of greenhouse gas emissions from travel and transport to, from and within the sub-region	Proportion of all carbon emissions from road transport (27%) is higher than the UK average of 23% (DECC, 2010).	+++	+++	+++	+++
	7	Increase the modal share of lower carbon, affordable and accessible transport modes to reduce the reliance on fossil fuels	65% increase in bus passengers in SE Dorset 2003/4 to 2009/10. Marginal increase in rest of Dorset. High car use for school trips (approx 35%)	+++	+++	++	++
	8	Provide a resilient and adaptable transport network	Climate change impact analysis with Met Office / flood mapping. More seasonal weather. +3.5 degrees, +25% rain in winter	+++	+++	+++	+++
	9	Maximise the benefits and uptake of greener fuel vehicle technology	Very limited existing infrastructure for charging electric vehicles	++	++	+++	+++
Tackling Climate Change							

Equality of opportunity	10	Ensure access for all, and particularly disadvantaged groups and in areas where there is limited public transport provision, to employment, education, healthcare, shopping, leisure, cultural and community facilities	NHT Survey 2009 – satisfaction with ease of accessing key services lower for those with disabilities SEDTS – 13% of people had a disability which affects the way they travel	Lower levels of accessibility in rural areas and some suburban areas. Areas of deprivation include Kinson, Boscombe, Hamworthy, Portland, Littlemoor, Somerford. Bournemouth has the most deprived areas.	+++	+++	+++	++
	11	Support the ageing population and their associated service needs, particularly in rural areas of the sub-region	29% of the rural Dorset County population is aged over 65, compared to an England average of 19%. By 2025, this is forecast to be 37%	High proportion of people aged over 65 in Christchurch (highest in England) and rural Dorset	++	+++	+++	++
	12	Improving the affordability, accessibility, convenience and coverage of public transport	SEDTS – 87% of people felt not sufficient PT available. 37% and 20% felt bus / rail is not an affordable option	Young people, particularly in rural areas	+++	+++	+++	++
	13	Increase the modal share of healthy, active forms of travel such as walking and cycling	Walking / cycling account for only 11% and 4% of trips to work in the LTP area. Approximately 40% of all trips to school are made on foot, and 3.5% by cycle	SE Dorset accounts for over half of all walking / cycling trips to work	+++	+++	+++	++
	14	Reduce all traffic related casualties and improve safety for all users of the transport system	The sub-region is in the lowest quartile nationally for Killed and Seriously Injured	Road casualties reducing at slowest rate in Bournemouth	+++	+++	+++	+++
	15	Improve personal security and reduce crime, the fear of crime and anti-social behaviour associated with transport and travel	Place Survey 2009 - crime and health issues are amongst the most important issues locally in all 3 authorities. SEDTS – 54% of people felt safety and security are affected by a poor transport system	Urban areas, at night time, pose the most significant security issues Crime rates are highest in Bournemouth	+++	+++	+++	+
	16	Reduce / minimise the number of areas declared as having poor air quality as a result of road transport emissions	4 current AQMAs where levels of Nitrogen Dioxide exceed 40µg/m3	AQMAs at Dorchester (High East St), Chideock, Poole (Commercial Rd) and Bournemouth (Winton Banks)	+++	+++	+++	++
	17	Support sustainable tourism in Bournemouth, Poole & Dorset which respects the high quality environment, and in particular the Jurassic Coast	Tourism accounts for approx 9% of total GVA in the LTP area so has a significant contribution to the economy	Jurassic Coast and gateway towns Bournemouth/ Poole, Swanage, Weymouth, Studland	+++	+++	+++	+++
	18	Enhance the street scene and public realm to contribute to thriving and attractive town and local centres	Supports walking / cycling and increases footfall to benefit local businesses	Poundbury is a positive example Opportunities in urban centres and shopping districts	+++	+++	+++	+
	19	Minimise the impact of transport on Dorset's high quality built and natural environment, including noise, vibration and pollution	Dorset's habitats are amongst the richest for diversity in the UK. 53% of the area is designated as an AONB and there are over 1,000 Sites of Nature Conservation Interest	SSSI sites, and Natura 2000 conservation sites are particularly vulnerable. High quality built environment in market towns.	+++	+++	+++	+++
20	Enhance well-being and sense of community, with greater opportunities to experience Dorset's unique environment	Place Survey – approx 65% of people feel that they belong to their neighbourhood. Access to nature considered to be 4 th most important factor for a good place to live (DCC)	Stour Valley is a key recreational asset Connecting urban areas to green spaces	+++	+++	+++	+++	

+++ very relevant ++ relevant + some relationship - not relevant

In this chapter:

- Having established the goals and challenges, a number of alternative options to achieve them were considered to find the best approach
- A separate major study for South East Dorset had a key input to the development of the LTP3 strategy
- Different options were assessed to measure their contribution to the LTP3 goals
- Members of the public and stakeholders shared their views on the best options
- A Strategic Environmental Assessment considered the impact of the options on key environmental issues and human health
- Potential impacts of the options on different groups of people were considered.
- Those options felt to provide the best combination for achieving all of the LTP3 goals formed the preferred LTP3 strategy



4.1 Overview

4.1.1 The LTP3 strategy has been developed through 5 main stages, consistent with DfT guidance for LTPs. Stages 1 and 2 are covered in Chapters 2 and 3 of this document. This chapter covers stages 3 and 4, with the rest of the document focusing on stage 5, the preferred strategy.

1. **Identifying the vision and goals**
2. **Identifying challenges, issues and opportunities**
3. **Identifying different options**
4. **Appraising the options**
5. **Forming a preferred strategy**

4.2 Lessons learned and best practice from LTP2

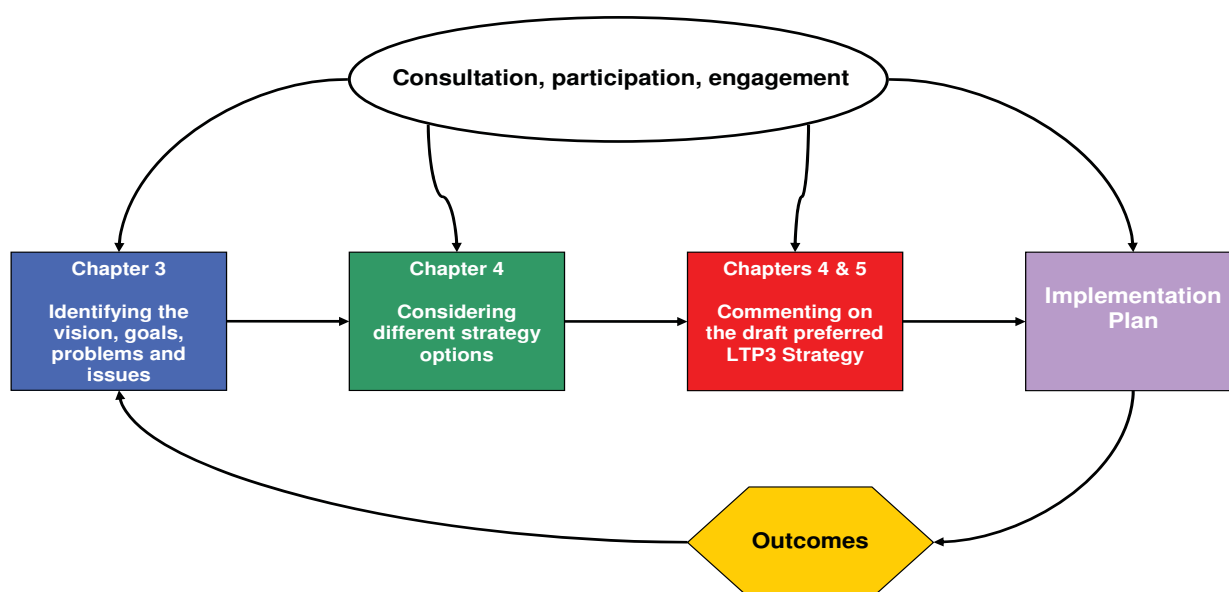
4.2.1 The authorities have been mindful to adopt a fresh approach in developing the LTP3. However, previous experience from LTP2 (see Appendix A) has provided a valuable input to this process in relation to the effectiveness of different types of scheme. In addition, best practice learned from other authorities and the growing evidence base of innovative measures have influenced the most appropriate strategies and schemes to be included in the LTP3.

4.3 Consultation, participation and engagement

4.3.1 Three key public and stakeholder consultation phases informed and shaped the LTP, contributing to the different strategy development stages, and this is covered within the relevant sections of this LTP Strategy document, as illustrated in Figure 4.1. Consultation methods included stakeholder workshop events, public consultation events, leaflet questionnaires, web based surveys and citizen panel surveys.

4.3.2 In particular, the final LTP3 strategy and policies reflect feedback received on the strategy options and the draft preferred strategy (see Box 7).

Figure 4.1 Public and Stakeholder inputs to the LTP3



BOX 7: Summary of public and stakeholder input that informed the strategy development

To inform the options appraisal and help shape the strategy, representative groups (including businesses and transport operators) and the general public were asked, during Summer 2010, what kind of strategy measures they thought would be most appropriate to address the goals of the LTP. In early 2011, opinions were also sought on a draft preferred strategy.

- Overall, there was strongest support for a balanced approach involving improvements to sustainable transport services and measures, and helping to reduce reliance on the private motor vehicle, particularly in the urban areas.
- The most frequently suggested measures were focused on improving public transport (including more direct, frequent and reliable bus services), better facilities for pedestrians and cyclists, support for low carbon forms of travel and "greener" choices, addressing travel behaviour and reducing the impact of HGVs.
- There was less support for a more radical approach involving stronger measures to actively discourage the use of the car. Congestion charging, workplace parking levy and increased parking charges all proved unpopular.
- There was general acknowledgement of potential impacts on the sub-region's environment and consequently that new road infrastructure should not be the main focus of the strategy.
- However, there was also some strong support for road building schemes to improve connections to regional and national corridors. Businesses in general attached greater importance to measures to improve existing roads and provide new links where necessary. The most popular road measures related to the strategic A31 trunk road.
- Maintenance of the existing network was considered to be a priority, possibly indicating an appreciation of the expected reduction in available funding during the LTP3 period. Reducing the overall need to travel was seen to be key to an integrated strategy approach.
- Park and Ride was not well supported generally, nor were complementary increases in town centre parking charges and reductions in parking spaces for commuters.
- There was strong support for the long term introduction of a rapid transit system in South East Dorset.

4.4 South East Dorset Transport Study

4.4.1 SEDTS ran alongside the development of the LTP3 and provided major inputs at the different stages, for the South East Dorset element of the plan. A key component of the study was the development and use of a major transport computer model covering both the highway and public transport network. A summary of the study process and its findings is included in **Appendix D** for reference.

4.4.2 The traffic model was used to predict the impacts on the transport network of changes in travel demand and patterns arising from the expected growth in housing and jobs to the end of the plan period in 2026. The key findings have been incorporated into the issues identified in Chapter 3, including impacts on congestion and delays and public transport patronage. The model was then also used to help assess the effectiveness of different strategy options in mitigating the overall impacts on the network and their performance against the goals (see Section 4.5 below).

























4.5 Option Appraisal

4.5.1 In order to consider the full range of instruments available (including all historical, previously considered measures as well as innovative and new ideas), a long list of options was initially developed. These were appraised at a strategic level against their fit with the LTP goals and against deliverability. This initial process consequently resulted in a more defined short list of potential options for the strategy.

4.5.2 Subsequently, different transport measures were considered under four high level transport themes, each with a different strategic focus, and appraised against the LTP3 goals (see Figure 4.2):

- Theme A - Do-minimum (carry on with similar measures as in recent years)
- Theme B - Public transport improvements and “greener” choices
- Theme C - More ambitious public transport and “greener” choices, while discouraging car-based commuting
- Theme D - Highway and public transport improvements while controlling demand for travel by car

Figure 4.2 Appraisal of strategic LTP themes

LTP3 goal	Theme A	Theme B	Theme C	Theme D
Supporting economic growth				
Tackling climate change				
Better safety, security & health				
Equality of opportunity				
Quality of Life				
Deliverability				

4.5.3 Greater detail on these themes, and the appraisal process can be found in the SEDTS Final Report and the SEA Environmental Report.

4.5.4 This high level appraisal indicated that just applying measures under the “do-minimum” theme, whilst being easier to deliver, would not represent a significant enough intervention to contribute positively to the LTP3 goals, and would most likely fail to tackle key challenges such as congestion, journey time reliability, connectivity and reducing carbon emissions.

4.5.5 Theme D, with a greater focus on road based measures, would have the strongest contribution towards supporting Dorset’s economy, but would be likely to be less effective in reducing car-based trips and therefore result in increased carbon emissions. New highway infrastructure would also be more expensive and difficult to deliver and is the least scaleable type of intervention. Demand management mainly addresses the tackling climate change goal; scores against other objectives are mixed but there are potential negative impacts on low income groups.

4.5.6 The measures under themes B and C, focussing more on public transport, smarter choices, walking and cycling, would be more likely to encourage modal shift away from the car and provide equitable, accessible and affordable transport – therefore contributing positively to a wider range of the goals, and also wider policy agendas. Public transport measures should lead to positive impacts on low income and/or vulnerable groups, and help to address issues such as employment deprivation, by linking deprived areas to employment opportunities, with improved accessibility overall. Smarter choices alone were considered unlikely to have a large impact due to the need to provide a viable public transport alternative to supplement them, and potentially some form of demand management.

4.5.7 The best performing combination of measures under each of the high-level themes was subsequently brought together to form a draft preferred strategy. This was informed by further appraisal work against the contribution to the LTP3 goals. Consultation on the draft preferred strategy, and a strong focus on deliverability (including likely availability of funding), then helped to form the final preferred strategy (see Section 4.8).

4.6 Strategic Environmental Assessment (SEA) and Habitats Regulations Assessment (HRA)

4.6.1 As part of the strategy development, the SEA considered the impact of the LTP3 on the following key topics:

- Air quality
- Climatic factors
- Biodiversity, fauna and flora
- Population
- Human health
- Soil
- Water
- Material assets
- Cultural heritage
- Landscape

4.6.2 The measures under the four strategy themes were appraised against a set of environmental objectives based upon the topics above and other plans and policies such as the LDF Core Strategies. The draft preferred strategy was also appraised. The **SEA Environmental Report** details outcomes of this appraisal and the significant effects and recommended mitigation measures that have influenced development of the final preferred strategy, and assisted in incorporating a level of environmental protection and improvement of the sub-region's unique natural assets. The SEA incorporated a Health Impact Assessment. Key environmental stakeholders including Natural England, English Heritage and the Environment Agency were consulted to inform the final plan. Throughout the life of the plan, the authorities will seek to ensure that the environmental stakeholders continue to have an important role, particularly in the delivery of some of the more significant schemes, which may have greater potential impacts on the environment.

4.6.3 A separate HRA determined the potential effects of the plan on Natura 2000 sites and this assessment is detailed in the **HRA Screening Report** and **Appropriate Assessment**. The HRA has ensured that the plan will not have any unacceptable impacts on European nature conservation sites which could not be overcome with appropriate mitigation.

4.7 Equalities Impact Assessment (EqIA)

4.7.1 The EqIA has considered potential impacts throughout the strategy development process on age, disability, ethnicity, gender, faith or belief, race and sexual orientation. It sets out the key issues and potential impacts which have been taken into account in forming the preferred strategy. The EQIA is consistent with the LTP3 goal for achieving greater equality of opportunity by creating a fairer society.

4.8 Preferred Strategy

4.8.1 The final preferred strategy represents the most effective, deliverable and acceptable combination of measures to address current and future transport issues in the plan area to the year 2026. This is based upon thorough consideration of all potential options and feedback from public and stakeholder consultation. This has ensured that the strategy closely aligns with the desired LTP3 outcomes and goals and meets the needs of local people.

4.8.2 The preferred strategy is defined by a strategy framework, through which the LTP3 goals will be delivered, which is explained in Chapter 5.

4.8.3 The policies and solutions to be applied under the strategy framework are detailed in Chapters 6 to 12.

In this chapter:

- The LTP3 strategy comprises 7 key strategy measures and 14 strategy elements designed to complement each other
- Together they form the basis of an integrated and sustainable transport strategy...
- ... and contribute towards overcoming the key challenges and achieving the goals
- 3 overarching principles of “local participation”, “smarter working” and “green thinking”
- Low cost, high value walking, cycling and smarter choices measures in the short term
- More significant public transport improvements, more vigorous smarter choices and selected highway schemes in the medium term
- Further highways schemes to support growth and continued public transport investment in the longer term
- Some strategy measures will be particularly suitable for different parts of Dorset. Urban/ rural solutions will be appropriate for the local context



5.0.1 Seven key strategy measures consisting of **fourteen strategy elements** aim to overcome the key challenges for transport in the plan area and achieve the LTP3 goals. This provides the basis for the policies and solutions set out in Chapters 6 to 12, and will drive the development of the three-year Implementation Plans.

1	REDUCING THE NEED TO TRAVEL	A	Encouraging and supporting new development to be located and designed in ways that people can meet their day to day needs with less overall need to travel, and by sustainable modes
		B	Supporting and promoting ways of delivering key services that encourage more sustainable travel patterns
Ch. 6			
Reason – dispersed patterns of development in Dorset have resulted in car-dependent lifestyles. Smarter planning and design, considering people’s travel and access needs, can help to create more sustainable travel patterns.			
<ul style="list-style-type: none"> Better integration of land use and transport 		<ul style="list-style-type: none"> Supporting Local Development Frameworks 	<ul style="list-style-type: none"> “Non-transport” solutions Good practice in design
2	MANAGING & MAINTAINING THE EXISTING NETWORK MORE EFFICIENTLY	C	Keeping transport infrastructure well-maintained, safe, and resilient for all users
		D	Making better use of Dorset’s transport network to maximise its efficiency for all forms of travel
Ch. 7			
Reason – it is cheaper to get the most out of existing infrastructure than to build more. “Best use” will include walking, cycling and public transport, not just increasing capacity for vehicles. However, all of these will contribute to reducing congestion and keeping traffic flowing as well as wider objectives for the environment and accessibility.			
<ul style="list-style-type: none"> Re-allocating road space More sustainable maintenance Adapting to climate change 		<ul style="list-style-type: none"> Network management / Intelligent Transport Systems (Joint Control Centre) Management of rural roads 	<ul style="list-style-type: none"> Junction improvements Freight management Road classification/ categorisation
3	ACTIVE TRAVEL AND “GREENER” TRAVEL CHOICES	E	Widening opportunities for healthy lifestyles through integrating active travel into people’s everyday lives and providing supporting infrastructure
		F	Applying smarter choices and supporting “green technology” to encourage modal transfer and low carbon travel behaviour
		G	Creating attractive public realm and streetscapes
Ch. 8			
Reason – there is huge potential for walking and cycling as choices for shorter distance journeys – modes which perfectly complement Dorset’s high quality built and natural environment. However, people need the knowledge, and encouragement to choose travel options which benefit themselves personally, and wider society.			
<ul style="list-style-type: none"> Improved cycling / walking infrastructure Targeted programmes of Smarter Choices / green travel planning 		<ul style="list-style-type: none"> Enhanced walking and cycling environments Active travel campaigns / initiatives Supporting low carbon vehicle technology 	<ul style="list-style-type: none"> Sustainable tourism initiatives Rights of Way / Green Infrastructure enhancements Noise and air quality
4	PUBLIC TRANSPORT ALTERNATIVES TO THE CAR	H	Building upon current public transport provision to improve the availability, quality, reliability and punctuality of services
		I	Developing a fully integrated public transport system which is easier to use for everyone
		J	Improving local accessibility and local connectivity for the most vulnerable groups and rural areas of Dorset
Ch. 9			
Reason – people need realistic alternatives to encourage the levels of modal shift required to create a sustainable, low carbon society. For others, their livelihoods and well-being depend on a functional and accessible public transport system.			
<ul style="list-style-type: none"> Quality Bus Corridors Quality Bus Partnerships Enhanced rail / access to stations Park and ride (bus and rail) 		<ul style="list-style-type: none"> Express bus services from outlying areas Integration of different travel modes Smartcard ticketing Improved / personalised travel information 	<ul style="list-style-type: none"> Transport interchange hubs Waterborne transport Rural transport Community transport

5 Ch. 10	CAR PARKING MEASURES	K	Implementing balanced and proportionate parking policies which promote economic vitality and support the use of alternatives to the car, particularly for single occupancy commuter trips		
			Reason – the car is the dominant mode of travel in Dorset, but often unnecessarily, contributing to congestion, delays and lower quality urban and rural environments. The ways in which parking policies are applied is important in supporting local economies, but also in enhancing the relative attractiveness of alternatives to the car to promote balanced travel choices.		
	<ul style="list-style-type: none"> Balanced and proportionate parking controls and charges 	<ul style="list-style-type: none"> Parking management / restraint Visitor / tourist parking 	<ul style="list-style-type: none"> Parking standards in new development 		
6 Ch. 11	TRAVEL SAFETY MEASURES	L M	Applying engineering, education and enforcement solutions to create safer travelling environments		
			Working with partners to improve community safety and security		
Reason – Road casualties have not been declining as quickly as hoped. Everyone has a right to travel safely, whatever mode they choose. Safer environments are also more attractive for walking and cycling.					
	<ul style="list-style-type: none"> Casualty reduction Motorcycle safety training 	<ul style="list-style-type: none"> Prioritising vulnerable users Driver education & behaviour 	<ul style="list-style-type: none"> 20 mph zones / home zones Tackling inappropriate speed 		
7 Ch. 12	STRATEGIC INFRASTRUCTURE IMPROVEMENTS	N	Delivering larger scale targeted improvements to the strategic public transport and road infrastructure which strengthen connectivity and support regeneration and growth		
			Reason – poor strategic transport links are a deterrent to businesses and are jeopardising economic growth. New transport infrastructure is vital for planned growth in housing and jobs. Financial and environmental constraints limit what is achievable		
	<ul style="list-style-type: none"> Targeted road improvements Strategic partnership working 	<ul style="list-style-type: none"> Improving strategic public transport links Design and construction 	<ul style="list-style-type: none"> Trunk road schemes 		

5.1 Overall contribution to LTP3 goals and challenges

5.1.1 Figure 5.1 demonstrates the overall contribution of the different strategy measures to the LTP3 goals. Further details of how each measure contributes to the goals are provided in Chapters 6 to 12, and Chapter 13 demonstrates how the strategy works as a whole to overcome the challenges and meet the goals.

Figure 5.1 Contribution of the strategy measures to the LTP3 goals

LTP3 Goals	Key Strategy Measures													
	1		2		3			4			5	6		7
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Supporting economic growth	✓	✓	✓✓	✓✓	✓	✓	✓	✓✓	✓	✓/O	✓	O	O	✓✓
Tackling climate change	✓✓	✓✓	✓	✓✓	✓✓	✓✓	O	✓✓	✓	✓	✓	O	O	O
Better safety, security & health	O	O	✓	✓	✓✓	✓	✓	✓	✓	✓	O	✓✓	✓✓	O
Equality of opportunity	✓✓	✓✓	O	✓	✓	✓	O	✓✓	✓✓	✓✓	O	✓	✓	✓
Improve quality of life	✓	✓	✓	✓	✓✓	✓	✓✓	✓✓	✓✓	✓	✓	✓	✓	✓

✓ = positive contribution

✓✓ = strong positive contribution

O = no significant contribution

5.2 Overarching principles

5.2.1 Three overarching principles will guide the application of the strategy measures.

BOX 8: Overarching Principles

Reflecting a new emphasis on localism and an era in which there will be considerable pressure on financial and human resources, the following principles will apply across the whole strategy:

1. **Local participation** - A greater focus on local action and working with the Voluntary, Community and Social Enterprises and communities to identify, develop and deliver locally managed transport solutions to solve local needs, particularly in the rural areas
2. **Smarter working** - A "smarter" strategy approach with a focus on achieving significant efficiency savings and making the best use of resources. This includes developing and maintaining strong local partnerships. Joint working between the authorities and with other service areas and the private sector, channelled through the WMAP and LSPs, will be vital to the strategy
3. **Green thinking** - A focus on reducing the carbon footprint of all aspects of transport and travel

5.3 An integrated and sustainable transport strategy

5.3.1 The combined effect of all of the strategy measures is key to the integrated strategy. The focus of each strategy measure is expected to change over the course of the LTP3 period to 2026, reflecting the "scaling" of the strategy over time, and the influence of factors such as the timing and scale of development, availability of funding and the preparation times and deliverability of schemes and initiatives. The LTP strategy takes into account **the need to provide necessary transport infrastructure and opportunities for sustainable travel required to mitigate the direct and cumulative impacts of new development.**

5.3.2 The sustainable approach to transport will be based on the integration of land use planning with transport measures, and better integration between all forms of transport. The emphasis will be on measures that will help to slow down the growth of road traffic, particularly the private car, either by **obviating the need for journeys to be made at all**, or by **providing a greater choice of effective alternatives**, among them walking and cycling.

5.3.3 The location of development should have a long term effect in promoting the use of more sustainable modes of travel and reducing journey lengths. However, strategic land use policies alone will not achieve a total change in travel patterns and habits. National policies, such as fuel tax, and local urban management policies influencing road space and parking, and the promotion of public transport, are key influences on the strategy.

5.3.4 The aim of the strategy will be to **focus upon low cost, high value measures within the short to medium term** to manage demand, to provide alternatives to the private car (including increasing the attractiveness of public transport), to reduce the environmental impact of transport, and to make more efficient use of existing transport infrastructure. Targeted introduction of new highway infrastructure in the medium to long term will be necessary to provide some capacity improvement and strategic connectivity to support planned growth in Dorset. The strategy also recognises that alternatives to the car will not be viable for all journeys, particularly in rural areas, and therefore supports longer term technological development to make necessary car travel greener.

5.3.5 The overall objective is to seek a balanced, low carbon transport system which limits the most damaging effects of car usage and provides real choice in alternatives to the private car.

Figure 5.2 Broad overview of the LTP3 strategy approach

	GENERAL MEASURES	KEY INFRASTRUCTURE
2011	<ul style="list-style-type: none"> • Low cost / high value measures • Active roll out of active travel and smarter choices initiatives • Increased focus on Travel Planning • Enhanced walking / cycling routes • ITS – signals control optimisation • Continued maintenance and safety schemes • Smartcard ticketing system • Developing local access schemes with the voluntary sector 	<ul style="list-style-type: none"> • Development of Strategic Cycle Networks / Green Infrastructure • Completion of Weymouth Olympic Transport Package • Poole Bridges Regeneration Initiative Core Scheme • Key junction improvements • Joint Traffic Control Centre • Weymouth / Dorchester P&R • A31 Canford Bottom improvements (Highways Agency) • Development of Quality Bus Corridors
2015	<ul style="list-style-type: none"> • Continuation of the measures above • Greater focus on strategic public transport improvements, overseen by formalised authority partnership arrangements • Locking in benefits of smarter choices / walking & cycling • Express bus services • Develop Park and Rail • Community Travel Exchanges in rural areas • Negotiate enhanced rail services 	<ul style="list-style-type: none"> • Poole Bridges Regeneration Initiative – gyratories / links • Implementation of Quality Bus Corridors Phase 1 & 2 • Bournemouth Airport transport hub / Interchange • Key junction improvements • Parley lane (airport access) improvements • Swanage rail connection • Infrastructure for alternative fuel vehicles • A31 Ringwood widening (HA)
2020	<ul style="list-style-type: none"> • Continuation of low cost/ high value measures • Targeted new road infrastructure to support growth • Reviews of town centre parking charges / parking supply • Continued public transport investment • Increased rail frequencies • Waterborne Transport (Jurassic Coast) 	<ul style="list-style-type: none"> • Quality Bus Corridors Phase 3 • SE Dorset Park and Ride sites (potential) • A31 dualling -Ameysford to Merley (Highways Agency) • Development of a Dorset Area Rapid Transit scheme
2026		

5.4 Geographic priorities

5.4.1 As demonstrated in Chapter 3, the key transport challenges differ across the diverse LTP area. Similarly, solutions based on the key strategy measures will be applied as appropriate to the local context. Table 5.1 demonstrates the extent to which each strategy measure applies to different broad geographical areas. Appendix E demonstrates how the LTP3 strategy translates to specific local areas.

Table 5.1 Geographic priorities in applying the LTP3 strategy measures

	South East Dorset	Weymouth / Dorchester	Market towns & rural hinterland	Jurassic Coast
Reducing the need to travel	+++	+++	+++	++
	The majority of new housing and jobs is expected in SE Dorset. Sustainable transport corridors will continue to be a priority to support high density development in urban areas. In the market towns and rural communities transport initiatives will support increased self-containment and self-sufficiency. The main focus for innovative ways of delivering services to people will be in market towns and rural areas, where improved digital infrastructure will also be a priority.			
Managing and maintaining the existing network more efficiently	+++	+++	++	+
	Traffic management and network management will have a greater focus on the congested key corridors in urban areas. Priorities for transport asset maintenance will be determined in accordance with the principles of the Transport Asset Management Plans. Priority areas most at risk of the impacts of climate change will be identified and targeted through the TAMPs. First Priority Locations from the Noise Action Plans will be a priority for mitigation such as low-noise road surfacing. Rural roads will be subject to particular management policies. A priority in rural areas will be tackling freight using unsuitable routes.			
Active travel and "greener" travel choices	+++	+++	++	++
	The greatest unmet potential for walking and cycling has been assessed to be in SE Dorset, Weymouth and Dorchester. Working with the NHS, Health Action Areas will also be a priority. New routes and infrastructure elsewhere will support links between rural communities and market towns, and linking market towns to rail stations. "Green Infrastructure" links will be strengthened between urban areas and the surrounding countryside. The 4 existing Air Quality Management areas will be a focus for air quality improvements.			
Public transport alternatives to the car	+++	+++	++	++
	A significant step change in public transport provision will be a priority in SE Dorset. Improved public transport will be sought to key employment growth areas. For the Jurassic Coast area the priority will be to promote sustainable tourism and enhance non-car access. Areas of poor accessibility identified in the Accessibility Strategy will also be priorities for action. In rural areas and market towns in particular, there will be a strong focus on developing local access solutions, run by local communities and voluntary groups.			
Car parking measures	+++	++	+	+
	The application of parking policies is particularly relevant in the urban centres where their impact on both the local economy and choices to use alternative modes is greatest, and therefore require careful management. Management of visitor parking is important at popular tourist destinations across Dorset.			
Travel safety measures	+++	+++	+++	+++
	Applying travel safety measures will be a priority across the whole sub-region. Locations will be dictated by intelligent analysis of casualty data.			
Strategic infrastructure improvements	+++	++	-	-
	The priority for strategic infrastructure improvements will be in the urban areas, and in the SE Dorset conurbation in particular, where major infrastructure is required to support planned growth.			

5.5 Generic policies

5.5.1 The following policies set the broad context of the strategy. All other policies are set out under the relevant LTP3 strategy measures in Chapters 6 to 12.

POLICY LTP GEN-1

The transport investment programmes of Bournemouth Borough Council, the Borough of Poole and Dorset County Council will seek to achieve the following outcomes, in line with the LTP3 goals:

- i. Support a more productive and prosperous economy, with improved reliability, efficiency and connectivity of transport networks and communications
- ii. Reduce the overall level of emissions of carbon dioxide and other greenhouse gases from travel and transport and ensure the network is resilient
- iii. Promote more equal opportunities for everyone, including access to services they need, to create a fairer society
- iv. Reduce the risk of death, injury or illness arising from transport and promote travel modes that encourage healthy, active lifestyles
- v. Protect and enhance the quality, local distinctiveness and diversity of Dorset's built and natural environment, and improve individual well-being and enjoyment of places
- vi. Achieve value for money in all transport investment

POLICY LTP GEN-2

The authorities, together with their partners, will seek to influence travel demand through an integrated package of low cost, high value measures to reduce traffic growth, encourage sustainable travel patterns and increase the modal share of alternatives to the car, including:

- i. Integration with land use planning policies and strategic spatial planning
- ii. Encouraging people and businesses to reduce the need to travel via virtual access and co-location of facilities through the land use planning process
- iii. Influencing travel behaviour through smarter choices, education and publicity
- iv. Providing, and promoting an enhanced range of alternatives to the car
- v. Applying balanced and proportionate parking controls and charges
- vi. Prioritising best use of the highway network

POLICY LTP GEN-3

All transport policies and proposals supported through the LTP3 will seek to develop transport improvements in ways that minimise environmental impacts and avoid direct and indirect negative impacts on the conservation objectives of environmental designations, including European (Natura 2000) sites. Any proposal that would be likely to have a significant effect on European sites, either alone or in combination with other plans and projects, will be subject to assessment under Part IV of the Habitats Regulations at project stage.

In this chapter:**A**

Encouraging and supporting new development to be located and designed in ways that people can meet their day to day needs with less overall need to travel, and by sustainable modes

B

Supporting and promoting ways of delivering key services that encourage more sustainable travel patterns

Working with the following key partners:

Local Planning Authorities; WMAP; Health Sector; Education Sector, other public / private sector service providers

Contributing to other key local strategies and plans:

Local Development Framework Core Strategies, Area Action Plans and other Development Plan Documents

Key points:

- Further strengthening links with Local Development Frameworks to encourage and support higher density and mixed-use developments in locations that are easily accessible by a range of travel modes
- Ensuring new development provides maximum opportunities for the use of sustainable modes of travel and provides necessary transport infrastructure to mitigate impacts
- Raising design standards in new development to encourage attractive, well designed places which people enjoy, are proud of, and which promote walking and cycling
- Working with the health, education and other service providers, to encourage policies that consider access needs, limit the need to travel, and facilitate access by alternatives to the car
- Encouraging people and businesses to consider their access needs when making locational decisions

1

REDUCING THE NEED TO TRAVEL

6.0.1 Meeting the long term challenge of a prosperous low carbon economy requires a fundamental change towards **more sustainable travel patterns** in Dorset, both for the existing and future population. This means people travelling less and making shorter journeys that utilise walking, cycling and public transport. In addition to influencing modal choice and delivering sustainable transport improvements, this will require closer integration between land use and transport planning to determine both where people live, and where and how the services they need to access are delivered.

A

Encouraging and supporting new development to be located and designed in ways that people can meet their day to day needs with less overall need to travel, and by sustainable modes

6.1 Strengthening the links between land use planning and transport

6.1.1 The location and nature of development affects the amount and method of travel, and the pattern of development is itself influenced by transport infrastructure and transport policies. The co-ordination of land use planning and transport provision is therefore a fundamental requirement if the dominance of the private car is to be reduced and alternative means of travel encouraged. Longer term sustainable development within Dorset will be facilitated through:

- Ensuring that the LTP and Local Development Frameworks (LDFs) contain supporting and complementary policies and proposals which promote the sustainable movement of people and goods
- Aligning LDF and LTP Implementation Plans to co-ordinate infrastructure requirements to support growth
- Ensuring that accessibility by sustainable modes of travel (both existing and potential) is a high priority in locating new development, including the proximity to existing services
- Encouraging and supporting the creation of high density, **mixed-use neighbourhoods** where people can walk and cycle to work
- **Ensuring sustainable access is a priority for major employment growth sites** such as Bournemouth Airport and Ferndown Industrial Estate
- Seeking to **increase demand for local transport services** (to make them more viable) through careful spatial planning
- Maximising the strengths of joint strategic governance arrangements (MAA or LEP) to enhance joint working and co-ordination between the authorities on strategic planning and transport issues
- Addressing the balance between housing, jobs and skills to reduce in /out-commuting to /from the LTP area

POLICY LTP A-1

As far as possible, the LTP will support and encourage development and redevelopment proposals which minimise the impact of the private car by reducing the need to travel, as well as the distance travelled. Working with the Local Planning Authorities and Regeneration Agencies, the authorities will encourage Local Development Documents and regeneration and investment strategies to have regard to:

- i. influencing the demand for travel
- ii. achieving a shift in transport modes to alternatives to the private car
- iii. making the best use of existing transport infrastructure and services
- iv. improving connectivity locally and in the wider area where appropriate, including the need for improvements to transport infrastructure
- v. providing high levels of accessibility for all to local services

POLICY LTP A-2

Through achieving a step change in the quality and reliability of public transport services, policy within the LTP will support land use policy that encourages major development in the main urban areas and in centres along key public transport corridors and around transport hubs, to maximise the potential use of public transport. Where major development is permitted outside Town Centre areas, additional public transport, cycling and walking facilities will be encouraged to minimise use of the car.

6.2 Supporting an integrated approach to strategic spatial planning

6.2.1 The relationship between transport and land use varies throughout the LTP area due to its diverse nature. Not all communities can sustain the same level of facilities and it is appropriate that urban and rural areas offer different levels of service, and that transport provision reflects and supports their relative functions.

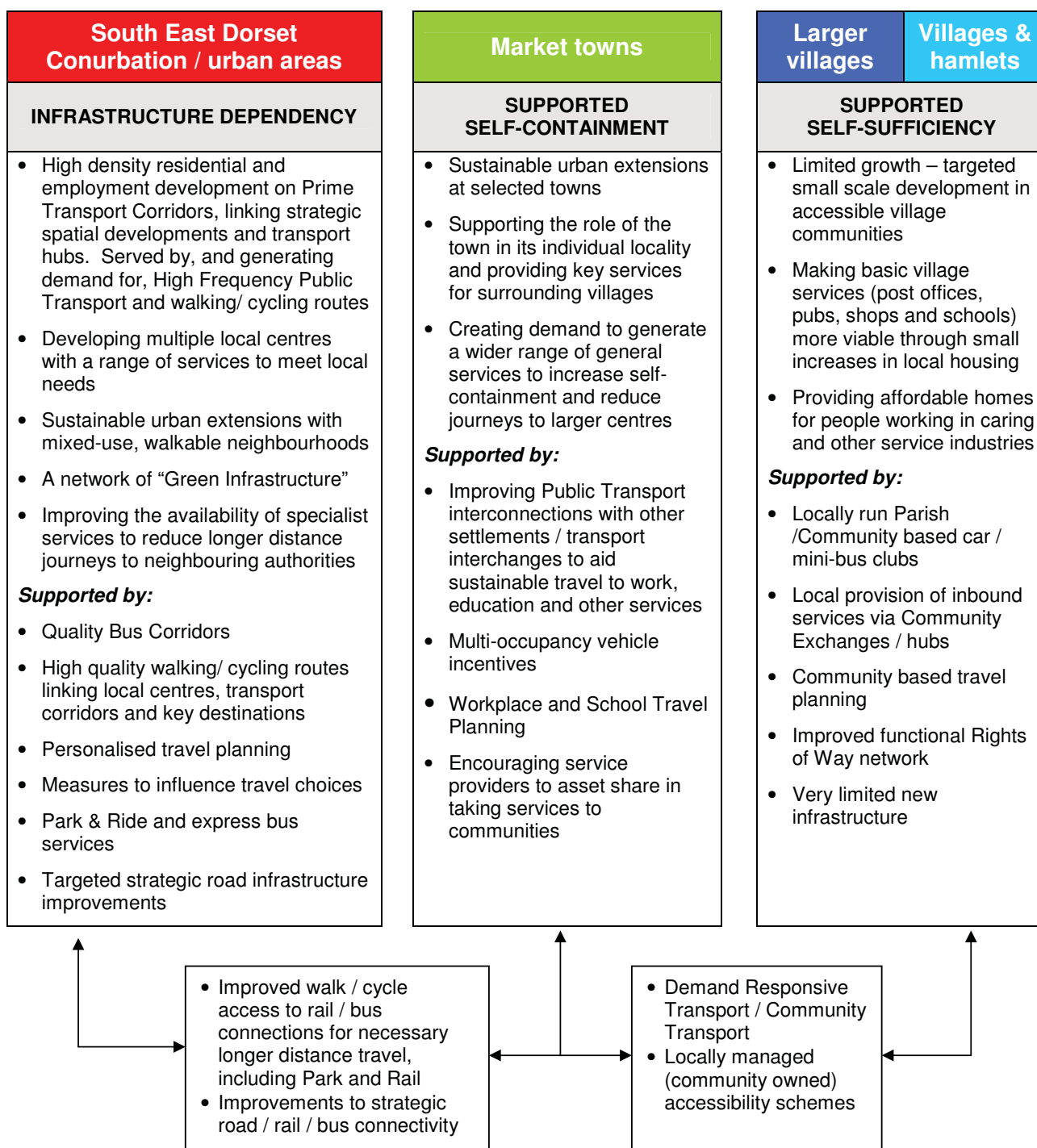
6.2.2 Figure 6.1 demonstrates how the LTP is integrated with, and supports, strategic spatial planning approaches across Dorset to encourage more sustainable travel patterns within, and between, different types of settlement. Future expected growth within Dorset, and the implications for major transport infrastructure necessary to support it, is considered in Chapter 12.

6.2.3 In the urban character areas, where the focus of new development is intensification, key strategic outcomes for public transport will rely on **increasing the density of residential areas** to provide the scale of demand required for public transport services to expand. By building more homes along key public transport corridors and in accessible locations, more effective transport services can be provided which more closely meet people's access needs.

6.2.4 The key approach in market towns, and the rural hinterlands that they serve, will be to **support a greater degree of self-containment**. The LTP3 supports functional living that is much less dependent on motorised transport and better equipped to access services by walking and cycling.

6.2.5 In rural villages, priorities will focus on providing help and support to establish community-based initiatives, which will necessitate a lifestyle with a **greater focus on self-sufficiency**. Rural areas will not provide the same level of convenience or service provision as urban areas and, at least in the short term, infrastructure improvements such as improved footways are unlikely to be affordable. In some cases, low cost improvements to Rights of Way may represent affordable solutions.

Figure 6.1 The integrated approach to spatial planning and transport in Dorset



Prime Transport Corridors

6.2.6 The concept of **Prime Transport Corridors** that was developed for the LTP2 has been integrated into a number of LDF Core Strategies as a strategic planning tool to better relate land use to transport provision (see Figure 6.2). The Prime Transport Corridors will provide a strong framework in the conurbation that links some of the strategic spatial developments. Additionally, sustainable housing and employment development will be focused

along the corridors, linked to neighbourhood retail and service centres and local public transport hubs. This will also support smaller developments that themselves help to reinforce the role and viability of the transport corridors, as well as delivering locally distributed housing, jobs and community facilities.

6.2.7 The corridors also seek to address issues of congestion and pollution through urban transport renewal/improvement schemes, including the development of **Quality Bus Corridors** (see Chapter 9). Junction and on-line improvements and the re-allocation of road space will create opportunities for cycling / walking improvements and bus priority measures. The corridors would support potential Park and Ride facilities.

Figure 6.2 Prime Transport Corridors



6.3 Promoting sustainable transport through good design in new development

6.3.1 The design of new development should create opportunities to enable individuals to select the most suitable and environmentally acceptable mode of travel. Further integration of transport policy with Local Development Documents and the development management /control process will encourage **positive design solutions** for all new developments which ensure key services are accessible locally and provide maximum opportunities for walking, cycling and public transport use. Where appropriate, assistance will be provided to developers in the form of clear design guidance setting out design requirements and best practice in line with LTP objectives.

6.3.2 Transport Assessments and Travel Plans accompanying new developments (see Policy LTP F-2) should demonstrate how both the location and design of that development promote sustainable forms of travel. These will need to effectively assess the impacts of the proposed development and put forward measures to manage the journeys created. In assessing planning applications, the full environmental impacts of the development over its expected lifetime will be considered, including the impacts on carbon emissions from associated travel demand.

6.3.3 S106 and S278 agreements are currently used to secure transport improvements and financial contributions to mitigate the impacts of new development on the transport network in the plan area. This is vital to ensure that congestion, pollution and carbon emissions do not worsen as a result. Under the regulations of the **Community**

Infrastructure Levy (CIL), established in April 2010, transport is defined as one of the elements of infrastructure for which CIL can be charged. It is anticipated that, in the early years of the plan, the authorities will seek to establish a CIL, with the expectation of scaling back the use of S106 agreements. CIL would therefore become the primary mechanism for collecting developer contributions towards transport infrastructure.

POLICY LTP A-3

In order to ensure that new development is adequately served, mitigates impacts on the existing network and promotes sustainable travel options, the authorities will work with the Local Planning Authorities to ensure that requirements for developer funding for transport are applied through the planning process which:

- i. **Contribute towards priorities and schemes contained within the LTP that are deemed to directly relate to, and mitigate impacts of, their development**
- ii. **Fund the necessary transport infrastructure and mitigation measures required for the development of their particular site. This shall include high quality, attractive links to walking, cycling and public transport networks**
- iii. **Make financial contributions towards existing tariff-based transport contribution schemes or (when introduced) a Community Infrastructure Levy, where appropriate. This shall provide for transport infrastructure identified as necessary to support planned growth and mitigate the proportionate cumulative impact of additional trips generated by their development on the wider transport network, in accordance with government guidance**

B

Supporting and promoting ways of delivering key services that encourage more sustainable travel patterns

6.4 Service delivery and transport policy

6.4.1 There is a need to consider a variety of "non-transport" solutions to influence how services (such as health, schooling, shopping and employment) can be made available locally. This helps to achieve the dual benefits of removing unnecessary trips from the network and making some services easier to access, particularly for older people and the mobility impaired.

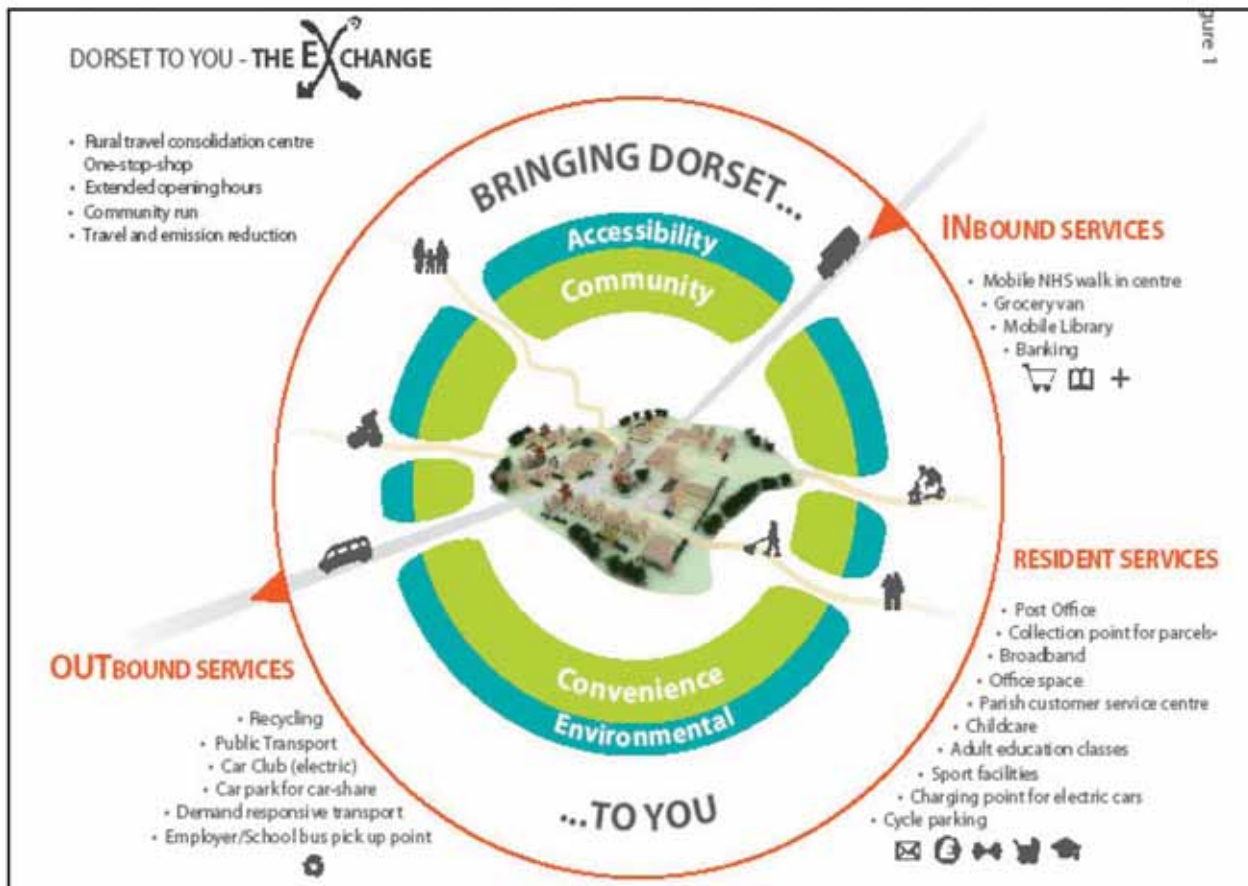
6.4.2 Recent local authority funding cuts mean that there will be considerable pressure on the closure of some key local services and this potentially has significant implications for the LTP in terms of accessibility and trip generation. It will be important that the authorities not only seek solutions to maintain access to services, but also work closely with service delivery partners regarding potential service closures / re-locations to minimise the impacts on transport, travel and access needs.

6.4.3 During the LTP3 period, particular priorities will include:

Digital Infrastructure – supporting the wider roll out of broadband connectivity and mobile phone coverage in the plan area, particularly in the rural areas. This will be complemented by promotion of tele-working /workplace hubs, tele-conferencing and online shopping

Community travel exchanges / hubs – establishing locations in village centres where key services are transported into the exchange (such as mobile banking and libraries) and the outbound exchange involves provision of transport options to access external services (e.g via demand responsive transport, car clubs/car share) - see Figure 6.3

Figure 6.3 Dorset Community Travel Exchange concept



Working with local service delivery partners – influencing more sustainable travel patterns to key services through:

- Supporting local access needs in decisions regarding service location / re-location
- Education - promoting parental decisions, or seeking to amend the school selection process, to favour local school choices which reduce the need to travel
- Health - outsourcing of hospital appointments to local community facilities, greater use of 'tele-care' services, and changing visiting hours (which may allow greater opportunities to travel by public transport)
- Skills/ training - strengthening local skills to support the growing local knowledge-based economy and reduce longer distance in-commuting
- Seeking to improve the efficiency in service provision location through the co-location of facilities on the same site and the multiple use of buildings

Social marketing techniques - helping individuals and businesses think about the travel implications before they make key decisions such as moving house, starting a new job, deciding on a school, or where to locate their business. In this way, the negative transport impacts caused by poor locational decisions can be addressed before key decisions are made.

POLICY LTP B-1

Working closely with the Local Planning Authorities, the authorities will seek to ensure that Accessibility Planning is embedded within planning and strategy documents. Service providers will continue to be encouraged to incorporate accessibility and sustainable travel considerations within their service delivery investment programmes, policies and locational decisions.

6.4.4 It is most desirable that people are able to meet their access needs with the minimal amount of travel required. However, the LTP also supports an integrated, sustainable transport system, including a variety of local access solutions, to assist people in getting to the services that they require in the most efficient ways to reduce impacts on the environment.

6.5 How will this strategy measure contribute to the LTP3 goals?

Supporting economic growth	<ul style="list-style-type: none"> - Well located, accessible and sustainable new development supporting a low carbon economy - Prime Transport Corridors promoting high density, mixed use development with excellent sustainable transport links - Fewer people having to travel long distances for quality job opportunities (and less out-commuting from the LTP area), and therefore reduced congestion - More sustainable and self-sufficient communities, making rural villages more viable
Tackling climate change	<ul style="list-style-type: none"> - Less overall distance travelled by people in the LTP area, resulting in lower transport related per capita carbon emissions - More journeys which can realistically be made by low carbon forms of travel
Better safety, security and health	<ul style="list-style-type: none"> - Better access to key services by physically active modes such as walking and cycling - More sustainable travel patterns suited to walking and cycling trips
Equality of opportunity	<ul style="list-style-type: none"> - More easily accessible services, and by a greater range of travel modes (or with no travel)
Improve Quality of Life	<ul style="list-style-type: none"> - More sustainable, self-contained communities - Higher quality, "walking and cycling friendly" environments in new development

See also the following LTP3 supporting strategies - 1) Accessibility; 2) Low Carbon Travel Strategy

Key Strategy Measure	2	Managing and maintaining the existing network more efficiently
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In this chapter:

C	Keeping transport infrastructure well-maintained, safe, and resilient for all users
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D	Making better use of Dorset’s transport network to maximise its efficiency for all forms of travel
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Working with the following key partners:	Contributing to other key local strategies and plans:
Highways Agency; Freight Quality Partnership; Adjacent highway authorities	Transport Asset Management Plans, Network Management Plan; Freight Strategy

Key points:

- Prioritising ‘best use’ which achieves a wide range of objectives - such as environmental, safety and accessibility - not just maximising capacity for motor vehicles
- Managing roads to balance different user needs and to reflect the local context and their wider function in place shaping
- Optimising the allocation of resources for the maintenance, improvement and operation of all elements of the transport network in an efficient, effective and sustainable manner
- Maintaining and enhancing the condition of transport assets to meet the needs of current and future customers by ensuring Service Levels are met
- Complying with and, where possible, exceeding the requirements of the Network Management Duty to ensure congestion and disruption are minimised and traffic can move as efficiently as possible on the network
- Adapting the management and maintenance of transport assets to reflect the potential impacts of climate change and ensure networks are resilient
- Working closely with the Highways Agency, and other regional partners, to ensure the efficient and effective management of the transport network throughout the 2012 Olympic Games

2

Managing and maintaining the existing network more efficiently

7.0.1 Allowing people, goods and emergency services to move around in an efficient and reliable manner, and by a range of transport modes, is central to the economy and well-being of Dorset. With expected reductions in available resources, making the very best use of valuable highway assets will be a priority, through a vigorous, positive, new approach to management and maintenance of these assets, with value for money at its heart.

7.0.2 An holistic approach to asset management will include appropriate sustainable maintenance, traffic management, and freight network management regimes that respect and respond to the distinctiveness and context of each individual locality or place. This new approach will encourage greater use of the asset through Smarter Choice options (see Section 8.9) and the provision of real travel choice as an alternative to single occupancy motor vehicle journeys.

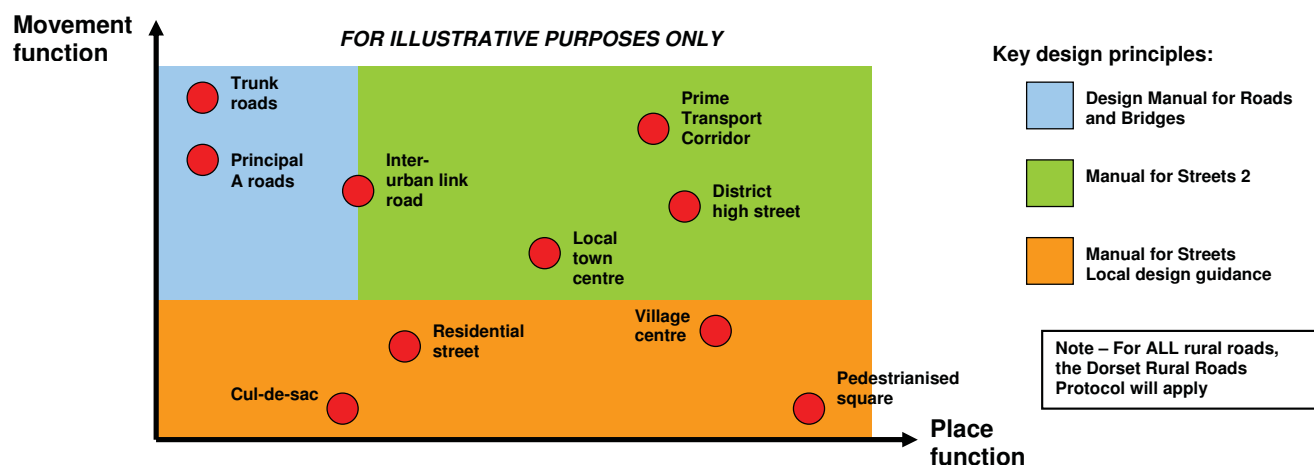
7.0.3 The **Transport Asset Management Plans** of each authority and the joint **Network Management Plan** set out the detailed approaches to maintenance and management of the highway network (including undertaking the duties to meet the Traffic Management Act 2004).

7.1 Reviewing the highway network function

7.1.1 The classification and categorisation of the highway network provides the basis for maintenance and management strategies. Emerging government proposals intend to give greater freedoms to local authorities to amend road classifications to best suit local needs. The authorities will, over time, seek to adapt the classification of roads to better reflect the categorisation system used for management purposes. This will include reviewing the Primary Route Network. All reviews will be based on ensuring traffic uses the most appropriate routes.


7.1.2 The way in which different roads are categorised according to their appropriate use influences how local management and maintenance strategies are applied. Future reviews of road categorisation will give greater consideration to both the movement (provision of access) and place (provision of social setting) function of different roads, acknowledging the wider role of the highway network other than solely the movement of vehicles. The general principles illustrated in Figure 7.1 aim to guide how roads are managed in ways that balance user demands and reflect the local context.

Figure 7.1 Considering the functions of place and movement in road hierarchies



7.1.3 Furthermore, the established road user hierarchy in Figure 7.2 will continue to be applied where appropriate:

Figure 7.2 The road user hierarchy

Consider first  Consider last	Pedestrians
	Cyclists
	Public transport users
	Specialist service vehicles – eg emergency services, waste etc
	Other motor traffic

C Keeping transport infrastructure well-maintained, safe, and resilient for all users

7.1.4 The major challenge to preserve and enhance the condition of the existing network whilst ensuring value for money will be achieved through targeted investment where it is most needed, based upon rigorous prioritisation. The safety and efficiency of the existing network will be a priority and, should funding be particularly limited, the authorities will prioritise maintenance over new improvement schemes.

7.2 Transport Asset Management Plans

7.2.1 The policies and processes that direct maintenance activities are set out in each authority's Transport Asset Management Plan (TAMP). The TAMP is designed to link strategic LTP objectives to operation delivery and sets out the intentions for management of highway assets and how this will deliver efficient and cost effective highway services. During the LTP3 period, the authorities will investigate co-ordinating arrangements and contracts for maintenance through a single joint TAMP, should it be considered to deliver operational efficiencies and a better use of resources.

POLICY LTP C-1

The authorities will maximise opportunities for collaborative working, including with neighbouring authorities, to ensure that the transport network and associated assets are adequately managed and maintained to an appropriate and safe condition through effective Asset Management, which:

- i. **focuses on the long term outcomes of providing a fully sustainable highway network with reduced costs and environmental impacts**
- ii. **incorporates maintenance programmes assessed against their impacts on waste, carbon emissions, noise and air quality, as well as the historic and natural environments**
- iii. **seeks to maintain current Levels of Service as a minimum**

7.3 Maintenance programmes

7.3.1 Funding allocations for maintenance, at least in the short term, will not address the existing maintenance backlog. If this backlog is to be resolved then the authorities will need to either divert funds from elsewhere and/or seek efficiencies and better value in the provision of maintenance. Major replacement of the A338 Spur Road asset is a particular strategic priority as it has reached the end of its maintainable life.

7.3.2 Maintenance programmes should be guided by the following broad principles:

- The long term objective will be to achieve a minimum needs based financial strategy to maintain the highway asset in a condition that provides optimum serviceability for minimum investment
- All investment in **maintenance will be prioritised to where there is greatest need**, based upon up to date and accurate asset inventories and information, including level of usage, condition and safety. The footway and cycle network (incorporating the Rights of Way Network) will be included in this prioritisation.

- Better **value for money** in highway maintenance will be sought through examining the scope for greater efficiencies, partnership working and attracting external investment and funding
- The **value of assets will be optimised over their whole life**, using life cycle planning
- Wherever possible, whole route lengths will be considered, and maintenance schemes will be linked with safety and capacity schemes so that when maintenance work is scheduled on a particular route, safety and other issues are tackled at the same time
- Highway verges will be maintained for walkers, horse riders and cyclists, where it is safe to do so and when no other alternative off road route can be identified
- Regular inspections of bridges and other highways structures will be undertaken to identify maintenance needs

POLICY LTP C-2

Where feasible, maintenance schemes will be integrated with improvement schemes to minimise disruption to the network and ensure efficient use of resources.

POLICY LTP C-3

Under current or new government guidance or powers, the authorities will ensure that works undertaken on the local network by third parties such as utility companies or developers are co-ordinated with other works, are completed to the highest standard within agreed timescales, and that the robustness of such works are monitored, with the third parties being required to take corrective action as necessary.

7.4 Sustainable maintenance practices

7.4.1 Opportunities should be taken through maintenance activities to minimise impacts on Dorset's high quality environment, and particularly to reduce carbon emissions and mitigate the impacts of climate change. Improving the energy efficiency of these operations is also consistent with the aims of reducing costs. Maintenance of assets will respect and respond to the environment through:

- Improved maintenance and energy efficiency of the street lighting network
- Maximising the use of **energy efficient traffic signal heads**
- Incorporating **low noise surfacing** in areas of high density housing, targeting the First Priority Areas identified in the Noise Action Plans (DEFRA)
- Seeking to increase the level of **recycling of highway waste materials**, generating substantial cost savings
- **Maintaining assets to a high aesthetic level** to complement the area's high environmental quality and the importance of the local tourism industry in Bournemouth, Poole and Dorset
- Developing asset management policies and strategies for the **efficient use and maintenance of highway verges and Green Infrastructure** that support pedestrian, cyclist and equestrian movement and promote biodiversity
- Seeking to implement materials policies which ensure the **use of locally sourced, quality, environmentally-friendly materials** which are cost effective in the long term
- Using **low carbon technologies** which minimise the use of raw materials
- Seeking to minimise impacts on Dorset's water quality by **reducing water run-off** from the highway, including ensuring new developments provide, or contribute towards, adequate sustainable drainage

POLICY LTP C-4

The street lighting network will be managed and improved to increase energy efficiency, to minimise environmental impact and to enhance conservation areas and areas identified for public realm improvements. Alterations to street lighting should not compromise road safety or personal security.

7.5 Responding to climate change

7.5.1 Future maintenance regimes will also increasingly take account of predicted changes in climate so that the highways network is planned in a way that makes it resilient to more severe variations in temperature and seasonal changes in precipitation intensity. Considerable work has been undertaken to date in conjunction with the Met Office to predict likely future climate scenarios in Dorset, and the potential risks to highway assets and rail infrastructure. Future priorities for climate change adaptation should be consistent with the aim of mitigating climate change and will include:

- Continued research into potential impacts of climate change on Dorset's transport network, particularly the potential impacts of sea level rise and coastal flooding / erosion
- Supporting the undertaking of duties and responsibilities required under the **Flood and Water Management Act 2010**
- Investigating reports of flooding of transport infrastructure across the LTP area and contributing to the development and maintenance of **local flood risk management strategies**
- Improvements to **sustainable highway drainage**
- Investigating the use of new materials that are more resistant to changes in climatic factors and the risks of structural melting and subsidence

POLICY LTP C-5

In addition to seeking to mitigate climate change, the authorities will identify the most vulnerable parts of the transport network to its potential impacts, seek to implement appropriate adaptation techniques, and develop contingency plans for the maintenance of travel during extreme weather or other events affecting the network.

D Making better use of Dorset's transport network to maximise its efficiency for all forms of traffic

7.5.2 Prioritising 'best use' should address all forms of traffic and achieve a wide range of objectives - such as environmental, safety and accessibility - not just maximising capacity for motor vehicles. A range of traffic management measures will be applied to meet these objectives and are best used in combination. These will be considered in the context of the overall network, but tailored to suit particular areas.

POLICY LTP D-1

The efficiency of the existing highway network will, where appropriate, be enhanced by:

- i. re-allocating road space to give priority to buses, cyclists and pedestrians;
- ii. improvements at critical junctions;
- iii. extension of Urban Traffic Control / Intelligent Transport Systems;
- iv. management of on and off street parking;
- v. provision of parking and travel information to motorists;
- vi. promoting neighbourhoods that support the needs of residents;
- vii. reviewing speed limits to regulate traffic flow and fuel efficiency of vehicles.

7.5.3 Measures to optimise the use of the network will form part of **integrated packages**, focused along Prime Transport Corridors, Quality Bus Corridors and other key public transport corridors, to address issues of congestion, reliability, safety, air quality, noise, and bus punctuality. Urban areas such as the South East Dorset conurbation and Weymouth and Portland are already implementing such packages but there is a need to continuously review their effectiveness and enhance the approach where necessary, taking into account changes in travel patterns, new technology and the implications of land use proposals and the wider transport strategy. The authorities will also work closely with the Highways Agency to achieve the efficient operation of the strategic A31, A35 and A303 trunk roads. In the rural areas, inter-settlement route management strategies will seek to address rural traffic issues (see Section 7.10).

7.6 Network management

7.6.1 The effective planning, co-ordination and execution of all activities on the highway under the Network Management Duty will support key LTP3 priorities and will be guided by the following strategic principles:

- Considering the needs of all road users
- Encouraging the sustainable use of the network and minimising impacts on the environment
- Dealing with traffic growth
- Tackling congestion, and improving journey time reliability
- Co-ordinating all works on the highway including street works, highway maintenance and improvement works
- Making strategic improvements to the network and working with stakeholders to respond to genuine customer concerns where feasible

7.6.2 A focus for the LTP3 period will be to improve the co-ordination of shared and effective traffic management operations across Bournemouth, Poole and Dorset, which will create a more efficient use of resources. This will seek to **better co-ordinate operational management of the network**, including all activities on the highway network, traffic management, co-ordinating responses to emergencies and liaising with the media and public. The aim is to combine operations in a single control centre.

POLICY LTP D-2

The authorities will seek to establish a Joint Traffic Control Centre (JTCC), operated by an organisation separate from, but accountable to, the three authorities and overseen by a single Traffic Manager. The priority function will be to improve co-ordination of expeditious traffic movement within and across the authorities' boundaries.

7.6.3 Priorities for improving the efficient operation of the network include:

Gathering information and providing information needs:

- Improved **monitoring of traffic conditions** through CCTV, Automatic Number Plate Recognition and real time air quality monitoring and traffic counters
- Providing road users with **improved traffic and travel information** (including public transport) through web sites and new mobile phone technology
- Expanding the use of **Variable Messaging Signs and Vehicle Activated Signs** to deliver targeted information on congestion, incidents, events, weather warnings, strategic diversions and safety campaigns

Co-ordinating and planning works and known events:

- Seek to **introduce permit systems** to give increased powers over the co-ordination of road works (subject to necessary approval from the government)
- **Planning for major events** – delivery of the Weymouth Transport Package and traffic management measures on the A31/A35 will be critical to the efficient management of traffic during the 2012 Olympics. A Travel Management Plan for the Bournemouth Air Show will be developed.

Contingency planning:

- Establish **Detailed Local Operating Agreements** with neighbouring authorities and the Highways Agency
- Emergency planning for major network disruptions such as flood events and potential terrorist attacks
- Maintaining and improving access for emergency vehicles - ensuring reliable attendance times

Incident management:

- Continue to review **tactical diversion routes** to respond to accidents and other incidents on strategic routes
- Delivering robust winter service and emergency plans. A comprehensive suite of weather monitoring and winter maintenance systems will include ice detection and a system to monitor road surface conditions during the winter

Enforcement:

- Continuing pro-active enforcement of activities on the highway with a focus on minimising safety risk and disruption. In urban areas, inappropriately or illegally parked cars will be a priority for enforcement.

POLICY LTP D-3

Traffic should be encouraged to use the strategic or local road network as appropriate to enhance the overall efficiency of the highway network and minimise the congestion and environmental impacts arising from the use of less suitable routes. In conjunction with neighbouring authorities and the HA, east-west traffic through Dorset will be discouraged from using inappropriate routes by:

- Direction signing targeting long distance traffic to use the A31 / A35 Trunk Roads, and local traffic to use the local road network**
- Better information for tourists**
- Promotion (and signing) of rail based Park & Ride**
- Working with satellite navigation companies to ensure data reflects appropriate routing**
- Reviewing HGV routing**

7.7 Intelligent Transport Systems

7.7.1 Effective network management will be enabled by the delivery of robust strategies for **Intelligent Transport Systems**, building upon recent investments in **Urban Traffic Management and Control** and taking advantage of continuous advancements in technology. A joint approach to the deployment of ITS will seek to further **enhance the optimisation of traffic signal controls**, fully linked to bus priority schemes, to enhance the overall flow of traffic whilst improving the reliability of bus journey times. There will be a greater ability for operating systems to respond automatically to changes in weather, congestion and other events.

7.8 Key junction improvements

7.8.1 Measures to **improve the efficiency, capacity and safety of junctions** will be focused along key transport corridors, and particularly to complement Quality Bus Corridors. Junction improvements will include the **optimisation of signal timings** using traffic control features such as SCOOT and MOVA and providing **new or improved pedestrian / cyclist crossing facilities** and other safety enhancements. Bus priority measures and cyclist Advanced Stop Lines will be incorporated where feasible. Junctions will be prioritised based on identified existing and forecast future capacity issues, together with currently known accident clusters. Table 7.1 details priority junction improvements identified for LTP3. Improvements to junctions on the trunk road network will be sought in conjunction with the Highways Agency (see Chapter 12). Improvements to the Canford Bottom junction (hamburger scheme) on the A31 trunk road are a particular strategic priority.

Table 7.1 - Identified priority junction improvements

<u>Bournemouth:</u>	A3049/A348 Mountbatten Arms Rbt	<u>East Dorset:</u>
A338 Wessex Way (Kings Park slip road)	The Shah	A347/B3073 Parley Cross
A348/A341 Bear Cross	A35 Pottery Junction	A348 Longham mini Rbts
A347 Cemetery Junction	Tower Park Roundabout	A347/A348 Pennys Hill
A347 Ensburypark Gyratory	A35 Bournemouth Road/St Osmunds Road	A31 (T) Canford Bottom Rbt
A347/A3060 Redhill Rbt	A341 Queen Anne Drive/Gravel Hill	<u>Purbeck:</u>
A35 Iford Roundabout	A349/B3074 Darby's Corner	A35/A351 Bakers Arms Rbt
A3049 Wallisdown Roundabout	A349 Duneys Roundabout	<u>West Dorset:</u>
A3049 Wimborne Rd/Talbot Rd/Alma Rd	<u>Christchurch:</u>	A35 (T) Stinsford rbt
A3060 Cooper Dean Rbt	A35 Fountains Roundabout	A35 (T) Monkeys Jump Rbt
A3060 Castle Lane East /Riverside	A35 Stony Lane Roundabout	A35 (T)/A354 Stadium Rbt
A347/A3049 Boundary Rbt	B3073 Bargates/Stour Road	A352/B3145 Dancing Hill, Sherborne
A35 County Gates	A35 Barrack Rd/Jumpers Rd	
<u>Poole:</u>		
A3049 University Rbt		

7.9 Freight management

POLICY LTP D-4

The authorities will work with freight generators, through the Freight Quality Partnership, to pursue the following strategic priorities for the management of freight movement within Dorset:

- i. **Support the sustainable and efficient movement of freight to, from and within the the plan area**
- ii. **Support national and locally led initiatives to accelerate the introduction of low carbon transport through improving the environmental performance of the freight industry**
- iii. **Minimise impacts of noise, pollution and disturbance on other road users, local communities and the environment**

7.9.1 LTP policies promoting network management and improved strategic network links will enhance strategic connectivity and support the efficient movement of freight (see also Chapter 12). In addition, the authorities will work with the **Freight Quality Partnership**, building upon the established MAA Freight Group, to meet the strategic priorities for management of freight traffic in Policy LTP D-4 by:

- Focusing on sustainable distribution and opportunities to transfer freight to alternative modes - seeking to overcome, where feasible, existing limitations to rail freight in Dorset
- Investigating the potential for **freight consolidation centres** and **co-ordinated night-time deliveries** to improve the efficiency and reliability of freight distribution
- Providing **improved lorry parking facilities** in appropriate locations across Dorset and reviewing traffic orders on large industrial estates to provide informal overnight parking on-street
- Investigating the use of Bournemouth Airport as a freight distribution centre
- Encouraging the use of **low carbon goods vehicles and efficient fleet management**. The authorities will support voluntary schemes such as “EcoStars”.
- Investigating the use of low (carbon) emission zones to restrict access to the most polluting freight vehicles
- Working with minerals operators to minimise the impact of lorry movements
- Reviewing and, where appropriate, **modifying direction signing** to minimise the impacts of HGVs on local communities, particularly associated with the use of inappropriate routes, and the growing reliance on satellite navigation technology
- Ensuring **Delivery and Servicing Plans** are required with planning applications for significant commercial and retail development

POLICY LTP D-5

A **Freight Route and Facilities Map** will be established and be subject to review and update at each major LTP review. Information shall include recommended lorry routes, road standards, weight limitations, area restrictions, lorry parking, ports and Ro-Ro ferries and major industrial estates.

7.10 Managing rural roads

7.10.1 Dorset's rural roads are an integral part of the landscape, set within outstanding countryside that is rich in heritage. In these areas, the priority is to manage roads and roadsides in a way that has a positive impact on these environments whilst maintaining their functionality.

POLICY LTP D-6

For all decisions affecting Dorset's rural highways, the Dorset Rural Roads Protocol shall apply to ensure the conservation and enhancement of the outstanding quality of its landscape and settlements, while delivering a safe and convenient network for all modes of transport.

7.10.2 The future management of rural roads in the LTP area will be guided by the following principles:

- The safety and access needs of users will be balanced with care for the environment and the quality of the landscape and settlements
- Local materials and design schemes will be sympathetic to the character of rural settlements
- The adjacent landscape will be considered, and ecological and historical needs and interests addressed
- The potential impacts of climate change will be considered, ensuring that management of rural roads and streets does not create or contribute to foreseeable environmental problems in the future
- Signs, lines and street furniture will enhance local distinctiveness and be kept to the minimum needed for safety to avoid intrusive roadside clutter (see also Section 8.15).

7.11 How will this strategy measure contribute to the LTP3 goals?

Supporting economic growth	- A more reliable, efficient and resilient transport network, with more reliable journey times, including more punctual bus services - Better co-ordinated network management and freight management across Bournemouth, Poole and Dorset which helps to keep people and goods moving freely - Effective maintenance of, and more resilient, strategic network links to improve connectivity
Tackling climate change	- Contributing to reduced congestion and queuing which causes higher carbon emissions - Maximising the use of the highway network for alternatives to the car - Reduced carbon footprint from transport assets (e.g street lighting) and maintenance regimes - A transport network better prepared for the local impacts of climate change
Better safety, security and health	- A reduced risk of accidents from well maintained roads, footpaths and cycle facilities - More free-flowing traffic reduces localised air pollution
Equality of opportunity	- A well maintained highway network assists accessibility by various modes
Improve Quality of Life	- More environmentally sensitive asset management and maintenance solutions such as sustainable drainage and the use of local materials - Management of roads which better reflects the local context and enhances local distinctiveness

See also the following LTP3 supporting strategies - 1) Intelligent Transport Systems; 2) Freight

Key Strategy Measure

3

Active travel and "greener" travel choices**In this chapter:****E****Widening opportunities for healthy lifestyles through integrating active travel into people's everyday lives and providing supporting infrastructure****F****Applying smarter choices and supporting "green technology" to encourage modal transfer and low carbon travel behaviour****G****Creating attractive public realm and streetscapes****Working with the following key partners:**

Health Trusts; major employers; schools; local walking and cycling groups

Contributing to other key local strategies and plans:

Bournemouth & Poole Obesity Action Plan; Dorset Healthy Weight Strategy; Sustainable Modes of Travel to School Strategy; Rights of Way Improvement Plans; Dorset AONB Management Plan; South East Dorset Green Infrastructure Strategy

Key points:

- Promoting a long-lasting culture of cycling and walking, and public transport use, where the private car is no longer the "natural" choice where suitable alternatives exist
- Creating a Healthy Sustainable Travel Package with a well recognised brand that people relate to
- Helping people make positive travel choices which recognise the benefits of sustainable travel for health, the economy, climate change and quality of life
- Creating attractive, functional, "people-friendly" places which also encourage walking and cycling
- Encouraging sustainable travel options for visitors to access Dorset's attractions, including the Jurassic Coast World Heritage Site
- Limiting transport related air pollution and noise to levels that do not damage human health or the environment

3

Active travel and “greener” travel choices

E

Widening opportunities for healthy lifestyles through integrating active travel into people’s everyday lives and providing supporting infrastructure

8.1 Promoting Active Travel

8.1.1 Cost effective walking and cycling measures are a significant feature and commitment of the LTP3. Building upon investments in previous LTP periods, a key focus of the LTP3 is to **increase the modal share of walking and cycling** by encouraging transfer from the many shorter distance journeys currently made by car, particularly for utility trips in the urban areas. This will be supported by other LTP measures such as greener travel choices and demand management. Integration with land use planning will, in the longer term, also help to create shorter trips to meet day to day needs. Walking and cycling also have a valuable role in recreational and leisure trips, and in meeting local access needs.

POLICY LTP E-1

The authorities will prioritise and promote walking for trips under 2 km, and cycling for trips under 5 km, for people of all ages. In order to encourage modal shift from the car and improve local accessibility, this will be supported by:

- i. **maximising the role of walking and cycling as key transport modes by raising their status and promoting them as a healthy, economic, and energy efficient means of transport**
- ii. **improving the pedestrian and cyclist environment by giving them greater priority and reducing danger from the speed and volume of traffic**
- iii. **developing and maintaining safe, convenient, efficient and attractive transport infrastructure conducive to cycling and walking**

8.1.2 A focus on breaking down both physical and behavioural (attitudinal) barriers will help to create a fundamental **long-term cultural change** towards walking and cycling within the plan area. Opportunities will be sought for closer partnership working with the NHS, local businesses, public transport operators, and other organisations to support people to lead more **physically active lifestyles**. Together with other smarter choices initiatives, a **Healthy Sustainable Travel Package** will be developed which prioritises active travel. Following the government's announcement that PCTs are to be abolished from 2013, the authorities will seek to re-evaluate how joint transport and health initiatives can be maintained and strengthened. This could be assisted by maximising opportunities presented from the increased responsibility of the Councils for public health.

8.1.3 There is a need to provide all people with the skills, information and facilities that they need to be able to lead a healthy lifestyle, and meet their local access needs, by walking and cycling. Suitable **education and training** will continue to be provided, in particular to school children, and older people needing to re-gain confidence. Local health action areas will be specifically targeted to reduce health inequalities within Dorset.

8.2 The walking and cycling environment

8.2.1 Many people are discouraged from walking and cycling because of the danger (both real and perceived), pollution and intimidation caused by passing traffic, and because of breaks in the continuity of networks. The LTP3 aims, in the first instance, to create more extensive **people-friendly environments** which encourage people to walk and cycle regularly out of choice. This will be supported by road safety measures, reducing the dominance of motor vehicles, and re-allocating road space.

POLICY LTP E-2

Highway and streetscape design, traffic management and provision of other facilities such as crossings should always take walking and cycling into account and seek to provide more permeable, attractive and safe walking and cycling environments. Representatives of local cycling and walking groups will be consulted with as part of the design process.

8.3 Walking and cycling networks

8.3.1 The development of easily identifiable, well-signed and direct routes is also essential to link people to key destinations, such as employment centres, schools, shopping centres and transport hubs. The initial focus will be to fill in the gaps of existing networks, overcome significant remaining physical barriers (including intimidating junctions, and river crossings), and maintain these routes to a safe and satisfactory condition. The longer term aim will be to develop a fully comprehensive network of routes using the highway, walking and cycling routes, Rights of Way, and green spaces and corridors. Appendix E includes details of key proposed cycle routes.

POLICY LTP E-3

Walking and cycling infrastructure investment will be targeted towards enhancing existing facilities and creating continuous, convenient and safe routes. These should be well signed and remove physical barriers. The design of networks should minimise the risk of crime. Cycle routes will be developed in line with prioritised Strategic Cycle Route Networks and should apply appropriate solutions following the hierarchy of cycling solutions.

POLICY LTP E-4

Resources available for promoting walking and cycling, and making improvements to routes, will be prioritised towards utility trips (to access employment, education and services). When improving routes used purely for leisure and tourist purposes, the authorities will seek to work with other partners and identify alternative funding sources to supplement LTP funding.

POLICY LTP E-5

New development should actively seek to be well integrated with, and not compromise, existing and proposed walking and cycling routes and facilities. The provision of appropriately located new footways and cycle routes, or improvements to existing facilities, will be expected in order to achieve this.

8.3.2 To support a growing network of cycle routes, analysis will identify gaps in the amount, quality, and availability of cycle parking to develop prioritised programmes for improvement.

POLICY LTP E-6

Ample secure and convenient cycle storage facilities will be provided at key destinations such as town centres, schools, transport interchanges, retail centres, parks and tourist destinations. Businesses and other land owners will be encouraged to do the same. The authorities will ensure that appropriate cycle parking standards apply for all new development.

8.4 Walking and cycling as part of longer journeys

8.4.1 Further integrating walking and cycling with public transport is key to facilitating their use as part of a longer journey instead of using the car, and can help to make public transport more accessible. This will be particularly important to enhance travel choice in the market towns and more rural areas where journey lengths are greater and car dependency is high.

POLICY LTP E-7

The authorities will work with LTP partners to increase opportunities for cyclists and pedestrians to integrate and interchange with public transport. This will be supported by:

- i. **enhanced direction signing, access and facilities for pedestrians and cyclists implemented at local rail, bus and coach stations**
- ii. **working with public transport operators to better accommodate the needs of cyclists, in particular on bus, train and ferry services**
- iii. **supporting the creation of cycle hire schemes (and particularly locally managed schemes) at stations, ferry terminals and at tourist / leisure locations**

8.5 Developing Rights of Way and Green Infrastructure

8.5.1 Public Rights of Way (ROW) form part of the highway network and have historically provided important transport routes. The **Rights of Way Improvement Plans (ROWIP)** have a significant role in developing a coherent network of multi-user routes meeting the needs of all walkers. In many cases, the development of these routes has been overshadowed by the development of the principal road network. There is significant potential for an expanded role of ROW to enhance walking and cycling access in rural areas. Where possible, LTP investment will be used to maintain the existing network of Rights of Way and, where appropriate, assist in funding improvements identified in the ROWIP that help to make better use of the network to meet wider LTP objectives. Potential adverse impacts arising from increased use of ROW, within, or connected to, Natura 2000 sites, will be minimised and Natural England will be consulted on a site-by-site basis.

8.5.2 The LTP3 supports wider priorities for the development of **Green Infrastructure** in Dorset. The key role of the LTP will be in developing functional and attractive walking and cycling routes using green spaces, which serve both utility and leisure trips as well as being important recreational destinations in their own right. They will link urban areas to green spaces and the countryside, coast and rural areas, and vice versa. A key opportunity is in developing and managing **Trailway routes**, utilising old disused railway lines, for shared use by walkers, cyclists and horse riders. These routes offer great potential to provide enhanced countryside access and to celebrate Dorset's natural, cultural and industrial heritage. By their very nature, they link settlements, possess gentle gradients which facilitate accessibility and longer distance suburban / rural cycle commuting, and provide off road cross-country routes.

8.6 Other priorities to encourage Active Travel

- Continuing to support physically active partnership initiatives and programmes such as Active Dorset, Bike It, Walk to School, Walking for Health, and accompanied cycle rides and walks
- Working with leisure and tourism services to support the role of walking and cycling in Dorset's significant tourism industry, including increased promotion of walking and cycling routes to sites of historic and natural beauty
- Maximising the high profile Olympics sailing event in Weymouth in 2012 to create a lasting "Olympic legacy" of physical activity and active travel in the sub-region
- Improving engagement with local cycling groups and forums, including seeking to establish a single forum for the South East Dorset conurbation

F

Applying smarter choices and supporting "green technology" to encourage modal transfer and low carbon travel behaviour

8.6.1 A central aspect of the LTP3 is encouraging modal shift through creating **greater choice** - by providing more realistic alternatives to the car, and by enabling people to make positive decisions about the way they travel. Measures to influence travel choice are typically lower cost than improvement schemes, but can achieve high returns on investment if implemented in a co-ordinated fashion. The SEDTS indicated a potential reduction in car trips of up to 10% in the peak periods from smarter choices measures. These measures will also add value to other planned investments for improved active travel and public transport alternatives to the car, and stronger demand management; together making a significant contribution to reducing single occupancy car use.

POLICY LTP F-1

To encourage more sustainable travel patterns and modal shift to low carbon travel modes, a long term co-ordinated, integrated package of targeted Smarter Choices measures will be pursued. This will seek to inspire positive travel choices and raise travel awareness of public transport, active travel and smarter choices alternatives to car use, and their associated wider benefits to society including health and the environment.

8.7 Personalised Travel Planning

8.7.1 By engaging with people directly, PTP informs travellers, at a personal level, of the full range of travel opportunities that are available to meet their individual needs, based on their typical daily journey patterns. This presents a key opportunity to help people to make more **informed sustainable travel choices** and **avoid unnecessary travel**, helping to overcome habitual use of the car. As an untested concept within the LTP area, the application of PTP during the LTP3 period is expected to be through:

- Undertaking initial pilots for PTP in the South East Dorset conurbation and Weymouth. The latter will aim to maximize the advantages of the new infrastructure coming on stream in advance of the Olympics. The impacts of these pilots will be evaluated and, if successful, adopted in others areas of the sub region
- Targeting groups with the greatest potential for changing travel behaviour and modal shift through analysis of demographic characteristics (e.g using MOSAIC data)
- Maximising the benefits of enhancements to key transport improvement corridors, such as the Quality Bus Corridors, by targeting surrounding catchments

8.8 School, Workplace and Residential Travel Plans

8.8.1 A greater co-ordination of effort and resources between the authorities will build upon existing travel planning work to date to maximise opportunities for "green travel" and to reduce car trips, focused on specific journey purposes. During the LTP3 period, increased investment in Travel Plan resources is expected to achieve the following priorities:

- Reducing single occupancy car-based commuter and business trips through developing effective Workplace Travel Plans with existing larger employers (or groups of employers) and those in areas of significant congestion, co-ordinated through WESTNET (Wessex Travel Network)
- Promoting employer initiatives such as the Cycle to Work guarantee, Bicycle User Groups and car sharing
- Reducing the need for business travel through promoting smarter, cost efficient working practices such as teleworking, teleconferencing and the use of workplace hubs
- Reducing the number of car trips to schools that are within the walk and cycle threshold through co-ordinating work on School Travel Plans with the **Sustainable Modes of Travel to School Strategy** and **School Travel Health Checks**. Encouraging local school choice and a greater emphasis on measures to deter the use of private cars around schools will also be important aspects of STPs
- Mitigating the impact of new residential and commercial development with improved monitoring of Travel Plans established through the planning process
- Working with partners to develop leisure and visitor Travel Plans for key leisure and tourist destinations and significant events
- Encouraging and rewarding the development of Travel Plans through initiatives such as the Dorset Travel Plan awards, in conjunction with local business networks and schools

POLICY LTP F-2

Requirements for Transport Assessments and Travel Plans will be applied through Local Development Documents for all planning applications for development that may have significant impacts on the transport network. These should consider potential impacts on all modes of transport, including walking and cycling, the safety of all users, and impacts on the environment (including CO₂ emissions). Travel Plans should clearly set out measures to reduce single occupancy car use, management arrangements, and quantitative targets and monitoring.

8.9 Smarter Choices marketing and promotion

8.9.1 Achieving lasting long-term behavioural change depends on "**winning hearts and minds**" of people throughout Dorset with a comprehensive marketing and promotion strategy. By improving the co-ordination of all public transport, active travel and smarter choices initiatives with the provision of quality travel information and marketing campaigns, their combined outcomes can be enhanced, providing better value for money. Priorities necessary for achieving this include:

- Transforming the "**Getting About**" website into a stronger, more widely identifiable brand for South East Dorset, so that it is the focal point for information, marketing and publicity for all sustainable travel activity
- Further developing the newly re-branded **Dorset Travel Choice** in the rest of Dorset
- Working more closely with health, education, leisure and tourism partners, and voluntary groups, to promote and deliver targeted publicity events and travel awareness campaigns. The latter will aim to use a wide range of media, aimed at specific groups, to promote a variety of travel themes. These may include the cost of travel, climate change, driver behaviour, healthy lifestyles and "buy local" campaigns.

8.10 Car clubs and car sharing

8.10.1 As well as assisting in reducing the rate of traffic growth, car sharing can be an effective method for getting those people with limited transport options into the workforce. Similarly, car clubs can assist in both reducing the need to own a car and providing opportunities for those who have difficulty in affording to run a motor vehicle to access essential services. The authorities will seek to:

- Improve the promotion and uptake of the existing **carsharedorset.com** scheme
- Where appropriate, secure through the planning process **low emission car clubs** close to, or within, new developments in order to reduce traffic and maximise land for development (rather than providing parking)
- Convert some on-street residents' and pay and display parking bays into car club use only, as associated demand increases
- Assist local communities, particularly in rural areas, to establish **community based car sharing / car and mini-bus club initiatives**

8.11 Alternative fuel vehicles

8.11.1 It is recognised that, where alternative modes of transport are not feasible (including in the more rural areas), the use of alternative fuel vehicles could have a positive contribution to reducing carbon emissions and improving air quality. In the more urban areas, the first priority will be to achieve modal shift to more sustainable travel modes, or eliminate the need to travel. It is expected that new technology will become more readily available and affordable during the LTP3 period and, whilst the authorities can not influence this directly, they will actively support a shift to the wider use of "greener" vehicles by:

- Working with bus operators to promote and encourage the use of **low carbon buses**, including trialing the operation of **electric bus fleets** (e.g Dorchester)
- Providing **infrastructure for charging electric vehicles** in public locations, Park & Ride sites and at work / retail centres. Where possible this will be integrated with existing street furniture to reduce clutter
- Supporting the provision of **"eco-driving" training** to business and fleet operators, and in the longer term the general public
- Providing dedicated or reduced cost parking for more fuel efficient vehicles in local authority car parks
- Seeking to **"green" the local authority vehicle fleets** through purchasing lower carbon vehicles
- Participating in trials for new vehicle technologies

POLICY LTP F-3

The authorities will support the uptake of new low carbon vehicle technology, and support its development by local innovative businesses to stimulate the Green Knowledge Economy. Requirements for the installation of charging points and /or the allocation of car parking spaces for electric vehicles in new development will be encouraged in Local Development Documents.

8.12 Transport initiatives to support sustainable tourism

8.12.1 As important and popular tourist destinations, Bournemouth, Poole and Dorset all experience significant traffic flows from visitor travel. Key priorities for visitor travel management will be to reduce the associated impacts of peak seasonal traffic congestion, particularly on coastal routes and towns, and minimise impacts on the environment. Providing a higher quality visitor travel experience will support growth of the tourism industry by improving access to tourist destinations and enhancing transport management at those destinations. Working closely with the tourism sector to establish the three authorities at the forefront of **"green tourism"**, priorities for transport will include:

- Seeking ways of making visitors aware of sustainable travel options prior to the point of travel. This will include a targeted tourist section on transport and travel websites, and Visitor Travel Plans
- Working with public transport operators and accommodation providers to promote holidays in Bournemouth, Poole and Dorset which minimise use of the car
- Supporting and promoting visitor access to sustainable inland destinations to spread the benefits of tourism and reduce pressure on the coast
- Using the 2012 Olympics as an opportunity to showcase "green tourism"
- Supporting the development of integrated sustainable access and travel options in the coastal corridor, including investigating waterborne transport for leisure and tourism purposes
- Promoting existing and future Park and Ride services for key events, such as the 2012 Olympics Sailing event at Weymouth and the annual Bournemouth Air Festival. Local "ride and stride" and "park and walk" schemes in more rural areas can also help to mitigate the worst impacts of vehicular traffic in unsuitable villages
- Promoting sustainable transport facilities, whether heritage or otherwise, as attractions in their own right (e.g Swanage Railway)
- Supporting delivery of tourism strategies and plans such as the Jurassic Coast Transport Strategy and the Dorset AONB Management Plan

POLICY LTP F-4

Through enhanced alternatives to the car and information provision, sustainable access for tourism to, from and within Bournemouth, Poole and Dorset will be encouraged and supported with the aims of reducing carbon emissions, minimising the impact on the natural environment and supporting the local tourist industry. The management objectives of sites which are sensitive to increased recreational pressure, including Natura 2000 sites, should not be compromised and suitable mitigation and management plans will be applied as necessary.

8.13 Air quality and noise

8.13.1 The immediate focus for the LTP3 strategy will be to reduce levels of pollution in the four currently declared **Air Quality Management Areas** back to acceptable levels (see Table 8.1). Whilst measures to encourage greener travel in general will assist in reducing harmful vehicle pollution, effective implementation of targeted **Air Quality Action Plans** will be prioritised, working with key partners where relevant. Measures will include seeking to reduce the impact of HGVs on air quality, particularly on unsuitable routes, working with the Freight Quality Partnership. This will include reviewing HGV routing. Improved **real time air quality monitoring** at these, and other sites, will help to identify potential problem areas at an early stage, and reduce the likelihood of further AQMAs being declared, reducing the impact of poor air quality on local communities. Asset Management regimes (see Section 7.3) will investigate advancements in using materials in urban areas that chemically react with air pollutants to improve air quality.

Table 8.1 - Air Quality Management Areas

AQMA location	Status	Relevant LTP priorities for Air Quality Action Plan
Winton, Wimborne Rd, Bournemouth (Declared 2005)	No current AQAP - ongoing further detailed monitoring to verify exceedences	Development of Quality Bus Corridor Personalised travel planning Intelligent Transport Systems strategy
Chideok, A35, Dorset (Declared 2007)	AQAP in place	Promoting alternatives to road travel (Smarter Choices) Road traffic management (with HA) Lobby for direct Exeter to Weymouth rail service Use of cleaner LA and contractor vehicle fleets Investigate feasibility of re-routing HGVs
Dorchester, High East St, Dorset (Declared 2009)	Draft AQAP	Implementation of Dorchester Transport & Environment Plan Expand Park and Ride services Enhanced walking / cycling routes
Commercial Rd, Poole (Declared 2010)	AQAP to be consulted on once Further Assessment agreed with DEFRA	A35 Quality Bus Corridor improvements Previous improvements to Station Rd junction

8.13.2 Measures to tackle air pollution also typically contribute to alleviating noise pollution, as they are both linked to high levels of traffic, and particularly HGV use. In addition, the provision of **low noise road surfacing** will be sought, where feasible, in particular problem areas and as part of general maintenance regimes. **Natural planting** will also be integrated where feasible to act as a noise barrier. In the medium to longer term, advancements in technology and the promotion of alternative fuel vehicles is expected to contribute to reducing the impacts of both noise and air pollution from motor vehicles.

POLICY LTP F-5

The authorities will work with Environmental Health Officers to monitor, manage, and mitigate the impacts of noise and air pollution from transport, with a focus upon maintaining them within acceptable levels by:

- i. Ensuring effective Air Quality Action Plans are maintained for all Air Quality Management Areas
- ii. Addressing the First Priority Areas identified in the DEFRA Noise Action Plans

G Creating attractive public realms and streetscapes

8.14 Historic environment, townscape and landscape

8.14.1 Dorset benefits from many attractive towns and villages with high quality built environments of historical and architectural value. The LTP has a significant influence on the protection and enhancement of these environments through minimising the direct impacts of traffic and ensuring improvement schemes are sympathetic to the local setting.

POLICY LTP G-1

Transport improvements promoted through the LTP should seek to protect, enhance and manage the rich diversity of the historic environment and landscape, including sites and features of architectural and archaeological value, and to maintain and strengthen local distinctiveness and sense of place in both urban and rural areas. This will include:

- i. seeking to ensure high standards of responsive design
- ii. mitigating the cumulative impact of small scale changes to the character and appearance of any designated landscape, historic area, or heritage asset and its setting

8.15 Place-making initiatives

8.15.1 Making higher quality, functional places has a key role in both encouraging, and locking in the benefits of, improved sustainable transport choices. **Place-making initiatives** will be implemented to provide **better settings for people-friendly activity** - creating a more user-friendly public realm for pedestrians, cyclists and other vulnerable road users which creates a better balance with the use of motor vehicles.

8.15.2 Public realm improvements utilising high quality materials, with careful detailing and public art, can add to the distinctive character, feel and ownership of local places. In turn, this helps to create more vibrant town centres, neighbourhoods and communities which support local economies and, through greater natural surveillance, reduce crime and the fear of crime. It is equally important that rural environments retain their natural aesthetics and that the function of rural roads does not erode the quality of the rural landscape.

POLICY LTP G-2

The authorities will aim to reduce street clutter and make streetscape improvements by seeking to use high-quality materials and street furniture to enhance the public realm and its accessibility, for all users, in ways that respond to the local context and strengthen local distinctiveness. Where feasible and cost effective, materials should be locally sourced, recycled, reused and contain low embodied carbon. The Dorset Rural Roads Protocol will be applied to minimise the impact of street furniture, signing and lining on the rural environment.

8.15.3 Types of measures will include:

- Minimising the amount of unnecessary pedestrian guard railing, signs and markings, recognising that a limited amount may be required on safety and information grounds. This is a cost effective practice as it reduces future maintenance requirements
- Improved lighting (including energy efficiency), natural planting, quality paving and locally sourced materials
- Creating shared spaces and Home Zones

8.15.4 In all highway / urban design the authorities will consider the needs of both the movement and place function of routes, seeking to find the optimal balance. On busy local transport corridors with high traffic flows, which also serve as shopping / local service centres, careful design will be used to create **Mixed Priority Routes** which re-allocate road space to public transport, pedestrians and cyclists while maintaining access and traffic capacity in order to prevent traffic being displaced onto other roads. This will assist in creating less car-dominated environments with lower vehicle speeds in town centres, shopping districts and residential streets. Reducing casualty numbers and providing wider sustainable benefits will also be a priority, including improving air quality, noise reduction, economic regeneration and improved streetscapes.

8.16 How will this strategy measure contribute to the LTP3 goals?

Supporting economic growth	<ul style="list-style-type: none"> - More active travel contributing to reduced economic costs of physical inactivity - A reduction in single occupancy car trips, particularly for shorter distance utility trips, with higher levels of walking and cycling contributing to reduced congestion, primarily in urban centres - Greater opportunities to provide attractive, car-free and shared spaces which increase footfall and support local businesses - Promotion of local "green fuel" technology business, supporting the Green Knowledge Economy
Tackling climate change	<ul style="list-style-type: none"> - Greater awareness and uptake of lower carbon travel choices for journeys to work and school - A long lasting cultural change towards more sustainable travel choices - Reduced carbon footprint of tourist related travel in the LTP area - "Greener fuel" vehicles accounting for a greater proportion of all vehicles in the LTP area
Better safety, security and health	<ul style="list-style-type: none"> - Increased modal share of walking and cycling resulting in higher levels of physical activity, lower levels of obesity and improved general health - Vibrant communities with greater people activity resulting in increased natural surveillance and, therefore, reduced crime and fear of crime
Equality of opportunity	<ul style="list-style-type: none"> - Better access to a range of services by the affordable options of walking and cycling - More accessible and widely available information for all to inform travel decision making
Improve Quality of Life	<ul style="list-style-type: none"> - People more able to explore and enjoy Dorset's outstanding natural environment by walking and cycling - Higher quality public realm creating pedestrian and cyclist friendly environments - Protection and enhancement of Dorset's attractive built and natural environments

See also the following LTP3 supporting strategies - 1) Health; 2) Low Carbon Travel; 3) Cycling; 4) Accessibility; 5) Sustainable access to tourism

Key Strategy Measure

4

Public Transport alternatives to the car**In this chapter:****H****Building upon current public transport provision to improve the availability, quality, reliability and punctuality of services****I****Developing a fully integrated public transport system which is easier to use for everyone****J****Improving local accessibility and local connectivity for the most vulnerable groups and rural areas of Dorset****Working with the following key partners:**

Bus operators (Quality Bus Partnerships);
 Train Operating Companies; Network Rail;
 Voluntary Groups; Dorset People First;
 Dorset Age Partnership

Contributing to other key local strategies and plans:

Children & Young People's Plans; Carbon
 Reduction Strategies

Key points:

- Partnership working will have a major role in delivering improvements in public transport as the authorities do not have any direct control over commercial bus services, rail, ferry or taxi services
- Rail, bus and coach produce far lower carbon emissions per passenger kilometre than single occupancy vehicles
- Public transport is not only central to sustainable growth, but also key to reducing disparities in access to transport and services across the LTP area amongst many different groups of people
- Creating a step change in public transport provision in urban areas
- The voluntary sector and local communities will be supported in implementing enhanced local access transport solutions, particularly in rural locations

4

Public Transport alternatives to the car

9.0.1 Reducing the overall carbon footprint of transport in Dorset requires a financially and environmentally sustainable public transport network that provides realistic alternatives to the car, as well as providing essential services for those who do not or can not use a car. It plays a central role within, and is supported by, other transportation measures. The overall effectiveness of public transport will depend upon the provision of quality services, facilities, information, interchanges, and how well it relates to, and is integrated with, the wider transport system.

9.0.2 It is vital to aspirations for a low carbon economy in Dorset to facilitate people's access to jobs via quality public transport corridors to urban centres and key employment sites. In the more rural areas, local communities and voluntary groups are expected to have a key role in delivering innovative transport solutions to meet local access needs.

H

Building upon current public transport provision to improve the availability, quality, reliability and punctuality of services**9.1 Public transport**

9.1.1 Recent trends in rising public transport passenger numbers, particularly for bus services in urban centres and market towns, indicate that the development of the public transport network to date is encouraging modal shift from the car. The authorities have also contributed to this increase in patronage through support for selected inter-urban services. However, in some cases, levels of accessibility have reduced as operators focus their resources on high quality bus corridors, resulting in the removal of services from some rural and suburban areas.

9.1.2 During the LTP3 period the priority will be to maximise the potential for, and broaden the attractiveness of, public transport for both local and inter-urban trips. The approach to improving accessibility will focus on tackling evidence based problems in priority areas such as rural Dorset and providing access to key employment sites, such as the airport and Ferndown Industrial estate, that are currently not well served by public transport.

POLICY LTP H-1

In close partnership with public transport operators, the authorities will seek to develop a high quality, sustainable, and accessible low carbon public transport system in Dorset which responds to current and forecast future demand, and the local needs of both residents and visitors. Enhanced co-ordination and promotion of public transport will be sought through a formalised partnership between the authorities to strengthen strategic joint governance arrangements.

Table 9.1 Overview of proposed public transport improvements

Short term (2011 - 2014)	Medium term (2014 - 2020)	Longer term (2020 - 2026)
<ul style="list-style-type: none"> • Aim to make efficiencies in the provision of the existing local bus network whilst keeping comparable levels of accessibility • Bus priority measures and other corridor improvements, focused on Quality Bus Corridors • Seek efficiencies in procurement of passenger transport services • Establish stronger relationships with the Voluntary Sector • Seek to provide better integrated community transport services • Integrated ticketing (including implementation of ITSO Smartcards) 	<ul style="list-style-type: none"> • Work towards a formalised partnership between the authorities • Quality Bus Corridors - Phases 1 & 2 • Develop Bournemouth Airport Transport Hub / Interchange • Express bus services linking urban/rural fringes to centres • Provide through trains to Swanage • Negotiate enhanced rail services / frequencies, including the main east-west line (4tph) • Weymouth travel interchange • Dorchester Park and Ride • Develop rail park and ride at selected suburban and rural stations 	<ul style="list-style-type: none"> • Quality Bus Corridors Phase 3 - extended routes • Park and Ride – Potential package of sites for SE Dorset • Waterborne Transport along the Jurassic Coast • Development of Dorset Area Rapid Transit (aspirational)

9.2 Enhancing bus services

9.2.1 The bus is the main alternative to the car for many local journeys in the LTP area. Building upon the partnership between the authorities and the bus operators, and maximising the role of **Quality Bus Partnerships**, is vital to secure long term improvements to the network of bus services. With each contributing elements to an overall enhancement in operations, priorities will include:

- Seeking the formation of further Quality Bus Partnerships, and investigating the use of Quality Partnership Schemes and Quality Contract Schemes to improve bus service levels and facilities
- Applying **effective traffic management measures at a local level** which, where possible, will reallocate road space to buses and give them priority in congested areas to improve reliability
- Improving the **co-ordination of services provided by different operators** on key competitive bus routes to provide an enhanced service overall in the interests of the public
- Providing enhanced services to key existing, and future, employment centres / industrial estates, including **new or enhanced inter-urban bus services**
- **Increasing service frequencies** and providing **more comprehensive services in the early morning / late evening**, where demand exists (for instance to business parks to accommodate shift working)
- **Express bus services** providing more direct routes and faster journey times from urban/rural fringe areas to urban centres, e.g Wimborne / Ferndown to Bournemouth and Poole town centres
- Ensuring Park and Ride sites and interchange hubs are well served by feeder services
- Enhanced services to a new **Bournemouth Airport Interchange / Transport Hub**
- Raising standards in the quality, comfort, security and environmental performance of bus fleets
- Providing improved tourist based services, particularly to access locations along the Jurassic Coast (such as a direct Swanage to Weymouth summer-only service)

POLICY LTP H-2

The authorities will actively seek to strengthen partnerships with the main bus operators, and further develop voluntary and statutory partnership agreements, with a focus on improving service levels and facilities, "greening" the bus fleet, and providing affordable access, for all, to key services.

9.2.2 In the more rural areas of Dorset, the bus network is extremely limited and high frequency commercial bus services are unlikely to be justified by demand. However, there is scope for improving travel choice in rural areas. Quality Bus Partnerships could help to bring together the potential of commercial, subsidised and voluntary transport services in rural areas. A more flexible, and financially sustainable, approach to the provision of bus services in rural areas is required through a "toolkit" of different types of service appropriate to each situation, ranging from conventional buses on timetable to car based community transport services. Sections 9.9 to 9.11 provide details on community based transport schemes applicable to rural areas.

9.2.3 Further developing the inter-working of the range of passenger transport services provided in Dorset will also be sought, including local bus services, school and college transport services, special needs transport services, and access to health services transport. A key emphasis will be on providing efficiency savings.

9.3 Quality Bus Corridors

9.3.1 In order to promote a step-change in public transport provision in the main urban areas, a core network of high quality, high frequency **Quality Bus Corridors** has been identified, focused on the South East Dorset conurbation. Priority corridors are listed below and illustrated in Figure 9.1 (including proposed phasing):

- A35- Poole - Bournemouth - Christchurch corridor
- North Bournemouth corridor (Wimborne Road, Whitelegg Way, Talbot Road)
- Castle Lane corridor
- Wallisdown Road corridor
- North-west Bournemouth to Poole corridor
- Extensions to Wimborne, Ferndown, east of Christchurch and Bournemouth Airport
- A354 Dorchester to Weymouth corridor (including links to new development at Poundbury and Chickereil)

Figure 9.1 Quality Bus Corridors core network - South East Dorset



9.3.2 The Quality Bus Corridors will provide reliable, frequent, comfortable travel, with convenience and journey times comparable to the private car. Building upon the concept of Prime Transport Corridors, they will be an integral part of the wider transport strategy, drawing together various elements by:

- Being a priority for co-ordinated on-line improvements including traffic management, junction improvements, parking management, re-allocation of road space and other measures which prioritise the movement of buses
- Providing transport interchange hubs (including links to longer term park & ride sites) that can be fed by inter-urban coaches, taxis, community transport and other local bus services
- Supporting high density, sustainable residential and employment development (Prime Transport Corridors)
- Facilitating improvements to the public realm
- Linking to the Strategic Cycle Route Networks and other cycling and walking routes
- Forming a key focus of information provision, smarter choices and greener travel marketing

POLICY LTP H-3

In the urban areas, a network of priority Quality Bus Corridors will be developed. On Quality Bus Corridors, and other high frequency bus routes, priority will be given to the implementation of traffic management measures to improve the flow and reliability of buses, in the following order: signal improvements, junction improvements, bus lanes, parking / loading amendments, Traffic Orders.

9.4 Developing Park and Ride

9.4.1 Whilst there are currently few fully operational examples in Dorset, bus based Park & Ride can provide a high quality alternative to longer distance car-based travel to town centres, predominantly by commuters. This presents **opportunities for congestion reduction** and for valuable town centre land to be used for commercial, residential and public realm uses, rather than for car parking. The application of Park and Ride as a tool within Dorset will depend upon the particular context of each location, and the prevailing set of circumstances at any given time, to determine its suitability and effectiveness. Temporary, or seasonal uses of Park and Ride sites (e.g serving summer tourists) that meet LTP objectives will continue to be supported where they can demonstrate financial viability. The role of **Park and Rail will also be expanded** through increasing capacity at selected rail station car parks (see Section 9.5).

POLICY LTP H-4

Strategic Park & Ride capacity will be developed at appropriate locations, where adequate demand exists, to assist sustainable transport movement to and from town centres. The implementation of individual sites will take into account impacts on the environment and the surrounding road and bus networks, in addition to financial sustainability. Implementation of new sites will be phased in conjunction with reviews of town centre car parking and measures to influence travel behaviour, particularly for commuter trips.

9.4.2 Proposed locations for bus based Park and Ride have been identified, as shown in Table 9.2. Currently identified priorities for Park and Rail include Holton Heath, Hinton Admiral and Wareham, serving the South East Dorset conurbation.

Table 9.2 Proposed strategic bus based Park and Ride locations

Proposed locations	Areas served	Timescale
Weymouth, Mount Pleasant	Weymouth	Short term (2011-2014)
Dorchester (permanent site, fully operational)	Dorchester	Medium term (2014-2020)
Bournemouth Airport Interchange / Transport Hub	Bournemouth / Poole / Christchurch	Medium term (2014-2020)
Package of sites for South East Dorset	Bournemouth / Poole / Christchurch	Longer term - dependent upon prevailing conditions

9.4.3 Technical analysis, as carried out in the SEDTS, has concluded that a viable role for more extensive bus based Park and Ride in South East Dorset is dependent upon factors such as the unmet demand for parking, the extent of future town centre developments, and the performance of other planned public transport improvements, such as the Quality Bus Corridors. Consequently, in the longer term, should conditions be favourable, the preferred approach will be to implement a single package of sites forming a band around the periphery of the Bournemouth-Poole conurbation to the north, east and west. These would be integrated with the Quality Bus Corridors.

9.4.4 To maximise the effectiveness of park and ride, and to ensure it is financially sustainable, implementation should be closely linked to approaches to car parking in town centres, particularly for longer stay commuter parking (see Chapter 10). Further complementary measures to park and ride shall include:

- using VMS on strategic approaches to direct drivers to Park and Ride sites
- providing additional Park and Ride services to beaches in the summer to serve tourists
- providing secure parking for cycles and powered two wheelers
- considering the use of Park and Ride sites for coach and overnight lorry parking

9.5 Enhancing the role of rail travel

9.5.1 The railway is significant for longer distance travel, particularly to London (reflected in service patterns), but there is a need to **increase its use for shorter distance local commuting trips**. The present rail network is an underused resource, and must be maintained and enhanced to provide an alternative to road transport. In order to make sure that rail has an increased contribution as part of the integrated transport strategy, **enhanced levels of service and additional network improvements** will be encouraged and ways to **make the most of underused rail infrastructure** will be investigated.

POLICY LTP H-5

The authorities will seek to increase the role of rail travel in Dorset, working closely with the Train Operating Companies, Network Rail and the government, including by:

- Improving rail stations to promote Park & Ride journeys by rail at suburban and rural stations with identified demand, and to act as a focus for other changes of transport mode
- Seeking to improve the integration of rail with other modes of travel for both local and longer distance journeys, including connections to the wider national networks
- Seeking to secure enhanced frequency, capacity, reliability and connectivity of the railway to meet passenger needs and enhance the role of rail freight
- Continuing to improve access to, and facilities at, rail stations based on results of access audits, and through working with train operators to deliver Station Travel Plans

9.5.2 Particular rail network and service enhancements that will be sought are detailed below. Significant strategic rail infrastructure requirements are considered in Chapter 12.

London Waterloo - Bournemouth - Weymouth service

- Seeking to increase rail frequency from Wareham to Brockenhurst (4tph) and improving cross-conurbation connectivity in the South East Dorset area
- Removing stops from one of the faster hourly services to deliver a significantly reduced Bournemouth – Waterloo journey time
- Re-connecting the Swanage railway to the mainline to establish a through-service, with potential for park and ride
- Re-doubling the single line Moreton – Dorchester and enhancing the third rail power supply west of Poole
- Seeking to enable provision of some through services between Poole, Bournemouth and Bristol, via Southampton and Salisbury

London Waterloo - Salisbury - Exeter service

- Improving rail-bus integration across North Dorset, to Gillingham, Sherborne and Axminster stations
- Supporting the re-doubling of single-track sections of this route in the longer term

Weymouth - Bristol service

- Seeking to improve the marketing and attractiveness of this route, which is the most underutilised service
- Seeking to increase rail frequency from Weymouth to Bristol (to a daytime hourly service)
- Seeking to address current overcrowding problems (particularly in the summer)
- Establishing a new rail service between Weymouth, Dorchester, Yeovil, Axminster and Exeter (with reversal at Yeovil Pen Mill)

Cross Country services

- Seeking to provide at least five cross country services per day between South East Dorset and North East of England

9.5.3 The rail network has an important function in providing access for those living in some rural communities. The viability of rural branch line services can be enhanced by promoting their use as a means of access from towns to the countryside for leisure and recreation purposes. In this respect, the authorities will support further development of **Community Rail Partnerships** (CRPs) and Volunteer Station / Line Adoption Groups. The creation of rural employment opportunities from rail linked developments is also significant. The **Swanage railway line** is important for the economy and tourist industry of Purbeck and the re-connection of the rail link to the main line to provide through trains will be a priority.

9.5.4 Further measures will promote the use of rail travel as follows:

- Supporting rail-link bus services and rail-ferry bus services to improve sustainable access to stations and between transport terminals
- Encouraging increased security at stations and on trains
- Providing adequate information and cycle facilities (including parking and storage)

9.6 Rapid transit

9.6.1 Light rapid transit would represent the most significant step change in public transport provision in the LTP area. Initial feasibility and appraisal work has established that a **Dorset Area Rapid Transit System**, operating from Christchurch to Hamworthy, is broadly feasible and would attract significant patronage. The scheme would operate tram-trains on the heavy rail network, with on-street links in Bournemouth Town Centre providing a frequent, reliable service between the main urban centres of the conurbation. Integration of rapid transit with the Quality

Bus Corridors and key walking / cycling routes would help to create the **centrepiece of a modern, sustainable transport system** and an attraction for visitors, providing wider economic benefits. Due to expected funding levels, and that this concept is still in its infancy as far as the UK is concerned, it is recognised that **rapid transit is unlikely to be implemented until after 2026**. However, it represents a longer term aspiration for the LTP and further feasibility work and the development of specific scheme proposals will be undertaken.

POLICY LTP H-6

The authorities will promote the future development of rapid transit and develop proposals during the LTP3 period for a future Dorset Area Rapid Transit System operating in the South East Dorset conurbation.

9.7 Waterborne transport

9.7.1 Waterborne passenger transport has potential to support sustainable leisure and tourism travel along the Dorset and East Devon Jurassic Coast, which attracts significant numbers of car-borne trips along the coastal roads during the summer months. There are anticipated benefits to the economy, environment and quality of life through improved access for tourists in a sustainable manner, and reduced tourist traffic and its impact on local communities in coastal towns and villages. Implementation of such a scheme will be heavily dependent on private sector investment to provide the necessary infrastructure. The priority will be to fully integrate these services with surface transport, and particularly other sustainable travel options. Further research and investigation during the LTP3 period will determine the feasibility, and the potential for a longer term, wider role of waterborne passenger transport in Dorset for more functional trips.

POLICY LTP H-7

The authorities will promote and support the development of waterborne passenger transport services along the Jurassic Coast. Potential impacts on the marine and coastal environment will be avoided through mitigation and appropriate management.

9.7.2 Existing ferry services will be promoted, particularly as a more sustainable form of leisure and tourism travel. Access for cyclists will be improved to promote long distance cycling holidays between Dorset and Europe.



Developing a fully integrated public transport system which is easier to use for everyone

9.8 Convenient, accessible and integrated public transport

9.8.1 To support the investment in higher quality public transport services and wider behavioural change initiatives, the authorities have identified a fundamental need to **make journeys by public transport in Dorset more affordable, pleasurable and simple, from beginning to end**, including integration with other modes. This means more through ticketing, better connections and co-ordination of services, improved accessibility, wider availability of information and improved waiting facilities. The authorities will actively support and implement measures that make using public transport an “easy option”, taking into account the wide variety of needs of different users, including those with disabilities, older people, the young, and ethnic minorities.

POLICY LTP I-1

The authorities will work in partnership with relevant organisations to ensure the access needs of groups defined in the Equalities Act 2010 are met as far as practicable. This will include improving physical access to public transport services for elderly people, those with mobility impairments and families with children, and providing appropriate training to help people with disabilities to use public transport independently.

9.8.2 Working with public transport operators, positive steps will be required to join up different travel modes to create a “seamless” travelling environment. In particular, the authorities are committed to the significant benefits which ‘**Smartcard**’ technology brings to public transport. Replacing paper tickets with a Smartcard can make the journey easier for passengers. Smartcards can be read electronically making accessing vehicles more convenient through reduced queuing, and the same card could be used across authority boundaries and a range of public transport services. The DfT funded South West ITSO Smartcard Scheme will provide an ideal platform for progressing this significant advancement within Dorset.

POLICY LTP I-2

A Smartcard based cross-modal fares system in Dorset will be developed, implemented and promoted to facilitate multi-operator, cross-modal travel and improve the attractiveness of public transport use.

POLICY LTP I-3

In partnership with public transport operators, the authorities will ensure that high quality, accessible, and increasingly personalised travel information is available to all, covering end to end journeys involving public transport, and its integration with other modes. The type and level of information will be dependant on the context of the locality.

POLICY LTP I-4

The authorities will work with LTP partners to develop seamless integration between all types of transport modes, with a focus on high quality public transport interchanges. New or improved interchanges / hubs will provide enhanced waiting facilities, information and security and will be well related to walking and cycling networks.

9.8.3 Priorities for moving towards seamless travel by low carbon modes are:

Public transport information

- Extended real-time information with audio and visual display in key public locations such as shopping centres, hospitals, libraries, public buildings and offices
- Making use of mobile phone technology to deliver personalised travel information direct to the user
- Developing existing web sites to create a comprehensive travel portal for multi-modal journey planning
- Producing community / parish focused travel information in rural areas

Physical access to public transport services

- Continuing to implement raised bus kerbs
- Quality Bus Corridors to be fully accessible for the mobility impaired
- Working with the voluntary sector to provide “travel buddies” for less abled transport users
- Encouraging smoother driving of buses to provide a more comfortable journey experience, particularly for the elderly or mobility impaired

Improving Interchange

- Developing Bournemouth Airport as an Interchange / Hub
- A new Travel Interchange at Weymouth
- Developing transport interchange hubs along the Quality Bus Corridors
- Improving the integration between all modes of public transport including bus, train and ferry
- Improved waiting facilities, direction signing and multi-modal travel information points
- Working with bus and rail operators to encourage policies which allow cycles to be carried on services
- Supporting the development of cycle hire schemes at stations
- Encouraging the use of “travel marshals” at key interchanges
- Developing smaller rural travel hubs

Simplifying public transport ticketing

- Building upon recent advances in integrated ticketing between operators
- Supporting the development of a Smartcard system for travel across all modes / operators
- Ticket purchases via mobile phones
- Working with the public transport operators to simplify the fares system, to clarify the age when discounted fares are applied and to adopt fares that encourage more young people to use buses
- Reviewing the scope of concessionary fares provision (including investigating provision for young people)
- Developing multi-operator (bus/train/ferry) “tourist travel cards” and encouraging through-ticketing to tourist attractions

9.8.4 Currently the Unitary authorities and District and Borough councils operate the nationally determined **Concessionary Fare Scheme** which helps make local bus travel more affordable and accessible for older and disabled people. From April 2011, Dorset County Council will take over the operation of the scheme from its District and Borough Councils. The aim is to develop an equitable off-peak free travel scheme for older people and for people with disabilities. During the LTP period the potential will be explored for establishing a joint service between Bournemouth, Poole and Dorset incorporating Smartcard technology by 2013, with a target of achieving 100% coverage of the scheme by 2016.

J

Improving local accessibility and local connectivity for the most vulnerable groups and rural areas of Dorset

9.8.5 LTP policies on accessibility planning, service delivery and walking / cycling will help to meet the access needs of some of the most disadvantaged groups in Dorset. However, there will still be a demand for transport services from these groups. For some, conventional public transport is not a viable option; whether these are older or younger people, those with mobility impairments, or those who live in rural / isolated communities. Community based transport schemes will have a significant role in meeting these needs, with **a greater focus on developing the role of the Third Sector** (voluntary groups and charitable organisations) and local communities in delivering them.

9.9 Community Transport and rural services

9.9.1 The continued contraction of rural (and some suburban) commercial bus services coupled with increasing financial constraints means that alternative, innovative and flexible solutions must be sought which help to maintain levels of accessibility, but at minimal support cost. Such solutions will also play an increasing role in reversing the decline in rural bus services and meeting and stimulating existing and un-met demand.

POLICY LTP J-1

The authorities will seek to increase social inclusion by working in partnership with Community Transport Providers and the voluntary sector to develop a thriving community transport sector that delivers financially sustainable community based transport services for disadvantaged groups, which are well integrated with commercial public transport routes and hubs. Development of community transport across authority boundaries will be supported.

9.9.2 The future approach to community transport will need to consider changes in the way that it is perceived, planned and delivered, with **a focus on cost effective, efficient and flexible local transport solutions**. Opportunities will be investigated for community transport and taxi services to take over from conventional bus as a means of maintaining and developing public transport links in some areas (open to all potential users), and the possibility of how concessionary fares could be applied to such services. Reviews of rural bus services will focus on those services currently providing the lowest levels of access and / or the lowest value for money.

POLICY LTP J-2

Subject to the availability of resources, and consideration of alternative solutions, the authorities will seek to support socially necessary local bus services to complement commercially provided services where necessary to maintain levels of accessibility. The performance of subsidised routes will be carefully monitored to ensure that support is appropriately targeted and value for money is achieved.

9.9.3 In order to improve the quality, value and seamless nature of community transport services it will be important to **focus upon better integration** of these operations. This means developing comprehensive units which provide a single focal point to provide for all service users including day to day transport, statutory authority services transport and social / medical / hospital visiting. Collaboration with the health trusts in this process will ensure more efficient patient transport services. Where feasible, the integration of community transport services between authorities should be sought to achieve greater operational efficiencies and services should not be limited to authority boundaries.

9.9.4 Community transport initiatives will be identified through evidence-based need of clearly defined markets, as part of a wider "toolkit" approach. Key elements of the approach will include:

- Supporting the continuation, and expansion, of existing **flexible demand-responsive schemes** such as "Door to Dorset", and other various **dial-a-ride and accessible transport schemes**, which provide door to door services to local service centres. Using small vehicles extensively, often on a demand responsive basis, has already been successfully implemented in many parts of the LTP area
- Encouraging the use of **taxi-buses** (taxis with bus fares picking up several passengers on one journey and often pre-booked) or **taxi sharing** (coordinated shared use of taxi with the fares shared between passengers) will be explored
- Supporting existing and new **voluntary car schemes, minibus / car clubs, and car-sharing schemes**
- Supporting **scooter and moped loan schemes** for young people, especially where they are essential to gain access to education, training and employment
- Using local authority owned vehicles, working in partnership with community transport schemes, to provide bus services
- Independent community transport schemes, with larger vehicles operating on demand when periodic demand is high – such as market days

9.9.5 The benefits of an expanded and enhanced community transport sector can be maximised through:

- Ensuring that up to date information on community transport is available to those who need it most. Community Transport Directories providing co-ordinated information of all community transport services in Dorset should be reviewed annually
- Seeking to develop through-ticketing opportunities between community transport services and local bus, coach and train services
- Promoting travel options through **Community Travel Plans**

9.10 Working with the voluntary sector

9.10.1 New and improved ways of engaging with the Third Sector in Dorset will be explored. This will be essential to provide financially sustainable solutions to meet the diverse accessibility needs of disadvantaged groups and rural areas. The authorities will seek to build upon existing partnerships with voluntary organisations, community groups and parish councils. Through **Social Enterprise Programmes**, the authorities will seek to invigorate local communities, with the support of grant funding and the participation of Transport Action Groups and other voluntary groups. Local participation also supports wider priorities to make communities more active and inclusive. Schemes will be encouraged to support the development of community travel exchanges (see Section 6.4), with the intention to **create more self-sufficient rural communities**.

9.11 Taxi services

9.11.1 Taxis play an important role in meeting local access needs for people without access to a car or where public transport is not a feasible option. Working with taxi operators and service delivery partners to investigate viable and desirable schemes, the role of taxis can be enhanced by:

- Promotion of the use of taxi-buses and taxi share schemes as an alternative to conventional public transport
- Investigation of whether taxis can be included within concessionary fares schemes
- Consideration of taxi rank and information provision at major bus interchanges and railway stations
- Provision of information to taxi operators or their representatives on opportunities to convert to low carbon fuels

9.11.2 Further details on community transport and access to services for vulnerable and disadvantaged groups can be found in the LTP3 supporting Accessibility Strategy.

9.12 How will this strategy measure contribute to the LTP3 goals?

Supporting economic growth	<ul style="list-style-type: none"> - Higher quality sustainable public transport access to job opportunities and skills training - Modal shift from the car reducing congestion and delays - Public transport corridors supporting high density employment and residential development - More sustainable transport links supporting an increasing number of visitors to Dorset
Tackling climate change	<ul style="list-style-type: none"> - Enhanced choice of realistic low carbon alternatives to the car, particularly in the urban areas, encouraging modal shift and reducing carbon emissions
Better safety, security and health	<ul style="list-style-type: none"> - Better air quality from reduced traffic and congestion associated with public transport use - Improved integration of public transport with cycling and walking
Equality of opportunity	<ul style="list-style-type: none"> - Better, and more equal access to services for more people, including a greater range of local community based transport solutions - More affordable public transport options which are more integrated and easier to use for everyone - Reducing social and health inequalities and tackling areas of deprivation
Improve Quality of Life	<ul style="list-style-type: none"> - More pleasant travel by public transport with greater ease of changing between modes / services - Reduced use of the car to access the most environmentally sensitive parts of Dorset

See also the following LTP3 supporting strategies - 1) SED Public Transport; 2) Rural Transport; 3) Accessibility

Key Strategy Measure	5	Car parking measures
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In this chapter:

K	Implementing balanced and proportionate parking policies which promote economic vitality and support the use of alternatives to the car, particularly for single occupancy commuter trips
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Working with the following key partners:	Contributing to other key local strategies and plans:
Local businesses; Jurassic Coast Transport Working Group	LDF Core Strategies and Area Action Plans

Key points:

- A complementary approach to parking which supports local economies, but promotes the use of sustainable modes of travel
- Applying parking controls and charges in town centres which maximise the benefits of investment in higher quality sustainable alternatives by increasing their attractiveness relative to the car, particularly for single occupancy commuter trips
- Managing parking to provide higher quality, safe environments and an efficient transport network
- Influencing the amount, and design of parking provided in new developments, recognising the different levels of accessibility by modes other than the car both across the sub-region, and within urban areas
- Managing the impacts of visitor parking at Dorset’s many attractions in ways that minimise impacts on local communities and encourage the use of alternatives to the car

5

Car parking measures

K

Implementing balanced and proportionate parking policies which promote economic vitality and support the use of alternatives to the car, particularly for single occupancy commuter trips

10.0.1 On their own, behavioural change initiatives, influencing travel patterns and providing an enhanced choice of quality public transport, walking and cycling alternatives are unlikely to achieve the desired increase in use of more sustainable modes. This also requires parallel measures, such as parking policies, to actively encourage the use of alternatives to the car, particularly for single occupancy commuter trips, where suitable alternatives exist. This is necessary in order to reduce traffic growth and achieve the levels of modal shift required to reduce congestion and carbon emissions, and improve air quality and overall quality of life.

10.0.2 The local applicability and deliverability of more stringent measures within the timescales of this plan are prohibited by factors such as additional legislation, new technology and the resolution of significant technical and policy issues. These are more likely to be successfully applied at a national level.

10.1 Key approaches to parking policy

10.1.1 The cost and availability of parking has a major influence on travel choices, but is also an important factor in the well-being of both commercial and retail establishments, as well as the tourism industry. The broad approach will be to develop balanced parking policies which improve the way existing parking is used and priced to support sustainable travel and promote economic development.

POLICY LTP K-1

Complementary parking policies will support the vitality of the local economy but, through supply and pricing, will not undermine the use of public transport and low carbon forms of travel. Through supply and pricing mechanisms, parking policies in the urban areas and main towns will seek to:

- i. **reduce the attractiveness of commuter / long stay parking in the town centres**
- ii. **actively encourage the use of park and ride, public transport and other low carbon forms of travel to urban centres**
- iii. **support the wider LTP strategy and complement locational policies of development plans**
- iv. **reinforce the attractiveness and competitiveness of town centres**
- v. **take into account the needs of residents, tourists and those with mobility impairments**

10.1.2 The approach to car parking policy should be tailored to suit local conditions. This will include factors such as the existing mix of shopping and employment and the level of development proposed. In some circumstances, such as in South East Dorset, desired outcomes for the area may be better met through a co-ordinated approach between authorities. It is important that parking control aimed at reducing motorised traffic does not have a detrimental effect on the economic and commercial viability of town centres. The level of parking provided for each town will need to be considered within the context of the overall transport strategy for the area, and that of adjoining authorities. Parking will ensure that the vitality and viability of each town centre is not compromised through competitive policies in neighbouring authorities. Individual Borough and District Councils will still have the ability to review car parking levels and fees.

POLICY LTP K-2

Parking policies will, including through coordinated approaches where necessary, avoid prejudicing the strategic development aims of adjoining local authorities and have regard to the scale and nature of any competition between out-of-town developments with free parking and town centre policies.

10.1.3 The overall intention is that the availability of short stay parking for shoppers and visitors is enhanced by encouraging commuters, who would otherwise park all day, to use more sustainable modes of transport. Balancing the wider economic benefits and ensuring a positive net impact on parking revenues will be sought via the use of parking control. Where Park and Ride is implemented, it will be considered in combination with the overall parking policy and taken into account in the total parking supply.

10.1.4 An effective and complementary package of tools that supports the wider LTP strategy, helps to promote sustainable transport choices and makes efficient use of land, will be used to apply proportionate parking controls:

- **Parking charges** - balancing prevailing local economic conditions against future demand for car parking, including consideration of any additional capacity and pricing at Park and Ride sites, to determine the level of long stay commuter parking charges in town centres
- **Parking availability** - controls of long stay commuter parking spaces (both on and off street), particularly where combined with additional capacity at Park and Ride sites. This would free up capacity of town centre car parks to increase the supply of short term parking for visitors and shoppers and provide opportunities for alternative land uses in town centres
- **Parking restrictions** - introducing further Controlled Parking Zones on the periphery of central town centre areas and in locations where there is significant on-street employment-related parking
- **Parking enforcement / management** - applying proportionate enforcement of existing parking controls to support restraint in parking provision. Reducing illegal and inappropriate parking also improves highway safety and the efficiency of the network. Careful management of on-street parking, particularly on high frequency bus corridors, will seek to enhance bus journey time reliability and improve the flow of general traffic (see Chapter 7)
- **Parking standards** - reducing levels of car parking provision in new non-residential developments (see Section 10.3), coupled with the application of Travel Plans and smarter choices (see Chapter 8).

10.1.5 Parking Restraint Areas will be reviewed and updated in Local Development Documents to help define local parking policy and influence the parking stock, particularly in relation to new development. Within these areas, parking supply should be controlled effectively taking into account current and forecast local parking needs, whilst having regard to LTP3 policies.

10.1.6 Where adjustments to pricing and availability of parking are made the authorities will put in place appropriate parking restraint measures in surrounding residential areas to minimise any local impacts of potential parking displacement. Parking restraint measures can help to achieve other desirable outcomes by being linked to factors such as the fuel efficiency of different vehicles and the number of vehicles in a household. However, such measures will require further investigation to determine their viability.

POLICY LTP K-3

Controlled Parking Zones (CPZs) will be further developed as a means of effectively regulating and managing on-street parking. In and adjacent to CPZs, the following controls will be investigated and introduced where appropriate:

- i. **Preferential Residents Parking Schemes;**
- ii. **Pricing of on-street spaces;**
- iii. **Car parking restrictions to provide space for public transport, cycles or facilities for people with disabilities.**

10.2 Complementary measures to parking policy

10.2.1 Further measures as part of an integrated approach to parking will include:

- Ensuring the most efficient use of available parking spaces through the provision of **effective parking information and car park guidance systems**. These will cater for tourists during the peak season when demand for parking increases substantially
- Applying preferential **parking policies to promote the use of more energy efficient vehicles**, as demand increases. This may include dedicated spaces for car club / sharing and low-emission vehicles and provision of electric vehicle charging points within car parks
- Implementing co-ordinated “greener travel” behavioural change programmes. This will include setting parking policies for employment sites in Workplace Travel Plans (see Section 8.8) which encourage the use of alternatives to the private car and / or promote car-sharing and the use of pool vehicles
- **Increasing the provision of cycle parking** particularly within town centre locations, at park and ride sites and close to major developments
- Reducing the undesirable effects of heavy goods vehicles on local communities by seeking to **provide overnight lorry parks** at appropriate sites adjacent to the strategic highway network

10.3 Parking standards in new developments

10.3.1 The authorities will establish parking standards for new developments for inclusion in emerging Local Development Documents. These will be co-ordinated with parking controls and charges and complement planning policies through ensuring that both the amount of parking spaces, and the form in which it is provided, are consistent with wider issues of neighbourhood design, street layout and efficient use of land (i.e. ensuring safe and efficient on-street conditions, catering for servicing and loading, tackling congestion, providing access for those without a car, and utilising the available public space to maximum benefit).

POLICY LTP K-4

Parking standards for new development, including for cycles, will be applied through Local Development Documents, having regard to accessibility by all transport modes, and the need to promote sustainable transport outcomes and protect highway safety.

10.3.2 Parking standards will influence travel choices and will be consistent with the increased freedoms afforded to local authorities in the revision to PPG13 (2011), in order to set standards which best reflect local needs:

- Maximum parking standards will be set for different classes of non-residential development, related to density, use and accessibility
- Car parking provision should initially be limited to the minimum necessary to enable the development to function operationally, without adverse affects on road safety. Sites well served by alternatives to the car should have lower requirements to encourage use of sustainable travel modes
- The **Bournemouth, Poole and Dorset Residential Parking Study** provides the evidence base for revised local guidance on residential car parking provision, in line with paragraph 51 of PPS3:Housing (January 2011). Finalised local guidance will be published separately by the 3 authorities according to the needs of their local planning and transportation processes. For two tier Rural Dorset the County Council will be publishing this local guidance as part of the LTP3 suite of documents
- If proposed car parking provision departs from the operational requirement for that development, the promoter will need to justify this level of provision in accordance with relevant guidelines. Developers will need to demonstrate, within supporting Travel Plans, that the proposal maximises the modal split in favour of alternatives to the car, and take this into account when proposing levels of parking
- Cycle parking standards, covering the amount and type of parking, will be set for broad classes of development

10.4 Visitor parking

10.4.1 The LTP3 aims to improve sustainable access for visitors (see Section 8.12). However, visitor parking is a key issue throughout Bournemouth, Poole and Dorset due to their popularity as tourist destinations, particularly in the peak season. In the urban areas, VMS on key approaches will provide parking information and park and ride sites will be promoted for use by tourists. In other parts of the LTP area, the authorities will support the development of visitor parking management strategies at key tourist destinations as part of wider **Visitor Travel Plans**. This will be consistent with wider policy aims to reduce the environmental impact of visitor traffic. Rural car-bus (and rail-bus) interchange sites will be supported, particularly to access the smaller coastal settlements along the Jurassic Coast which have limited access and parking. The potential for such sites along the existing CoastLine X53 bus service corridor will be explored in conjunction with local planning authorities and the Jurassic Coast Transport Working Group.

10.5 How will this strategy measure contribute to the LTP3 goals?

How will this strategy measure contribute to the LTP3 goals?

Supporting economic growth	<ul style="list-style-type: none"> - Parking policies which support the vitality of local economies - Encouragement of commuters to use alternatives to the car, resulting in reduced congestion and delays and improved reliability, particularly at peak times and on key local routes to town centres - Increased capacity to provide parking for the needs of shoppers and tourists (rather than commuters) - Opportunities to free up valuable town centre land for development purposes (rather than long stay parking for commuters)
Tackling climate change	<ul style="list-style-type: none"> - A transfer of car-based commuting trips to sustainable alternatives, resulting in reduced carbon emissions
Better safety, security and health	<ul style="list-style-type: none"> - Re-allocation of road space to create safer, more attractive walking and cycling environments - Reduced congestion and fewer car trips contributing to improved local air quality
Equality of opportunity	<ul style="list-style-type: none"> - Parking provision to meet the needs of the mobility impaired - Parking standards in new development taking into account levels of accessibility
Improve Quality of Life	<ul style="list-style-type: none"> - Opportunities to make more efficient use of town centre land to improve the quality of the public realm - Reduced local impacts of illegal or inappropriate parking, including around tourist hotspots

Key Strategy Measure	6	Travel safety measures
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In this chapter:

L	Applying engineering, education and enforcement solutions to create safer travelling environments
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M	Working with partners to improve community safety and security
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Working with the following key partners:	Contributing to other key local strategies and plans:
Dorset Road Safe Partnership; Police; Emergency Services; Schools	Children and Young People's Plans; Sustainable Modes of Travel to School Strategy

Key points:

- Reducing total road casualties across the sub-region in a co-ordinated way to meet national targets, whilst recognising the different trends that exist locally
- Ensuring new development does not introduce significant new hazards to highway safety
- Safety and security measures will be used to support other areas of the strategy, and particularly the safe use of more “vulnerable” modes such as walking and cycling
- Increasing the numbers of pedestrians and cyclists can have a positive impact on road safety
- Tackling poor driver behaviour and promoting greater respect between all highway users
- “Smarter” working processes - a more vigorous approach to evaluation and a clearer focus on evidence-led working through improved data analysis

6

Travel safety measures

L Applying engineering, education and enforcement solutions to create safer travelling environments

11.0.1 The authorities recognise the need to continue to maintain a high profile on road safety and casualty reduction work during the LTP3 period and increase effective measures to cut actual road traffic casualties more quickly and eliminate perceived safety and security fears. The new National Road Safety Strategy, expected in Spring 2011, may necessitate a review of road safety priorities, or influence the ways in which priorities are tackled.

POLICY LTP L-1

An integrated approach to road safety will be adopted to reduce casualties which takes opportunities to support healthier lifestyles through promoting walking and cycling, to tackle deprivation and enable neighbourhood renewal, and to create quality public spaces and streetscapes.

11.1 Dorset Road Safe Partnership

11.1.1 Bournemouth, Poole and Dorset have well established and successful partnership arrangements to tackle road safety which have made considerable progress in reducing road casualties. During the LTP3 period, partnership working will continue to be furthered through Dorset Road Safe - the partnership of the local councils, emergency services and other organisations working together to reduce the number of people killed and seriously injured on Dorset's roads. The focus of the group will be to work towards improved co-ordination, sharing of resources, common tactics and targeted intervention using fully researched intelligence and analytical products.

11.1.2 As a clearly identifiable and visible brand, Dorset Road Safe will continue to be strengthened and will have a major role in tackling road safety during the LTP3 period, building upon the success of initiatives such as the "No Excuses" campaign targeting bad and careless driving.

POLICY LTP L-2

The authorities will continue to develop strategic partnership working co-ordinated through the Dorset Road Safe partnership to apply a holistic approach to casualty reduction and prevention through Engineering, Education and Enforcement, targeted towards the most vulnerable users as appropriate, and focusing upon:

- i. **Pedestrian and cyclist casualties in urban areas**
- ii. **Protecting children and young people**
- iii. **Motorcycle (Powered Two Wheeler) casualties**
- iv. **Rural roads**
- v. **Poor road user behaviour**
- vi. **Illegal and inappropriate speed**

11.1.3 In particular, the Dorset Road Safe Partnership will adopt a strategic approach to:

- Further improve the consistent capture and analysis of road safety data evidence through Dorset Road Safe's data analysis sub-group to identify the need for road safety schemes
- Seek to implement a programme of experimental pilot schemes trialling innovative low-cost engineering measures

- Establish a new evaluation regime that is focused on the measurement of outcomes rather than outputs
- Centrally co-ordinate between the local authorities all education, training and publicity interventions to avoid duplication of effort and achieve best value for money

11.2 Road safety engineering

11.2.1 Engineering schemes are the traditional solution to dealing with casualty reduction. However, as the worst accident locations are treated, it is increasingly becoming a less effective approach. For engineering solutions to proceed they will generally have to be low cost and have to provide a good return on investment in terms of casualty reduction.

POLICY LTP L-3

All road safety schemes will be identified based upon prioritisation of accident savings on routes, junctions, road lengths or speed limit sections, and a high priority will be given to integrating road safety within all highway maintenance schemes and schedules and other local improvement and regeneration projects.

11.2.2 The development of road safety schemes during the LTP3 period will be based on priorities to:

- Introduce **20mph zones** and limits where appropriate, such as in residential areas or outside schools, in line with emerging speed limit guidance. In the short term, whilst funding is in short supply, priority will be given to those areas with a recent history of casualties
- Encourage **Home Zones** in new residential development, and retrofitted to existing streets where opportunities exist to improve local safety and enhance neighbourhoods
- Respond to, and facilitate, the desired increase in active travel by creating safer walking and cycling environments, including **improved crossing facilities**. It has been shown that increasing numbers of pedestrians and cyclists can positively contribute to road safety through "safety in numbers" ⁽⁸⁾
- Increase the emphasis on proactive as well as reactive engineering schemes and react positively to community concerns by implementing low-cost safety schemes that reduce casualties
- Consider and review passive safety in future proposals for highway schemes and route audits, with particular regard to motorcyclists
- Balance the safety and access needs of users with care for the environment to keep signs, lines and street furniture to the minimum needed for safety. Where signs are needed, adaptations will be made where possible to fit best with the local surroundings (particularly in line with the Dorset Rural Roads Protocol)
- Undertake **vulnerable road user audits** or full safety audits for all highway schemes as appropriate and ensure the design for all new development will be subject to a safety audit as applicable, and promotes safe environments for vulnerable users

11.3 Road safety education, training and publicity

11.3.1 Measures directed at informing the public will increasingly challenge complacent attitudes about road safety and encourage road users to make positive behaviour choices. There is expected to be a greater emphasis on these measures as a more cost effective way of targeting specific road safety issues. Priority themes will include:

- Innovative and high impact education - **training and publicity campaigns** targeted at inappropriate speed, drink/drug driving, careless driving, and promoting mutual respect between all road users (backed up with appropriate enforcement)
- Continued support for cyclist, pedestrian, motorcyclist and HGV education and training for all age groups. The authorities will seek to provide **Bikeability level 3 training** for all age groups

- Supporting the concept of “safety in numbers” for pedestrians and cyclists
- Promoting and co-ordinating road safety initiatives around schools with the **Safer Routes to School** programme and the Sustainable Modes of Travel to School Strategy

11.4 Road safety enforcement

11.4.1 Proactive enforcement has been successful in addressing poor driving behaviours and excessive speed. Inappropriate speed in rural areas will continue to be a particular focus. In addition to improving road safety, managing traffic speeds can help to create less intimidating road environments for pedestrians and cyclists and reduce carbon emissions, pollution and noise. Continued enforcement will become better co-ordinated with publicity campaigns to develop a wider theme of road user responsibility, with a focus upon:

- Applying **Speed Management** and effective enforcement measures:
 - Consider evidence and advice from the national speed limit review to inform future decisions on speed limits, particularly on rural roads
 - Embrace new technology to widen the scope of enforcement activity, such as increasing the use of **ANPR** or **average speed cameras** and interactive signing measures
 - Work with police to maximise the use of ANPR data to tackle vehicles being driven illegally
 - Seek to utilise camera technology that can identify other traffic offences such as the non use of seat belts and the use of mobile phones
- Continuing **parking enforcement** in urban areas and tourist hotspots through the use of enforcement teams and camera enforcement vehicles

M Working with partners to improve community safety and security

11.5 Travel security

11.5.1 Personal security and the fear of crime on the transport system will continue to be addressed through improved standards of design and operation of transport infrastructure which support the wider aims of local crime reduction strategies. This will support the overall approach of the LTP3 to increase modal shift to modes such as walking, cycling and public transport, for which the fear of crime is often a significant barrier to their use, particularly outside of the peak periods of travel.

11.5.2 Town centre and neighbourhood improvement schemes will seek to create attractive, safe and welcoming public spaces (see also Section 8.15). **Expanding CCTV and improved lighting** will also be priorities at bus and rail stations, key transport interchange points and on local footpath and cycle networks.

11.5.3 Through **community safety partnerships** the authorities will work with the Police, Network Rail and public transport operators to tackle anti-social behaviour associated with the transport system, particularly at night-time in urban centres.

11.5.4 A greater focus will be placed on establishing locally managed initiatives tackling issues relating to road safety, security and anti-social behaviour, such as **“Community Speed Watch” programmes**. The Dorset Road Safe partnership will seek more effective ways to engage with local communities and voluntary groups to increase community participation.

11.5.5 The authorities will work with the police, emergency planning staff and others to identify measures for reducing the vulnerability of the transport network to potential terrorist attacks, and for ensuring that the network is adaptable to any impact. New major infrastructure will be designed to minimise any associated risk.

POLICY LTP M-1

The authorities will work with partners, including the Police, public transport operators and Network Rail, to reduce actual and perceived safety and security concerns relating to the use of the transport network, and to reduce its vulnerability to terrorism and vandalism.

11.6 How will this strategy measure contribute to the LTP3 goals?

Supporting economic growth	<ul style="list-style-type: none"> - Reduced local economic cost of accidents and injuries resulting from reduced healthcare treatment and delays to traffic from incidents - Improved travel security at night supporting urban night-time economies
Tackling climate change	<ul style="list-style-type: none"> - Improved safety and security encouraging greater use of public transport and walking and cycling
Better safety, security and health	<ul style="list-style-type: none"> - Fewer casualties, less inappropriate speeding and better road user behaviour - Lower traffic speeds and safer environments encouraging physically active travel - Safer communities with a reduced fear of crime
Equality of opportunity	<ul style="list-style-type: none"> - Tackling social exclusion by improving safety and security in deprived areas, and for more vulnerable groups such as children, motorcyclists and older people - Removing actual and perceived safety concerns as a barrier to accessing key services, particularly children travelling to school on foot and cycle
Improve Quality of Life	<ul style="list-style-type: none"> - Reduced impacts of inappropriate speed and anti-social behaviour creating less intimidating environments for local communities - More shared spaces, home zones and 20mph zones providing opportunities for higher quality streetscapes and built environments

See also the following LTP3 supporting strategies - 1) Road Safety

Key Strategy Measure	7	Strategic infrastructure improvements
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In this chapter:

N	Delivering larger scale targeted improvements to the strategic public transport and road infrastructure which strengthen connectivity and support regeneration and growth
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Working with the following key partners:	Contributing to other key local strategies and plans:
WMAP; Highways Agency; Network Rail; Public Transport operators; Bournemouth Airport; neighbouring authorities	Local Development Framework Core Strategies; Area Action Plans; other Development Plan Documents; Network Management Plan

Key points:

- Carefully plan and implement major transport infrastructure acknowledging that the future prosperity of Dorset's economy requires supported housing and employment growth and reliable strategic links, but within environmental means
- Major infrastructure schemes have been identified based upon technical analysis, their fit with LTP3 goals and wider economic priorities, and deliverability. This has resulted in a limited number of major schemes, which demonstrate high Benefit Cost Ratios
- Major transport infrastructure will be heavily dependent upon third party funding, particularly from developers to mitigate the cumulative impacts of new development
- Working closely with the Highways Agency to maintain and improve the efficient operation of the trunk road network

7

Strategic infrastructure improvements

N

Delivering larger scale targeted improvements to the strategic public transport and road infrastructure which strengthen connectivity and support regeneration and growth**12.1 The need for strategic infrastructure**

12.1.1 The principal focus of the LTP3 is on lower cost sustainable transport improvements but, whilst opportunities will be limited, some improvements to the strategic infrastructure are necessary, particularly where there are strong economic reasons. These include the movement of goods to and from the ports and major industrial areas, supporting LDF development proposals and for regeneration, particularly in relation to Poole town centre and Weymouth and Portland. Improvements to both the strategic public transport and highway infrastructure are required. However, in many cases these are not under the control of the authorities and they will therefore also need to work closely with Network Rail, public transport operators, the airport operator, the Highways Agency and neighbouring authorities to achieve priorities for Dorset. Joint strategic governance arrangements through the MAA, or a future LEP, will also have a key role.

POLICY LTP N-1

The authorities will work together, and with relevant partners, towards the following priorities for strategic transport infrastructure in Dorset:

- i. **Ensuring that connections between Dorset and other parts of the UK, especially to Bristol, London, the Midlands and the North, are maintained, improved and resilient to incidents and disruption**
- ii. **Providing a step change in sustainable forms of movement within the main urban areas**
- iii. **Supporting regeneration at Poole town centre and Weymouth and Portland**
- iv. **Ensuring high quality surface access to Bournemouth Airport to support its sustainable development and expansion and promote its role as an international gateway**
- v. **Providing improved access to key employment sites**
- vi. **Providing reliable access to the ports at Poole, Weymouth and Portland and support growth in passenger and freight services**
- vii. **Supporting the role of local, national and international tourism in the sub-region, with a priority for sustainable tourism**

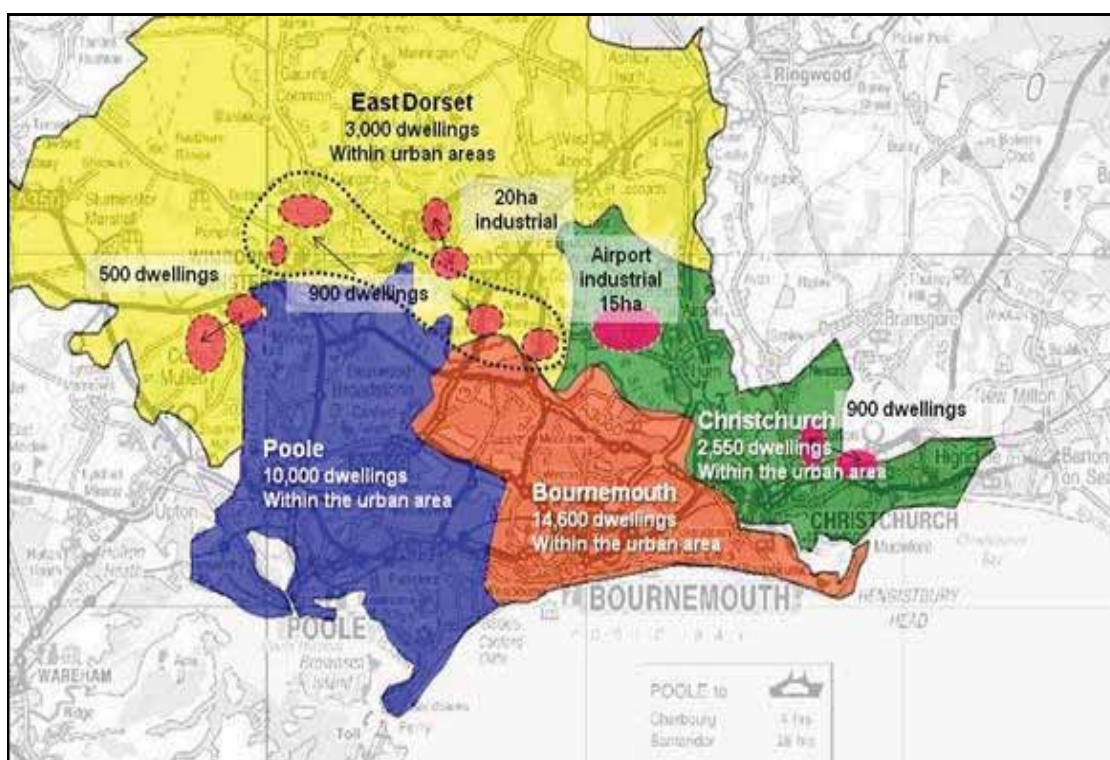
POLICY LTP N-2

Working with partners, strategic network improvements will support the efficient and reliable movement of freight within Dorset whilst seeking to improve the environmental performance of the freight industry, including:

- i. **Supporting the role of the ports for water-based freight. The development of “hubs” in the distribution network will be sought to promote greater use of inland intermodal freight and to maintain efficient trading links with Europe**
- ii. **Maximising future opportunities to enhance the role of rail freight, including the development and expansion of rail freight terminals, particularly at the Port of Poole**

12.1.2 The authorities in Dorset have fallen behind many others in terms of investment in major infrastructure, presenting serious challenges when set against historic and forecast population growth and increases in houses and jobs ⁽⁹⁾. This is placing increasing pressure on strategic infrastructure which has serious deficiencies ⁽¹⁰⁾ and is a limiting factor to economic growth. This is particularly the case in South East Dorset, where approximately 55% of all new housing will be focused, plus major new employment land (see Figure 12.1). Technical analysis through the SEDTS (including the use of traffic models in line with government guidance) has assessed the cumulative impact of infill development and urban extensions (see Appendix D). Despite the role of planning in relating new development to the existing strategic networks, and the range of lower cost measures proposed in this LTP3 (to provide alternatives to the car and reduce traffic growth), some improvements to strategic infrastructure have been identified as necessary to avoid worsening congestion and delays.

Figure 12.1 Anticipated growth in dwellings and employment to 2026 in South East Dorset



POLICY LTP N-3

Developer funding through pooled contribution schemes (such as the SE Dorset Transport Contributions Scheme and the Purbeck Interim Planning Framework) will be sought to contribute towards the strategic transport infrastructure identified as necessary to mitigate the cumulative impacts of planned growth in SE Dorset to 2026. This will complement other third party funding sources, including bids to central government.

9 Population grew by approximately 4% between 1999 to 2009, and is forecast to grow by a further 9% from 2009 to 2028 (ONS, 2008 based sub-national population projections)

10 In particular, the lack of motorways, and poor / sub-standard road and rail connections to wider regional / national corridors

12.2 Identifying strategic transport infrastructure schemes

12.2.1 Consultation on the LTP3 has revealed that there remains strong support for various major infrastructure schemes, including long standing road schemes seen as necessary for supporting the local economy (and in particular schemes to relieve traffic in Christchurch Weymouth and Portland and the A350 corridor). As part of the wider development of the LTP3 strategy, schemes have been appraised against clearly defined objective criteria (using the technical evidence base from the SEDTS and other LDF transport studies). These include the LTP3 goals and national goals and policies using economic, environmental, social and transport indicators, the availability of resources, and compatibility with the strategies of neighbouring authorities. Major infrastructure proposals will need to support the principles and objectives of the National Infrastructure Plan.

12.2.2 Some major infrastructure improvements have, through the technical analysis, been deemed to be undeliverable or no longer desirable. Of those that have been identified as necessary, not all are considered to be affordable or deliverable during this LTP period to 2026. Appendix E includes clarification of the position on schemes which, although not forming part of this LTP, are longer term aspirations post 2026, and those which are no longer considered to form part of the longer term transport strategy.

12.2.3 Those schemes included in the LTP3 have demonstrated overriding positive benefits, with **high Benefit-Cost Ratios**. These will be the medium to longer term focus of the strategy and be **heavily dependant on third party funding, both from central government sources and particularly from developers** to mitigate the impacts of their developments. The limited number of major proposals within this LTP3 is considered to be realistic in the light of the estimated availability of public sector funds and developer contributions. The authorities will seek to work together in order to pool resources required to prepare the cases for major schemes.

12.2.4 The high environmental quality of Dorset presents difficulties in meeting the aims of the transport strategy without some adverse impacts. In accordance with the SEA and HRA, any schemes will need to demonstrate that they do not have unacceptable impacts on nature conservation sites that can not be overcome through appropriate mitigation. **LTP3 policies seek to achieve the best balance between the need for the safe, efficient and reliable movement of people and goods and the need to protect and enhance the environment.**

12.3 Strategic infrastructure for public transport, cycling and walking

12.3.1 The LTP3 has a strong focus on improving the quality and choice of alternatives to reduce reliance on the car and cut carbon emissions. Some of the larger proposals for improvements to public transport, cycling and walking which have been identified in previous chapters will enhance the strategic transport network and are also necessary to mitigate the impacts of new development. They will require significant investment in supporting infrastructure and are therefore likely to be included within bids for funding to central government and /or be funded through tariff based pooled developer contribution schemes, or as replaced by CIL. Key strategic proposals include:

- Quality Bus Corridors, providing a step change in bus provision in the urban areas (see section 9.3)
- Park and Ride sites -both bus and rail based (see section 9.4)
- Bournemouth Airport Interchange / Transport Hub
- Strategic Cycle Route Networks (see section 8.3)

12.4 Strategic highway improvements

12.4.1 Maintaining an efficient and reliable strategic highway network is vital to support the local, and national economy. Key junction improvements (Chapter 7, Table 7.1) and effective network management, including a Joint Traffic Control Centre (see Chapter 7) will contribute to meeting this objective. However, some limited additional strategic road infrastructure improvements have also been identified as necessary to support wider transport objectives.

POLICY LTP N-4

Major improvements to the highway network in Dorset will be progressed only if:

- i. they are essential to meet the economic objectives of the plan
- ii. the highway scheme is demonstrated to be cost effective
- iii. there is no alternative proposal which could solve most of the problems at significantly less cost
- iv. they do not result in unacceptable impacts to the environment that can not be overcome by appropriate mitigation

Trunk roads

12.4.2 The trunk road network, under the responsibility of the Highways Agency, provides a core element of the primary route network. Given the existing congested nature of the A31, which is critically important to the prosperity of the area, it is likely that developments in the South East Dorset conurbation shown to have an impact on the A31, either individually or cumulatively, will have to wait for the provision of transport interventions, as set out in the Highways Agency Memorandum of Understanding. The MoU provides a framework for partnership working, between Bournemouth, Poole and Dorset and the HA, to better manage future growth, and maintain the ongoing performance of the Strategic Road Network. It is therefore essential for economic growth and the identification of new key employment sites that the authorities work together with the Highways Agency to bring forward improvements to the A31 as early as possible.

12.4.3 In the short term, improvements to improve reliability around Canford Bottom junction are seen as a priority, particularly with the levels of traffic associated with the Olympics sailing event in Weymouth. The dualling of the section of the A31 from Ameysford to Merley is considered an essential pre-requisite to the implementation of urban extensions proposed for East Dorset. Widening of the A31 at Ringwood would improve traffic flow and safety, and improve the reliability of connections between Dorset and Hampshire, towards London.

12.4.4 Improvements to the A35/A354 junction and A35 Weymouth Road/ Stinsford roundabout in West Dorset are currently in progress. Improvements to Monkeys Jump roundabout on the A35/A37 are considered to be a pre-requisite for a future stage of development at Poundbury. Other trunk road schemes, including on the A35 / A303, are considered less likely to be delivered in the timescale of this plan, but the authorities will continue to support schemes that are consistent with LTP objectives and priorities.

Figure 12.2 Traffic on the A31



POLICY LTP N-5

The authorities will work with the Highways Agency to ensure maximum operational efficiency of the A31 / A35 / A303 trunk road network. In order to guide future development in Dorset so that its effects on the strategic highway network are minimised, the authorities will seek to ensure that the Highways Agency Memorandum of Understanding is a material consideration in the assessment of relevant planning applications and is reviewed and updated in line with new protocols.

POLICY LTP N-6

The authorities will work with the HA to encourage and support delivery of trunk road schemes which support LTP objectives, including through the collection of pooled developer contributions (or CIL) where appropriate. The following schemes are considered to be priorities for the LTP3 strategy:

- A31 Canford Bottom roundabout (hamburger) improvement**
- A35 / A37 Monkeys Jump roundabout improvement (Dorchester)**
- A31 westbound widening at Ringwood**
- A31 Aneysford to Merley dualling**

Poole Bridges Regeneration Initiative transport network

12.4.5 The **Poole Bridges Regeneration Initiative** will unlock a major brownfield development (up to a total of 80 hectares) with a sustainable transport network which will enlarge and enhance Poole's central area. It represents a significant local investment, supported by funding from developers and the DfT. A major component of the required transport network is the **Twin Sails Bridge** (a second crossing between Poole and Hamworthy). A supporting network of gyratories and links is also required. Despite the challenging financial climate, the bridge element is already under construction (due to open in late 2011) and the project will progress in phases up to 2020. When fully complete, the development will provide the following vital benefits:

- Improved access to the Port of Poole supporting improved freight distribution
- 32 hectares of high density mixed-use development, creating around 5,000 new jobs, within walking distance of the town centre - thus encouraging sustainable, low carbon travel
- A major improvement in local bus services and their reliability
- Regeneration on the Hamworthy peninsula, one of the most deprived areas in the conurbation, greatly improving social inclusion by creating new local employment and affordable housing

Figure 12.3 Artist's impression of the Twin Sails Bridge in Poole

B3073 Parley Lane (Bournemouth Airport Access)

12.4.6 Between 15 to 30 hectares of new employment land at Bournemouth Airport is planned to 2026, providing much needed high value, high skill jobs. However, the surrounding road network is limited, as are opportunities for sustainable travel modes. The B3073 Parley Lane improvements between Blackwater junction to Chapel Gate consist of: on-line widening, a small bypass at Hurn, and junction improvements (including Blackwater junction). Importantly, this scheme will provide new opportunities for sustainable travel. It will allow enhancements to public

transport services and cycle routes serving the airport and North East / North West business parks and a possible High Occupancy Vehicle lane, in order to limit car based trips. Implementation of this scheme is also essential for residential development at West Parley to go ahead. To realise greater employment development potential at the airport above the currently planned level (up to 60 hectares), would require additional infrastructure to support enhanced surface access.

POLICY LTP N-7

The authorities will prioritise delivery of the following major highway improvement schemes during LTP3 and funding will be sought from third parties, including pooled developer contributions (or CIL) and bids to central government:

- i. **Poole Bridges Regeneration Initiative transport network- PBRI Core Scheme (including Twin Sails Bridge), plus associated network of gyratories and links**
- ii. **B3073 Parley Lane improvements (Bournemouth Airport Access)**

Other roads

12.4.7 In Weymouth, with considerable investment taking place on the strategic road network in advance of the Olympics, there will be little funding available for further major improvements during the LTP3 period. However, it will be important to maximise the legacy benefits from this investment through the use of personalised travel planning. There remain concerns within Weymouth and Portland over the poor connections from the area to the national motorway network and poor accessibility to key employment sites such as Portland. Improvements to the A37/A3088/A358 corridor are mostly completed within Dorset but remain outstanding within Somerset. Both Dorset and Somerset County Councils will continue to argue the case for more funds to improve the national primary route link to the M5 which is required to support economic growth in both authorities.

12.4.8 Improvements in the A350 corridor are given a high level of importance by local businesses and remain an aspiration of North District Council and other bodies. The A350 remains a National Primary Route since it provides the main link to the north from the SE Dorset conurbation (including use by HGVs), but the existing road is of poor quality and substantially impacts on the communities through which it passes. Attempts at environmental improvements undertaken during LTP2 have had limited impact. Funding and environmental constraints mean that any major scheme is unlikely to progress during LTP3 and the focus will need to continue to be on low cost traffic management measures.

Other schemes related to new development

12.4.9 Smaller highway improvements that have been identified as necessary to support planned growth in rural Dorset during the LTP3 period include:

- A351 Route Management, Bakers Arms to Wareham - including improvements to A35/A351 Bakers Arms roundabout
- Proposals emanating from the Gillingham growth study including a southern link road within Gillingham and a new link between the B3081 and A30 in Shaftesbury
- Springfield Distributor Road (Verwood) - improved access to a school campus site

12.5 Design considerations for all major infrastructure

12.5.1 Any new major infrastructure will need to minimise impacts on Dorset's high quality and unique natural and built environment and meet strict national and international legislation before they can be implemented. Early dialogue with environmental bodies will ensure that design and construction incorporates suitable and appropriate environmental mitigation from the outset. Particular design considerations for major infrastructure will include:

- Application of CEEQUAL standards, Construction Environment Management Plans and Site Waste Management Plans
- Inclusion of High Occupancy Vehicle lanes, bus lanes and bus priority measures in new road infrastructure to maximise the use of road space for alternative modes to the car and to minimise growth in traffic
- Integrated cycle lanes / footways and cyclist /pedestrian friendly crossings to reduce severance
- Use of low carbon materials and construction techniques, where feasible
- Use of local materials to fit the local context and setting, where feasible
- Designing roads to optimise desirable driving speeds for carbon efficiency and reducing congestion

POLICY LTP N-8

Major infrastructure schemes will be subject to detailed environmental assessment at the project level including, where necessary, Habitats Regulations Assessment to consider potential impacts on Natura 2000 sites. Where schemes are acceptable, the design and construction will reflect the needs of all road users, maximise opportunities for alternative modes to the car and will minimise impacts on Dorset's high quality natural and built environment through suitable mitigation measures.

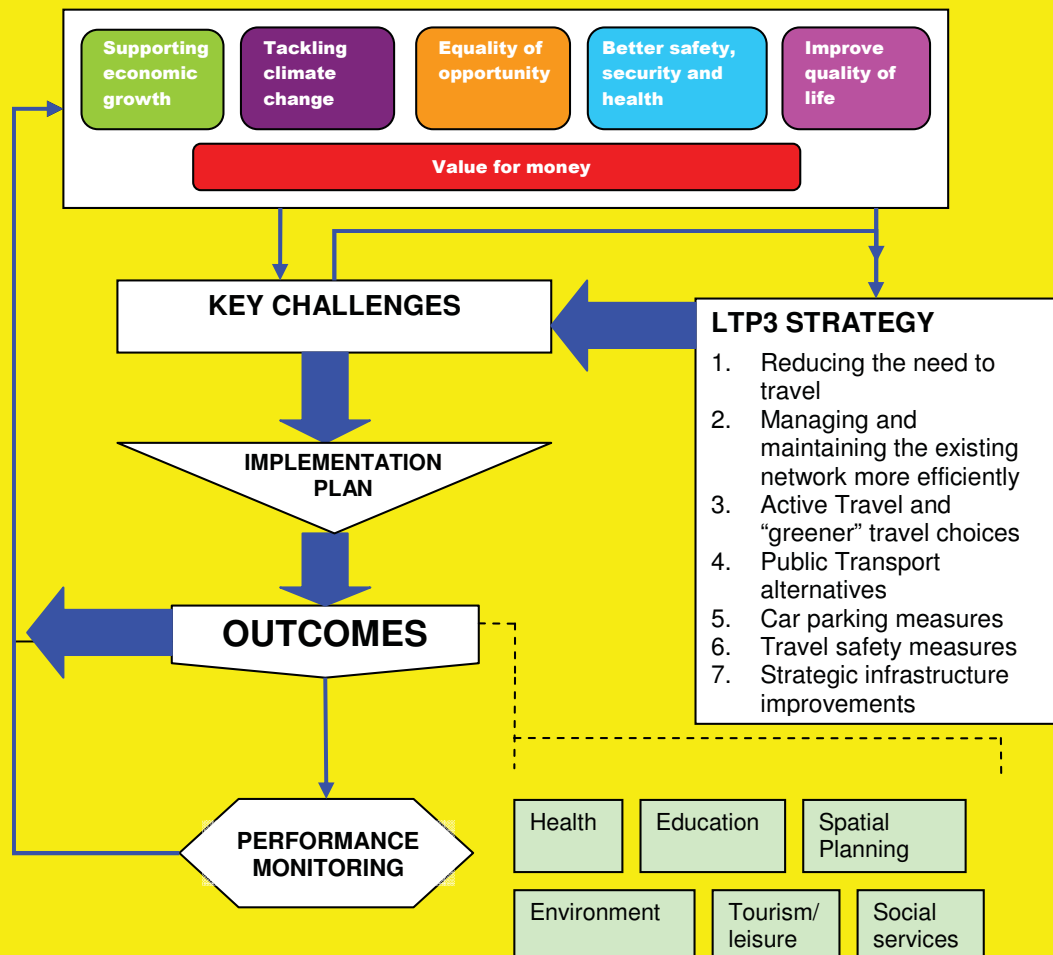
12.6 How will this strategy measure contribute to the LTP3 goals?

Supporting economic growth	<ul style="list-style-type: none"> - Transport infrastructure to unlock major employment growth areas to provide new jobs - More reliable strategic links to key destinations such as Bournemouth Airport, the Port of Poole, and key employment sites - Improved connectivity to national/ international networks benefiting workers, businesses, freight and tourists - Infrastructure to support strategic development proposals for housing, jobs and regeneration
Tackling climate change	<ul style="list-style-type: none"> - Dependent upon levels of induced traffic, additional road capacity would directly result in an increase in carbon emissions, although indirectly opportunities may also be created for more sustainable travel - Strategic public transport improvements will provide a step change in provision and contribute to modal shift and reducing carbon emissions
Better safety, security and health	<ul style="list-style-type: none"> - By accommodating volumes of traffic on more appropriate infrastructure, better designed new road infrastructure may reduce overall accident levels. Any resultant traffic growth could result in increased accidents
Equality of opportunity	<ul style="list-style-type: none"> - Better access to increased local job opportunities (and by a greater choice of modes) - Enhancing social inclusion in areas of deprivation (e.g Hamworthy)
Improve Quality of Life	<ul style="list-style-type: none"> - A higher quality journey experience - Making more appropriate use of the strategic highway network can reduce the impacts of traffic on communities on local routes

See also the following LTP3 supporting strategies - 1) Freight; 2) South East Dorset Public Transport

In this chapter:

- Outcomes are the key link between the strategy and achieving the goals
- Summaries under each LTP3 goal demonstrate the links between the challenges, solutions, policies, outcomes and monitoring
- Monitoring of outcomes in the Implementation Plans will track the performance of the strategy in achieving the LTP3 goals
- Monitoring is part of the wider management of the LTP3 to ensure that, together with the Implementation Plans, all investment is efficiently used to successfully work towards the LTP3 vision



SUPPORTING ECONOMIC GROWTH		
WHAT ARE THE CHALLENGES?	WHAT KEY SOLUTIONS DOES THE LTP3 STRATEGY PROPOSE?	WHAT ARE THE KEY POLICIES?
<p>1. Improve the reliability and predictability of journey times on key local routes</p> <p>2. Secure a lasting shift to more sustainable travel behaviour that reduces dependence on the car</p> <p>3. Improve inter and intra regional and sub-regional connectivity in getting people to jobs, raw materials to production and finished goods and services to market</p> <p>4. Support planned growth in Dorset and ensure that new developments provide necessary sustainable transport improvements and infrastructure</p> <p>5. Provide improved access to key employment sites, including growth areas</p>	<p>There will be an integrated approach to reducing congestion based upon reducing the need to travel, managing and maintaining the network more efficiently, providing alternatives to the car, and investing in targeted infrastructure improvements</p> <p>Closer working with the Highways Agency will help to effectively manage, maintain and improve Dorset's strategic road network. Improvements to the critical A31 strategic route will be encouraged as a priority</p> <p>Developing Bournemouth Airport as a transport hub, with improved surface access (including public transport), supporting new employment land</p> <p>Completion of the Poole Bridges Regeneration Initiative transport network will stimulate regeneration opportunities in Poole</p> <p>Maintaining and enhancing rail connections to from Dorset and the rest of the UK will be achieved by working closely with Network Rail and Train Operating Companies</p> <p>A new joint Traffic Control Centre will co-ordinate effective management of the network</p> <p>An integrated transport package will support the Olympics sailing events in Weymouth</p> <p>Developer contributions will help to fund necessary transport infrastructure</p> <p>New high density employment will be supported, and linked, by Prime Transport Corridors with a network of Quality Bus Corridors, Park and Ride and transport hubs. Online junction improvements will be focussed along these corridors.</p> <p>The supported development of local "green fuel technology" businesses will contribute to Dorset's Green Knowledge Economy</p> <p>The Third Sector in Dorset will have a greater role in supporting and enabling community based transport solutions through voluntary groups and social enterprises</p> <p>Encouraging sustainable visitor travel will support the growth of Dorset's key tourism industry, but within environmental means</p> <p>Prioritisation of maintenance to the most used highway assets</p> <p>The viability of the local economy will be taken into account in setting parking policies</p>	<p>LTP3 goals</p> <p>Land use and transport</p> <p>Major development</p> <p>Developer funding</p> <p>Asset management</p> <p>Adapting to climate change</p> <p>Efficiency of the existing highway</p> <p>Joint Traffic Control Centre</p> <p>Traffic routing</p> <p>Freight Quality Partnership</p> <p>Promoting Active Travel</p> <p>Utility cycling</p> <p>Green travel behaviour</p> <p>Alternative fuel vehicle technology</p> <p>Sustainable tourism</p> <p>Integrated Transport Authority</p> <p>Parking control and charges</p> <p>Parking policies</p> <p>Strategic infrastructure priorities</p> <p>Freight connectivity</p> <p>Working with the Highways Agency</p> <p>Trunk road schemes</p> <p>Major highway schemes</p>

WHAT OUTCOMES ARE EXPECTED?	WHAT ARE THE RELEVANT LTP3 PERFORMANCE INDICATORS?
<ul style="list-style-type: none"> Increased business confidence in the reliability of connections to, from and within Dorset by road, rail, air and sea New higher density housing and employment development well served by a range of transport modes Reduced congestion, including less seasonal variation in traffic flows More local job opportunities accessible by public transport A lasting Olympic legacy in Dorset, based upon "green" credentials Better training and education opportunities available without a car, supporting an improved local skills base 	<ul style="list-style-type: none"> PI 6 – Average journey time per mile PI 7 – Access to employment by public transport PI 8 – Condition of principal A roads PI 9 – Condition of non-principal B and C roads



TACKLING CLIMATE CHANGE

WHAT ARE THE CHALLENGES?	WHAT KEY SOLUTIONS DOES THE LTP3 STRATEGY PROPOSE?	WHAT ARE THE KEY POLICIES?		
<p>6. Reduce overall levels of greenhouse gas emissions from travel and transport to, from and within Dorset</p> <p>7. Increase the modal share of lower carbon, affordable and accessible transport modes to reduce the reliance on fossil fuels</p> <p>8. Provide a resilient and adaptable transport network</p> <p>9. Maximise the benefits and uptake of greener fuel vehicle technology</p>	<ul style="list-style-type: none"> • Greater priority will be given to low carbon modes such as walking and cycling • Transport will play a pivotal role in the transition to a low carbon Green Knowledge Economy for Dorset • Building stronger relationships with other sectors will help to influence service delivery decisions which reduce the distance / need to travel to access services • A more integrated approach to land use planning and transport will reduce the need to travel by creating more self-contained communities and locating new development in sustainable locations, well served by public transport • The Low Carbon Travel Strategy will be an integral part of the Local Carbon Framework • The development of Quality Bus Corridors and Park and Ride in urban areas will provide a step change in the quality of public transport provision • Balanced and proportionate parking controls will reduce the attractiveness of car-based commuter trips, encourage the use of public transport and Park and Ride in town centres, and promote the use of more fuel efficient vehicles • "Green" travel habits will be instilled in Dorset through behavioural change programmes supported by effective travel planning, car clubs and car sharing • There will be greater coverage of infrastructure for alternative fuel vehicles • Longer distance sustainable travel opportunities will be facilitated through improvements to cross-service/ modal interchange, development of rail based Park and Ride in suburban areas and a Smartcard ticketing system • Maintenance practices will have a greater focus on sustainable and more energy efficient solutions, such as low energy variable street lighting and sustainable drainage • Using recycled materials in transport improvement schemes will reduce energy use • Dorset's transport infrastructure will be designed, constructed and maintained to withstand the impacts of extreme weather events, and plans will be put in place to ensure continuing effective operation of the transport network in these circumstances • Sustainable visitor management practices will seek to reduce the carbon footprint of Dorset's important tourism industry 	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>LTP GEN-1</p> <p>LTP GEN-2</p> <p>LTP A-1</p> <p>LTP A-2</p> <p>LTP A-3</p> <p>LTP B-1</p> <p>LTP C-1</p> <p>LTP C-4</p> <p>LTP C-5</p> <p>LTP D-1</p> <p>LTP D-5</p> <p>LTP E-1</p> <p>LTP F-1</p> <p>LTP F-2</p> <p>LTP F-3</p> <p>LTP F-4</p> <p>LTP H-1</p> <p>LTP H-2</p> <p>LTP H-3</p> <p>LTP H-4</p> <p>LTP H-5</p> <p>LTP H-6</p> <p>LTP K-1</p> <p>LTP N-2</p> </td> <td style="width: 50%; vertical-align: top;"> <p>LTP3 goals</p> <p>Integrated transport package</p> <p>Land use and transport</p> <p>Major development</p> <p>Developer contributions</p> <p>Accessibility planning</p> <p>Asset management</p> <p>Street lighting</p> <p>Adapting to climate change</p> <p>Efficiency of existing network</p> <p>Freight Quality Partnership</p> <p>Promoting Active Travel</p> <p>Green travel behaviour</p> <p>Transport Assessments & Travel Plans</p> <p>Low carbon vehicle technology</p> <p>Sustainable tourism</p> <p>Public transport</p> <p>Bus provision</p> <p>Quality Bus Corridors</p> <p>Park and ride</p> <p>Rail travel</p> <p>Rapid transit</p> <p>Parking control and charges</p> <p>Controlled Parking Zones</p> </td> </tr> </table>	<p>LTP GEN-1</p> <p>LTP GEN-2</p> <p>LTP A-1</p> <p>LTP A-2</p> <p>LTP A-3</p> <p>LTP B-1</p> <p>LTP C-1</p> <p>LTP C-4</p> <p>LTP C-5</p> <p>LTP D-1</p> <p>LTP D-5</p> <p>LTP E-1</p> <p>LTP F-1</p> <p>LTP F-2</p> <p>LTP F-3</p> <p>LTP F-4</p> <p>LTP H-1</p> <p>LTP H-2</p> <p>LTP H-3</p> <p>LTP H-4</p> <p>LTP H-5</p> <p>LTP H-6</p> <p>LTP K-1</p> <p>LTP N-2</p>	<p>LTP3 goals</p> <p>Integrated transport package</p> <p>Land use and transport</p> <p>Major development</p> <p>Developer contributions</p> <p>Accessibility planning</p> <p>Asset management</p> <p>Street lighting</p> <p>Adapting to climate change</p> <p>Efficiency of existing network</p> <p>Freight Quality Partnership</p> <p>Promoting Active Travel</p> <p>Green travel behaviour</p> <p>Transport Assessments & Travel Plans</p> <p>Low carbon vehicle technology</p> <p>Sustainable tourism</p> <p>Public transport</p> <p>Bus provision</p> <p>Quality Bus Corridors</p> <p>Park and ride</p> <p>Rail travel</p> <p>Rapid transit</p> <p>Parking control and charges</p> <p>Controlled Parking Zones</p>
<p>LTP GEN-1</p> <p>LTP GEN-2</p> <p>LTP A-1</p> <p>LTP A-2</p> <p>LTP A-3</p> <p>LTP B-1</p> <p>LTP C-1</p> <p>LTP C-4</p> <p>LTP C-5</p> <p>LTP D-1</p> <p>LTP D-5</p> <p>LTP E-1</p> <p>LTP F-1</p> <p>LTP F-2</p> <p>LTP F-3</p> <p>LTP F-4</p> <p>LTP H-1</p> <p>LTP H-2</p> <p>LTP H-3</p> <p>LTP H-4</p> <p>LTP H-5</p> <p>LTP H-6</p> <p>LTP K-1</p> <p>LTP N-2</p>	<p>LTP3 goals</p> <p>Integrated transport package</p> <p>Land use and transport</p> <p>Major development</p> <p>Developer contributions</p> <p>Accessibility planning</p> <p>Asset management</p> <p>Street lighting</p> <p>Adapting to climate change</p> <p>Efficiency of existing network</p> <p>Freight Quality Partnership</p> <p>Promoting Active Travel</p> <p>Green travel behaviour</p> <p>Transport Assessments & Travel Plans</p> <p>Low carbon vehicle technology</p> <p>Sustainable tourism</p> <p>Public transport</p> <p>Bus provision</p> <p>Quality Bus Corridors</p> <p>Park and ride</p> <p>Rail travel</p> <p>Rapid transit</p> <p>Parking control and charges</p> <p>Controlled Parking Zones</p>			

WHAT OUTCOMES ARE EXPECTED?
<ul style="list-style-type: none"> • Reduced carbon emissions per person associated with travel in Dorset • Less overall need to travel to access key services and employment (less distance travelled per person to meet day to day needs) • Self-contained and self-sufficient towns and communities • A greater proportion of people using public transport, walking or cycling as their main mode of travel • Less dependency on the private car • Less disruption on the transport network associated with extreme weather events • Reduced dominance of cars in town centres



WHAT ARE THE RELEVANT LTP3 PERFORMANCE INDICATORS?
<ul style="list-style-type: none"> • PI 1 – Change in per capita carbon emissions • PI 2 – Bus patronage • PI 3 – Change in area wide vehicle kilometres • PI 4 – Travel to urban centres • PI 5 – Percentage of pupils travelling to school by car • PI15 – Low emission vehicles

EQUALITY OF OPPORTUNITY			
WHAT ARE THE CHALLENGES?	WHAT KEY SOLUTIONS DOES THE LTP3 STRATEGY PROPOSE?	WHAT ARE THE KEY POLICIES?	
<p>10. Ensure access for all, and particularly disadvantaged groups and in areas where there is limited public transport provision, to employment, education, healthcare, shopping, leisure, cultural and community facilities</p>	<ul style="list-style-type: none"> There will be an improved balance in Dorset between housing (including affordable housing) and higher wage employment opportunities accessible by a range of transport modes, facilitated by major new transport infrastructure In the most deprived areas of Dorset, targeted measures will seek to improve service provision, skills, information and safety Partners in other sectors such as health and education will be encouraged to consider the transport access needs of customers in the way that their services are provided, in order to ensure they are accessible and reduce the need to travel where possible Continuing to work with public transport operators to improve levels of accessibility and the frequency and timing of services. Express bus services will be sought into urban centres from outlying areas Supporting the development of Rural Community Travel Exchanges will improve the availability of essential services in the more remote rural communities and reduce the need to travel Local communities will be empowered to protect, and where feasible, enhance community transport services which link to the wider public transport network and solve identified local access needs Alternative local accessibility initiatives will be supported which meet the needs of the mobility impaired, the elderly, those without access to a car and those in rural areas not served by other transport options People with mobility impairments and older people will be given the support and training necessary to give them the skills and confidence to use public transport Improved physical access on buses and at interchanges, travel hubs and waiting facilities Travel information will become more personalised, making use of mobile phone technology Improved public transport interchanges The implementation of a cashless Smartcard ticketing system will make journeys by multiple modes/ services easier and more affordable and will reduce queuing times Exploring opportunities to offer concessions on public transport fares for those who need them most The travel needs of young people will be better met by seeking to establish sustainable travel independence 	<p>LTP GEN-1 LTP A-1 LTP A-2 LTP B-1 LTP E-3 LTP E-4 LTP E-7 LTP H-1 LTP H-2 LTP H-5 LTP I-1 LTP I-2 LTP I-3 LTP I-4 LTP J-1 LTP J-2 LTP L-1 LTP N-1</p> <p>LTP3 goals Land use and transport Major development Accessibility planning Walking/cycling infrastructure Walking/cycling utility trips Walking/cycling and public transport Public Transport Bus provision Rail travel Equality Smartcards Travel information Seamless travel Community transport Supported services Integrated road safety Strategic infrastructure priorities</p>	
<p>11. Support the ageing population and associated service needs, particularly in rural areas of the sub-region</p>			
<p>12. Improving the affordability, accessibility, convenience and coverage of public transport</p>			
			<p>WHAT ARE THE RELEVANT LTP3 PERFORMANCE INDICATORS?</p> <ul style="list-style-type: none"> PI 13 – Bus punctuality PI 2 – Bus patronage PI 14 – Satisfaction with bus services PI 7 – Access to employment by public transport
			<p>WHAT OUTCOMES ARE EXPECTED?</p> <ul style="list-style-type: none"> Reduced levels of deprivation and a shrinking gap in inequalities within Dorset Increased affordable housing accessible by modes other than the car Greater community involvement in running community based services to meet local needs More affordable opportunities for public transport use relative to the car More opportunities to access Dorset's transport system, and essential services, regardless of age, ability, postcode or income Easier to access and understand travel information from door to door

BETTER SAFETY, SECURITY AND HEALTH

WHAT ARE THE CHALLENGES?	WHAT KEY SOLUTIONS DOES THE LTP3 STRATEGY PROPOSE?	WHAT ARE THE KEY POLICIES?
<p>13. Increase the modal share of healthy, active forms of travel such as walking and cycling</p> <p>14. Reduce all traffic related casualties and improve safety for all users of the transport system</p> <p>15. Improve personal security and reduce crime, the fear of crime and anti-social behaviour associated with transport and travel</p> <p>16. Reduce / minimise the number of areas declared as having poor air quality as a result of road transport emissions</p>	<ul style="list-style-type: none"> A set of high quality, safe, continuous, well signed Strategic Cycle Route Networks will be a priority for investment in cycling, linking key destinations and transport hubs Working more closely with the Health Trusts will help to publicise, promote and market the benefits of Active Travel and deliver targeted initiatives in health inequality action areas It will be easier to integrate walking and cycling with bus, rail and ferry travel There will be safer, more attractive and rewarding environments for pedestrians and cyclists in built up areas with increased priority and improved crossing facilities Cycle hire schemes and improved cycle parking in strategic destinations in town centres and at leisure / tourist attractions will make getting about by bicycle more convenient Ensuring new development promotes opportunities for walking and cycling and contributes to necessary infrastructure and facilities More 20mph zones will be introduced around schools and in residential areas The Dorset Road Safe Partnership will continue to enhance the co-ordination of targeted road safety initiatives Providing education and training to give people the skills, confidence and awareness to travel on Dorset's transport network in a safe and secure manner, by any mode of travel Inappropriate speed and poor driver behaviour will be managed through effective enforcement in partnership with the police Transport improvements will aim to develop people-friendly environments which help to build stronger communities and increase natural surveillance and security Increasing the number of pedestrians, cyclists and public transport users will reduce perceived and actual safety and security issues Working with Environmental Health to improve monitoring of air quality and support effective Air Quality Action Plans through the LTP Efficient management of HGV movements will seek to review routing and minimise impacts on local communities affected by noise, vibration and poor air quality 	<p>LTP3 goals</p> <p>Street lighting</p> <p>Promoting Active Travel</p> <p>Walking / Cycling infrastructure</p> <p>Utility cycling</p> <p>Walking & cycling in new development</p> <p>Cycle parking</p> <p>Walking/cycling and public transport</p> <p>Green travel behaviour</p> <p>Air quality and noise</p> <p>Public realm and streetscapes</p> <p>Travel information</p> <p>Integrated road safety</p> <p>Road safety priorities</p> <p>Prioritisation of road safety initiatives</p> <p>Safety and security</p>
		<p>LTP GEN-1</p> <p>LTP C-4</p> <p>LTP E-1</p> <p>LTP E-3</p> <p>LTP E-4</p> <p>LTP E-5</p> <p>LTP E-6</p> <p>LTP E-7</p> <p>LTP F-1</p> <p>LTP F-5</p> <p>LTP G-2</p> <p>LTP I-3</p> <p>LTP L-1</p> <p>LTP L-2</p> <p>LTP L-3</p> <p>LTP M-1</p>

WHAT OUTCOMES ARE EXPECTED?
<ul style="list-style-type: none"> Walking and cycling integrated as an enjoyable part of people's everyday lives More people cycling and walking, and more often Healthier, safer communities and enhanced individual well-being Reduced exposure to harmful levels of air pollution Less likelihood of being involved in a traffic accident Less fear of safety and security issues on the transport network



WHAT ARE THE RELEVANT LTP3 PERFORMANCE INDICATORS?
<ul style="list-style-type: none"> PI 11 – Growth in cycling trips PI 10 – A) All serious / fatal casualties B) Child serious / fatal casualties C) Numbers of slight casualties D) Total casualties : sum of A) + C) PI 12 – Number of Air Quality Management Areas PI 15 – Low emission vehicles

13

Goals mapping and measuring success

IMPROVE QUALITY OF LIFE		
WHAT ARE THE CHALLENGES?	WHAT KEY SOLUTIONS DOES THE LTP3 STRATEGY PROPOSE?	WHAT ARE THE KEY POLICIES?
<p>17. Support sustainable tourism in Dorset which respects the high quality environment, and in particular the Jurassic Coast</p> <p>18. Enhance the street scene and public realm to contribute to thriving and attractive town and local centres</p> <p>19. Minimise the impact of transport on Dorset's high quality built and natural environment, including noise, vibration and pollution</p> <p>20. Enhance well-being and sense of community, with greater opportunities to experience Dorset's unique environment</p>	<ul style="list-style-type: none"> Working with tourism partners to establish visitor travel plans and maximise opportunities for sustainable travel to key tourist destinations, including considering the development of waterborne transport along the Jurassic Coast Improved design of shared space and management of roads based on their role as public spaces as well as traffic corridors Using quality local materials and design which are sympathetic to the environment will create enhanced streetscapes and public realms that strengthen local distinctiveness Unnecessary traffic will be removed from town centres to enable re-allocation of more road space to cycling / walking and public transport Application of the Dorset Rural Roads Protocol will ensure that decisions affecting rural highways conserve and enhance the outstanding quality of its landscape and settlements, while delivering a safe and convenient network for all modes of travel Working with Environmental Health to improve the monitoring of air quality and noise, and supporting effective Action Plans where necessary through LTP improvements Improvement schemes will seek to protect and enhance Dorset's historic townscapes and landscapes and reinforce local character and distinctiveness Efficient management of HGV movements will seek to review routing and minimise impacts on local communities affected by noise, vibration and poor air quality Improved walking / cycling links to leisure facilities and Dorset's high quality coast and countryside, including an enhanced role of the Rights of Way network Supporting the development of networks of Green Infrastructure will provide attractive walking/ cycling routes as well as being valuable recreational amenities in their own right All significant transport schemes will be subject to detailed environmental assessment and necessary legislation and will only proceed if there are no unacceptable impacts The design of new transport schemes will make the most of opportunities to protect and improve habitats for a wide variety of wildlife Local communities will be more actively involved in developing local transport solutions 	<p>LTP3 goals</p> <p>Asset Management</p> <p>Freight Quality Partnership</p> <p>Management of rural roads</p> <p>Promoting Active Travel</p> <p>Green travel behaviour</p> <p>Sustainable tourism</p> <p>Air quality and noise</p> <p>Historic environment</p> <p>Public realm and streetscape</p> <p>Smartcards</p> <p>Seamless travel</p> <p>Conditions for road improvements</p> <p>Major infrastructure design</p>
		<p>LTP GEN-1</p> <p>LTP C-1</p> <p>LTP D-4</p> <p>LTP D-6</p> <p>LTP E-1</p> <p>LTP F-1</p> <p>LTP F-4</p> <p>LTP F-5</p> <p>LTP G-1</p> <p>LTP G-2</p> <p>LTP I-2</p> <p>LTP I-4</p> <p>LTP N-4</p> <p>LTP N-8</p>
		<p>WHAT ARE THE RELEVANT LTP3 PERFORMANCE INDICATORS?</p> <ul style="list-style-type: none"> PI 12 – Number of Air Quality Management Areas PI 14 – Satisfaction with bus services PI 11 – Growth in cycling trips
	<p>WHAT OUTCOMES ARE EXPECTED?</p> <ul style="list-style-type: none"> Protection and enhancement of Dorset's unique natural environment and character, with more opportunities to access it in sustainable ways Less segregation of local communities resulting in stronger neighbourhoods Less intrusion from motorised transport, including noise and air pollution A greater proportion of visitors to Dorset getting around by alternatives to the car Attractive, welcoming, vibrant town and local centres 	



VALUE FOR MONEY

WHAT ARE THE CHALLENGES?	WHAT KEY SOLUTIONS DOES THE LTP3 STRATEGY PROPOSE?	WHAT ARE THE KEY POLICIES?
<ul style="list-style-type: none"> Achieve the maximum contribution to the LTP3 goals with anticipated resource levels Contribute to planned Council efficiency savings 	<ul style="list-style-type: none"> The potential benefits of creating a single Integrated Transport Authority will be explored There will be closer collaborative working and sharing of resources between the authorities Making efficient use of developer contributions to supplement investment in transport infrastructure necessary to mitigate the associated transport impacts Working more closely with delivery partners and other service delivery areas to achieve common goals, making more effective use of combined resources Making the most of Dorset's existing highway assets will reduce the need to construct new ones Prioritising low cost, high value solutions including smarter choices and active travel Voluntary groups, social enterprises and local communities will be encouraged to have a greater role in delivering local transport solutions There will be a focus on supporting rural communities to be more self-sufficient to reduce required levels of direct investment The Local Enterprise Partnership will have a significant role in co-ordinating arrangements to secure funding for major strategic transport improvements in Dorset The significant evidence base developed for LTP3 will be used to maximise opportunities for bids for external funding, including the Local Sustainable Transport Fund and future major schemes Efficiencies will be sought in the procurement of passenger transport services Unnecessary signage and lining and street furniture will be minimised Seeking energy efficiency savings through local authority operations related to management of transport assets and maintenance practices Improvement schemes will be better co-ordinated with maintenance and utility works Those schemes delivered will offer the best value for money in delivering the LTP3 goals – this will be underpinned by robust procedures for prioritisation and programme and risk management Joint governance arrangements will regularly review progress of the LTP3 and take corrective action as necessary to ensure that priorities remain current 	<p style="text-align: center;">LTP GEN-2 LTP A-3 LTP C-2 LTP D-1 LTP D-2 LTP H-1 LTP J-1 LTP J-2 LTP N-3 LTP N-4</p> <p style="text-align: center;">Integrated transport package Developer funding Co-ordination of maintenance Efficiency of existing highway Joint Traffic Control Centre Integrated Transport Authority Community transport Supported services Funding for strategic infrastructure Conditions of highway improvements</p>

WHAT OUTCOMES ARE EXPECTED?	WHAT ARE THE RELEVANT LTP3 PERFORMANCE INDICATORS?
<ul style="list-style-type: none"> More effective use of resources Long term efficiency savings Increased returns from investment (generating more benefit from less resources) Resources supplemented by external funding 	<p style="text-align: center;">↑ ↑</p> <p>Financial outturns and programme delivery will be subject to continuous review and scrutiny during the life of LTP3. Efficiency savings will be indicative of success.</p>

13.1 Implementation Plan

13.1.1 The 15 year strategy and policies set out in Chapters 6 to 12 will guide the future delivery of appropriate transport improvements in Dorset, with a strong focus on achieving the LTP3 goals. A series of five **Implementation Plans** will be the primary mechanism to deliver the LTP strategy, containing detailed investment programmes for the schemes to be implemented during each three year period. Each Implementation Plan will also provide an outline programme for longer term transport investment for significant projects, especially where these are required to facilitate growth, although it is recognised that current funding uncertainties make identifying precise timing for these schemes difficult.

13.1.2 Implementation Plans will take into account the three-year financial settlement from Government and other funding including developer contributions and bids for external funding. Where feasible, they will be closely aligned with the Local Development Framework Implementation Plans to ensure that the LTP fully supports planned growth. The Implementation Plans will also demonstrate how the investment programme will contribute towards the LTP3 goals and achieve value for money.

13.2 Performance monitoring

Performance Indicators

13.2.1 As part of the new government's localism agenda there is no longer any formal requirement for local authorities to report on the progress of the LTP3 against a mandatory set of indicators and targets. The government will instead request a limited amount of data relating to transport and travel in the authority areas on an annual basis.

13.2.2 However, the authorities will place a greater focus on being accountable to local communities for the success of the plan and still intend to monitor performance of the LTP against a concise set of local indicators (see Table 13.1). The set of indicators has been tailored towards measuring success in achieving the LTP3 goals, taking into account resource requirements to ensure that monitoring does not unnecessarily divert resources away from delivery of transport improvements. Monitoring will be used as a tool and the plan will be ultimately "vision led". As other local monitoring regimes become clear, for instance those of the Local Strategic Partnerships, the authorities will make sure that the LTP monitoring regime is well integrated with appropriate "non-transport" indicators such as those for health and the environment.

13.2.3 Details on the monitoring of LTP indicators will be included in the Implementation Plans. Where appropriate, targets will be set for performance indicators and progress against these reported. Any targets set will be based upon a realistic assessment of what is achievable, informed by technical analysis and the availability of resources.

Other methods of monitoring

13.2.4 Monitoring of the LTP3 will be carried out throughout the period of the plan in a number of other ways, with a greater focus on being accountable to local communities for the success of the plan:

- Consultation through the Local Strategic Partnership network, particularly to monitor the contribution of the LTP to wider priorities including health, environment, and safer and stronger communities
- Regular liaison between Dorset County Council and its District and Borough Councils
- Reviewing actions with partners through the Multi-Area Agreement (or future Local Enterprise Partnership)
- Reviewing progress with bus operators through Quality Bus Partnerships
- Reviewing progress with the freight industry through the Freight Quality Partnership
- Public consultation through the councils' citizen panels
- Performance benchmarking with other authorities (e.g National Highways and Transportation Survey)

Table 13.1 - LTP3 Performance Indicators

ID	Name	Definition
PI 1	Change in per capita carbon emissions	Total carbon emissions from road transport divided by population
PI 2	Bus patronage	Annual number of passengers travelling on buses in the LTP area
PI 3	Change in area wide vehicle kilometres	Total annual vehicle kilometres travelled in the LTP area
PI 4	Travel to urban centres	A) Mode share of peak time trips to urban centres B) Total peak period traffic to urban centres
PI 5	Percentage of pupils travelling to school by car	Share of journeys by car (including vans and taxis), excluding car share journeys
PI 6	Traffic congestion	Average journey time per mile (selected routes)
PI 7	Access to employment by public transport	% of households within 30 mins of an employment centre by public transport
PI 8	Condition of principal A roads	% of network in need of further investigation
PI 9	Condition of non-principal B and C roads	% of network in need of further investigation
PI 10	Road Safety	A) All serious / fatal casualties - numbers of all Killed and Seriously Injured B) Child serious / fatal casualties - numbers of Children Killed and Seriously Injured C) Numbers of slight casualties D) Total casualties : sum of A) + C)
PI 11	Growth in cycling trips	Annualised index of cycling trips at selected monitoring sites
PI 12	Number of Air Quality Management Areas	Currently designated AQMAs
PI 13	Bus punctuality	A) % of buses starting route on time B) % of buses on time at intermediate timing points C) % of buses on time at non-timing points D) Average excess waiting times on frequent service routes
PI 14	Satisfaction with bus services	% of respondents satisfied with bus services
PI 15	Low emission vehicles	Number of newly registered Ultra Low Emission Vehicles

Table 13.2 How the performance indicators will measure success against the goals

	PI 1	PI 2	PI 3	PI 4	PI 5	PI 6	PI 7	PI 8	PI 9	PI 10	PI 11	PI 12	PI 13	PI 14	PI 15
Supporting economic growth		√		√	√	√	√	√	√						√
Tackling climate change	√	√	√	√	√	√									√
Better safety, security and health										√	√	√			
Equality of opportunity		√					√						√	√	
Improve quality of life	√					√					√	√		√	

13.3 Programme and risk management

13.3.1 With a significant focus on securing better value for money during the life of the LTP3, the authorities will ensure that robust programme and risk management successfully translate the LTP3 strategy to effective Implementation Plans, and through to desired outcomes. It will ensure that transport projects are effectively prioritised and delivered, risks managed and relevant stakeholders consulted.

13.3.2 Programme management will provide the framework and flexibility to successfully adapt programmes and reprioritise projects where monitoring regimes identify that performance is not on track, or where there are changes to wider priorities. The plan will be kept under regular review. Should the plan priorities change significantly, the LTP3 will be subject to a full review.

Table 13.3 - Key aspects of LTP3 programme management

Key factors affecting successful delivery of LTP3	Solutions to be applied during the LTP3 period
Knowing that the best things are being done. If something better comes along will it be identified and included?	A robust prioritisation process that is scored and weighted around criteria that includes impact on goals and priorities and deliverability
Knowing what could go wrong, its impact, and what could reduce the likelihood of it happening	Corporate and transport approach to risk management. Applying programme level and individual project level risk assessment with clear ownership. Using risk positively and openly
Covering everything the strategy has said in the Implementation Plan	Managing all aspects of the programme together as a whole with a centralised management system
Delivering projects on time and on budget	Individual project management with regular progress reports fed up to programme level
Ensuring that the plan achieves its long term goals	Utilising performance monitoring regimes. Regular in-year performance reviews. Programme level assessments considering to what extent the LTP supports, or is complemented by, other planned investments and strategies
Affordability and availability of funding and resources	Determining the budget available from all potential sources, including developer contributions and revenue funding. Joint delivery of schemes where appropriate with pooled resources, especially for strategic projects. Robust spreadsheet tools for budget planning and control. Maintaining a log of opportunities for external funding
Knowing who is in control of the LTP	Robust and clearly defined governance across the authorities meeting regularly to review progress and guide delivery. Strong links to Local Strategic Partnerships and the Wessex Multi-Area Partnership

13.3.3 Demonstration of programme and risk management will be included in the Implementation Plans.

GLOSSARY OF TERMS AND ABBREVIATIONS

Accessibility	The degree to which key services and employment can be easily reached by everyone, including those with disabilities or no access to private cars.
Accessibility Planning	The means by which local councils and other groups such as the National Health Service and job centres can work together to make it easier for all people, particularly disadvantaged groups, to reach key services.
Active Travel	Refers to modes of travel that promote physical activity, such as walking and cycling.
ANPR	Automatic number plate recognition. This is a camera system that automatically recognises and records the time/date and vehicle number plate when a vehicle passes. With a network of ANPRs it is possible to calculate journey times of individual vehicles between two points on the road network.
AQAP	An Air Quality Action Plan is the local authorities' response to meet the government's targets and objectives in meeting air quality levels. Each local authority must periodically review the quality of air within its area. This is carried out for both the current air quality and for the likely quality of the air at a stated time in the future.
AQMA	Air Quality Management Areas. AQMAs are declared areas where national objective levels for certain pollutants are not likely to be met by their target dates.
Big Society	The Big Society is the flagship policy idea of the 2010 Conservative Party general election manifesto and forms part of the legislative programme of the coalition government. The stated aim is 'to create a climate that empowers local people and communities, building a big society that will take power away from politicians and give it to people'.
Bus route	The physical street layout over which a bus service operates as registered with the Traffic Commissioners.
Capital Spending	Incurred by the council for what is deemed to be a one off purchase, i.e. 'buying' something physical such as a expenditure roundabout or set of traffic lights.
Carriageway	A highway, or part of a highway, over which the public have a right of way to drive vehicles. These rights may be restricted by the use of traffic regulation, speed-limits or other orders.
CIL	Community Infrastructure Levy - a levy on new development that will be set by local planning authorities. The power to charge CIL is set out in the Planning Act 2008 but it is entirely at the discretion of local planning authorities as to whether to have a CIL scheme. Local authorities that implement CIL would use the money raised from it, rather than a Section 106 agreement, to fund infrastructure schemes across their area, such as schools and transport infrastructure. This means in turn that such authorities could only use Section 106 agreements to fund affordable housing or environmental improvements on the development site
Community Transport	Voluntary transport provision for groups with special access needs.
Concessionary fares	Fares for certain groups in the community subsidised by the Council.

GLOSSARY OF TERMS

Congestion	The temporary impairment of connectivity during periods of high demand or when system capacity is temporarily reduced (e.g. by an accident).
Connectivity	The quality of the transport network in providing access between places that people want to travel to, measured by travel times and journey reliability.
Conurbation	In the context of the LTP, conurbation refers to the South East Dorset area comprising the urban centres of Bournemouth, Poole and Christchurch and surrounding areas.
CCTV	Closed Circuit Television
Demand Management	Strategies to reduce the demand for a resource, such as road space, rather than supplying more of the resource.
DEFRA	Department for Environment, Food and Rural Affairs
DfT	Department for Transport oversees the delivery of policies to provide a reliable, safe and secure transport system that responds efficiently to the needs of individuals and business whilst safeguarding the environment..
DRT	Demand Responsive Transport. A type of transport which is flexible and geared towards the needs of the users rather than following fixed timetables.
EqIA	Equalities Impact Assessment - Assessing existing and proposed policies to determine whether they have an adverse impact on equality of opportunity for one or more of the equality groups (race, gender, disability etc). Impact Assessments should include both qualitative and quantitative data. EqIAs are an important part of public authorities' statutory duties.
Footway	This is part of a highway alongside a carriageway, over which the public have right of way on foot only. A footway is often referred to by the general public as the pavement.
FQP	Freight Quality Partnership - A meeting of freight interests including local councils, freight operators and generators, working towards increased efficiency and reduced cost of freight distribution, along with reduced environmental impacts.
GP	General practitioner
Green Infrastructure	Green Infrastructure (GI) is a planned network of multifunctional green spaces and inter-connecting links which is designed, developed and managed to meet the environmental, social and economic needs of communities across the Dorset area. It is part of, and contributes to, a high quality natural and built environment and is required to enhance the quality of life for present and future residents and visitors, and to deliver "liveability" for sustainable communities.
GKE	Green Knowledge Economy – refers to the development of an economy with green principles at its heart, where high technology industry which leads the way in low carbon technology development has a major role. GKE is the guiding principle for the economic development of the Dorset sub-region to protect and respect its unique environment.

HA	Highways Agency - An executive agency of the Department of Transport. The Highways Agency is responsible for operating, maintaining and improving the strategic road network of England. Within the LTP area this includes the A31, the A35 (west of Bere Regis) and the A303).
HGV	Heavy Goods Vehicle. Any goods vehicle with an operating weight (gross permitted weight) exceeding 7.5 tonnes. Maximum weight of HGVs is now 44 tonnes with six axles.
Home Zones	Also known as 20mph zones. These are areas of one or more connected residential streets where widespread use of traffic calming, 20mph speed limits and improvements to the visual aspect of the street are used to create a safer environment for non-vehicular road users and residents.
HRA	Habitats Regulations Assessment - A process required under the UK Conservation Regulations (2007) and provides for the protection of 'European Sites'; sites which are of exceptional importance in respect of rare, endangered or vulnerable natural habitats and species within the European Community.
Implementation Plan	The delivery component of LTP3- the Implementation Plans will cover 3 year periods and set out how, where, and when the strategy will be delivered, including investment programmes and the performance indicators and targets that will be used to measure the success of the LTP.
ITA	Integrated Transport Authority – a body responsible for setting local public transport policy and for deciding how money is spent on supporting and improving the public transport network. An ITA usually operates across multiple local authority boundaries.
Jurassic Coast	In the context of the LTP, refers to the Dorset and East Devon Coast World Heritage Site. Within Dorset this extends from Lyme Regis to Swanage.
KSI	Killed or Seriously injured in road traffic accidents.
LDF	Local Development Framework – a collection of local development documents produced by the local planning authority which collectively form the spatial planning strategy for its area. The core strategy within the LDF sets out the vision, strategic objectives and delivery strategy for achieving these. The LDF as a whole is the spatial expression of the sustainable community strategy (SCS) for the area.
LDD	Local Development Document - Under the new system of local planning brought in under the Planning & Compulsory Purchase Act 2004, the term 'development plan document' covers any Local Development Document that is part of the development plan. A development plan document has to be independently tested by a Government inspector and carries full weight in relation to planning applications, which distinguishes it from a supplementary planning document. Development plan documents include the local planning authority's core strategy, area action plans and proposals map.
LEP	Local Enterprise Partnerships, also referred to as LEPs, will replace Regional Development Agencies, which are being abolished by the Coalition Government. These will be joint local authority-business bodies in England brought forward by local authorities themselves to promote local economic development.

GLOSSARY OF TERMS

Long term	Within the context of this Local Transport Plan, “long term” is regarded as being a period of time of greater than 9 years into the future, ie after 2020.
LSP	Local Strategic Partnerships (LSP) acts as a focal point for a wider network of organisations and individuals from the public, private, voluntary and community sectors that have influence over, or an interest in, local improvement.
LRT	Light Rapid Transit - A rail-based form of public transport that can carry up to 35,000 passengers per hour per direction. The term 'light' refers to the design and weight of the vehicle compared with normal railway rolling stock. The vehicle is usually electrically powered, and can run up steep gradients, round tight corners and mix with road traffic.
LTP	Local Transport Plan- A formal document which sets the policy of the local authorities with regards to planning and effective delivery of local transport.
MAA	Multi-Area Agreement - Voluntary three-year agreement between two or more county or unitary councils, their local partners and Government for an area that extends across local authority boundaries. They bring together key players in flexible ways to tackle issues that are best addressed in partnership – at a regional and sub-regional level.
Medium Term	Within the context of this Local Transport Plan, “medium term” refers to 4-9 years in the future, ie 2015 – 2020.
Modal shift	The change from one mode of transport to another that takes place over time.
Modal split	Modal split is the proportion of differing modes of transport within the total level of travel.
Natura 2000	The European Union-wide network of protected sites established under the Birds Directive (SPA) and the Habitats Directive (SAC)
Network Rail	Network Rail owns the track and railway infrastructure and is responsible for the operation and maintenance of track, signalling and stations. It charges rail operators for using the rail system, and leases out other infrastructure, such as land and sidings, to freight and passenger train operating companies.
NMD	Network Management Duty - This requires local highway authorities to do all that is reasonably practicable to manage the road network effectively to keep traffic and people moving.
NO2	Nitrogen dioxide
Park and ride	Car trips are intercepted on the outskirts of an urban area and drivers / passengers are encouraged to complete their journey by dedicated (P&R) public transport services (bus or rail), thereby reducing town centre traffic congestion and car park requirements
Park and share	The practice of two or more people departing from an agreed meeting point, where only one vehicle is driven on to the final destination.
PCT	Primary Care Trusts are free-standing statutory bodies responsible for delivering better health care and health improvements to their local area.

Peak Oil	Is the point in time when the maximum rate of global petroleum extraction is reached; after which the rate of production will start to decline until all the oil is used up. With less available, oil will become much more expensive as the reserves are depleted further.
Public realm	That part of the built environment to which the public have free access, including streets, squares, parks, etc. Public realm issues embrace the social interaction and use of spaces as well as their servicing and management.
Quality Bus Corridor	A defined corridor where priority will be given for improvements to provide high quality, frequent and reliable bus services. This would involve reallocation of road-space, where practicable, together with bus priority measures at junctions and improved facilities at bus stops. Priority measures would need to be virtually continuous and specific measures would also include selective detection systems at signal-controlled junctions, bus gates and queue relocation measures. Such mechanisms would be aimed at providing journey times more equivalent to car speeds at peak times.
QBP	Quality Bus Partnership - A partnership between local councils and bus operators to increase bus patronage and customer satisfaction.
ROW	Rights of Way- A right possessed by the public to pass along linear routes over land at all times.
ROWIP	Rights of Way Improvement Plan
Place shaping	The creative use of power and influence to promote the general well-being of a community and its citizens (Lyons, 2007).
Prime Transport Corridor (PTC)	Key transport corridors that will be a focus for the spatial development strategy in Dorset, and particularly South East Dorset. They will connect strategic spatial developments and facilitate sustainable housing and employment development along their routes, supported by high quality public transport (including Bus Showcase Corridors), walking and cycling facilities.
PTP	Personalised Travel Planning - an approach that provides travel advice and incentives to a targeted group of people on an individual basis. This may target neighbourhoods or specific groups, such as school children, employees or single parents. Information is based on the individual's travel patterns and incentives could be provided that the individual may find useful.
PTWs	Powered Two Wheelers - A generic term for motorcycles, motorbikes, motor-scooters, and mopeds.
Public Transport (PT)	A communal form of transport other than private car or taxi and including rail, bus, light rail.
RAG	Red, Amber, Green method used for reporting on targets or risks.
RTI	Real Time Information - electronic displays at bus stops and stations providing up to the minute travel information. The displays can also information incorporate 'countdown' information, as well as variable messages. Sometimes also known as Real Time Passenger Information (RTPI).

GLOSSARY OF TERMS

Revenue Spending	incurred by the councils for which is deemed to be an ongoing expense, such as supporting bus services or expenditure electrical supply to streetlights.
SCOOT	Split Cycle Offset Optimisation Technique - a tool for managing and controlling traffic signals in urban areas. It is an adaptive system that responds automatically to fluctuations in traffic flow through the use of on-street detectors embedded in the road.
Section 106 (S106)	Section of the 1990 Town and Country Planning Act that allows local authorities to require developers to make Agreement contributions for, amongst other things, transport infrastructure, to meet the wider social and economic needs generated by the development.
Section 278 (S278)	Section 278 of the Highways Act 1980 provides for works funded by developers to be carried out on the existing public Agreement highway with the local authority's agreement. For example this may include constructing a new roundabout to provide access to a development or improving an existing junction to accommodate extra traffic generated by the development. Amongst other things, Section 278 entitles the local authority to seek expenses for maintenance through commuted sums. Before a developer can enter into a Section 278 agreement, full planning permission for the development should normally be obtained from the local authority.
SAC	Special Area of Conservation - A site of Community importance designated by the Member States where the necessary conservation measures are applied for the maintenance of restoration, at a favourable conservation status, of the habitats and/or species for which the site is designated. A candidate SAC is a SAC formally submitted to the European Commission, but yet to be adopted by the Commission and designated as a SAC.
SEDTS	A major transport study lead by independent consultants looking at the transport needs for the South East Dorset area to 2026, based on future growth assumptions. The study includes the use of a multi-modal computer model to predict changes in traffic conditions and public transport patronage
SEA	Strategic Environmental Assessment. A requirement for local authorities to produce an Environmental Report on the likely significant environmental impacts of the measures proposed in their LTP strategy.
Short Term	Within the context of the Local Transport Plan, "short term" refers to a timescale of 3 years, ie 2011 - 2014
Smarter Choices	A term that describes techniques used to influence people's travel behaviour towards more sustainable options such as walking, cycling, public transport and car sharing. These techniques might also encourage people to travel shorter distances and to travel less often.
Social exclusion	This term is used to describe people or areas that suffer from a combination of factors that include unemployment, high crime, low incomes and poor housing. The government's approach to regeneration is based on tackling the problems posed by social exclusion as a whole, rather than simply focusing on its individual elements.
SPA	Special Protection Area. An internationally importance wildlife site under the European Union Birds Directive.

SLR	Speed Limit Review - A Government requirement for authorities (DfT circular 1/06) to review the speed limits of all their A and B roads based on a number of factors such as casualty levels and make necessary changes by 2011.
Smartcard	A card which can be topped up in shops, online or by phone to provide cashless travel across a variety of public transport services, with the aim of promoting seamless travel.
SRTS	Safer Routes to Schools - Physical measures, as part of school travel plans, to improve safety and encourage more sustainable modes of travel for the journey to school.
Sub-region	In the context of the LTP, sub-region refers to the geographical area of Dorset, encompassing the three authorities of Bournemouth, Poole and Dorset.
Sustainable development	'Development which meets the needs of the present without compromising the ability of future generations to meet their own needs.' (Brundtland Commission, 1987)
TAMP	Transport Asset Management Plan – A plan setting out a strategy for the effective maintenance of the transport network, including footpaths, cycleways, rights of way, bus infrastructure and roads.
Teleworking	Employment at home, or at a 'telecentre' close to home, while communicating with the workplace, clients and colleagues by phone, fax, or modem.
Third Sector	The Third Sector encompasses voluntary and community organisations, charities, social enterprises, cooperatives and mutuals, both large and small. It is a diverse and active sector. Organisations share common characteristics: they are non-governmental and value-driven. They also principally reinvest any financial surpluses to further social, environmental or cultural objectives. . Another expression for third sector is the voluntary and community sector (VCS).
Traffic calming	Schemes that act to slow the speed of traffic along a section of road. This may take the form of traffic humps, traffic cushions, chicanes, gateways and build-outs.
Traffic Commissioner	Government body with whom all bus services have to be registered and which has to be notified of any changes to a service. It also has the responsibility of regulating the running of services as well as the condition of the vehicles used
Travel Plans	A combined package of measures introduced to reduce the volumes of car journeys and encourage people to use more sustainable travel modes, normally related to businesses or schools.
TOC	Train Operating Company - a private company given the right to operate train services within a particular area or sector of the national rail network.
TMA	The Traffic Management Act was introduced in 2004 to tackle congestion and disruption on the road network. The Act places a duty on local traffic and highway authorities to ensure the expeditious movement of traffic on their road network and those networks of surrounding authorities. The Act gives authorities additional tools to better manage parking policies, moving traffic enforcement and the coordination of street works.

GLOSSARY OF TERMS

Trunk Roads	A highway that constitutes part of the national system of routes for through traffic, managed by the Highways Agency.
UTMC	Urban Traffic Management Control- A Department for Transport programme designed to help local authority road managers to use integrated, modular traffic management systems based on open standards for the effective management of traffic in accordance with a variety of local policy drivers. Systems can include Urban Traffic Control (UTC), Variable Message Signs (VMS) and CCTV networks.
VAS	Vehicle activated signs (VAS), are road side digital signs that display a message when they are approached by a driver exceeding the speed limit.
VMS	Variable message signs.
Vulnerable road users	People who are particularly at risk, such as cyclists, young and elderly people when using busy roads.
WPL	Workplace Parking Levy – a mechanism for councils to levy a charge for employee parking spaces at business premises that must be used for investment into transport provision
World Heritage Site	A site designated under the World Heritage Convention as being of outstanding universal value as a site of cultural or natural heritage. The Jurassic Coast is a World Heritage Site within the LTP area.
WMAP	Wessex Multi Area Partnership- the group formed by the public and private sector to deliver the benefits of a multi area agreement (MAA) for the sub-region of Bournemouth, Dorset and Poole.

All documents can be made available in audio tape, large print and Braille, or alternative languages on request.



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Produced by Design & Print Service
111470