

**5.0 Transport and Movement  
Appraisal**

## TRANSPORT AND MOVEMENT APPRAISAL

### OVERVIEW

- 5.1 The Borough of Christchurch is situated within the conurbation on the south coast that includes Poole and Bournemouth. The town is centred around an historic core which is in turn surrounded by large, dispersed areas of low density housing, which include pockets of employment uses. This pattern of development leads to a higher need to travel within the area.
- 5.2 The Borough has attractions that bring a steady influx of people into the town for many purposes; these include shopping, work and tourism.
- 5.3 The transport opportunities that are available for travelling to and within the town are comprehensive. These are as follows:
- topography ideal for walking and cycling;
  - situated on strategic southern coast highway link;
  - access to train station serving routes along the south coast and to London; and
  - buses serving routes from Poole – Lymington.
- 5.4 Existing data on the demographics of the Borough as a whole have been reviewed and has shown that Christchurch has quite an affluent population with a higher than average number of residents of an elderly age. This results in levels of car ownership and usage that are significantly higher than comparable towns across the country. Whilst national policy seeks to reduce levels of car usage, given the character and profile of the area, this pattern is likely to dominate for the indefinite future.

### WALKING & CYCLING

- 5.5 Walking and cycling are extremely important to this strategy in terms of encouraging more sustainable patterns of movement in the Borough. The topography of Christchurch lends itself perfectly to walking and cycling, with few hills and a mostly level landscape. The Borough is very picturesque with many scenic views and pleasant areas, all of which contribute to it being a very walkable and cycleable place.

### Walking

- 5.6 The town centre is of a walkable scale, with it being almost entirely accessible within a 5-minute walk, shown in Figure 5.1. However, the potential to walk freely around the town is greatly restricted by physical barriers to pedestrian movement. These include:
- A35 – Fountains Way, which severs the area of Bargates from the High Street; and
  - large areas of privately owned land with no public access.
- 5.7 These are the key issues that need to be addressed by this strategy. Measures to produce a more pedestrian friendly environment at Fountain Way are covered in more detail later in this chapter. The approach to opening up much of the inaccessible private land and creating a variety of pedestrian friendly routes have been covered in the preceding chapter.

### Cycling

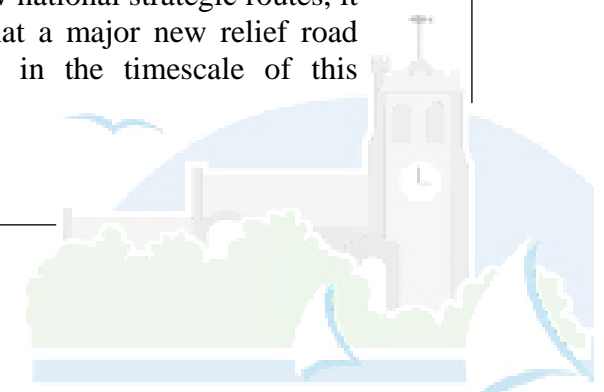
- 5.8 As noted above the topography of Christchurch lends itself perfectly to cycling and this is reflected in a relatively high volume of cyclist activity on some of the towns roads. For example, almost 500 cyclists a day using Bridge Street (1998 Data, taken from Dorset CC LTP 2001).
- 5.9 A ten-minute cycle from the town centre encompasses areas as far as Southbourne, Somerford, Burton and Fairmile, shown on Figure 5.1.
- 5.10 A comprehensive network of cycle routes is proposed in the Bournemouth Poole & Christchurch Area Cycle Map to introduce new routes linking the town to some of the surrounding residential areas (Figure 5.1). These proposals are fully supported by this strategy.

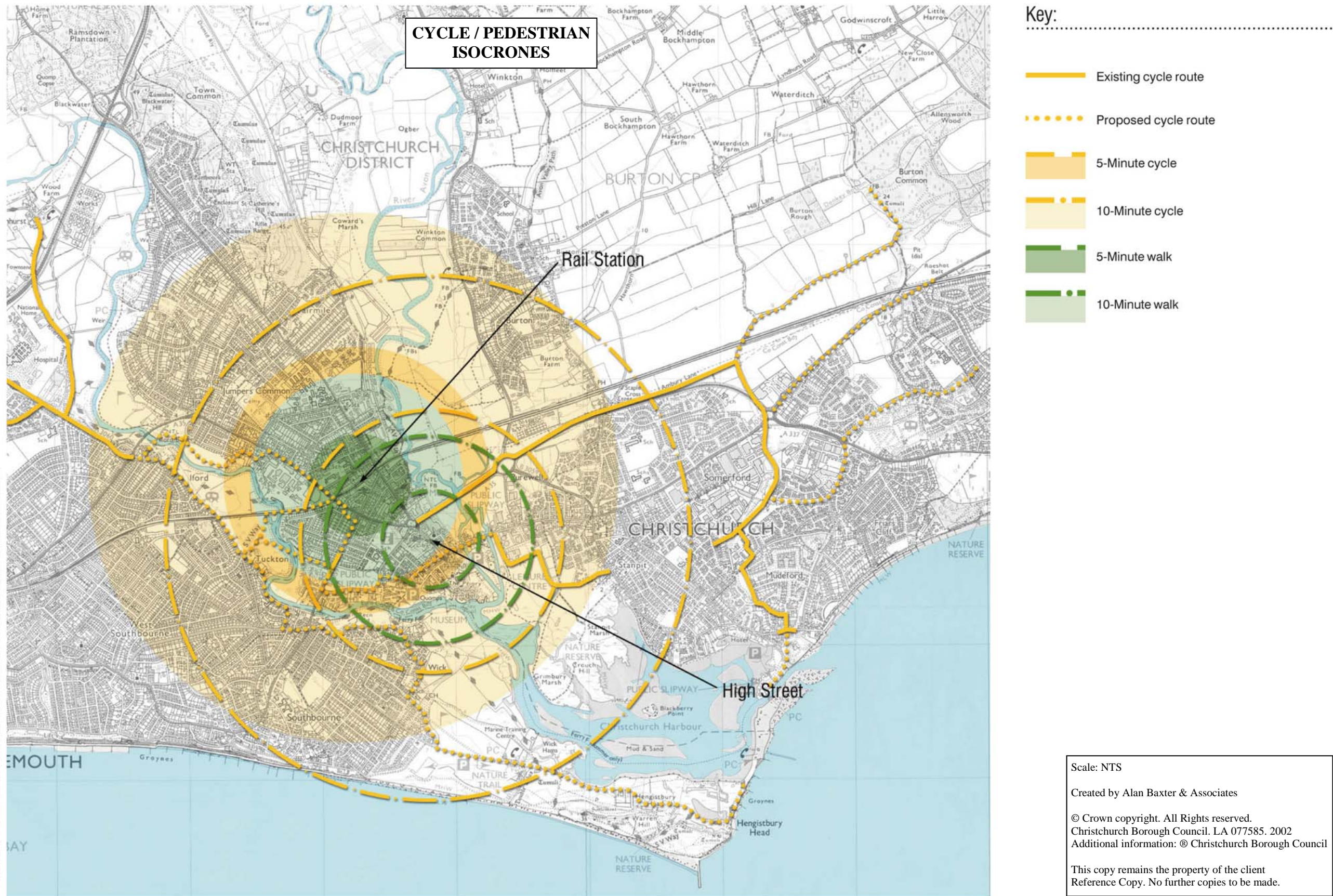
### TRAFFIC

- 5.11 Christchurch is located directly on a strategic south coast link (the A35), which runs west from Southampton along the south coast to Honiton (Figure 5.2).
- 5.12 In the mid twentieth century the A35 was re-routed along a new bypass to divert traffic away from the town centre.

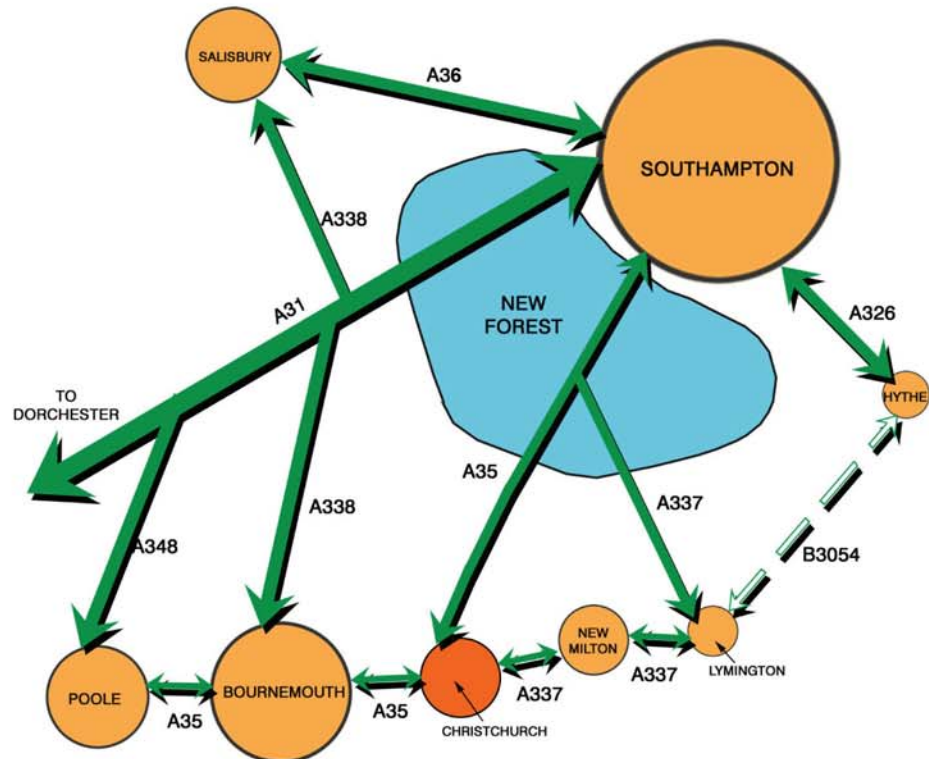
Over the years as the town developed the focus of the town centre has shifted from the southern end of the High Street to the northern end. The result is that now the A35 – Fountain Way and the problems associated with it, are again within the core of the town.

- 5.13 Traffic volumes on the A35 are high with almost 45,000 vehicles a day recorded on Fountain Way. Historic data shows that traffic at this location has risen from 24,000 vehicles a day in 1976 to 43,600 in 2000. It is predicted to rise to over 65,000 by the year 2010 if no course of action is taken (Figures taken from Christchurch Transportation Strategy Study by Oscar Faber, May 1996 and Dorset CC Local Transport Plan 2001). This underlines the fact that the A35 Corridor is one of the busiest traffic routes in Dorset.
- 5.14 Information provided from Dorset Engineering Consultancy (DEC), from the County Council's SATURN traffic model, shows that over 80% of the peak hour traffic on Fountain Way has either its origin or its destination within the local area and 30% of that traffic has both its origin and destination within that area (identified at Figures 5.3 and 5.4). The area defined as the location for this analysis is shown in Figure 5.5.
- 5.15 This information also shows that the predominant vehicular movements travelling within the Christchurch sector on Fountain Way appear to be between the outlying residential areas and the industrial area to the east of Christchurch town centre and to the town centre itself.
- 5.16 Over the last 10 years there have been proposals to introduce a new relief road for the A35, bypassing the town centre. In Figure 5.6 three options for a relief road are shown that have been taken from the 1993 joint public participation initiative carried out by Christchurch Borough Council and Dorset County Council and the Christchurch Transportation Strategy Study by Oscar Faber, May 1996, which considered Outer Relief Road 1 and the Inner Relief Road.
- 5.17 With current government policy that has ruled out bypass schemes other than a few national strategic routes, it is extremely unlikely that a major new relief road would be implemented in the timescale of this strategy.





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Figure 5.2 Strategic Links

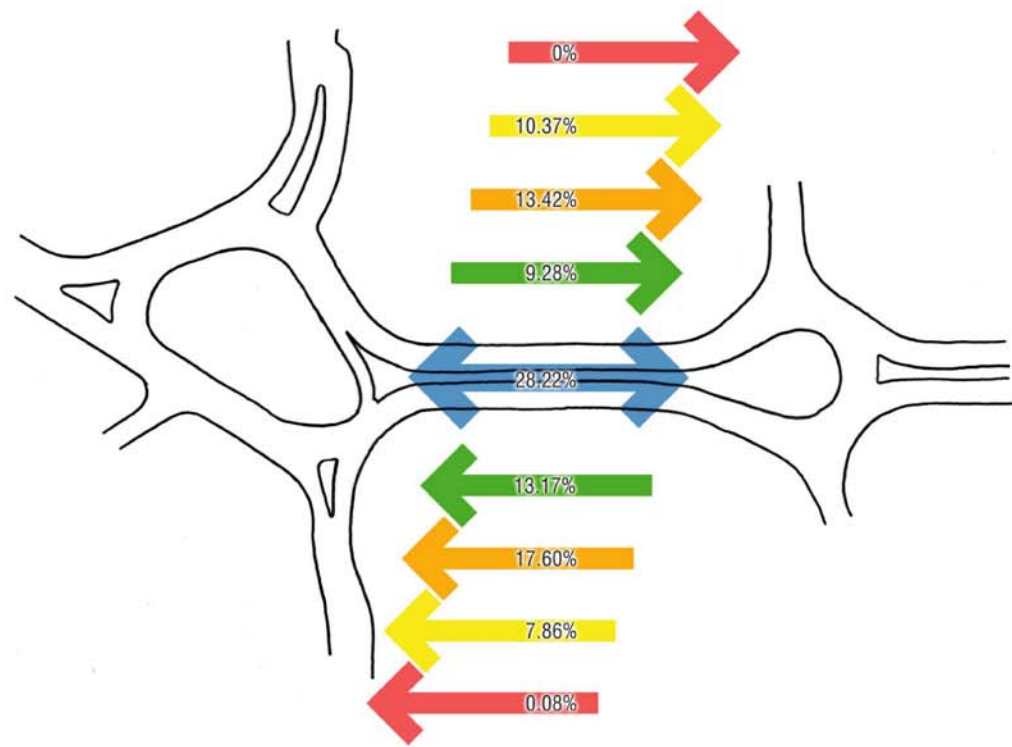


Figure 5.3 Traffic on A35 Christchurch O/D percentages—am peak

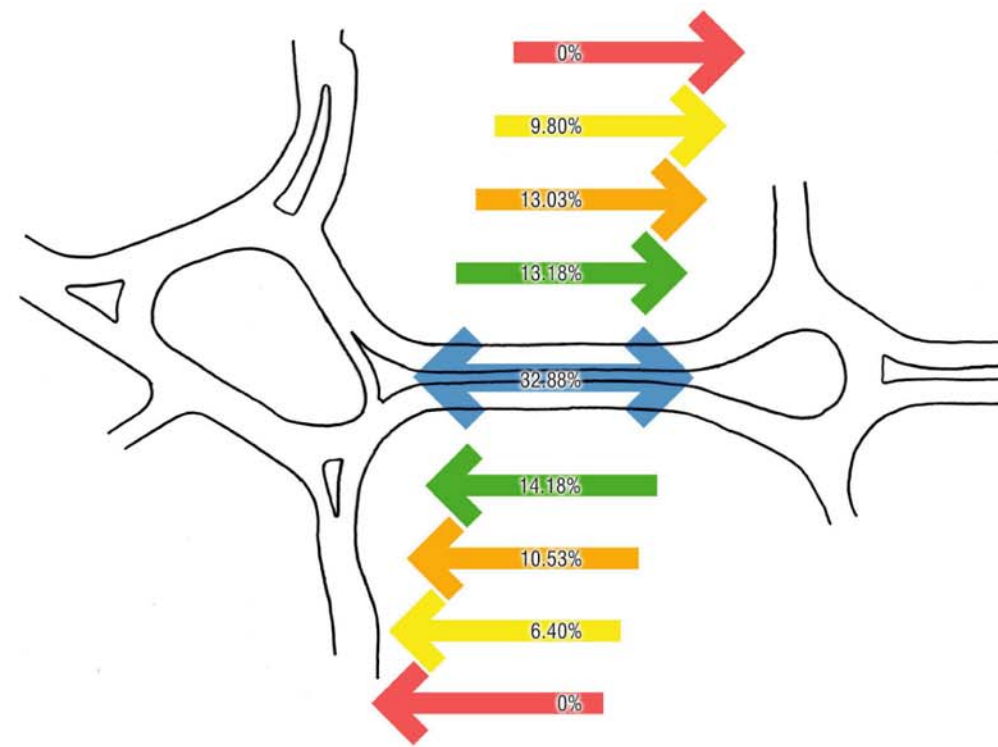
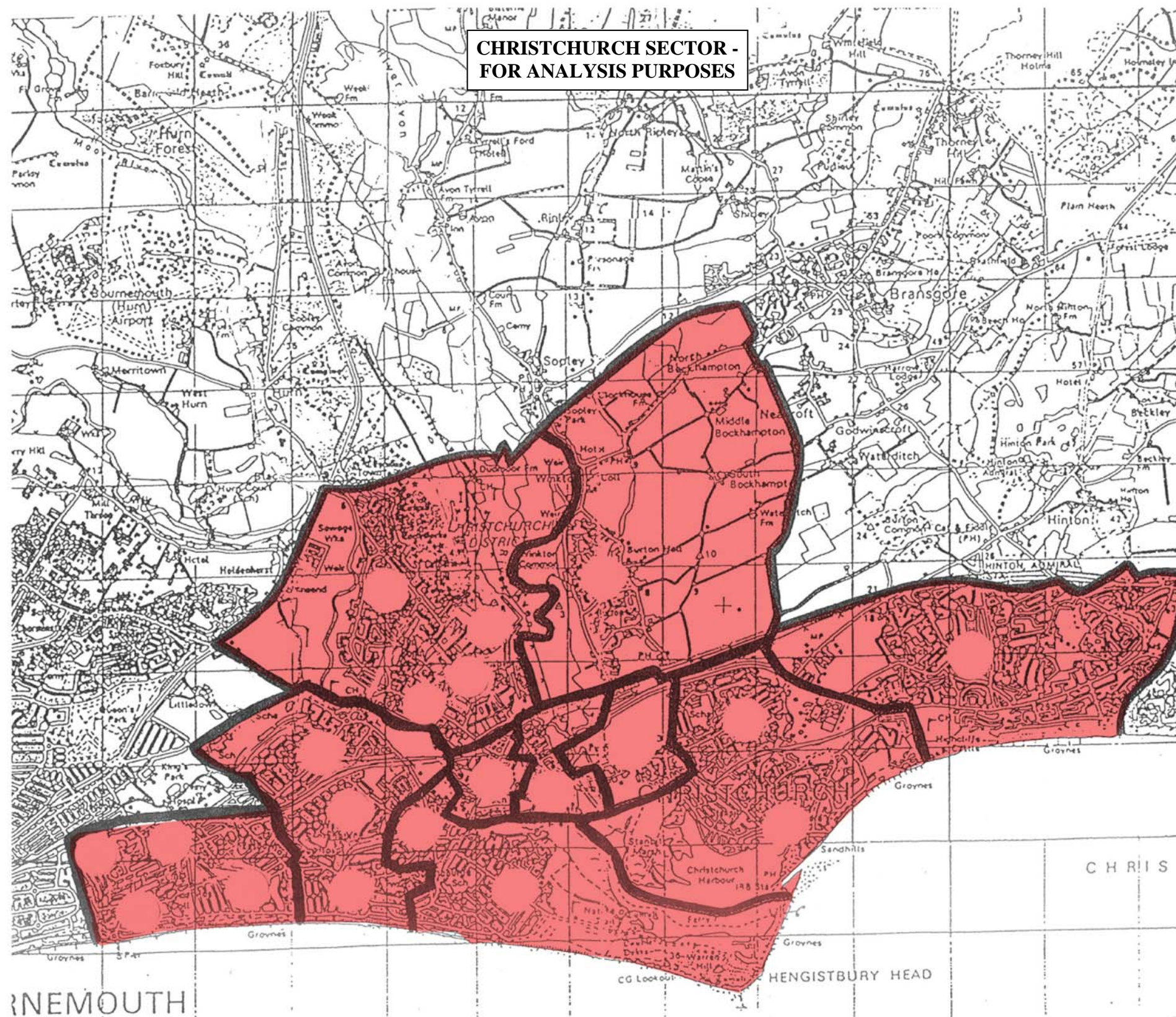


Figure 5.4 Traffic on A35 Christchurch O/D percentages—pm peak

Key:

- Origin within Christchurch / destination within Christchurch
- Origin outside Christchurch / destination within Christchurch
- Origin within Christchurch / destination outside Christchurch
- Origin outside Christchurch / destination outside Christchurch
- Origin outside Christchurch / destination outside Christchurch (should be taking another route)



Key:



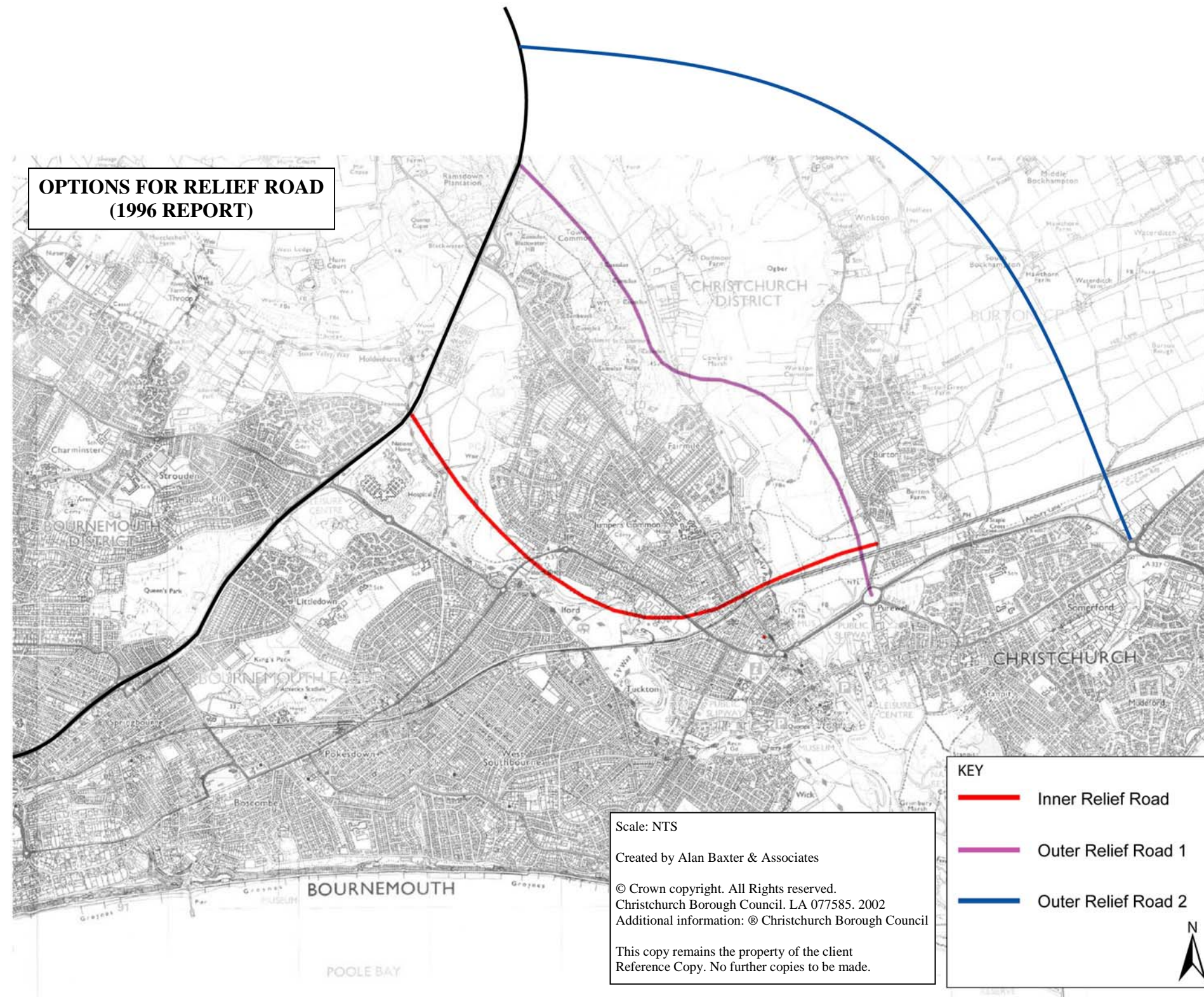
Area Defined As Christchurch For Analysis purposes.

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5.18 Furthermore, the Borough-wide Character Assessment has underlined the national and international importance of the Avon Valley, which is designated as a Special Protection Area (SPA) in recognition of its importance to specific bird species. It is also designated as an International Ramsar Site, important as a wetland habitat and there is also a proposal to designate it as a candidate Special Area of Conservation (SAC). Such a range of important environmental designations would only reinforce the difficulty of routing a bypass through the Avon Valley.

### A35 – FOUNTAIN WAY

5.19 As noted earlier in this chapter the presence of the A35 – Fountain Way creates a major issue of severance of the town centre, isolating the area of Bargates to the north from High Street to the south. This section of the A35 carries high volumes of traffic, often travelling at high speed and this creates a very unwelcoming and unfriendly pedestrian environment.

5.20 At present there exists a subway that facilitates pedestrian/cycle movement between Bargates and High Street. However this is also not a very welcoming environment and does not provide a direct link between both areas. The location of crossings across Barrack Road and Bargates on the eastern arms of the junction are not so well catered for, leaving pedestrians to tackle the traffic, crossing when an opportunity occurs.

5.21 Three options exist to improve the pedestrian environment in this location other than the status quo of Fountain Way and Roundabout:

1. Construct a road tunnel in the environs of the roundabout along the lines illustrated in the study brief;
2. Re-direct traffic on new roads through the area (possibly constructed on the Magistrates Court Site); and
3. Re-configure the existing junction to the benefit of pedestrians.

5.22 It is the view of DTZ that the latter approach should be adopted as the tunnel option 1 will be extremely costly and difficult to integrate into its urban context. Option 2 will only act to create new lines of severance in the town. The introduction of two signalised junctions, as opposed to the

existing large roundabout arrangement, would have many benefits, such as:

- improved urban form;
- improved pedestrian/cycle links;
- reduction in vehicle speeds;
- better use of available space; and
- opportunity to introduce quality bus waiting areas.

However, this recommendation has not been accepted by the Council. In order to progress matters, Dorset County Council has been instructed to undertake further analysis to consider options for improving the junction.

5.23 There are two key issues that will need to be considered as part of that work.

1. It is important that any changes to the A35 do not create an increase of traffic on other roads (see Figure 5.7 for potential routes), particularly the High Street, Castle Street and Bridge Street. It will therefore be necessary to look at the detail measures that may be imposed on these roads to discourage traffic from using them. We believe that the introduction of a 20mph zone, or similar, to these streets would be the most appropriate way forward. Alongside the existing signalling along Bridge Street and the potential reduction of bus numbers along this route would also help to improve the environment for the pedestrian and cyclist.
2. The proposed phasing any new signalised junction requires further consideration in order to optimise the way the junctions are used and to get the best balance of delays and queues. Various options should be tested alongside the traffic reduction measures noted above.

### PUBLIC TRANSPORT

5.24 Christchurch benefits from quite a comprehensive public transport network providing links both within the Borough and its surrounding areas via bus and rail services. However, it appears from the limited survey information that is available that the network is not widely used. It is important that public transport is promoted in this strategy in order to provide an alternative to the use of the motor car as the primary means of travelling within the town.

### RAIL

5.25 Primarily SouthWest Trains Ltd operate the rail services that serve Christchurch station with additional services operated by Connex.

5.26 Services from Christchurch station run as far as Weymouth to the West and London to the East with the frequency of those services shown below.

- Westbound
  - Half-hourly to Bournemouth & Poole
  - Hourly to Wareham
  - Two direct services a day to Weymouth
- Eastbound
  - Hourly fast service to London until 18.00
  - Hourly slow service to London throughout day
  - Greater frequency to local stations during AM peak

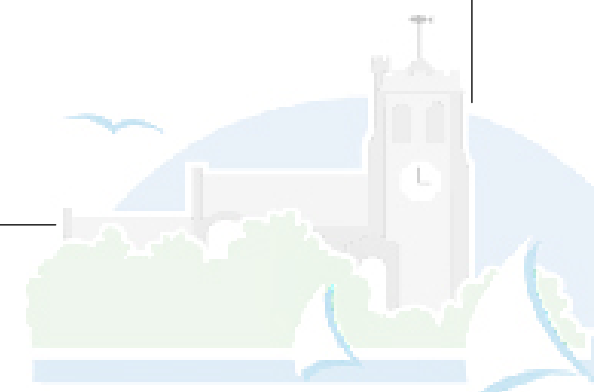
5.27 Local stations on the line from Southampton to Weymouth include New Milton, Pokesdown, Branksome, Totton, Sway and twelve others, all serving local communities (Figure 5.8) including the largest stations—Brockenhurst, Bournemouth and Poole.

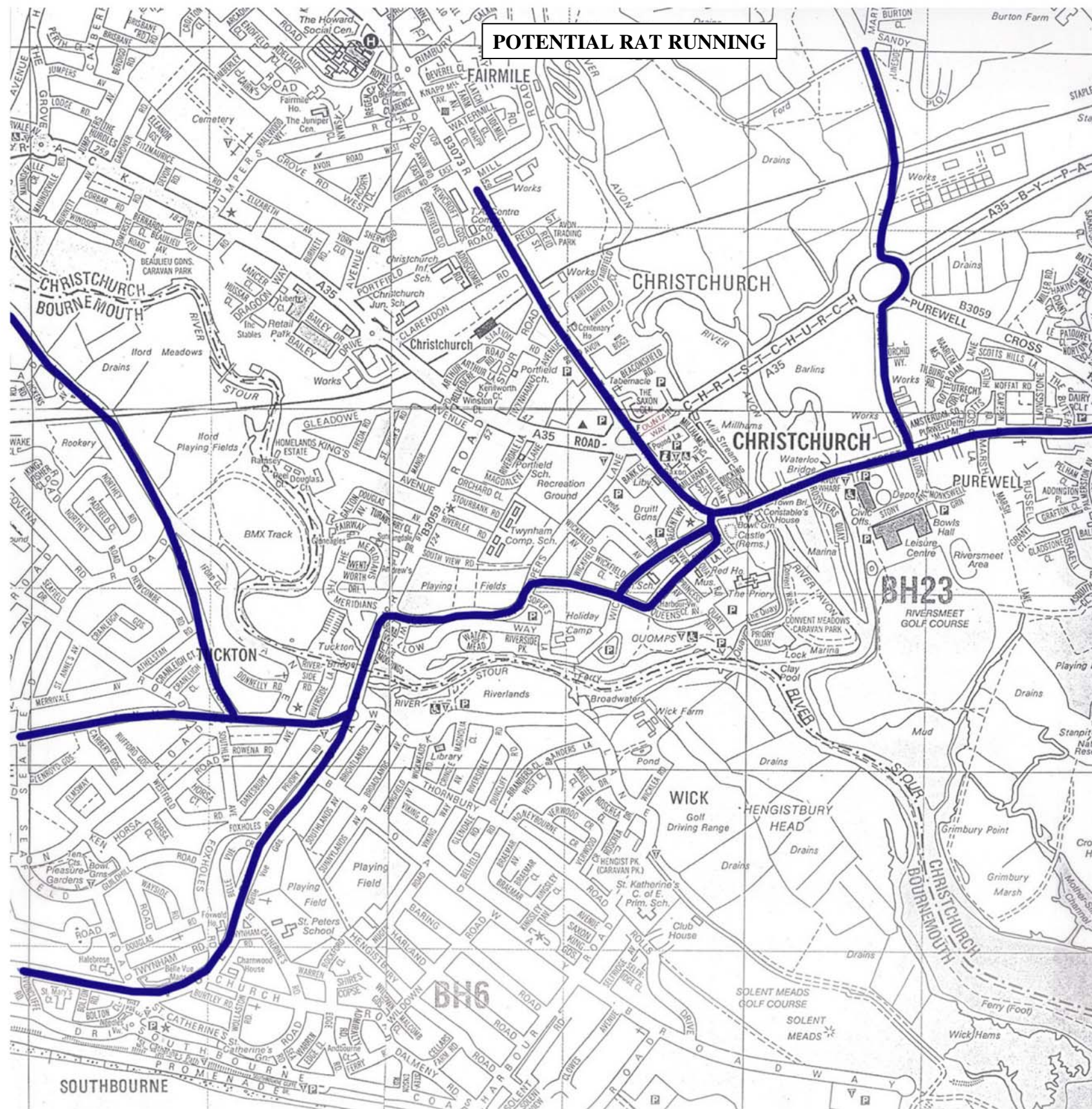
5.28 The journey time between Christchurch and Bournemouth takes 8–10 minutes with good bus connections to the town centre from Bournemouth station. There is a local bus route along Stour Road and Bargates which links the railway station to the town centre with a bus stop adjacent to the Stour Road/Station Approach junction.

5.29 The survey carried out by DEC in June 2000 shows that train services to and from Christchurch station experience very little patronage. Only 313 passengers used the station on the day of the survey during the hours of 08.00–12.00, including both embarking and disembarking passengers.

5.30 There are a number of reasons as to why the train service is so poorly used, such as:

- location of station;
- poor links to station;
- frequency of service;





Key:

 Potential Routes Traffic May Take To Avoid Fountain Way

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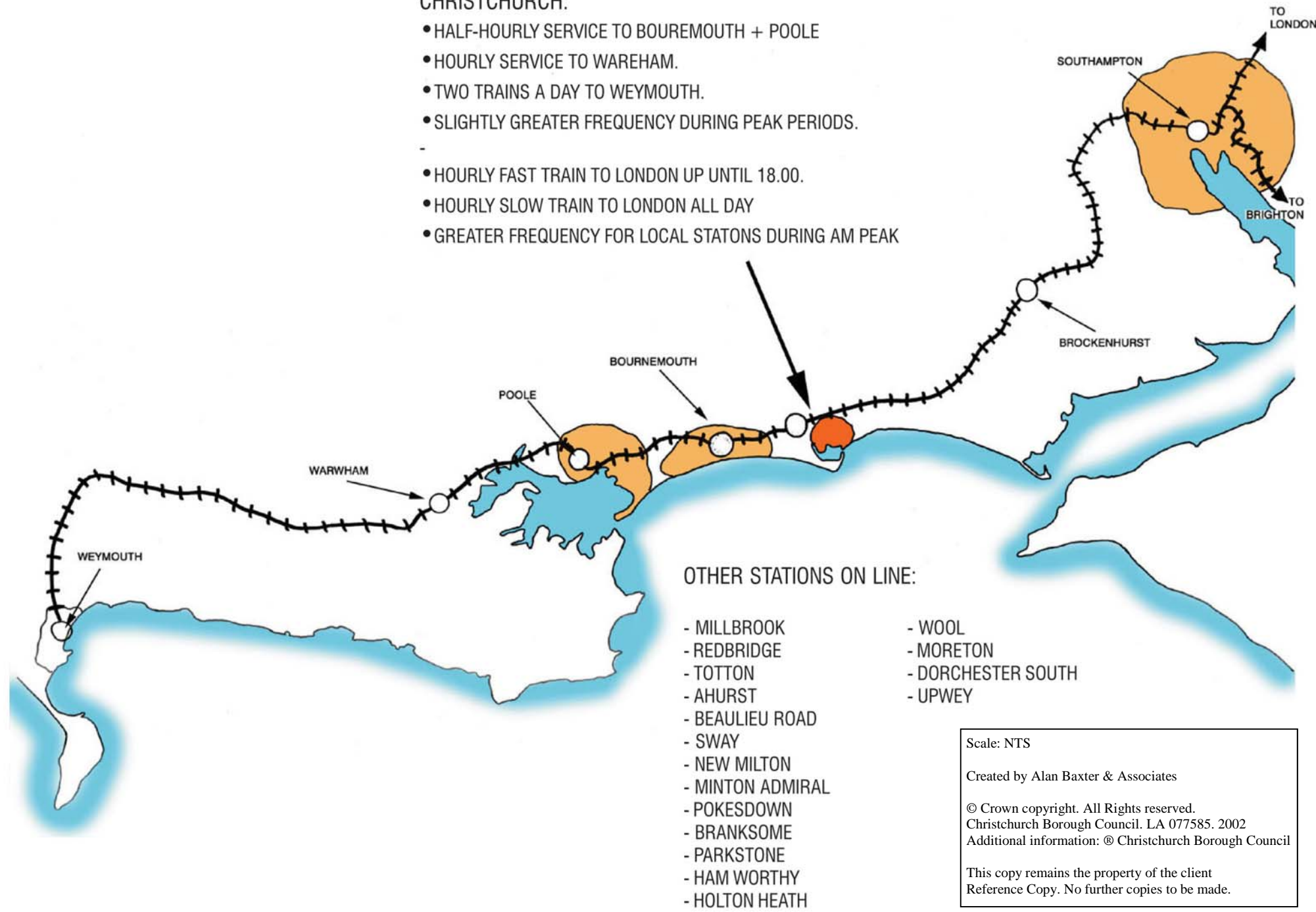
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**RAIL NETWORKING - EXISTING**

**CHRISTCHURCH:**

- HALF-HOURLY SERVICE TO BOUREMOUTH + POOLE
- HOURLY SERVICE TO WAREHAM.
- TWO TRAINS A DAY TO WEYMOUTH.
- SLIGHTLY GREATER FREQUENCY DURING PEAK PERIODS.
- 
- HOURLY FAST TRAIN TO LONDON UP UNTIL 18.00.
- HOURLY SLOW TRAIN TO LONDON ALL DAY
- GREATER FREQUENCY FOR LOCAL STATIONS DURING AM PEAK



- cost of service; and
- reliability of service.

5.31 The train station is located a ten minute walk north of the town centre and the entrance is not off the main road but off a residential road leading to the main road.

### BUSES

5.32 Due to the dispersed nature of the borough and the lack of quality pedestrian and cycle links, the bus service within Christchurch has a vital role to play in the sustainability of the town. The bus service provides the only practical alternative to the private car.

5.33 There are two bus companies that operate the routes serving Christchurch, Yellow Buses and Wilts & Dorset Bus Company.

5.34 Figures 5.9 and 5.10 show the existing bus routes in the town. These provide good geographical coverage of the town although the frequency of the services is low with typically one service every half-hour on any one particular route. Most of the bus routes that serve Christchurch originate from Bournemouth and the typical journey time between the two centres is between 30–50 minutes.

5.35 Although survey information is not available at present, it appears that the buses are generally underused when they reach Christchurch. There are a number of reasons as to why this may be the case, such as:

- low frequency of services;
- elderly/affluent population; and
- lack of co-ordination between services.

5.36 Figure 5.10 shows that a significant number of buses travel down High Street and based on discussions with local residents it is understood that this causes major issues of conflict in this area.

### PUBLIC TRANSPORT STRATEGY

5.37 As stated earlier in this section, improved public transport provision will be critical to reducing the use of the private motor car in Christchurch and due to the dispersed nature

of the population in the Borough this is likely to rely on bus services.

5.38 The public transport strategy must address the needs of people travelling both between Christchurch and surrounding towns and also travelling within Christchurch itself. In order to compete with the private motor car it should provide a frequent and reliable service within the Borough and a fast and reliable service to destinations outside the town.

5.39 However, a residential population of 100 people per hectare with a socially mixed population is needed to support a viable bus service and it is unlikely that Christchurch will ever meet that requirement. For this reason the long-term solution to public transport in the Borough will require a radical and highly subsidised approach.

5.40 This strategy has therefore been presented as short-term proposals, which can be achieved quickly and long term strategy, which will need a significant amount of further study work.

### SHORT TERM

5.41 A major improvement to the environment in the town centre would be the reduction (or removal) of bus services travelling down High Street. This would help to reduce the conflicts between buses and pedestrians on High Street and reduce the volume of traffic using High Street.

5.42 Figure 5.11 shows that any point on High Street, Bridge Street or Castle Street can be reached within a 5 minute walk from bus stop locations at Fountain Way and the southern end of Stony Lane. This suggests that bus services could be redirected on other routes.

5.43 In addition, in recent years there has been a shift of the town centre with the focus now being more at the northern end of High Street with the Saxon Square shopping centre. In the future with the development of the Magistrates Court site it is felt that the town centre will be focused at the upper end of High Street and around Fountain Way. This may alleviate the need for such a large number of buses to travel down High Street. A key benefit of reducing and ultimately removing buses from the High Street will mean that the street clutter related to bus stops can be removed.

5.44 Figures 5.12 and 5.13 show some of the opportunities that exist to reduce the number of buses using High Street. These minor diversions to the routes would halve the number of buses using High Street from 16 to 8, without compromising the existing service that is provided. Buses that would bring the user as far as High Street would still serve all areas that are currently served by buses.

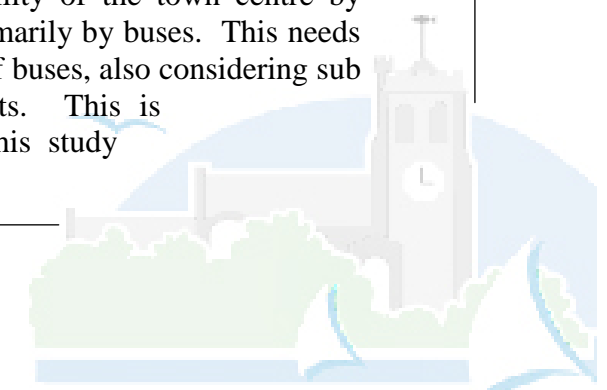
5.45 In order to understand if the re-routing options shown in Figures 5.12 and 5.13 are feasible a full understanding of the patronage on the buses in Christchurch is required. A comprehensive study of the bus services and their usage needs to be undertaken so that a strategy for the future network can be established, based on shared knowledge and partnership between the council's and the bus companies. It will therefore be important to work with bus operators and other parties on the subsequent detailed studies.

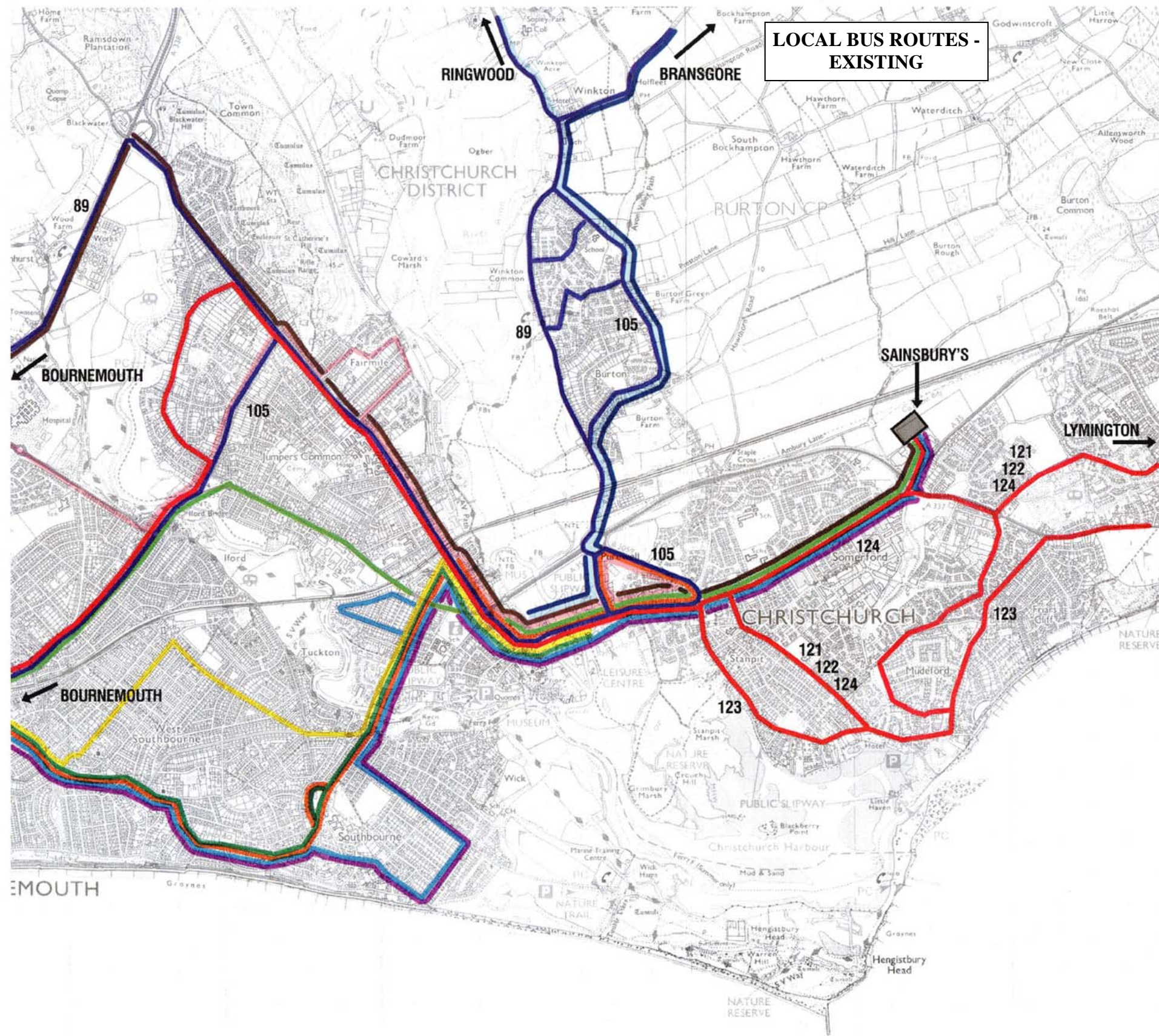
5.46 If this approach proved successful, bus services could be removed entirely from High Street. However, this proposal would be complemented by the introduction of a small hoppla bus running from Purewell to Christchurch rail station serving the High Street. It would cater for people who are not able or willing to walk for 5 minutes and would also create the direct bus link from the town centre to the rail station, where a local interchange should be promoted. However, due to its dislocation from the town centre, the creation of an integrated bus/ rail interchange at the rail station would be less of a priority than a quality bus local interchange that should be developed in parallel with improvements to the A35 Fountain Way junction. Further consideration of this is required as part of any improvements to Fountain Way and future development on the Magistrate's Court site.

### LONG TERM STRATEGY

5.47 The short-term proposals described in the previous section aims to address the specific issue affecting the town centre of reducing the number of buses in the High Street.

5.48 In the longer term, consideration also needs to be given to enhancing the accessibility of the town centre by public transport and primarily by buses. This needs a Borough wide study of buses, also considering sub regional bus movements. This is outside the scope of this study





**Key:**

**THROUGH ROUTES:**

NO.	DESTINATION	FREQ.
89	BRANSGORE - BOURNEMOUTH	1 JOURNEY ALT FRIDAYS
105	POOLE - BURTON	30 MIN
121	BOURNEMOUTH - LYMINGTON	30 MIN
122	" "	30 MIN
123	" "	30 MIN
124	" "	30 MIN

**ROUTES TERMINATING AT CHRISTCHURCH :**

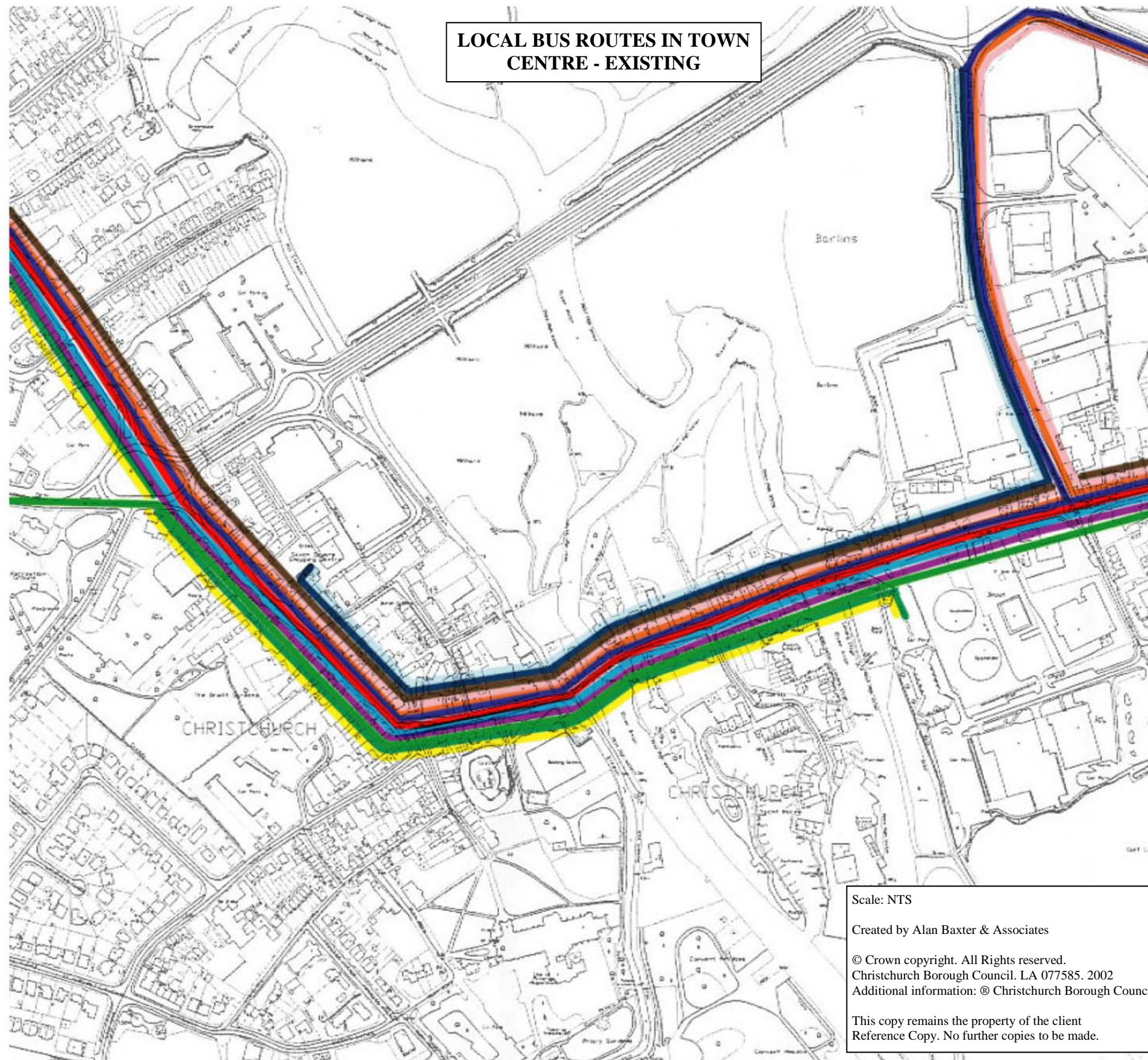
20	BOURNEMOUTH - SOMERFORD	15 MIN
21	" "	30 MIN
22	" "	30 MIN
23	BOURNEMOUTH - CHRISTCHURCH	15 MIN
31	BOURNEMOUTH - PUREWELL	60 MIN
32	" "	60 MIN
68	CHRISTCHURCH - ALDERNAY	60 MIN
X22	BOURNEMOUTH - SOMERFIELD	PEAK HOURS ONLY
125	BOURNEMOUTH - RINGWOOD	60 MIN
126	" "	60 MIN

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Key:

NUMBERS 125 AND 126 TERMINATE IN HIGH STREET

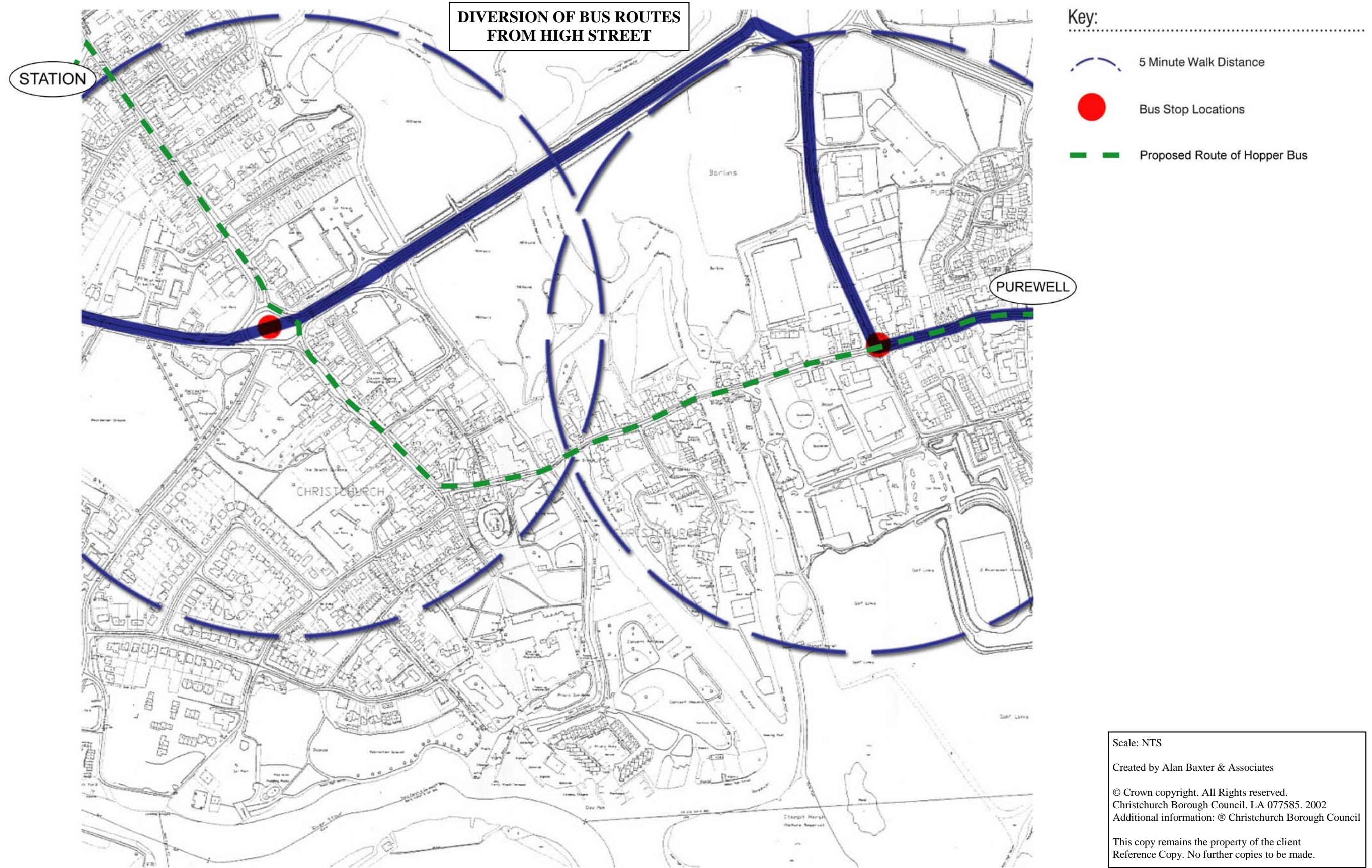
NUMBERS 23 AND 68 TERMINATE AT THE CIVIC OFFICES CAR PARK IN BRIDGE STREET

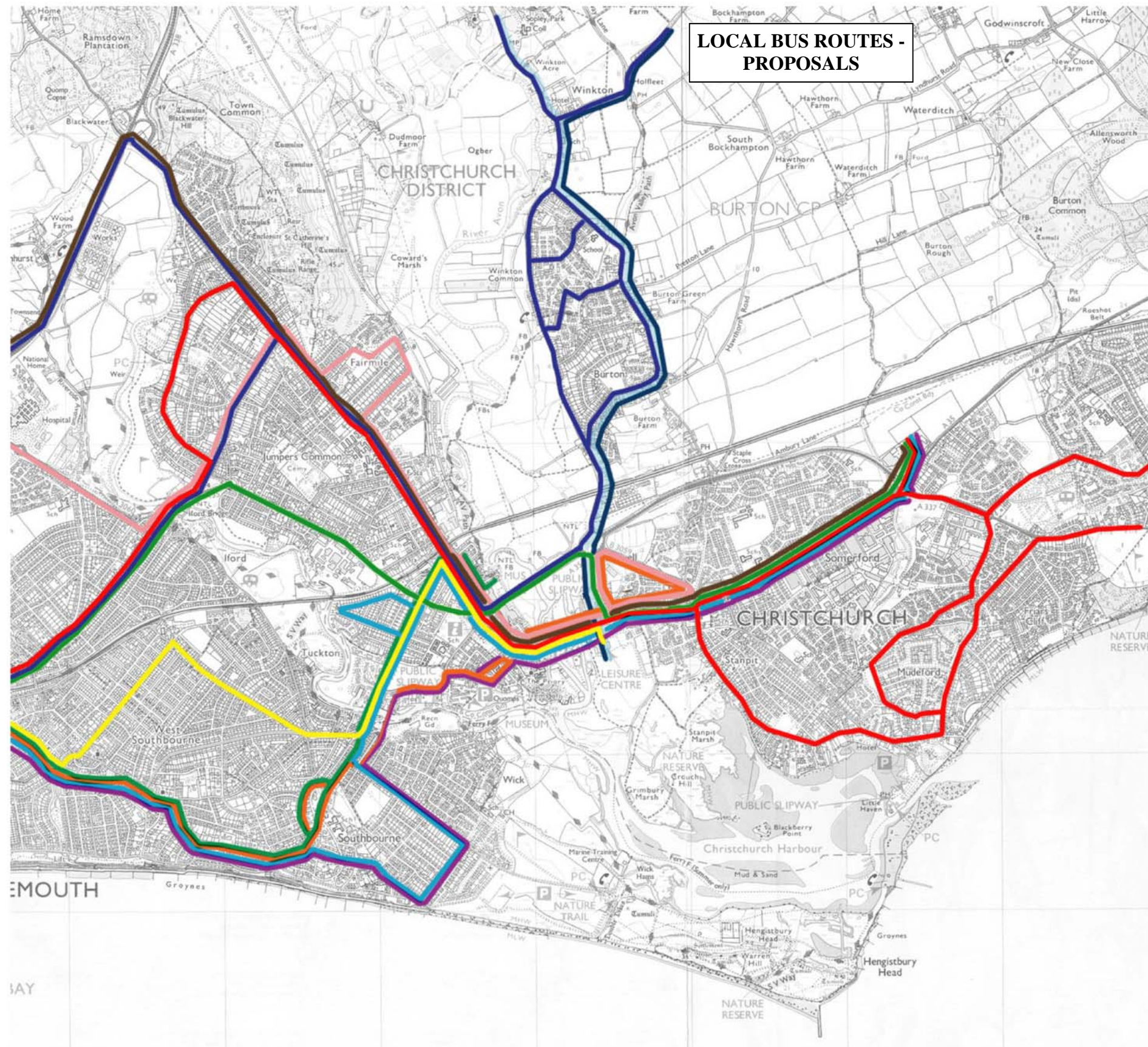
THROUGH ROUTES:

NO.	DESTINATION	FREQ.
89	BRANSGORE - BOURNEMOUTH	1 JOURNEY ALT FRIDAYS
105	POOLE - BURTON	30 MIN
121	BOURNEMOUTH - LYMINGTON	30 MIN
122	" "	30 MIN
123	" "	30 MIN
124	" "	30 MIN

ROUTES TERMINATING AT CHRISTCHURCH :

20	BOURNEMOUTH - SOMERFORD	15 MIN
21	" "	30 MIN
22	" "	30 MIN
23	BOURNEMOUTH - CHRISTCHURCH	15 MIN
31	BOURNEMOUTH - PUREWELL	60 MIN
32	" "	60 MIN
68	CHRISTCHURCH - ALDERNAY	60 MIN
X22	BOURNEMOUTH - SOMERFIELD	PEAK HOURS ONLY
125	BOURNEMOUTH - RINGWOOD	60 MIN
126	" "	60 MIN





**LOCAL BUS ROUTES - PROPOSALS**

**Key:**

**THROUGH ROUTES:**

NO.	DESTINATION	FREQ.
89	BRANSGORE - BOURNEMOUTH	1 JOURNEY ALT FRIDAYS
105	POOLE - BURTON	30 MIN
121	BOURNEMOUTH - LYMINGTON	30 MIN
122	" "	30 MIN
123	" "	30 MIN
124	" "	30 MIN

**ROUTES TERMINATING AT CHRISTCHURCH :**

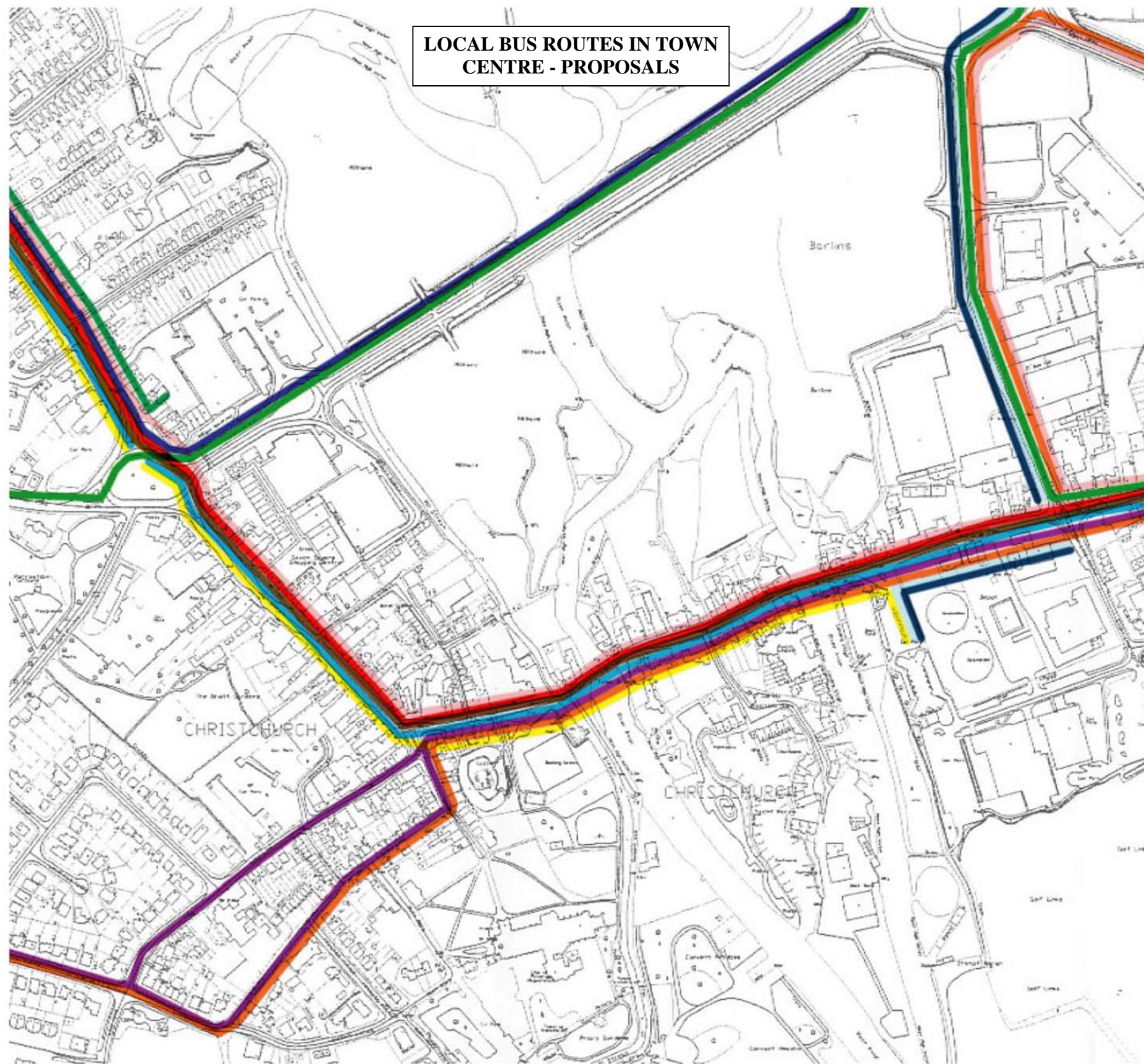
20	BOURNEMOUTH - SOMERFORD	15 MIN
21	" "	30 MIN
22	" "	30 MIN
23	BOURNEMOUTH - CHRISTCHURCH	15 MIN
31	BOURNEMOUTH - PUREWELL	60 MIN
32	" "	60 MIN
68	CHRISTCHURCH - ALDERNAY	60 MIN
X22	BOURNEMOUTH - SOMERFIELD	PEAK HOURS ONLY
125	BOURNEMOUTH - RINGWOOD	60 MIN
126	" "	60 MIN

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**THROUGH ROUTES:**

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122	" "	30 MIN
123	" "	30 MIN
124	" "	30 MIN

**ROUTES TERMINATING AT CHRISTCHURCH :**

20	BOURNEMOUTH - SOMERFORD	15 MIN
21	" "	30 MIN
22	" "	30 MIN
23	BOURNEMOUTH - CHRISTCHURCH	15 MIN
31	BOURNEMOUTH - PUREWELL	60 MIN
32	" "	60 MINN
68	CHRISTCHURCH - ALDERNAY	60 MIN
X22	BOURNEMOUTH - SOMERFIELD	PEAK HOURS ONLY
125	BOURNEMOUTH - RINGWOOD	60 MIN
126	" "	60 MIN

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although the starting point is likely to be the survey proposed in the previous section.

**WATER TRANSPORT**

- 5.49 The Wick pedestrian ferry operates across the River Stour between the former Pontins site and the riverbank at Wick for Hengistbury Head in Bournemouth. During the summer it runs a daily service from 10am to 5pm with a reduced service during the winter months, operating only at weekends and on market day.
- 5.50 During the summer tourist season a ferry service operates between Tuckton, the Town Quay and Mudeford Sandbank. A ferry service also operates between Mudeford Sandbank and Mudeford Quay, thus creating the possibility of a circular tourist route around the harbour.
- 5.51 It would, therefore, be appropriate to encourage more use of the waterways in and around the town centre in the longer term, as the water places identified earlier in the chapter begin to be realised.

**PARKING**

- 5.52 Figure 5.14 shows the existing car parking facilities within Christchurch town centre. At present there are 1,705 off street parking spaces provided within public car parks in Christchurch town centre. 1,464 of those spaces are classified as shopping spaces and the remaining 241 classified as amenity spaces. Whilst comprehensive parking survey data is not available at present, it is understood that problems with capacity do exist.
- 5.53 In order to understand the parking requirements for the town centre, a broad assessment has been carried out as part of this appraisal to assist the preparation of the Town Centre Strategy. This is described below.

**Retail:**

- 5.54 PPG13 states that a maximum of 5 spaces per 1000 sq.ft of retail space should be provided at any location. This figure includes both on and off street parking. Christchurch town centre has a retail floor space of approximately 17,500m<sup>2</sup> which equates to a maximum of roughly 950 spaces (including on Street Parking) required for short stay parking.

**Long Stay/Commuter**

- 5.55 To get a feel for the number of long stay parking spaces that are required in the town centre an assumption was made that anyone who would be using the spaces for long stay parking would purchase an annual parking permit. Last year 713 annual permits were sold and the figure for this year is very similar. Therefore a figure of roughly 750 spaces are required for long stay parking.

**Tourist/Amenity**

- 5.56 Tourist car parking also plays an important part in the parking strategy for Christchurch with the greatest influx of tourists during the summer months. Information from Christchurch Borough Council indicates that roughly 500,000 day trip tourists visit Christchurch town centre on an annual basis and that 80% of those visitors arrive by car.
- 5.57 As only limited car parking survey data exists at present a broad assumption of the number of tourist car parking spaces required has been made. Data shows that 16% of the total figure for tourists arrive in August, which is the busiest month for day trip tourism. If 80% of those tourists arrive by car, that equates to roughly 64,000 tourists arriving by car to the town centre during August which on average equates to 2,100 tourists a day arriving by car.
- 5.58 To define the likely range in the number of tourist cars parked in the town centre at any one time the following assumptions have been made:
  - if one assumes that there would be 2 tourists per car you get a figure of roughly 1000 tourist cars a day during the busiest month (maximum);
  - if one assumes that there would be 4 tourists per car you get a figure of roughly 500 tourist cars a day during the busiest month (minimum);
  - if tourists stay all day in the town centre car parks then there will be a maximum of 1000 tourist cars in town centre car parks at any time; and
  - if tourists stay for half the day town centre car parks then there will be a minimum of 250 tourist cars in town centre car parks at any time.
- 5.59 Our view is that the likely number of tourist cars parked in town at any one time will be around 500.
- 5.60 This analysis indicates that a total of 2,200 spaces are

required in the town compared with 1,705 (+ on street) spaces that are currently available so there is potentially a need for extra parking spaces to be introduced in the town centre. Extra capacity required could be investigated at the Saxon Square and Pioneer car parks. The addition of these extra spaces and the addition of extra spaces on the new Magistrates Court site would mean that the opportunity may exist to reduce the size of the car parks at both Bank Close and Wick Lane to make the land available for other uses. The car parking study and strategy will investigate such opportunities and associated issues.

- 5.61 However it should be noted that the strategy is based on analysis that has included broad assumptions and there could be a variance in the figures of up to + or - 20%. A better estimation of the number of spaces needed should be made based on a full and comprehensive car parking survey in the town centre. The survey would need to be in two parts:
  1. Survey of present usage and duration of stay
  2. Questionnaire survey of peoples parking needs (including tourists)
- 5.62 Car parks should be classified as follows to create a more logical approach and reduce parking traffic in the town centre during peak hours. This would include locating long stay car parking as much as possible on the edges rather than within the town centre. DTZ's view on the best strategy for this would be as illustrated in Figure 5.15 and as follows:
 

Short Stay:	Saxon Square Bank Close Pioneer (Part Long Stay) Wick Lane
Long Stay:	Pioneer (Part Short Stay) Magistrates Court sites Purewell Diary Leisure Centre
Tourist:	Priory Mayors Mead Christchurch Quay Willow Way Bridge Street





- 5.63 This strategy would need to be reflected in the signposting and pricing strategies for these car parks. It is understood that tourist parking is seasonal and the number of spaces required at one time of the year will be very different to another and it is therefore proposed that the reduced car park at Bank Close could be used for both tourist and short stay parking as the seasons dictate. Annual parking permit holders should not be allowed to park in any car parks other than the designated long stay car parks.

### CONCLUSION

- 5.64 This section of the strategy has covered the three issues of road usage, particularly the A35 Fountain Way junction, the short and long term bus strategy and existing and proposed car parking:
- the strategies for the A35 Fountain Way, public transport and car parking have been developed based on the broad understanding that DTZ has gained through the study and through the testing that has been completed based on this broad understanding. They are not based on detailed analysis and definitive modelling work and therefore will require further testing and consideration;
  - as we have identified, each of these issues needs a study in their own right. These would be substantial pieces of work, requiring considerable input over and above the resource available for this strategy study.
  - the initial stage of these studies would be a significant amount of survey work to establish the baseline conditions. As well as getting an up to date understanding of numbers of users, traffic flow, etc, it would also be important to understand the types and patterns of usage and why choices are being made (e.g. between different car parks and different types of user). Only once a full understanding of these issues has been gained on factual evidence can a strategy for the next 20 years be developed with confidence.
  - it would also be important that these studies be linked as, for example, any increases in the use of public transport would potentially reduce car use (and therefore traffic flows and parking requirements). These three issues are interconnected in terms of confirming a long term strategy for the Borough as a

whole and not just the town centre.

These recommendations are based on the opinions of the DTZ team and further detailed analysis will be required to secure firm proposals.

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