

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.

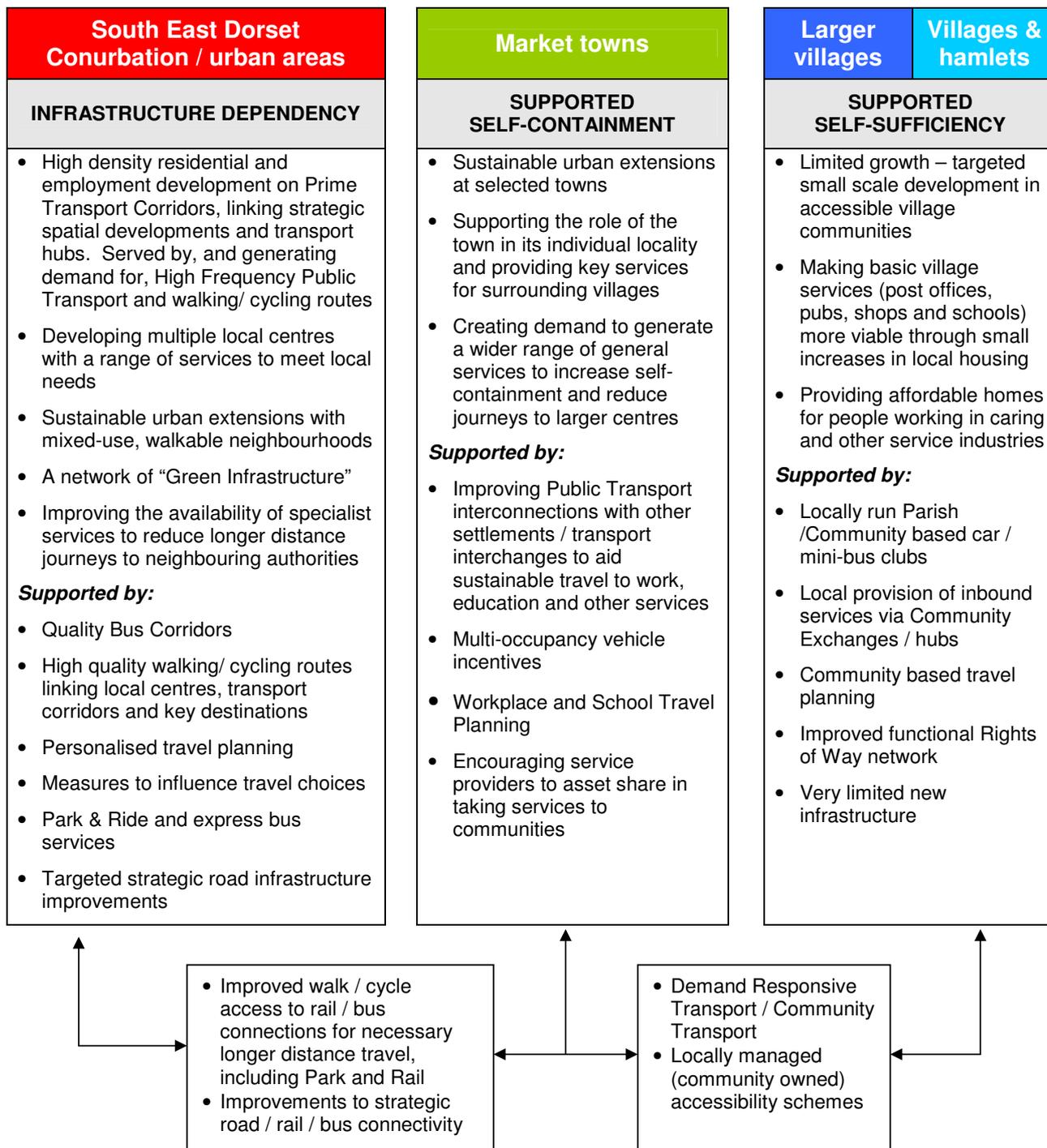
6.2.2 Figure 6.1 demonstrates how the LTP is integrated with, and supports, strategic spatial planning approaches across Dorset to encourage more sustainable travel patterns within, and between, different types of settlement. Future expected growth within Dorset, and the implications for major transport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



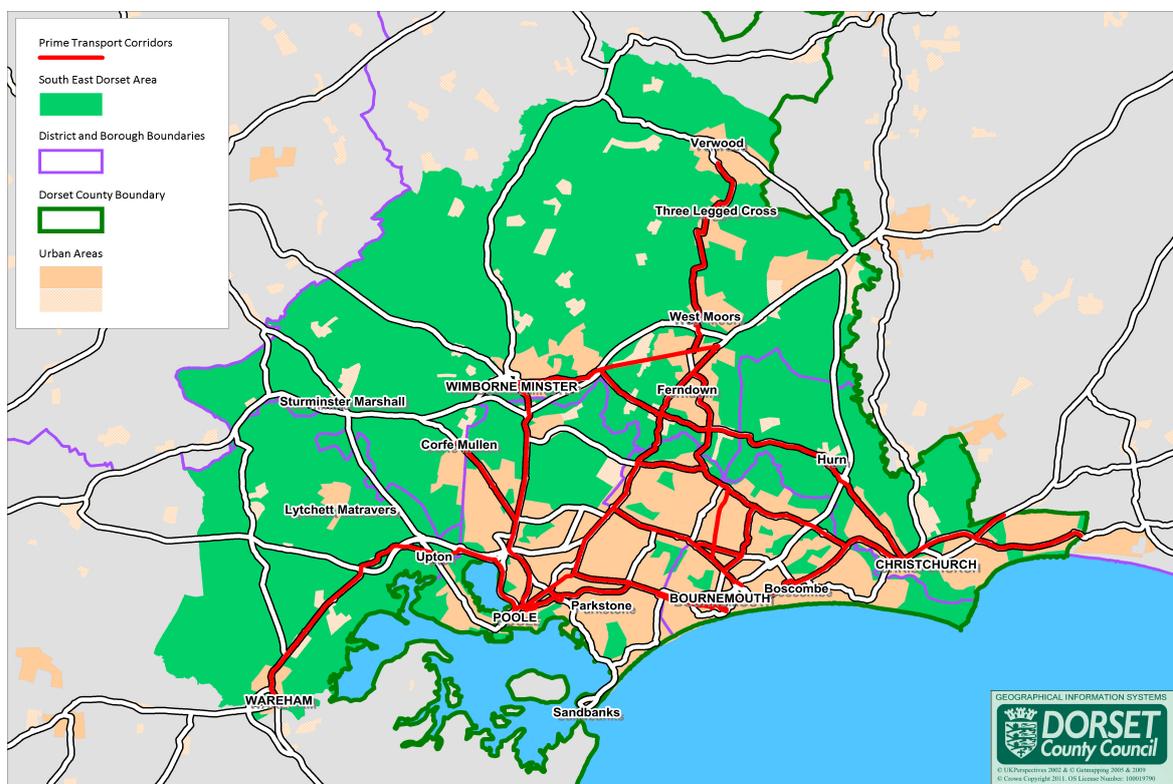
Prime Transport Corridors

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.

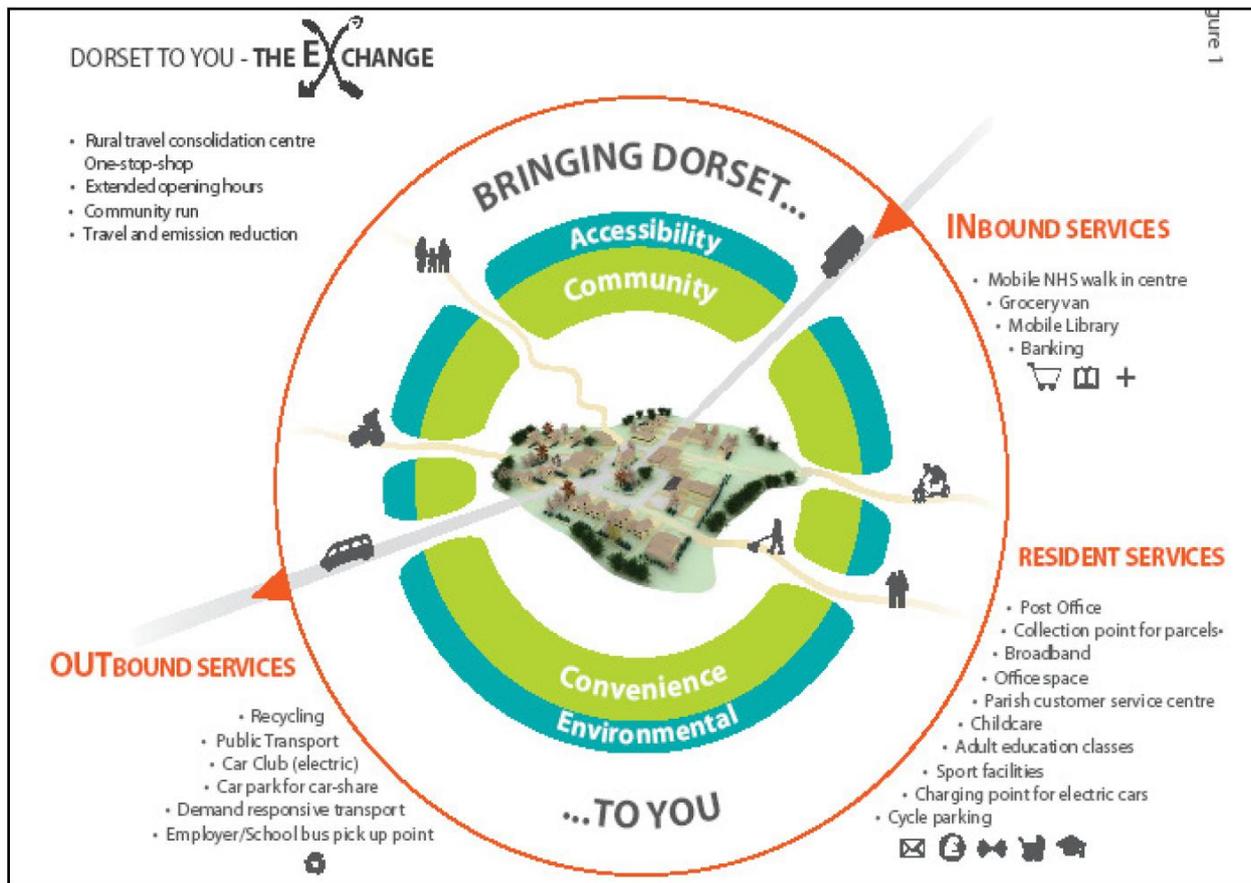
6.4.2 Recent local authority funding cuts mean that there will be considerable pressure on the closure of some key local services and this potentially has significant implications for the LTP in terms of accessibility and trip generation. It will be important that the authorities not only seek solutions 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.

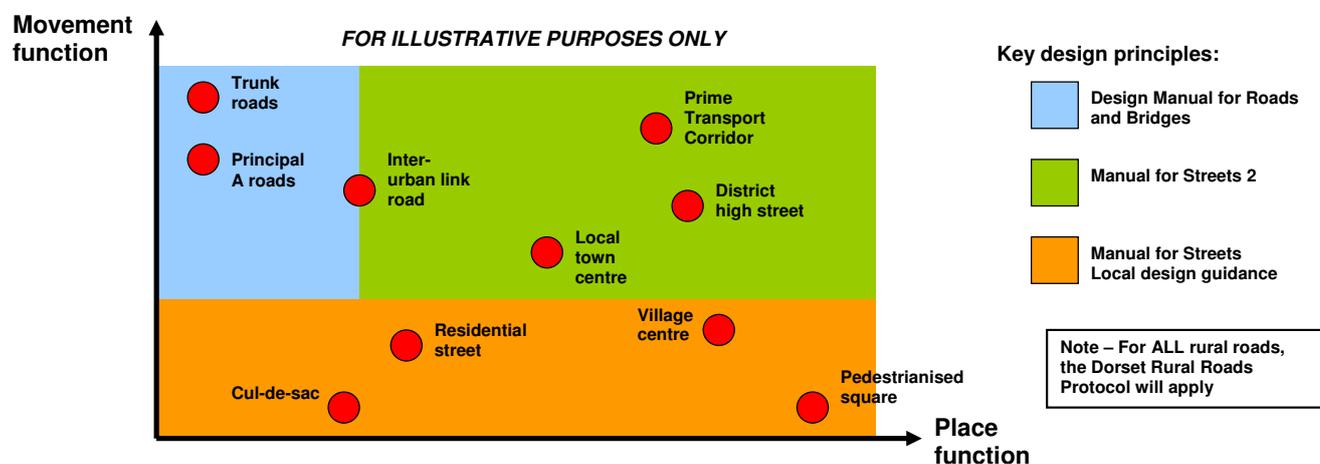
7.0.3 The **Transport Asset Management Plans** of each authority and the joint **Network Management Plan** set out the detailed approaches to maintenance and management of the highway network (including undertaking the duties to meet the Traffic Management Act 2004).

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:	Contributing to other key local strategies and plans:
Health Trusts; major employers; schools; local walking and cycling groups	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:	Contributing to other key local strategies and plans:
Bus operators (Quality Bus Partnerships); Train Operating Companies; Network Rail; Voluntary Groups; Dorset People First; Dorset Age Partnership	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**

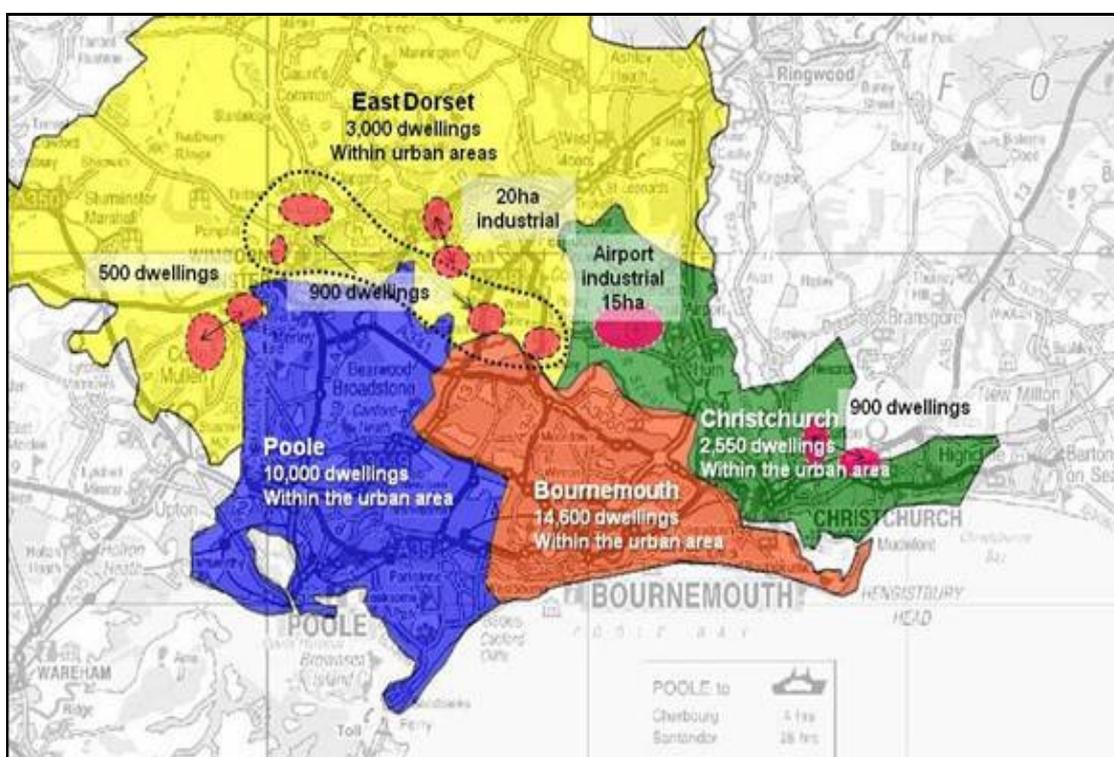
POLICY LTP N-2

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 Ameyford 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

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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