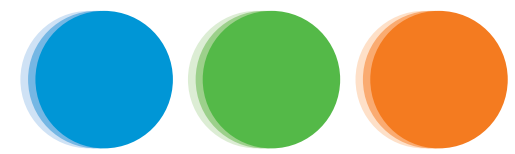




Summary Document

Bournemouth, Poole and Dorset Local Transport Plan 2011 to 2026





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A world class environment

Our outstanding and renowned natural and built environment enhances quality of life and attracts many visitors to the area which is important for our economy. It includes a World Heritage Coastline, international heathland designations, Areas of Outstanding Natural Beauty and significant cultural features. These unique assets have a strong influence on our area. They not only pose physical constraints to transport improvements, but are also directly and indirectly affected by transport and travel.

A place of contrasts

Dorset contains areas of unique and distinctive character, including:

- The functional, vibrant hub of the South East Dorset conurbation, with its award winning beaches
- Historic market towns and their attractive rural hinterlands
- The closely-linked towns of Weymouth and Dorchester
- The extraordinary natural beauty of the Jurassic and Heritage Coast between Lyme Regis and Swanage

We have a mix of communities. There is a rapidly ageing population and some pockets of the most deprived areas in the country. This diversity in our area and communities produces different transport needs and demands, requiring different solutions.

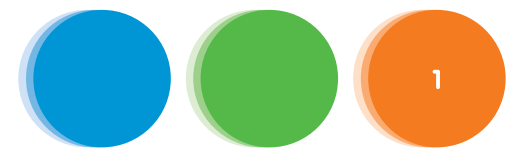
Green growth – Dorset's Green Knowledge Economy

Our dynamic economy is home to international brands and includes tourism, financial and business services and creative industries. There is an international airport and seaports, and a London rail link. However, the performance of our economy could be better; there are skills gaps in the workforce and wages are lower than the national average. The concept of a Green Knowledge Economy (where business capitalises on opportunities for innovation around green industries and grows without damaging the environment) is expected to play a major role in Dorset's future economy. A sustainable but effective and efficient transport system is central to this approach.

Bournemouth, Poole and Dorset

The Dorset area is represented by nine local authorities in total. We work jointly, together with key local businesses and organisations, through the Wessex Multi-Area Partnership. The partnership drives the future improvement of the Dorset area to make it a better place for everyone.





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

What will achieving our vision mean for people in Dorset?

- a greater choice of realistic alternatives to the car
- people being able to make informed travel decisions, creating sustainable travel patterns
- people walking or cycling for shorter distance trips out of preference, in attractive and safe environments
- easy to use, affordable and convenient public transport
- more efficient use of the car where it is the only practical choice
- a well maintained, managed and resilient transport network - allowing people and goods to reliably get to where they need to go and keeping traffic flowing more freely
- sustainable use of natural resources, supported by the latest technologies, which respects and enhances our unique environment

What are our priorities for transport to achieve this vision?

Five key goals will guide our approach to transport in Dorset:

1. **Supporting economic growth**
2. **Tackling climate change**
3. **Equality of opportunity**
4. **Better safety, security and health**
5. **Improved quality of life**

We have set a further over-arching goal to **provide value for money** in all transport investment.

How does this contribute to the “bigger picture”

We know from public surveys that transport is one of the most important issues for people in Dorset. It affects the lives and well-being of local people, tourists and businesses. Our priorities for transport have been developed to support the wider strategic priorities for the economic, social and environmental improvement of the Dorset area, based on the vision of sustainable economic growth with the environment at its heart – Dorset's Green Knowledge Economy. Our transport priorities also support the broader range of social concerns, represented by the three Local Strategic Partnerships in their respective Community Strategies. There are also very close links between our LTP and the plans for future housing and other development proposals set out in existing and emerging Local Development Framework Core Strategies.

What is the role of our third Local Transport Plan (LTP3)?

The LTP sets out our aspirations, strategy and policies for transport in the whole of Dorset, in line with our goals. This provides the basis for our expenditure plans. It considers improvements to all major forms of transport, whether under the control of the local councils or not. It also considers how we need to work together with local businesses, organisations, voluntary bodies, local communities and other authorities to achieve common goals.



How is this LTP3 different from previous plans?

This is the first time we have prepared a joint transport plan across the whole of Dorset. It builds upon the success of strong partnership working between the three authorities developed to date. Working more closely together will help to tackle significant, cross-boundary transport issues more effectively. Consequently, there is a stronger focus on strategic issues such as promoting the economy, especially tourism, and a stronger focus on green issues, low carbon travel and links with the health agenda. It is also a longer-term (15 year) strategy, which helps us to plan more effectively for major improvements. Finally, there is a stronger focus and commitment in this LTP to be accountable to local communities.

How have we decided upon the content of the LTP3?

We have considered a range of technical evidence and the opinions of people and groups with an interest in transport. The LTP is built upon:

- Public consultation events carried out at key stages
- Experience and lessons learned from our previous LTPs
- Technical transport studies, including the recent major South East Dorset Transport Study
- Assessment of the potential environmental and health impacts of the plan, through a Strategic Environmental Assessment and Habitats Regulation Assessment
- Assessment of how the plan could impact on different groups, based on ethnicity, gender, sexual orientation, age, disability and religion, through an Equalities Impact Assessment

In addition, we have drawn on national policy, good practice and other related policy, strategies and plans for Bournemouth, Poole and Dorset. Proposals included in the LTP have been considered against whether they are affordable, deliverable and how well they fit against our goals.

What factors outside of our control could influence the LTP?

- The impact of public sector funding cuts will influence what we can implement, and how quickly we can progress towards our vision. Less money means less ability to address problems, but a stronger focus on

self help, value for money and making the most of our existing transport network

- Difficulty in finding jobs and the closure of local facilities may result in people needing to travel further
- In the future, lifestyles may change and the way that services such as health and education are delivered seem to be leading to a greater need to travel
- Advancements in technology and communications are likely to present opportunities to reduce the need to travel and help to make motorised travel greener
- Government policies, for instance on fuel tax, will also influence travel patterns
- Uncertainty over the level of finite fossil fuel resources could also affect the demand for motorised travel

Where are we starting from?

We aim to build upon the success of previous LTPs. We had mixed outcomes from LTP2:

- Congestion on key routes has been relatively stable in recent years, and peak traffic levels in urban centres have fallen slightly
- Bus patronage has grown significantly in recent years in urban areas, as have cycling levels
- Higher community transport usage reflects increasing accessibility for people, particularly in the rural areas.

But ...

- the number of people killed or seriously injured is generally falling, although not as quickly as hoped
- total vehicle distance travelled has increased slightly

During the LTP2 period we successfully delivered the Weymouth Relief Road and made considerable progress with the Weymouth Transport Package. We also began work on the Poole Bridges Regeneration Initiative Core Scheme. We are encouraged by our recent successes, but we know we still have a lot to achieve in order to meet our long term vision.

Our 3 guiding principles

1. Smarter working

We will focus on creating efficiency savings and making the best use of all available resources. This requires strictly prioritising transport improvements which have the greatest contribution to our goals. It also means building upon our existing relationships with other departments, groups and organisations to work together and combine our efforts.

2. Local participation

We will have a greater focus on involving the community in identifying and delivering local transport improvements. This includes working more closely with voluntary groups throughout Dorset and particularly in our rural areas where we will encourage more self-sufficient lifestyles.

3. Green thinking

We will look for opportunities to reduce the carbon footprint of all aspects of transport and travel and our related operations.

Our 7 key approaches

1. Reducing the need to travel

- ... by locating and designing new homes, offices and other development in ways that people can access services with less need to travel, and in sustainable ways
- ... by encouraging services, such as health and education, to be planned and delivered in ways that promote sustainable travel patterns

2. Managing and maintaining the existing network more efficiently

- ... by keeping our transport infrastructure well-maintained, safe and resilient for all users
- ... by making better use of our transport network to maximise its efficiency for all forms of travel

3. Active travel and “greener” travel choices

- ... which widen opportunities for healthy lifestyles and provide supporting infrastructure for walking and cycling
- ... which promote Smarter Choices and support “green technology” to encourage low carbon travel behaviour and transfer to non-car alternatives
- ... which are supported through creating attractive public realm and streetscapes

4. Public transport alternatives to the car

- ... which build upon existing public transport to improve the availability, quality, reliability and punctuality of services
- ... which develop a fully integrated public transport system which is easier to use for everyone
- ... which improve local accessibility for vulnerable users and in rural areas

5. Car parking measures

- ... which balance supporting our local economy with encouraging the use of alternatives to the car, particularly for single occupancy commuter trips

6. Travel safety measures

- ... which use engineering, education and enforcement solutions to create safer travelling environments
- ... which improve community safety and security

7. Strategic infrastructure improvements

- ... which provide targeted, major improvements to our transport infrastructure to strengthen connections and support regeneration and growth (financial and environmental constraints limit what is achievable)

We aim to support a more productive and prosperous economy by improving the reliability, efficiency and connectivity of our transport networks and communications



Our key challenges are...

1. To improve the reliability and predictability of journey times on key local routes for business, commuting, freight and tourism

- People and businesses are dissatisfied with the severe congestion and delays experienced on our major routes and in town centres. This costs Dorset's economy millions of pounds each year, in addition to other social and environmental costs. Without intervention, delays in the peak period in South East Dorset are expected to almost double by 2026
- Growth in our "green tourism" industry requires the transport system to provide sustainable travel options for visitors, and also to protect and enhance our special environments that people come to experience
- The success of the 2012 Olympics sailing event at Weymouth and the opportunity for a lasting Olympic legacy depend upon an efficient transport network and sustainable travel options

2. To create a lasting shift to more sustainable travel behaviour that reduces single occupancy car trips and overall traffic growth

- Building major new road capacity is unlikely to be affordable (especially in the short term), or sustainable. More sensible and efficient use of the car, and encouraging alternatives, helps to ease the pressure on the existing transport network

3. To improve transport connections to, from and within Dorset to help get people to jobs, raw materials to production and finished goods and services to markets

- Local and prospective businesses are particularly concerned about sub-standard transport connections towards Bristol and the Midlands/ North and towards London. This is a barrier to attracting and retaining businesses in Dorset

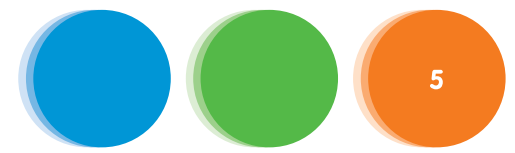
4. To support planned growth in Dorset and ensure that new developments provide necessary sustainable transport improvements and infrastructure

- We expect more than 55,000 new homes and 54,000 new jobs to be created across Dorset up to 2026 to support economic growth. Over 55% of new homes are expected in South East Dorset. The combined impact on our already congested transport network will be considerable

5. To provide improved access to our key employment sites, including new growth areas

- Plans for major regeneration and job creation at Poole, and employment growth sites at Bournemouth Airport and Ferndown require enhanced public transport access and improvements to the highway network

We are committed to working with businesses and other public and private sector organisations to maximise the role of transport in achieving Dorset's long term economic objectives. These are currently set out in our Multi-Area Agreement and guided by the Wessex Multi-Area Partnership. In the near future, this is likely to be replaced by a Dorset Local Enterprise Partnership which would guide major transport improvements.



Our key solutions are...

An integrated approach to reducing congestion based upon reducing the need to travel, managing and maintaining the network more efficiently, providing alternatives to the car, and investing in targeted infrastructure capacity improvements



Providing a step change in public transport provision in SE Dorset, with a network of Quality Bus Corridors, Park and Ride and transport hubs, supporting high density housing and employment



Closer working with the Highways Agency on improvements to the A31 Trunk Road between Merley and Ameysford, including a substantial junction improvement at Canford Bottom

Completing the Poole Bridges Regeneration Initiative transport network (incorporating the Twin Sails Bridge) to stimulate regeneration opportunities in Poole



Maximising the long term benefits of the Weymouth Olympics Transport Package



Developing Bournemouth Airport as a transport hub, with improved surface access (including public transport), supporting new employment land



Maintaining and enhancing rail connections to /from Dorset and the rest of the UK (including to Bristol and Exeter) by working closely with Network Rail and Train Operating Companies



Using developer contributions to help fund necessary transport infrastructure and services for new development



Providing a new joint Traffic Control Centre to co-ordinate effective management of the network, improve its operational efficiency and better manage incidents and major events

Improving key junctions and upgrading the operation of traffic signals to keep traffic flowing better and to allow priority to be given to buses



Prioritising maintenance to the most used parts of the highway, including major maintenance of the A338 Spur Road



Working with local "green fuel technology" businesses to advance the role of alternative fuel vehicles in Dorset



Working with the main freight generators through a Freight Quality Partnership



Working with the tourist boards, hoteliers and key attractions to make sure the transport system meets the needs of tourists



Taking into account the impact on local economies when setting parking policies in town centres



Encouraging the extension of broadband networks, especially in rural areas, to enable more tele-working and enabling more people to work from home



Developing longer term proposals for a Dorset Area Rapid Transit System operating between Christchurch and Hamworthy and running on street through Bournemouth town centre



We will know we are being successful when:

- There is increased business confidence in the reliability of connections to, from and within Dorset by road, rail, air and sea
- We achieve new higher density, mixed-use housing and employment development, well served by a range of transport modes
- There is reduced congestion, including less seasonal variation in traffic flows
- We have created more local job opportunities accessible by public transport
- There is a lasting Olympic legacy in Dorset, based upon "green" credentials

Key to the contribution to the other LTP3 goals:

Tackling climate change

Equality of opportunity

Better safety, security and health

Quality of life

We want to reduce the overall level of emissions of carbon dioxide and other greenhouse gases from travel and transport and ensure the transport network is resilient



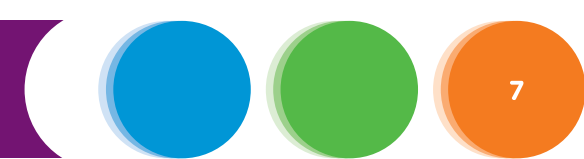
Our key challenges are...

1. To reduce overall levels of greenhouse gas emissions from travel and transport to, from and within Dorset

- 27% of the total carbon emissions we produce in Dorset come from road transport – this is above the UK average of 23%
- Our carbon emissions from transport are declining - they fell by 7% between 2005 to 2008. The amount of carbon emissions produced per person from travel varies greatly throughout Dorset. In our rural areas, people are more dependent upon the car and tend to travel longer distances, therefore producing more carbon emissions per person compared to people in our urban areas

- Improving the energy efficiency of our transport network is also likely to save us money
- 2. To increase the use of lower carbon, affordable and accessible transport modes to reduce our reliance on fossil fuels**
 - The majority of people feel that the most significant barrier to using lower carbon travel alternatives is the perceived convenience of the car, and the poor frequency, directness and reliability of public transport services
 - 3. To provide a resilient and adaptable transport network**
 - Our transport network is particularly vulnerable to the potential impacts of climate change and we need to be prepared for this. More extreme temperature variations, higher rainfall and rises in sea level could cause road deformation, structural damage and flooding of our coast and rivers
 - 4. To maximise the benefits and uptake of greener fuel vehicle technology**
 - It is expected that advancements in vehicle technology will, in the longer term, reduce transport related carbon emissions. However, without intervention, rising traffic levels would reduce the potential benefits

Our vision is based around a sustainable transport system supporting a prosperous, low carbon Green Knowledge Economy. We are committed to supporting our local climate change strategies to contribute towards meeting the joint target for carbon emissions reduction due to be set through the Bournemouth, Poole and Dorset Local Carbon Framework. Nationally, this will also contribute to the legal requirement of a 34 per cent reduction on 1990 emission levels by 2020.



Our key solutions are...

Providing people with a greater choice of alternatives to the car and giving increased priority to low carbon travel modes such as walking and cycling, especially for shorter distance journeys	● ● ● ●
Working with bus operators to increase the attractiveness and competitiveness of bus use compared to the car and to improve the fuel efficiency of bus fleets	● ● ● ●
Encouraging the role of rail based park and ride at suburban stations to encourage greater use of rail for longer distance trips to urban centres	● ● ● ●
Introducing more express or limited stop bus services to take advantage of the Quality Bus Corridors to provide faster public transport journey times between outlying areas and town centres	● ● ● ●
Using parking measures in town centres which encourage long stay commuters to use public transport alternatives	● ● ● ●
Creating lasting sustainable travel habits in Dorset through well-publicised "Green Travel" marketing and awareness campaigns - supported by effective travel planning at schools and workplaces, car clubs and car sharing initiatives	● ● ● ●
Establishing a network of infrastructure for alternative fuel vehicles, including charging points for electric vehicles	● ● ● ●
Adapting maintenance practices to have a greater focus on sustainable and more energy efficient solutions, such as low energy variable street lighting and sustainable drainage	● ● ● ●
Using recycled, low carbon materials where possible in transport improvement schemes to reduce energy use	● ● ● ●

Designing, constructing or maintaining the transport network to withstand the potential impacts of extreme weather events, flooding and rising sea levels arising from climate change	● ● ● ●
Developing visitor management practices and Visitor Travel Plans for major attractions, supported by multi-operator tourist travel cards, to reduce the carbon footprint of our important tourism industry	● ● ● ●
Making the general public, and the freight industry, aware of "eco-driving" techniques which reduce fuel consumption	● ● ● ●
Re-allocating road space to encourage alternative modes to the car, including cycle lanes, bus lanes and considering the use of High Occupancy Vehicle lanes	● ● ● ●
Building stronger relationships with other sectors to influence service delivery decisions which reduce the distance / need to travel to access services	● ● ● ●
Ensuring that the planning of new housing, employment and other development minimises the amount people need to travel, and that they can do so by using alternatives to the car	● ● ● ●

We will know we are being successful when:

- The level of carbon emissions from transport and travel is consistently falling
- We are reducing our carbon footprint from our maintenance activities and vehicle fleets
- People are travelling less to access key services and employment
- We have helped to create more self-contained and self-sufficient towns and communities
- People are less dependent on the car to get around and use public transport, walking or cycling as their main mode of travel
- The transport network is able to cope with extreme weather events without major disruption

Key to the contribution to the other LTP3 goals:

Supporting economic growth	Equality of opportunity	Better safety, security and health	Quality of life
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We want to create more equal opportunities for everyone, including access to services they need, with the desired outcome of achieving a fairer society



Our key challenges are...

1. To ensure access for people of all ages, abilities and localities to employment, education, healthcare, shopping, leisure, cultural and community facilities

- Particular groups (including older people, those with mobility impairments, those with learning difficulties, young people and others without access to a car) tell us that they find it difficult to access services they need. Physical access in using transport and the cost of travel are key barriers for these groups
- There are pockets of severe deprivation that exist in Bournemouth, Poole, Weymouth and Christchurch - access to services, and particularly employment, is a key factor in promoting social inclusion

- Accessibility by non-car means to a range of services is below average in North Dorset, West Dorset, East Dorset and Purbeck. Rural accessibility is likely to be under greater threat from funding constraints
- Not all people in our rural areas perceive accessibility to be an issue. For many, living in a rural area, and its remoteness, is a lifestyle choice with an expectation of lower levels of accessibility
- Services are increasingly becoming available via the internet, but not everywhere in Dorset has adequate broadband connectivity
- Policies for services such as health and education threaten to increase the need to travel and make it more difficult to access them

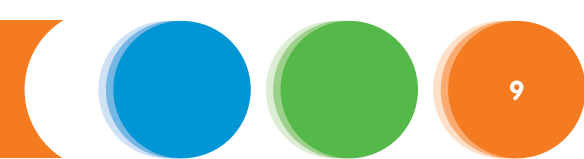
2. To support our ageing population and their associated service needs, particularly in rural areas

- Older people and those with mobility impairments have particular access needs, which often require specialised transport in order to support their independence. The move towards personalised social care is likely to present significant accessibility challenges

3. To improve the affordability, accessibility, convenience and coverage of public transport

- The most common issues with public transport raised by people are that it is too expensive, too complicated to change between services /modes, the timing of services does not meet personal needs and information is not clear or particular to their journey
- For some people, particularly in our more rural areas, conventional public transport is not an option. If they do not have access to a car, they must rely upon community transport based schemes

Although many people see Dorset as being a relatively affluent area, there are inequalities within communities across all aspects of life from crime rates to health and life expectancy, unemployment to educational achievement. Through our LTP3 we are committed to helping people from all backgrounds to have better life opportunities and ensuring that the ways in which people get around in their daily lives helps to create inclusive neighbourhoods and communities.



Our key solutions

Targeting measures to improve service provision, skills, information and safety in the most deprived areas of Dorset and our Health Action Areas	●		
Continuing to work with public transport operators to improve levels of accessibility and integration between services, and provide frequency and timing of services to meet local needs		●	
Making sure that new development promotes access by a range of sustainable travel modes and caters for the needs of those with mobility impairments	●	●	●
New and improved waiting facilities at bus stops, interchanges and stations with enhanced direction signing, real-time visual and audio information and multi-modal travel information points		●	
Implementing a cashless Smartcard ticketing system to make journeys by multiple modes/services easier and more affordable, with reduced queuing times	●	●	
Developing Rural Community Travel Exchanges to improve the availability of, and accessibility to, essential services in our more remote rural communities and to encourage self-sufficiency		●	
Working with voluntary groups and local communities to develop Community Travel Plans and to maintain and enhance community transport services which meet their local access needs and link to the wider public transport network	●	●	●
Supporting the continuation and expansion of existing flexible demand responsive transport schemes, such as "Door to Dorset"		●	
Supporting alternative local accessibility initiatives such as voluntary car schemes, minibus clubs, car-sharing, moped loan schemes, taxi-buses and taxi-sharing			●

Providing support and training to people with mobility impairments and older people to give them the skills and confidence to use public transport safely and independently			●	●
Providing more personalised and accessible travel information, making use of continuing developments in mobile phone and internet technology				
Exploring further opportunities to offer concessions on public transport fares for those who need them most			●	
Working with young people to help them to establish sustainable travel independence		●		
Continuing to support socially necessary local bus services where feasible to maintain levels of accessibility			●	
Exploring ways of using virtual access to services via the internet, particularly for those who otherwise have difficulty in getting to where they want to go	●	●		
Encouraging partners in other sectors such as health and education to consider the transport access needs of customers in their policies and the way that they provide their services, in order to ensure they are accessible			●	●

We will know we are being successful when:

- People can travel independently to access essential services, regardless of age, ability, postcode or income
- Levels of deprivation are reducing and the gap in inequalities is shrinking
- Local communities and voluntary groups are heavily involved in running community based transport services to meet local needs
- There are more affordable opportunities for public transport use relative to the car
- People find it easier to access and understand travel information for door to door journeys

Key to the contribution to the other LTP3 goals:

Supporting economic growth	Tackling climate change	Better safety, security and health	Quality of life
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We aim to reduce the risk of death, injury or illness arising from transport, and promote travel modes that encourage healthy, active lifestyles



Our key challenges are...

1. To increase the proportion of people travelling by healthy, active forms of travel such as walking and cycling

- We compare well against national averages for physical activity, obesity and life expectancy, but we want to do better, particularly in tackling child obesity. Reducing physical inactivity also has wider economic benefits
- Whilst levels of cycling have increased, surveys indicate that only 20% of people in Dorset cycle more than once a week
- We have a significant opportunity to encourage the large proportion of shorter distance trips (less than 5 miles) that are still made by car in our urban areas to change to walking and cycling on a regular basis. If more trips to work and to school are by foot or cycle, this will also help to reduce congestion levels significantly

- Independent assessments show that Bournemouth and Poole have the greatest potential in the whole of South West area to increase walking trips to school – by 22% and 17% respectively

2. To reduce all traffic related casualties and improve safety for all users of the transport system

- We are within the lowest (worst) quartile nationally for Killed and Seriously Injured (KSI) casualties. Numbers are declining, but not as quickly as we hoped or expected. However, we are in the top quartile for Child KSI casualties. We are experiencing a rising trend for casualties involving motorcycles and mopeds
- Road casualties cost our economy approximately £90 million per year
- People have told us that inappropriate vehicle speeds, particularly in our rural areas, is a key road safety issue, as is poor driver behaviour generally

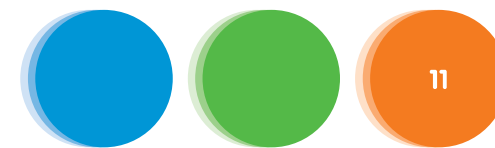
3. To improve personal security and reduce crime, the fear of crime and anti-social behaviour associated with transport and travel

- The greatest security fears are for travelling at night, alone, by public transport or walking / cycling. A lack of suitable lighting and CCTV contribute to these fears

4. To reduce / minimise the number of areas declared as having poor air quality as a result of road transport emissions

- We currently have four Air Quality Management Areas in Dorset, where pollution exceeds acceptable levels – vehicle pollution is the main contributing factor in each one

The overall health and wellbeing of our residents and visitors is important in an area which is renowned for its high quality of life. Public surveys confirm that crime and health issues are amongst the most important issues for people in Dorset. We are committed to contributing to effective health strategies, working with the NHS, and to crime reduction strategies, working with the Police, to build safer and stronger communities.



Our key solutions

Completing a set of high quality, safe, continuous, well-signed Strategic Cycle Route Networks as a priority for investment in cycling, linking key destinations and transport hubs and serving a variety of shorter distance utility type trips	● ● ● ●
Working more closely with the Health Trusts to publicise, promote and market the benefits of Active Travel and deliver targeted initiatives in health inequality action areas	● ● ●
Working with public transport operators to better integrate walking and cycling with bus, rail and ferry travel	● ●
Creating safer, more attractive and rewarding environments for pedestrians and cyclists in built up areas with increased priority and improved crossing facilities	● ● ● ●
Introducing cycle hire schemes and improved cycle parking in strategic destinations in town centres and at leisure / tourist attractions to make getting about by bicycle more convenient	● ● ●
Promoting leisure based cycling and cycling events to allow people to gain essential cycling skills and confidence and to develop a "cycling culture"	●
Ensuring new development promotes opportunities for walking and cycling and contributes to necessary infrastructure and facilities	● ● ●
Introducing further 20mph zones around schools and in residential areas where these can reduce accidents	●
Continuing to enhance the co-ordination of targeted road safety initiatives through the Dorset Road Safe Partnership	
Providing education and training to give people the skills, confidence and awareness to travel on Dorset's transport network in a safe and secure manner, by any mode of travel	●

Inappropriate speed and poor driver behaviour will be managed through effective enforcement in partnership with the police	●
A greater focus on road safety education programmes that continue to challenge complacent attitudes about road safety and provide innovative and high impact training and publicity campaigns	
Focusing safety engineering solutions, where appropriate, on junctions or routes where the greatest accident savings can be achieved	
Working with Environmental Health Officers to improve monitoring of air quality and to develop effective air quality and noise action plans in those areas where air quality and/or noise has been identified as a problem attributed to transport	●
Developing people-friendly environments which help to build stronger communities and increase natural surveillance and security and promote "safety in numbers"	● ●

We will know we are being successful when:

- More people are cycling and walking, and more regularly
- Walking and cycling becomes an enjoyable part of people's everyday lives
- We are consistently reducing the likelihood of people being involved in a traffic accident
- Levels of air pollution are within acceptable levels
- People using our transport network feel safe and secure

Key to the contribution to the other LTP3 goals:

Supporting economic growth	Tackling climate change	Equality of opportunity	Quality of life
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We aim to protect and enhance the quality, local distinctiveness and diversity of Dorset's built and natural environment, and improve individual wellbeing and enjoyment of places



Our key challenges are...

1. To support sustainable tourism in Bournemouth, Poole & Dorset which respects the high quality environment, and in particular the Jurassic Coast.

- The car remains the dominant mode for most tourist trips and this results in severe traffic congestion on coastal and tourist routes in the peak holiday season. However, visitor attitude surveys demonstrate a strong interest in holidays which have a lower reliance on car use. We believe that we can lead the way in "green tourism". Key barriers include a lack of targeted visitor travel information and the cost of public transport use

2. To enhance our street scenes and public realm to contribute to thriving and attractive town and local centres

- Key transport corridors in our built up areas have competing uses as places where people live, work and shop as well as being traffic links. Where these conflicts are not managed in a balanced way, it results in less welcoming and less attractive spaces, high congestion and poor outcomes for all road users.
- People tell us that the use of urban-style signs, lines, kerbs and other traffic calming features has degraded some of our rural landscapes and market towns

3. To minimise the impacts of transport on Dorset's high quality built and natural environment

- HGV use for freight and minerals extraction on unsuitable routes causes noise, vibration and air quality issues for local communities
- Respecting our high quality natural environment presents significant challenges when set against the demand for major infrastructure

4. To enhance well-being and sense of community, with greater opportunities to experience Dorset's unique environment

- Higher volumes of traffic cause severance which restricts community activity, in both rural areas and some urban neighbourhoods
- We can make better use of our coast and countryside for people to enjoy if it also provides attractive, safe and useful walking and cycling routes which connect to towns

Quality of life is a measure of our enjoyment, satisfaction, happiness, and the way we interact personally, and with the environment, in our daily lives. We are fortunate to have some of the finest natural and most attractive built environment in England. We know this is why many people choose to live in and visit Dorset. Working together with our environmental teams and organisations and tourism partners we are committed to ensuring that transport continues to preserve and enhance these features for the enjoyment of people now and for our future generations.

Our key solutions

Promoting sustainable access to visitor attractions and developing transport facilities, whether heritage or otherwise, as attractions in their own right e.g the Swanage Railway, coastal waterborne transport and leisure focused cycling improvements, such as the North Dorset and Castleman trailways



Supporting the development of networks of Green Infrastructure to provide attractive walking/ cycling routes, as well as being valuable recreational amenities in their own right



Carefully designing and managing spaces in town centres and on key corridors where there are high volumes of traffic and people activity, so that their shopping, entertainment and cultural value is enhanced



Improved walking / cycling links to leisure facilities and Dorset's high quality coast and countryside, including an enhanced role of the Rights of Way network



Using quality local materials and design which are sympathetic to the environment to create enhanced streetscapes and public realm that strengthen local distinctiveness



Removing unnecessary traffic from town centres to enable re-allocation of more road space to cycling / walking and public transport



Applying the Dorset Rural Roads Protocol to ensure that decisions affecting rural highways conserve and enhance the outstanding quality of its landscape and settlements, while delivering a safe and convenient network for all modes of travel



Creating welcoming, accessible environments for pedestrians and cyclists by reducing street clutter, limiting the use of signs and lines where safe to do so, and tree planting



Improvement schemes will seek to protect and enhance Dorset's historic townscapes and landscapes and reinforce local character and distinctiveness

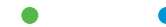
Ensuring all significant transport schemes are subject to detailed environmental assessment and necessary legislation and provide suitable mitigation (they will only proceed if there are no unacceptable impacts)

The design of new transport schemes will make the most of opportunities to protect and improve habitats for a wide variety of wildlife

Encouraging local communities to be more actively involved in developing local transport solutions



Managing HGV movements efficiently, including reviewing routing and direction signing to minimise impacts on local communities affected by noise, vibration and poor air quality



We will know we are being successful when:

- Dorset's unique natural environment and character is protected and enhanced, with more opportunities to access it in sustainable ways
- Sustainable travel for visitors helps to make Dorset a leader in "Green Tourism"
- There is less severance of local communities, resulting in stronger neighbourhoods
- People experience less intrusion from motorised transport, including noise and air pollution
- People feel proud of attractive, welcoming, vibrant town and local centres

Key to the contribution to the other LTP3 goals:

Supporting economic growth

Tackling climate change

Equality of opportunity

Better safety, security and health

LTP3 Implementation Plans

The actual transport schemes and projects that we identify will be set out in our Implementation Plans. These will each cover a 3 year period of the 15 year LTP3. They will detail a programme of schemes based upon our funding allocations we receive from Central Government, any grants or external bid funding, other additional local council funding and funding we receive from developers to mitigate the transport impacts of their development. Schemes will also be included that we do not necessarily have control over, but that we can work with relevant partners to help to deliver.

We prioritise schemes based upon their contribution to our goals and overall vision. The three authorities work together closely on this for schemes that cross their boundaries. The system we use allows us to reflect changes in the emphasis on certain goals at any particular time.

Measuring success

Throughout the life of the LTP3 we want to be able to learn and demonstrate how well we are doing in achieving our goals. This is for two reasons. Firstly, we want to be able to communicate our progress to those people who have an interest in local transport. Secondly, it will help us to understand what areas we are performing well in, and perhaps others where we need to focus more effort or attention.

Central Government is not requesting us to do this, but we intend to monitor our performance in achieving our goals against a concise set of performance indicators. These will range from monitoring cycling levels, to traffic congestion and accidents. Our Implementation Plans will set out the performance indicators and report on our progress. We intend to set realistic targets where appropriate and where we can accurately predict what we can realistically achieve with available resources.

Useful information

The full LTP3 Strategy Document, Implementation Plans and other supporting documents can be viewed via the website:

www.dorsetforyou.com/localtransportplan

Alternatively, you can contact us via:

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