

NEWS RELEASE

boroughofpoole.com/news



PR 262

15 June 2010

For Immediate Release

HAVE YOUR SAY ON TRANSPORT VISION

Residents, visitors, and commuters across South East Dorset are being given the opportunity to shape the future of their local transport system as a major study enters its final stages.

Following various consultation exercises over the last two years to identify travel patterns and understand the main problems with travelling in and around Poole, Bournemouth, Christchurch and surrounding areas, the study team has developed a number of options for improvements to the transport system over the next 15 years.

The options have been combined into a series of themes which cover different aspects of possible improvements, from public transport to more ambitious highway schemes.

The four themes are:

- Theme A - Do minimum (continuing with current policies)
- Theme B - Significant public transport improvements and 'greener' choices
- Theme C - More ambitious public transport and 'greener' choices while discouraging car based commuting
- Theme D - More roads and some public transport improvements, together with controlling demand for travel by car

Rick Clayton, Project Manager for the SE Dorset Transport Study, said: "At this stage in the transport study it is essential to consider the full breadth of available options, ranging from the relatively small scale measures through to more complex policies. Considering these options at this stage will ensure the final strategy is robust enough to support any future bid to government.

"It is important to stress that these options are suggested strategies that cover the full range of available measures. The final strategy will not necessarily follow just one of these themes and it is more likely that a combination of elements from each will influence the finished policy. The themes have been designed to generate discussion and feedback, and we hope that many of the people living and working in Dorset will take this opportunity to study the plans and have their say."

The options will be available to view and comment on online at www.sedorsetmms.com, and leaflets and questionnaires will be available in

libraries, council offices and tourism offices across South East Dorset including Poole, Bournemouth, Christchurch, Wimborne and Ringwood.

Anyone responding to the questionnaire online or by post can choose to be entered into a prize draw for a chance to win tickets for a day out at Swanage Railway.

Rob Thompson, Consultant Manager, Atkins, said: "Previously we had a good response to what people saw as the main problems and issues with the local transport network, with over 600 people and organisations responding. We are hoping for an even greater response from people this time as need their thoughts on the various options we have developed to solve those problems."

The last consultation undertaken in 2009 sought opinions about the problems and issues when travelling around the area, including public transport, congestion, highways, cycling, walking, freight port and airports and growth.

The majority of those responding felt the growth in travel demand should be met by improved public transport with some key improvements to the road network, cycle and pedestrian routes.

Over half of the people responding favoured a 'balanced approach' to improve more sustainable services, helping to reduce reliance on car use in urban areas.

Within the study, a computerised transport model of the area was developed, enabling the study team to carry out scenario testing on the measures in the themes.

Without the study, transport improvements estimated at over £400million required for South East Dorset cannot be delivered. This work will enable local councils to apply to central Government for the funding of future transport schemes identified by the transport study.

The closing date for this stage of consultation and the prize draw is Friday 30 July 2010.

Further consultation on the recommended transport strategy and the associated implementation programme will take place in September 2010.

ENDS

Notes for editors

The £2.2million, four year, transport study has been commissioned and jointly funded by the SE Dorset Study partnership, made up of the Highways Agency, Department for Transport, South Regional Development Agency, Borough of Poole, Bournemouth Borough Council and Dorset County Council, with Borough of Poole taking lead responsibility.

The study is working closely with the joint team from Bournemouth Borough, Dorset County and the Borough of Poole which is preparing the Local Transport Plan for Dorset. The transport strategy developed by the study will form the long term vision for the Local Transport Plan.

Atkins, one of the UK's leading transport-planning consultants, was selected in June 2008 to assist in the technical and strategy development work for the study, which will run until Autumn 2010. Atkins has considerable experience in the identification and appraisal of major transport improvements and has assisted local authorities across the UK in successful bids to central and regional government for significant investments in their transport system.

**For further information please contact:
Hayley Broom, Media & Communications Officer
Tel: 01202 633060
Fax: 01202 633888
Email: h.broom@poole.gov.uk**