

NEWS RELEASE

boroughofpoole.com/news



22 September 2009

TRAFFIC STUDY - ONE YEAR ON

A study examining traffic movement and the future transport needs in South East Dorset and West Hampshire is entering its second year.

The major £2 million study, jointly funded by the Highways Agency, Department of Transport and participating councils, began in 2008 with a series of roadside interviews.

Information collected last year through roadside surveys and questionnaire interviews has enabled transport planning consultants, Atkins, to produce a computerised transport model for the South East Dorset area.

The next stage of the study will involve using the model to build an accurate picture of transport movements in the area and identify the impact of future traffic growth, as well as housing and employment developments, over the next 20 years.

This will then allow participating councils and other organisations to develop an agreed future transport strategy for the area. This will involve wide ranging consultation with key stakeholders including transport operators, business contacts, environmental and other interest groups, as well as the general public.

The model was built by combining essential traffic movement data collected from 60,000 drivers questioned during 56 roadside interviews, with responses to 20,000 similar questionnaire interviews conducted at workplaces, car parks and on public transport, and continuous traffic flow monitoring at 70 junctions.

Consultation carried out this summer sought people's views on the problems and issues faced when travelling in and around the area. More than 600 people completed the questionnaires available online and in various public offices, and this data will help influence decisions made about future road and transport improvements.

Further consultation on the emerging strategy is planned throughout 2010, with the aim of the final preferred strategy being adopted by early 2011.

Rick Clayton, project manager for the South East Dorset Transport Study, said: "We all want to see improvements made to our transport system. By getting involved with the transport study consultation, people who live and work in South East Dorset can help shape the transport system of the future. The data we have already collected is invaluable in building a transport model and we would like to thank the thousands of people who have helped to achieve this by taking part in roadside surveys and various questionnaires."

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

Further information about the transport study can be accessed at www.sedorsetmms.com

-Ends-

Contact: Hayley Pope, Media and Communications Officer, Borough of Poole, tel: 01202 633060 or email h.pope@poole.gov.uk

Notes to 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.

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.