

South East Dorset Strategic Planning and Transportation Joint Committee

17 MAY 2010

South East Dorset Transport Study - Progress Update and Strategy Options

1. Purpose of Report

- 1.1. To advise the Joint Committee of progress with Phases 2 and 3 of the Transport Study, and outline the methodology and consultation arrangements to be employed in the development of the long term transport strategy for SE Dorset.

2. Recommendation(s)

- 2.1. That the Joint Committee approves:
 - (i) The strategy options for consultation, as described in Section 5 and Appendix A. Further details will be presented at the meeting.
 - (ii) The methodology for consulting on these options during May/ June 2010 as outlined in Appendix B, with delegated authority for Head of Transportation Services at Borough of Poole (Lead Authority) to approve the detailed arrangements.
- 2.2. That the Joint Committee note:
 - (i) Progress made on Phases 2 and 3 of the Transport Study.
 - (ii) The estimated costs and funding contributions as set out in Section 6.

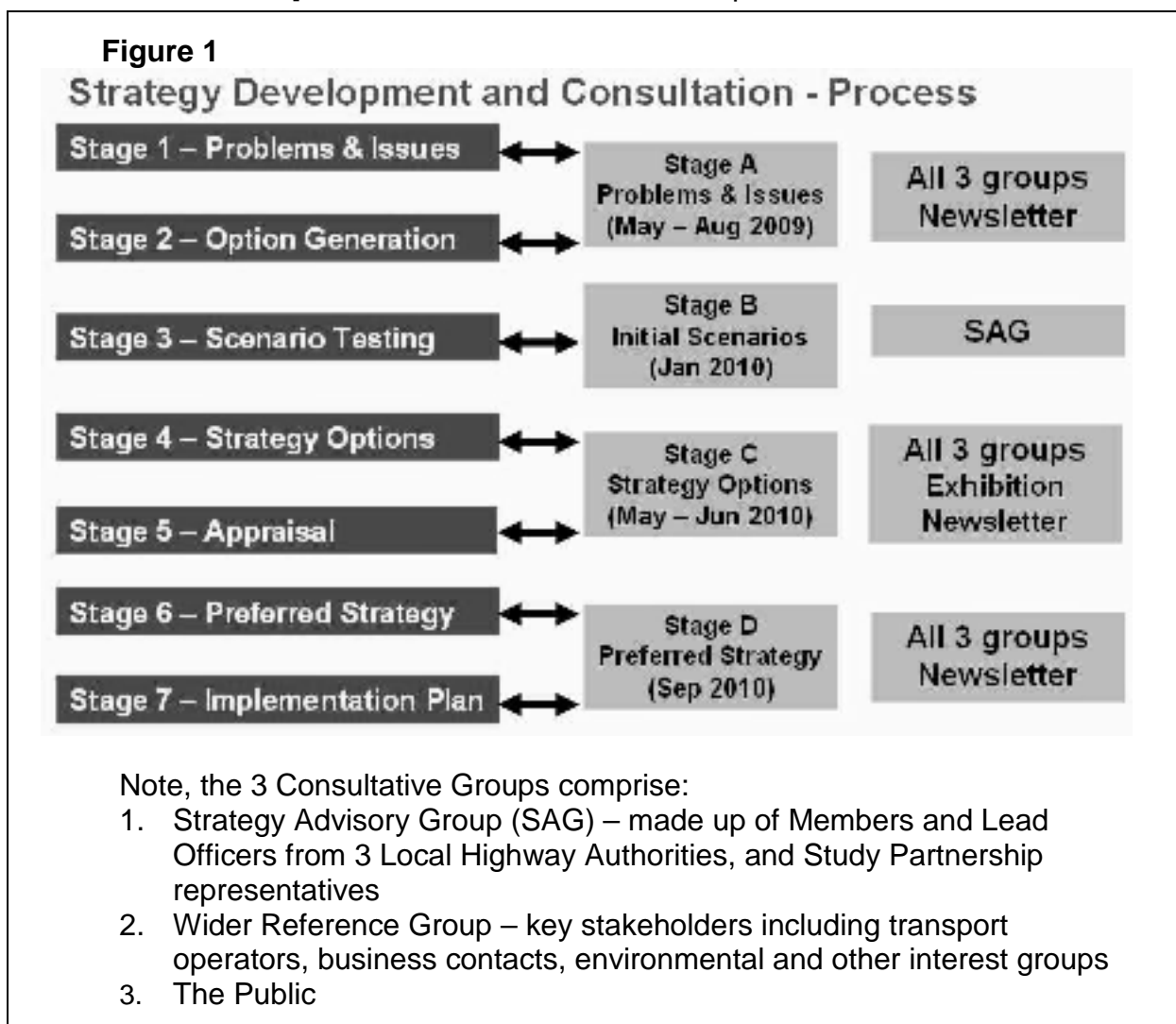
3. Phase 2 – South East Dorset Multi modal Transport Model

- 3.1 Significant technical work on the transport model has taken place, bringing together the travel pattern data collected at the road and public transport surveys undertaken in 2008. The 2008 Base year transport model is now validated in line with Department for Transport (DfT) guidance, whereby it is compared to the actual flows recorded at key points on the network. This process ensures the model is robust for testing of future scenarios.
- 3.2 Future year reference case models have been produced. These will provide a future 'Baseline' against which the impacts of future scenarios can be compared with. This will enable the comparison of relative impacts/benefits of various 'Do something' scenario's developed in Phase 3 of the Study.

4. Phase 3 - Developing a Transport Strategy for SE Dorset

- 4.1 The strategy development methodology and consultation arrangements are outlined on the Figure 1 over page. The various interventions and future development scenarios to be tested will be agreed through the consultation process embedded in the strategy development work. The transport model will allow the appraisal of the transport impacts of various schemes and strategies. Further work will also be undertaken on the costs, engineering feasibility, environmental and planning implications of various options.

4.2 The first round of public and stakeholder consultation generated 611 responses, by post and online, from the public encouraged to some degree by chance to win VIP tickets to the Air Show. All Multi Area Agreement representatives also participated [either as part of the ‘Strategy Advisory Group’ of Members/ Partners or ‘Wider Reference Group’ of key stakeholders] in one of the facilitated workshop sessions.



4.3 The consultation was designed to generate feedback on perceived ‘Problems and Issues’ with public transport; congestion and highways; cycling, walking and ‘smarter choices’; freight port and airport; growth agenda and sustainability. The consultation findings are summarised below.

4.4 The majority of those responding recognise that growth in travel demand should be met by improved public transport with some key improvements to the road network. 57% favoured a ‘Balanced Approach’ that would improve more sustainable services and help reduce reliance on the private car use in urban areas.

4.5 With regard to public transport, comments largely focused on the relative high costs of fares. Those responding would like to see more direct, higher frequency and more reliable buses. It was felt that integrated ticketing

and services for different bus companies and rail services would help significantly encourage people to use public transport.

- 4.6 The need to improve service coverage to/ from outlying settlements and areas not currently well served is seen as vital to provide a viable alternative to using the car. Rail was seen as costly and limited in current scope of services, while access to the airport by public transport was also highlighted as a problem.
- 4.7 Improvements to the A31 at Ringwood, Ferndown, around Wimborne and links to Poole are considered by responders as vital to reduce congestion. There is also a desire to see improvements along the 'corridor' between the main town centres and around Christchurch as the main priorities on the highway network. Freight routing and the impact this has on local communities was also highlighted as a concern.
- 4.8 Responders felt that improved cycle and pedestrian routes, along with encouraging 'Smarter Choices' such as school and workplace travel plans had potential to encourage greater numbers to switch from car use. It was also suggested that opportunities for a coastal water taxi service between Bournemouth/ Poole/ Swanage be considered
- 4.9 The consultation focused on what the public and stakeholders perceived as the Problems and Issues with the current and future transport system of SE Dorset. Further analysis of future travel patterns and identifying future problems has also been undertaken by the consultant team using the 2016 and 2026 forecast transport models.
- 4.10 As illustrated in Figure 1, this work fed into the Stage 2 'Options generation' which involved developing a long 'wish list' of historical and aspirational schemes for highway and public transport, as well as a number of general policy initiatives.
- 4.11 The 'long list' measures form the basis of the Stage 3 'Scenario Testing' which will help to understand the relative impacts of changes to different modes, and hence inform the development of more detailed strategy options in Stage 4 as described below.
- 4.12 In order to develop a robust transport strategy in line with latest DfT guidance on Delivering a Sustainable Transport System (DaSTS), the strategy should aim to satisfy the following core objectives within the overarching DaSTS goals set out below:
- to **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport networks;
 - support existing and forecast sustainable economic activity and regeneration;
 - help create a modern, efficient and integrated transport system;
 - improve journey time reliability;
 - enhance connectivity and help to overcome regional peripherality;
 - to reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**;
 - promote alternatives to the car and encourage behavioural change;

- **to contribute to better safety, security and health** and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health;
 - enhance the safety of users of the transport system;
- **to promote greater equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society;
 - improve accessibility to work, education, shopping, leisure and healthcare services;
- **to improve quality of life** for transport users and non-transport users, and to promote a **healthy natural environment**.
 - Reduce the impact of transport on the environment and enhance the quality of life of residents;
- and in relation to the general contents of the strategy:
 - be affordable;
 - be capable of implementation.

4.13 Stage 5 involves detailed appraisal of the components of the 'Strategy Options' against these core objectives. This crucial stage in the Study will enable the identification of a 'Preferred Strategy' (Stage 6) and 'Implementation Plan' (Stage 7) by the end of 2010.

4.14 The detailed work on the preferred strategy and implementation plan will include consideration of different levels of future funding. This will involve planning for 10%, 30% and 50% reductions in Central Government transport funding, as well as consideration of income generated by the SE Dorset developer contributions scheme and other possible sources of funding.

4.15 The strategy and long term implementation plan will set out the recommended transport policies and infrastructure priorities up to 2026 that will be required to facilitate projected population growth and economic development in the conurbation, whilst meeting the demands of tackling climate change and maintaining the quality of life.

4.16 The final adopted strategy will form the basis of the next Local Transport Plan, strengthen the SE Dorset Developer Transport contributions scheme, and feed into Local Development frameworks across SE Dorset. It would also inform the Regional Funding Allocation process for future major schemes and should form the basis of any future major scheme bid for funding from central Government.

5. Strategy Options for Consultation

5.1. This section outlines the proposed strategy options which would form the basis for the upcoming round of consultation. It should be noted that these are indicative strategies that encompass the full range of measures available in order to generate discussion and feedback from the consultation process. The final preferred strategy need not be one of these options, more likely a combination of elements from each depending upon their deliverability and performance against appraisal criteria.

- 5.2. At this stage in the Transport Study it is essential to consider the full breadth of available options, ranging from relatively small scale measures right through the spectrum to the more controversial policies such as congestion charging. Taking this approach ensures that the final preferred strategy would be consistent with DfT guidance, and hence be supported by DfT in the event of a future major scheme bid submission. Not following this considered approach in the Transport Study would significantly reduce the likelihood of securing future major transport funding from Government.
- 5.3. The components of the proposed 'Strategy Options' represent the schemes and policies that are, in theory, deliverable in the period up to 2026 based on current guidance and legislation. The options should be considered as illustrative 'Themes' rather than stand alone robust strategies. Further technical work in the next stages of the Transport Study will establish which measures are required to complement each other in order to build the preferred strategy.
- 5.4. The following strategy option themes are outlined below with further detail on what each comprises in Appendix A:
- **THEME A - 'Do Minimum'** – implement relatively small scale improvements to improve public transport and reduce congestion within limited funding levels.
 - **THEME B - Significant Public Transport improvements and 'greener choices'** – This strategy builds on the current scale of activities but these are extended and broadened to include expanded Smarter Choices, and improved public transport and local highway schemes funded by DfT major scheme funding, with some limited demand management by increased parking charges. This strategy is broadly consistent with the vision of the current Local Transport Plan.
 - **THEME C - More ambitious Public Transport and 'greener' choices while discouraging car based commuting** – Large scale, ambitious improvements to all public transport modes including a Light Rail rapid transit system, supplemented with high level of investment in 'Smarter Choices' and improvements to cycling and walking facilities. This strategy option includes funding from an area wide Workplace Parking levy and significant increases in public long stay parking charges.
 - **THEME D - More roads with some public transport improvements, and controlling demand for travel by car** – The strategy includes extensive improvements across all modes but with a greater emphasis on increasing highway capacity. This option includes the introduction of congestion charging across the built up area. This would limit the amount of generated traffic from new highway infrastructure and also create a source of potential finance to fund the measures.
- 5.5. The findings of an initial strategic appraisal of these Options against the national 'DaSTS' goals and deliverability criteria will be included in the consultation material, which will be presented in greater detail at the meeting.
- 5.6. The purpose of the consultation will be to inform and seek the views of Members, Stakeholders and the public on the relative merits of the Strategy

Options and their component parts. A workshop for the Wider Reference Group of stakeholders which includes business contacts, transport operators, environmental and other interest groups will take place on 26 May 2010.

- 5.7. Newsletters, media briefings and website updates are planned to raise awareness and seek the views of the Public. A number of exhibitions are also planned for all Unitary, County, and District Members. Representatives of Town and Parish Councils, neighbouring Authorities and Local Strategic Partnership organisations will also be invited where appropriate. Further details on the consultation methodology are provided in Appendix B.
- 5.8. Progress on the stages of strategy development work will continue to involve the 'SAG' advisory group of lead Members and Officers, with extensive public and stakeholder consultation planned in autumn 2010 on the 'Draft Preferred' Strategy. The findings and subsequent recommendations will be formally reported to the SE Dorset Strategic Planning and Transportation Joint Committee in September and November 2010 following each key stage of the Study.

6. Summary of Finance and Funding Position

- 6.1. The following tables illustrate the confirmed funding to date and estimated Study costs. Unspent contributions from the Local Authority partners in each financial year can roll forward to future years.

Table 6.1 - Estimated Costs for SE Dorset Transport Study

	Year 0	Year 1	Year 2	Year 3	Year 4	Total Est. (£000's)
	Actual to date (OUTTURN) £000's			Estimated (£000's)		
	2007/08	2008/09	2009/10	2010/11	2011/12	
<i>Total Costs for Phase 2</i>	120	1037	122			1279
<i>Estimated Total Costs for Phase 3</i>			402	466	50	918
Estimated Total Costs	120	1037	524	466	50	2197

Table 6.2 - Confirmed Funding for the SE Dorset Transport Study

Funding Partners	Year 0	Year 1	Year 2	Year 3	Total (£000's)
	Confirmed Funding Contributions (£000's)				
	2007/08	2008/09	2009/10	2010/11	
Highways Agency *		370			370
Bournemouth Borough Council		350	50		400
Dorset County Council		200	200		400
Borough of Poole		200		100	300
Poole Growth Point Funding	100				100
DfT/ Region		100	275	50**	380
SWRDA			125	125	250
Total	100	1220	650	230	2200

* Highways Agency also contributed £30K by funding the Scoping Study (Phase 1) prior to the formal commencement of the Transport Study. Therefore their contribution has parity with contributions from the Local Authorities

** Only 10% (£5K) of the figure highlighted in grey box from DfT/ Region has been confirmed – the outstanding £45K is NOT included in the totals column

- 6.2. An additional £325,000 funding has recently been allocated from Department for Transport (DfT) to complete the study in line with latest DfT guidance on *Delivering a Sustainable Transport System* (DaSTS). As illustrated in Table 6.2, £275,000 of this funding has been spent in 2009/10, with 10% only of the outstanding £50,000 currently confirmed for 2010/11.
- 6.3. The tables above highlight that estimated costs approximately equal confirmed funding contributions from the Study Partners. However it should be noted that the estimated costs do not include any sum to cover any remaining contingency. It is envisaged that the outstanding £45,000 from DfT would cover this, and contribute to the ongoing cost of maintaining the transport model. Should this not be forthcoming it may be necessary to reduce the Year 4 in-house costs accordingly.

7. Summary and Conclusions

- 7.1. Phase 2 of the Study has delivered a multi-modal transport model capable of testing the impacts of a range of future transport and development scenarios. The validated model conforms to DfT standards in order to appraise future major scheme bids.
- 7.2. The outcome of Phase 3 will be a jointly agreed transport strategy and implementation plan for SE Dorset up to 2026, which will form the basis of the next Local Transport Plan and feed into future Local Development Frameworks. This will also provide the framework for future regional and local resource allocation processes. Funding has been secured from the Study partnership to ensure completion of the Transport Strategy work in line with latest DfT guidance.
- 7.3. The first round of consultation identified the key Transport 'Problems and Issues' the area experiences now and into the future. Following the agreed strategy development methodology, an indicative set of 'strategy options' have been developed and initially appraised in line with latest DfT DaSTS guidance. Approval to consult with Members, stakeholders and the public on these options throughout May/ June is sought from the Joint Committee.
- 7.4. This process, subject to approval of the Joint Committee and in tandem with a further round of consultation on the draft Strategy in the autumn would then allow the identification of the final preferred transport strategy and implementation plan up to 2026 by the end of the year.
- 7.5. It is envisaged that at the end of Phase 3 of the Transport Study the Joint Committee would approve the final preferred transport strategy and implementation plan for SE Dorset, and recommend its formal adoption to each of the 3 Local Authorities.

JOINT OFFICER GROUP, May 2010

Appendix A - Details of Strategy Options for Consultation.
Appendix B - Consultation Strategy

If you have any queries on this report please contact:
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Project: South East Dorset Multi-Modal Transport Study

Subject: Contents of Options for Consultation

Date: May 2010

Introduction

This note summarises the contents of the strategy options which will form the basis for the consultation. The note examines each of the four strategies in turn. It should be noted that these are *indicative* strategies that encompass the full range of measures available in order to generate discussion and feedback from the consultation process. The final preferred strategy need not be one of these options, more likely a combination of elements of from each depending upon their deliverability and performance against appraisal criteria.

The final strategy should aim to satisfy the following core objectives in line with latest DfT guidance on Delivering a Sustainable Transport System (DaSTS) set out below:

- to **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport networks;
- to reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**;
- **to contribute to better safety, security and health** and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health;
- to **promote** greater **equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society;
- to **improve quality of life** for transport users and non-transport users, and to promote a **healthy natural environment**.
- and in relation to the general contents of the strategy:
 - be affordable;
 - be capable of implementation.

At this stage in the Transport Study it is essential to consider the full breadth of available options, ranging from relatively small scale measures right through the spectrum to the more controversial policies such as congestion charging. Taking this approach ensures that the final preferred strategy would be consistent with DfT guidance, and hence be supported by DfT in the event of a future major scheme bid submission. Not following this considered approach in the Transport Study would significantly reduce the likelihood of securing future major transport funding from Government.

1. THEME A – ‘Do Minimum’

This strategy consists of implementing measures that are already approved, then continuing with relatively small scale improvements to improve public transport and reduce congestion with an assumption of limited available resources.

Smarter Choices

- Moderate promotion of travel plans
- Some school travel initiatives

- Some cycle lanes and pedestrian improvements
- Expand/Promote the role of car clubs and other cost effective community travel options.
- Facilitate more sustainable access to visitor attractions

Public Transport Improvements

- Bus priority measures including bus lanes, bus gates, etc
- Improved passenger information
- Improve public transport frequencies to support areas of new development and encourage public transport usage in those areas at the out start.
- Improved/expanded community transport (inc creation of joint Community Transport Service)

Highways

- Twin Sails Bridge and associated schemes
- No other significant changes in highway capacity – limited congestion control through ITS (traffic signal settings, UTC etc)
- Local safety measures, focussing on those routes with highest accident rates through a comprehensive route management approach
- Moderate annual increases in public car parking charges

2. THEME B - Significant Public Transport improvements and ‘greener’ choices

This strategy builds on the current scale of activities but these are extended and broadened to include expanded Smarter Choices, and improved public transport and local highway schemes funded by DfT major scheme funding, with some limited demand management by increased parking charges. This strategy is broadly consistent with the vision of the current Local Transport Plan. It also seeks to maximise the use of developer funding for transport infrastructure through the use of the Community Infrastructure Levy or other tariff based mechanisms.

Smarter Choices – active roll-out of measures including:

- Cycling/walking improvements/initiatives including harnessing existing cycle routes and the Rights of Way network to establish a more comprehensive network of routes
- Improved access to rail stations for cyclists/pedestrians
- School transport initiatives
- Workplace Travel Plans
- Residential Travel Plans
- Personalised Travel Plans
- Creation of car clubs / expanded car sharing initiatives and other cost effective community travel options
- Expand the extent of sustainable access to visitor attractions

Public Transport Improvements

- Bus Showcase Corridors
 - A35 Poole to Christchurch via Bournemouth and Boscombe
 - A3049 Wallisdown Road
 - A341/A3060 Wimborne Road/Whitelegg Way/Castle Lane West
 - B3063 Charminster Road
 - Wimborne Road
 - A348/B3068 Ringwood Road
- Park and Ride:
 - Creekmoor
 - Mannings Heath
 - Riverside Avenue (including link to A338)
- Expanded network of express bus services especially from outlying communities
- Improve public transport frequencies to support areas of new development and encourage public transport usage in those areas at the outstart.
- Creation of single Public Transport Authority
- Smartcard based through ticketing across modes
- Improved/expanded community transport (inc creation of joint Community Transport Service)
- Additional peak hour rail between Wareham and Brockenhurst

Demand Management

- Increased parking charges in real terms (exemptions for low emission vehicles)
- Reduced long stay parking capacity in town centres (in proportion to increase in P+R capacity)

Highways

- A31 – Junction improvements at Canford Bottom with introduction of ‘hamburger’ scheme
- A31 – local west bound widening at Ringwood
- B3073 Parley Cross to A338 Blackwater junction – on line improvements and widening
- Improvements at key local junctions, especially associated with Bus Showcase Corridors
- In addition to the bus showcase corridors, adopt comprehensive and holistic route management approaches on other prime transport corridors to surrounding settlements in the Study area that will help facilitate development that will deal with issues of safety, congestion and air quality.
- Creation of joint traffic control centre

3. THEME C - More ambitious Public Transport and 'greener' choices while discouraging car based commuting

Large scale, ambitious improvements to all public transport modes including a Light Rail rapid transit system, supplemented with high level of investment in 'Smarter Choices' and improvements to cycling and walking facilities. This strategy option includes funding from an area wide Workplace Parking levy and significant increases in public long stay parking charges:

Smarter Choices – vigorous introduction of measures including:

- Creation of a Smarter Travel Branded Package – to include comprehensive marketing and promotion strategy
- Low carbon travel incentive scheme
- Cycling/walking improvements/initiatives (inc cycle hire scheme)
- Harnessing existing cycle routes and the Rights of Way network to establish a more comprehensive network.
- Improved access
- School transport initiatives
- Workplace Travel Plans
- Station Travel Plans
- Residential Travel Plans
- Personalised Travel Plans
- Creation of car clubs / expanded car share initiatives
- Promotion of eco-driving
- Provision of infrastructure for alternative fuel vehicles
- Green infrastructure
- Travel centres (to serve significant new developments)

Public Transport Improvements

- New Rapid Transit service (Dorset Area Rapid Transit System) from Wareham to New Milton, running:
 - 'Tram ~ Train' running alongside/ utilising existing rail line between Wareham and New Milton with on street connections to Bournemouth Town Centre
 - Operating at 10 vehicles per hour during peak periods/ 12 min frequency off peak
- Bus Showcase Corridors
 - A3049 Wallisdown Road
 - A341/A3060 Wimborne Road/Whitelegg Way/Castle Lane West
 - B3063 Charminster Road

- Wimborne Road
- A348/B3068 Ringwood Road
- Park and Ride:
 - Creekmoor
 - Mannings Heath
 - Riverside Avenue (including link to A338)
 - Christchurch (rail-based with new Parkway station)
 - New Road – off Northbourne roundabout
 - Holton Heath (rail-based)
 - Bournemouth International Airport
- Expanded network of express bus services especially from outlying communities and Bournemouth International Airport
- Improved frequency on coastal bus service from Bournemouth to Swanage.
- Enhanced Community Transport (inc creation of Joint Community Transport Service)
- Creation of single Public Transport Authority
- Smartcard based through ticketing across public transport modes (inc cycle hire)
- Expand the role of Waterborne Transport, in particular water taxis within Christchurch Harbour and improved boat links between Bournemouth, Poole and the Jurassic Coast.
- Rail improvements
 - Reconnection of Swanage rail to Wareham
 - New Boscombe station for DART system
 - Measures to encourage greater proportion of freight carried by rail

Demand Management

- Introduction of Workplace Parking Levy (exemptions for low emission vehicles)
- Doubling of parking charges for long stay/all day parking
- Reduced availability of on-street parking with creation of further controlled parking zones

Highways

- A31 – Junction improvements at Canford Bottom with introduction of ‘hamburger’ scheme
- A31 – local widening at Ringwood
- B3073 Parley Cross to A338 Blackwater junction – on line improvements and widening
- Improvements at key local junctions
- In addition to the bus showcase corridors, adopt comprehensive and holistic route management approaches on other prime transport corridors to surrounding settlements in the Study area that will help facilitate development that will deal with issues of safety, congestion and air quality.
- Creation of joint traffic control centre

4. THEME D - More roads with some public transport improvements, and controlling demand for travel by car

The strategy includes extensive improvements across all modes but with a greater emphasis on increasing highway capacity. However in order to fund the measures it is necessary to introduce congestion charging to both control the volume of traffic (and to limit the amount of generated traffic from new highway infrastructure) and also create a source of potential finance to fund the measures.

Smarter Choices – active roll-out of measures including:

- Cycling/walking improvements/initiatives
- Improved access
- School transport initiatives
- Workplace Travel Plans
- Residential Travel Plans
- Personalised Travel Plans
- Creation of car clubs / expanded car share initiatives

Public Transport Improvements

- Bus Showcase Corridors
 - A35 Poole to Christchurch via Bournemouth and Boscombe
 - A3049 Wallisdown Road
 - A341/A3060 Wimborne Road/Whitelegg Way/Castle Lane West
 - B3063 Charminster Road
 - Wimborne Road
 - A348/B3068 Ringwood Road
- Park and Ride:
 - Creekmoor
 - Mannings Heath
 - Riverside Avenue (including link to A338)
- Expanded network of express bus services especially from outlying communities
- Enhanced Community Transport (inc creation of Joint Community Transport Service)
- Creation of single Public Transport Authority
- Smartcard based through ticketing across modes
- Additional peak hour rail between Wareham and Brockenhurst

Highway Improvements

- A31 Ameysford to Merley – dual along the existing alignment with grade-separated junction at Canford Bottom
- A31 to Poole Link Road between Canford Bottom and Mannings Heath
- Castle Lane Relief Road between A338 and A341/A347 (Northbourne roundabout)
- A338 to A3060 Link serving Riverside Avenue Park and Ride site and then extended along Riverside Avenue to A3060 with widened Castle Lane East to Iford Bridge
- B3073 East Parley to A338 widening with improvements to Blackwater Junction
- Link from East Parley to A31 to Poole Link Road
- A338 widening between Blackwater (B3073) and Cooper Dean (A3060) junctions
- Junction improvements at A338 junctions – St Paul's roundabout (A35) and Cambridge Road(B3066)
- Junction improvements at Fountain roundabout (A35/B3073) and Stony Lane (A35/B3347)
- Joint traffic control centre

Demand Management

- Congestion charge of 10p/mile for travel within the built up area of the conurbation (exemptions for low emission vehicles)
- Introduction of Workplace Parking Levy
- Doubling of parking charges for long stay/all day parking
- Reduced availability of all day parking in town centres

SE Dorset Transport Study – Strategy Options Consultation Strategy

B1 Background

B1.1 Consultation is a central element of the South East Dorset Multi-Modal Transport Study (SEDMMTS), as it is imperative that stakeholders and the general public share their views and valuable local knowledge to help inform the study. The main objectives of the consultation and stakeholder engagement programme are:

- to inform people about the study and the work being undertaken;
- to enable those who have views on the study issues to express them; and
- to ensure that those views are captured in a way which contributes to the study outcomes

B1.2 The objective of this stage of consultation is to seek feedback on the potential solutions and preferred measures identified through Stages 3 and 4 of the study. This phase of consultation will include both general public consultation and specific stakeholder engagement and will be undertaken in May and June 2010.

The consultation activities required for Stage C are set out below:

B2 Engaging with the Public

B2.1 *Leaflets and posters*

Fold out leaflets containing details of the indicative strategy options and initial high level appraisal with a detectable postage paid questionnaire for responders to give their views.

To provide an incentive there will be an opportunity for responders to enter a prize draw to win a day out on the Swanage Steam railway.

Examples of the leaflet and consultation material will be available at the meeting.

B2.2 Leaflets should ideally be placed in location visited by a wide range of people (across the range of age, sex, ethnic group, etc) who have travelled by a variety of modes. This will help reduce bias in the types of people who respond to the consultation. These leaflets will be widely distributed across the Study area at libraries, community centres, leisure centres, tourism offices, parish centres and civic halls. Additionally it is proposed to distribute leaflets at the retail outlets to ensure a wider dissemination of the information.

Table B.1 – Leaflet and Questionnaire Pick Up Locations

Category	Location
Civic Centres	Christchurch Borough Council Civic Offices
	East Dorset District Council Offices
	Purbeck District Council
	Bournemouth Borough Council
	Borough of Poole Civic Centre
Leisure	Two Riversmeet Leisure Centre
	Ferndown Leisure Centre
	Queen Elizabeth Leisure Centre
	Purbeck Sports Centre
	Littledown Centre

APPENDIX B

Category	Location
	Stokewood Leisure Centre
	Sir David English Sports Centre
	Pelhams Park Leisure Centre
	Ashdown Leisure Centre
	Rossmore Leisure Centre
	Poole Leisure Centre
	The Junction Sport & Leisure Centre
Retail	Tesco - Poole Branksome
	Tesco - Bournemouth Extra
	Tesco - Poole Extra
	Tesco - Ferndown
	Tesco - Poole Fleets Corner Extra
	ASDA - Bournemouth
	ASDA - Castlepoint
	ASDA - Poole
	ASDA - Canford Heath
	J Sainsbury - Boscombe
	J Sainsbury - Talbot Heath
	J Sainsbury - Castlepoint
	J Sainsbury - Christchurch
	J Sainsbury - Ferndown
	J Sainsbury - Poole
	J Sainsbury - Wareham
	Morrisons - Verwood
	Waitrose - Winton
	Waitrose - Parkstone
	Waitrose - Christchurch
Marks and Spencer- Castlepoint	
Libraries	Christchurch Library
	Colehill Library
	Corfe Mullen Library
	Ferndown Library
	Highcliffe Library
	Lytchett Matravers Library
	Upton Library
	Verwood Library
	Wareham Library
	West Moors Library
	Wimborne Library
	Kinson Library
	Boscombe Library
	Bournemouth Library
	Charminster Library
	Ensbury Park Library
	Southbourne Library
	Springbourne Library
	Strouden Library
	Tuckton Library
	West Howe Library
	Westbourne Library
	Winton Library
	Branksome Library
	Broadstone Library
	Canford Cliffs Library
	Canford Heath Library & Learning Centre
	Creekmoor Library
	Hamworthy Community Library
	Oakdale Library
	Parkstone Library
	Poole central Library
	Rossmore Library & Learning centre
Selected New Forest libraries	
Tourist Sites	Moors Valley Country Park
	Poole Museum
	Bournemouth Aviation Museum
	Bournemouth International Centre
Tourist Information Centres	Bournemouth Tourist Information Centre
	Poole Tourist Information Centre
	Wimborne Tourist Information Centre
	Christchurch Tourist Information Centre

Category	Location
Tourist Information Centres	Swanage Tourist Information Centre
	Wareham Tourist Information Centre
	Blandford Tourist Information Centre
	Lyndhurst New Forest Visitor centre

B2.3 Posters and flyers will advertise the SEDMMTS consultation and direct people towards the website to complete a questionnaire. They will also identify leaflet/questionnaire pick-up locations for those who do not have internet access (e.g. all libraries, leisure centre and civic centres). Posters should be sited in locations visited by a large number of people, particularly places where questionnaire pick up might not be appropriate.

Table B.2 – Poster Locations

Category	Locations
Transport Interchange	Bournemouth Airport
	Bournemouth Travel Interchange
	Poole Bus Station
	Christchurch Rail Stn
	Pokesdown Rail Stn
	Bournemouth Station
	Branksome Station
	Poole Station
	Parkstone Station
	Hamworthy Station
	Holton Heath Station
	Wareham Station
	Car Parks
Avenue Road Car Park [APCOA]	
Richmond Gardens Multi-storey	
Bournemouth International Centre	
Glen Fern Road Multi-storey [NCP]	
Hinton Road Multi-storey [NCP]	
Richmond Hill (The Square) Multi-storey [NCP]	
Poole Quay Multi-storey	
Town Centre Multi-storey	
Dolphin Centre Multi-storey	
Saxon Square	
Tourist/ Leisure	Avon Heath Country Park
	Oceanarium
	Sheridan Imax
	Bowlplex
	Empire Cinema
Health	Splashdown
	Royal Bournemouth Hospital
	Christchurch Hospital
	Poole Hospital
Education	Nuffield Health Bournemouth Hospital
	Bournemouth University
	The Arts University College at Bournemouth
Retail	Bournemouth & Poole College of Further Education
	Castlepoint Shopping Park
	Sovereign Shopping Centre
	The Avenue Shopping
	Dolphin Shopping Centre
Community Centres	Saxon Shopping Centre
Community Centres	All main community centres in study area

B2.4 Z cards or credit card sized flyers will perform the same function as posters (and may be complementary to them) but will also be sited at locations where

space is limited, in places where posters cannot be displayed (e.g. petrol stations) or where there are multiple entrances to a building or the site comprises several buildings (e.g. hospitals, colleges).
Z-cards/ credit card sized flyers will be placed in a stand in locations where questionnaire pick up might not be appropriate (e.g. alongside till points).

Table B.3 – Locations for Z cards or Credit Card Sized Flyers

Category	Location
Post Offices	Christchurch
(Major)	Bournemouth
	Charminster Road
	Kinson
	Lansdowne
	Southbourne Grove
	Westbourne
	Parkstone
	Poole
	Wareham
	Wimborne
	Ferndown
Health	Royal Bournemouth Hospital
	Christchurch Hospital
	Poole Hospital
Retail	
	Sovereign Shopping Centre
	Dolphin Shopping Centre
Education	University of Bournemouth
Tourist / Leisure	Oceanarium
	Sheridan Imax
	Bowlplex
	Empire Cinema
	Wetherspoon - The Moon in the Square
	Wetherspoon - The Mary Shelley
	Wetherspoon - The Lord Wimborne
	Wetherspoon - The Quay
	Wetherspoon - The Night Jar
Petrol Stations	<i>Focusing on one popular chain which has a good geographical spread of service stations across the conurbation</i>
	Esso - Christchurch Express
	Esso - Charminster Service Station
	Esso - Bath Road Service Station
	Esso - Highland Service Station
	Esso - On The Run
	Esso - A31 west of Wimborne
	Esso - Windgreen

B2.5 Website

A website www.sedorsetmms.com has been developed which includes all materials relating to the study. It allows interested parties and members of the public to gain information on the study process, to download reports and to feed back comments on relevant issues.

This will be updated to incorporate the progress over the six months on the strategy development work.

The leaflet and questionnaire will be available on the website to download. The questionnaire will also be available to complete online.

B2.6 Social Media

Social media is a term that describes the use of social networks, online communities, blogs, wikis or any other online collaborative media for

marketing, sales, public relations and customer service. Common social media marketing tools include Twitter, LinkedIn, Facebook, Flickr, Wikipedia and YouTube.

Social media tools are becoming better known as successful tools for consultation programmes. Social media methods are low cost, resource intensive but a very successful tool for engaging with all population age groups.

B2.7 The role of social media and IT in this stage of the study is set out below:

- A Twitter site can be set up and all consultation material will have the link to the Twitter Site. It is free to set up; however, it requires a resource to write tweets and also to monitor any messages.
- Similarly to Twitter, a Facebook site can be set up and all consultation material will have the link to the site. Although it is free to set up, it will need a resource to monitor and moderate messages.
- A blog is a type of website usually maintained by an individual with regular entries of commentary, description of events, or other material such as graphics or video. This facility is effectively available on the study website.
- A podcast is a series of digital media files (either audio or video) that are released episodically and often downloaded through web syndication. Podcasts can be uploaded to the study website. One possible option is to upload the Wider Reference Group presentations and issue to people who cannot attend the meeting.
- E-flyers can reach a large targeted audience quickly and efficiently. Using the local authorities' existing databases (such as largest organisations, schools, etc), the e-flyer can be sent to a wide variety of people

Dependant on the level of response and interest generated by these methods, further consideration of wider use of Social networking sites and IT applications will be given for the final phase of consultation in the autumn.

B2.8 *Newspapers and Local Media*

Each local authority involved in the study has a free newspaper and articles have been placed in each highlighting the upcoming consultation and directing readers to where they can obtain a information leaflet and the website.

It is also proposed to place ½ page adverts of similar content in the free advertiser newspapers delivered to all households across the Study area.

Press releases and radio advertising for a 1 week period are proposed to raise awareness amongst the wider population.

B2.9 *Under represented groups*

The response rate from the first questionnaire has an under representation of the under 35s. It is therefore important in this stage of the consultation to engage with these population groups.

Under 35s who are Employed

To engage with those who are under 35 and in employment it will be useful to identify and target large employers in the study area who have a young workforce. Initial thoughts are that organisations in the finance sector (Liverpool Victoria, JP Morgan, Barclays, Standard Life, Nationwide and Abbey) could include a young workforce. Appropriate contacts and engagement is proposed in collusion with colleagues in Economic Development units of the Local Authorities.

Higher and Further Education

The study area has one University and a number of Further Education (FE) establishments. Leaflets, e-flyers and other material can be distributed to these organisations but for more successful engagement with students incorporating the study into the curriculum (through Life Skills or Geography classes) is a possible option, with particular focus at 16-18 year olds. Contacting schools and FE establishments can be either through Education Officers at the Local Education Authority (LEA) or through direct contact with the schools.

The best time to involve schools will be in late June/early July prior to the summer holidays.

Youth Parliament and Dorset Youth Council Enables (DYCE)

The UK Youth Parliament (UKYP) is a national organisation that gives 11-18 year olds an opportunity to get involved in national and local decision making. Dorset Youth Council Enables (DYCE) is a forum where young people throughout Dorset have the opportunity to meet and discuss issues that are important to them. Engagement with these two organisations could be achieved through seminars, workshops or web-based discussions.

Hard to Reach Groups

A hard to reach group is any group which is difficult to access for any reason such as physical inaccessibility, language, cultural perceptions and traditions, and social expectations. These can include ethnic minorities, faith groups, women's groups and disability groups.

Individual organisations which can be classified in to these groups will be invited to the Wider Reference Group. However, it is considered that this will not necessarily fully engage with the hard to reach groups.

An alternative approach is to hold focus groups and for this stage of the consultation it is advised that a pilot focus group is arranged to assess how effective the method is. If successful it can be rolled out into Stage D of the consultation.

It will be necessary to contact the Equalities and Diversity Officers at the local authorities to establish the best way forward.

B2.10 External Displays

There are certain locations where external displays can be successful for advertising the consultation of the study. These include:

- Bus adverts- interior/ exterior of vehicle;
- Bus Shelters, alongside timetables;

- Signs in train carriages;
- Banner towed by light aircraft along seafront;
- Temporary VMS on key radial routes (e.g. A338); and
- Temporary information signs (yellow) on key roads.

Further consideration of the costs and practicalities of these options is required prior to making any recommendations. These higher profile methods may be more appropriate for the final round of consultation on the preferred strategy in the autumn.

B3 Stakeholder Engagement.

B3.1 *Statutory Environmental Bodies (SEB's)*

Individual meetings were held with the three statutory environmental bodies (English Heritage, Environment Agency, and Natural England) in Stage A of the consultation. However this round of consultation will tie in with the Strategic Environmental Assessment process being undertaken for the next Local Transport Plan. This will include a workshop with the SEB's that will allow these organisations to consider the impacts of the strategy options and their components in a more formal arrangement.

B3.2 *Wider Reference Group*

A Wider Reference Group has been established which comprises a range of stakeholders including transport operators, emergency services, health organisations, education groups, business/ tourism operators, transport interest groups, sustainability groups and social inclusion forums.

The first workshop was held in June 2009 at the Bournemouth Pavilion and a wide range of transport related problems and issues were discussed. The second meeting is arranged for 26 May 2010 and this will involve obtaining feedback on potential solutions and preferred measures.

The database of organisations has been updated and reviewed throughout the last year. It is recognised by the study team that some organisations were underrepresented at the first Wider Reference Group and additional groups have been identified as potential invitees to the second workshop. Table B.4 details the potential additional organisations. It will be useful to cross reference this information with the LTP3 consultation database. For national organisations, the aim is to get a local/regional representative.

Table B.4 – Potential Additional Organisations

Bournemouth- Swanage Motor Road and Ferry Company
National Taxi Association
National Express
Dorset Sprinter, Travel Guest
Discover Dorset Ltd
Shaftesbury & District Motor Services Ltd
Shamrock Buses Ltd
National Car Parks Ltd
APCOA Parking (UK) Ltd

RCC Manager, HM Coastguard
Poole Lifeboat Station
Nuffield Health Bournemouth Hospital
BMI The Harbour Hospital
Dorset Association of Middle Schools
Dorset Primary Heads Association
Special Schools Heads Deputies
The Arts University College at Bournemouth
Bournemouth, Dorset and Poole Learning & Skills Council
Bournemouth Early Years Development & Childcare Partnership
Poole Early Years Development & Childcare Partnership
Swanage & District Chamber of Trade and Commerce
Christchurch Chamber of Trade & Commerce
Wimborne Minster & District Chamber of Trade
Bournemouth Area Hospitality Association
Passenger Focus
Purbeck Transport Action Group
Association of British Drivers
Living Streets
Dorset Association for the Disabled
Dorset Blind Association
Verwood Local Action Group
Wareham & District Development Trust
Bournemouth Citizens' Advice Bureau
Bourne Valley Community Association
Creekmoor Community Association
The Community Foundation for Bournemouth, Dorset and Poole
Bournemouth Council for Voluntary Service
Dorset Youth Association

A podcast of the WRG meeting could be made available which could then be uploaded to the study website.

B4 Engagement with elected Members/ representatives

B4.1 *Statutory Advisory Group (SAG)*

Progress on the stages of strategy development work will continue to involve the 'SAG' advisory group of lead Members/ portfolio holders and Officers with a third workshop planned on 25th June 2010.

B4.2 *Other Members*

Before the 'general public' element of the consultation commences all Unitary, County and District Members will be invited to attend exhibitions at the following locations in June (time/ dates to be confirmed):

- East Dorset District Council offices, Council Chamber,
- Christchurch Borough Council offices, Committee Room,
- Bournemouth Borough Council offices, Council Chamber,
- Borough of Poole Council offices, Council Chamber,

A position statement outlining out the background and progress will also be sent to all Members with the invite by email.

It is proposed to extend the invite to these exhibitions to Managers and staff at the Local Authorities, Town and Parish Council Members and representatives of the Local Strategic Partnership organisations.

Consultation material with links to website will also be sent to all Members.

B4.3 *MP's and MEP's*

Copies of the consultation material with an accompanying letter and briefing note will be sent to all MP's and MEP's with a constituency in the Study area. This will include an offer to provide a face to face briefing, possibly through existing arrangements with the Local Authorities.