

## Purbeck Transport Strategy (PTS) Review - Transport Schemes October 2010

The PTS aims to improve transport throughout Purbeck for all users and to reduce congestion along the A351 between the Bakers Arms roundabout and Wareham. Purbeck's LDF and the LTP3 must contain a deliverable, evidence based transport strategy for Purbeck in line with national transport goals - Economic Growth, Reducing CO2 emissions, Safety, Security & Health, Quality of Life (environment), Equality of Opportunity.

Escalating costs, local environmental constraints and increasing concerns about transport's negative impact on climate change mean that the road building elements (Wool bypass and Bere Regis bypass) in the original PTS (2006) are no longer affordable or deliverable in the foreseeable future. The full cost of the roads were not included within the original costings used to determine the funds required from developers when the strategy was created. This shortfall in funding for the major road scheme element was expected to come from regional funding. A bid was made to the Regional Funding Allocation in 2008, however this was unsuccessful. Furthermore, DCC were given the indication that future government funding for major schemes in Purbeck was unlikely as money will be targeted towards towns and cities where most growth will take place.

Greater priority will therefore now be given to smarter travel choices to reduce congestion eg. travel planning, car sharing, as well as the public transport, cycling, walking improvements & traffic / network management measures already in the original PTS (2005). The following range of measures are the types of schemes proposed for implementation as part of the transport strategy to support future development. The costs are approximate.

<b>Traffic Management Improvements - £3.5m</b>		
These schemes will ensure appropriate routing of trips as overall traffic levels rise due to new development by reducing the attractiveness of inappropriate routes. Demand management will help to reduce the number of car trips. Rail resignalling in 2012 will help to reduce the barrier down time at Wool level crossing therefore reducing traffic queues. The Weymouth relief road signing strategy will encourage traffic travelling from Poole – Weymouth to remain on the A35 and use the new A354 instead of the A351 / A352 / A353.		
<b>Project</b>		<b>Anticipated Year of Completion</b>
1.	Signing strategy to divert traffic from Poole / Bournemouth travelling to the Wool / Lulworth area away from the A351 and on to the A35 / C6	2013
2.	Traffic management / safety improvements along the A35 and C6 and through Bere Regis	2016
3.	Measures to reduce traffic speeds, route management strategies	Ongoing
4.	Junction and online road improvements including the Bakers Arms roundabout and A351	2016

<b>Rail Service Enhancements - £3m</b>		
The PTS supports the principle of the community railway reconnection to Swanage as part of a package of transport improvements for Purbeck. The implementation of a Swanage – Wareham rail service will help reduce vehicular trips on the A351 in combination with other measures. The revision of the strategy now includes provision for the collection of developer contributions towards part of the cost of this scheme.		
<b>Project</b>		<b>Anticipated Year of Completion</b>
5.	Railway reconnection to Swanage	Signalling 2012/13

		Introduction of services 2013/14
<b>Bus Service Enhancements - £3.5m</b>		
These improvements will provide viable alternatives to the car, including for certain new trips and, particularly in the case of tourist services, will release capacity in the road network by removing existing car trips. Tourist buses will also be of benefit to those leisure related developments which are contributing financially to the PTS.		
<b>Project</b>		<b>Anticipated Year of Completion</b>
6.	Introduce new bus service X43 Swanage - Wareham - Wool - Lulworth - Weymouth (Summer 2010). Replacing taxi link service implemented Summer 2009	Completed 2010
7.	Improve Purbeck Breezer bus service 40 Poole – Upton – Lytchett Minster – Wareham – Corfe Castle – Swanage	2011
8.	Swanage town centre - Durlston Country Park taxi links. To be enhanced to a shuttle bus service in Summer 2010	Completed 2010
9.	Improve service 50 Swanage – Bournemouth across chain ferry	2011
10.	Improving bus services / taxi links for residents and tourists	Ongoing
11.	Improve public transport to Studland	2012
12.	Improvements to Demand Responsive Transport (DRT) for rural areas	Ongoing

<b>Walking and Cycling Improvements - £3m</b>		
These schemes will encourage non-car modes for short journeys within the district for both residents and tourists, helping to reduce road congestion and to influence trip mode choice related to new development.		
<b>Project</b>		<b>Anticipated Year of Completion</b>
13.	Cycle parking (town centres, campsites, stations, visitor attractions)	Ongoing
14.	Cycleway Corfe Castle – Wareham	2014
15.	Cycleway Wareham – Lytchett Minster – Upton – Upton Country Park	2011/ 2012
16.	Cycleway Corfe Castle - Swanage	2014
17.	Improve cycling information - update cycle maps / marketing info / cycle hire (eg. Wareham station and Norden P&R)	Ongoing
18.	Improve existing rights of way / green infrastructure network to encourage walking, cycling, horse riding	Ongoing
19.	Pedestrian crossings	Ongoing

<b>Transport Interchange / Park and Ride - £3m</b>		
These schemes will help reduce car use for visitors and residents trips within the district, releasing capacity and relieving congestion in tourist hotspots. Interchange improvements will encourage use of public transport for longer journeys and may influence trip mode for journeys related to new development.		
<b>Project</b>		<b>Anticipated Year of Completion</b>
20.	Norden P&R – Work now being undertaken to improve walking, cycling and connections to bus services from the site. Establish better cycle hire facilities.	2011/12
21.	Taxi links Norden P&R – Kimmeridge (implemented Summer 2009)	Completed 2009
22.	Wool rail station interchange improvements – encourage use of rail, bus, cycling, walking	2016
23.	Wareham rail station interchange improvements – encourage use of rail, bus, cycling, walking	2015
24.	Swanage rail station interchange improvements – encourage use of rail, bus, cycling, walking	2015
25.	Holton Heath P&R	2020
26.	Waterborne transport to Studland and Swanage	2015

<b>Smarter Travel Choices - £1.3m</b>		
With fuel costs continuing to rise, widening people's travel choice will help them save money through reduced use of the car. New development must be located sustainably and encourage low carbon travel to reduce transport's impact on climate change.		
<b>Project</b>		<b>Anticipated Year of Completion</b>
27.	Sustainable travel to school initiatives	Ongoing
28.	Workplace Travel Plans (50+ employees) eg. Winfrith, Holton Heath, other significant employment sites	Ongoing
29.	Residential Travel Plans (50+ dwellings)	Ongoing
30.	Creation of Car Clubs, promotion of car sharing, other community based travel schemes	Ongoing
31.	Encouraging the use of low carbon transport	Ongoing