



Bournemouth, Poole and Dorset Local Transport Plan

April 2011

Supporting Document – 2

Accessibility Strategy



Foreword

Local Transport Plans (or LTPs) are comprehensive plans which look at the transport needs of the area and set out a way forward to deliver those needs through short, medium and long term transport solutions. They set out how transport can improve our safety and health, support our local economy, protect our environment and reduce carbon emissions and pollution. They are also how funding for maintenance and improvements are secured from central government. LTPs can consider improvements to all major forms of transport whether under the control of local councils or not.

The main LTP documents comprise a strategy for transport for the whole of Bournemouth, Poole and Dorset for the next 15 years and a separate implementation plan which contains detailed proposals for the next 3 years. A separate summary document has also been prepared. These are all available to view or download at:- dorset4you.com/localtransportplan, along with a full set of supporting strategies and related documents.

This document is one of a number of individual strategies that have helped inform the development of the Local Transport Plan. Each has been led by one of the LTP authorities and has generally followed a common structure and format. In many cases these strategies are live documents and will be further developed during the next few months as the Government further develop its own transport policies or as further analytical work is undertaken.

This document will be kept live and updated on a regular basis. If you wish to make comments on the document then email us at ltip@dorsetcc.gov.uk or alternatively telephone 01202/01305 221000.

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Bournemouth, Poole and Dorset LTP3 2011 - 2026

ACCESSIBILITY STRATEGY

Contents:

1	Introduction / background	2
2	This is where we want to be	5
3	This is where we are now	8
4	These are the key challenges we face	16
5	This is how we will get there	50
6	Monitoring our progress	63

1. Introduction / background

Accessibility is about how easy it is to get to day to day services and facilities, and this varies depending on personal circumstances, where people live and how services are delivered. Accessibility is therefore at the heart of equitable transport provision and this joint strategy demonstrates how we aim to improve accessibility to employment, education, healthcare and other services, particularly by more sustainable modes of transport. In doing so, the aim is to create a fairer society which improves well being and provides greater equality of opportunity. This will also help to tackle climate change, improve the local economy, enhance the quality of life, and improve safety and health.

Accessibility can be considered to be a function of:

- How close, or available, the desired destination (service) is
- The different opportunities available for reaching the service, and at the desired time
- An individuals awareness of the different opportunities available
- The ease with which the desired service can be accessed
- The cost (affordability) of accessing the service

This is a cross cutting strategy that contributes towards the aims and objectives of the Multi Area Agreement (MAA), Local Area Agreements (LAA), the three local authorities Corporate Plans and Community Strategies. It also links in to other plans, policies, programmes and partnerships across Dorset, Poole and Bournemouth, as shown in figure 1.0. It is a supporting strategy to, and is entirely consistent with, the third Local Transport Plan (LTP3).

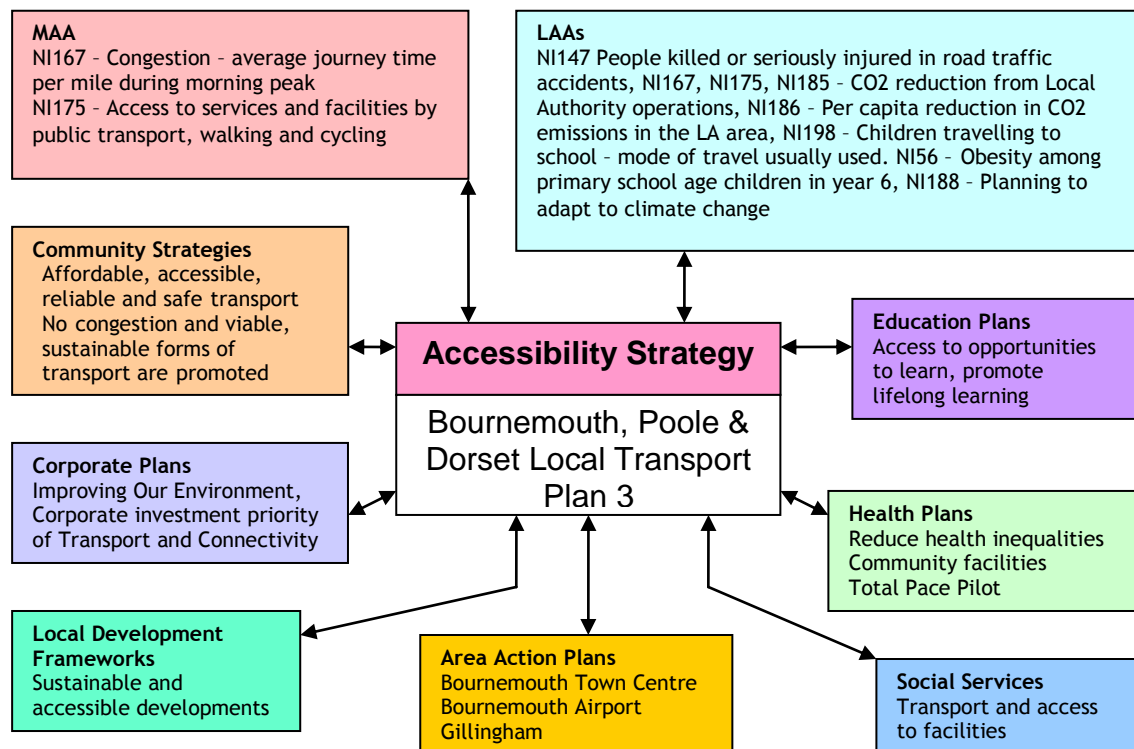


Figure 1.0 How the Accessibility Strategy makes a difference

The LTP is a joint strategy between the three authorities of Bournemouth, Poole and Dorset, addressing the travel needs of all people, from the youngest child to our most senior residents who may have particular needs. The LTP3 area, covering Dorset, is diverse, comprising large rural areas, Jurassic Coast, small market towns and the urban areas - Bournemouth, Poole, Christchurch, Weymouth and Dorchester.

This strategy has been developed through a joint working group across the three authorities, the NHS and other interested stakeholders and is consistent with Government policy and guidance. In the Total Place Pilot Government stated their desire to 'continue to support the local transport needed to maintain growth, improve access to jobs and to help regenerate cities and regions'. HM Treasury document 'Total place: a whole area approach to public services', supports local authorities in formulating local transport plans to identify and spread best practice to overcome barriers for getting people back to work, specifically, focusing on the most effective local transport solutions to extend labour market opportunities to areas of high worklessness.

It should not be considered in isolation as it is recognised that accessibility has strong links with other supporting strategies of our LTP, particularly with those listed in Table 1.0.

ACCESSIBILITY STRATEGY	Related Strategy
	Low Carbon Travel Strategy
	Cycling Strategy
	Public Transport Strategy
	Walking Strategy
	Active Health Strategy
	Sustainable Modes of Travel to School Strategy
	Tourism Strategy

Table 1.0 Other LTP supporting strategies related to the Accessibility Strategy

The three authorities have been involved in improving accessibility during the period of the first two LTP's (2001 to 2006 and 2006 to 2011). This strategy builds upon the accessibility strategy developed for LTP2. Progress has been generally strong across all of Dorset, with targets consistently exceeded.

A key focus of the Accessibility Strategy of Dorset's second Local Transport Plan was to improve rural accessibility as it related to journeys most frequently made by public transport by those people most likely to have no access to a car. These were generally seen as older people travelling for personal reasons during the day. Employment journeys made by rural dwellers are rarely undertaken by public transport and services have evolved to reflect this. However, a significant proportion of rural dwellers, particularly young people and people on low incomes, do not have access to a car and for these, access to a range of employment opportunities is not possible, leading to significant disadvantage. Dorset's Third Local Transport Plan will focus on access to employment as the key measure of improved accessibility.

The larger urban areas generally have better levels of accessibility than the rural parts of Dorset, due to the greater availability of services and higher population densities. However, there still remain specific issues that impact on an individual's ability to access key services such as in areas of multiple deprivation, low income households, the mobility impaired and those without access to a car. There are also accessibility problems to specific destinations often fuelled by changing land use patterns. Development of scattered out of town retail parks and industrial estates reduces opportunities for access to employment for those without access to a car.

2. **This is where we want to be**

Our Accessibility Strategy sets out the following Vision for the LTP3 plan period:

'A fairer society which promotes more equal opportunity to jobs, key services and facilities and improves well being whilst reducing social exclusion, particularly for the most disadvantaged groups'

Key goals

The Accessibility Strategy will aim to support local communities by providing accessible, affordable, available and acceptable facilities and support our vision through the following goals:

- AA1 More accessible, affordable and sustainable opportunities of accessing employment and facilities for health, training, education, shopping, leisure, culture and the natural environment
- AA2 Better information, which is more widely available, on the opportunities available for accessing key services
- AA3 Improved access between rural communities and market towns
- AA4 Improved links between different modes of transport to make travel more sustainable
- AA5 Reducing social exclusion, particularly for those most disadvantaged, and those in the most deprived areas
- AA6 Reducing the need to travel by supporting and finding innovative ways to bring services to people and communities, thus reducing the need to travel
- AA7 Consideration of accessibility issues in all spatial planning decisions

How this contributes to LTP3 Goals

Figure 1 demonstrates how meeting the Accessibility Strategy goals has a significant contribution to meeting the LTP goals.

Equality of Opportunity

Improving access to employment, health and other key services contributes to greater equality of opportunity, particularly for those who do not have access to a private car or have restricted mobility. Four groups have been identified that are particularly disadvantaged by poor accessibility. These are older people, young people, people with a disability and people on low incomes. By enhancing the quality of transport provision and by finding new ways to bring services to people will enable these to participate more fully in society.

Supporting the economy

The ways in which services, opportunities and facilities are accessed will reflect the commitment to the guiding principles of the Green Knowledge Economy (GKE). As part of Dorset's transition to the GKE, low carbon solutions will be favoured where possible, for example the uptake of alternative fuel vehicles, providing necessary infrastructure, along with seeking ways of better integrating cycling, walking and public transport.

A key objective for LTP3 and the MAA is to improve access to a range of employment opportunities. Ensuring that transport and accessibility planning is integrated with economic development and spatial planning will help facilitate the shift to a GKE. This integration is fundamental to many accessibility objectives, and will ultimately provide the best value for money, contribute to reducing carbon emissions, enhance quality of life, improve equality of opportunity and provide an environment conducive to achieving a safer, more secure and healthier society.

Reduce Carbon Emissions

Improved links between different modes of transport to make travel more sustainable will help reduce carbon emissions whilst meeting the needs of those who do not have access to private transport. A further reduction can be achieved by finding innovative ways to bring services to people, thus reducing the need to travel. Further developing the cycle route network and improving Dorset's extensive rights of way network will encourage active travel, improve access, and reduce carbon emissions. Promotion of car clubs, particularly in the urban area, will also reduce reliance on car ownership

Value for Money

Better value for money will be achieved by a more efficient use of existing resources, for example by greater flexibility in the way community transport vehicles are used, by the formation of improved booking systems, better fleet management, by promoting sustainable modes of travel including walking, cycling and car-sharing. Similarly improving links between different modes of transport will reduce the need for additional services in some areas allowing resources to be focused elsewhere. Bringing services to people and promoting more flexible patterns of working reducing the need to travel will, in many cases, be better value for money than the alternatives. Joint working across the three authorities, the health authorities and other partners can lead to economies of scale and achieving better value for money for all.

Improved Quality of Life

Providing better access to employment, education and training, essential services and leisure opportunities will improve quality of life for all. By doing so in a way that reduces the need to travel will reduce congestion, improve air quality and the local environment. Furthermore, enhancing access to Dorset's outstanding natural environment will enrich the way in which residents and visitors experience life in Dorset.

Better Safety, Security and Health

Creating an environment that encourages and supports safe & active travel, including safer routes to school schemes and increased use of public transport will contribute to improved health generally. Improvements to transport hubs and interchanges and streetscape will be targeted at reducing crime and the fear of crime whilst providing an attractive alternative to the car. The development of home zones and pedestrianised shopping areas providing safe, traffic free walking environments is intrinsic to achieving these aims.

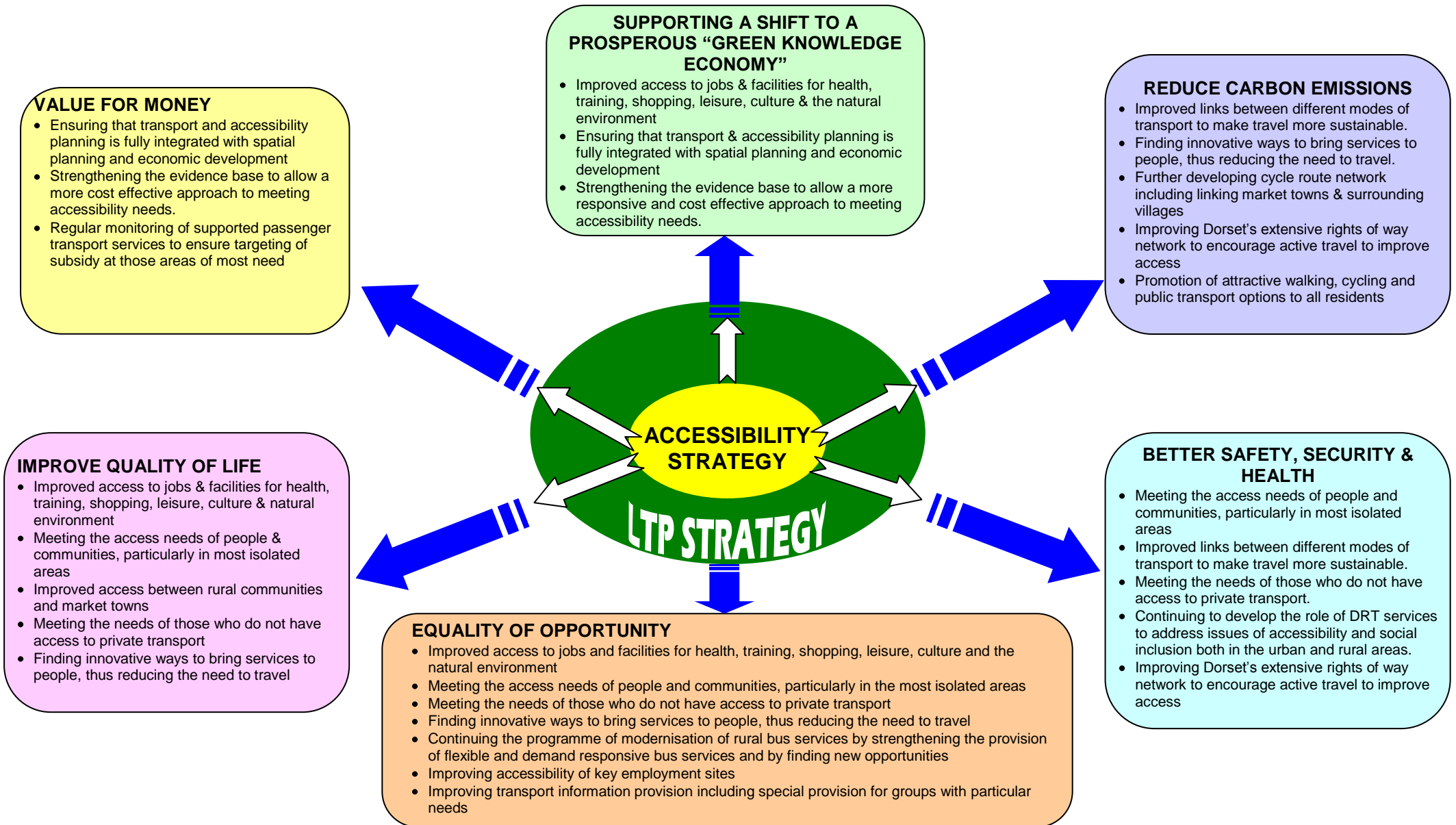


Figure 2 How the Accessibility Strategy contributes to LTP Goals

3. This is where we are now

Recent Key Achievements

Through delivery of the Accessibility Strategies for LTP2 some considerable progress has been made in improving accessibility. Some of these achievements, by LPT2 plan area, are summarised in the table and highlight box below.

Rural Dorset LTP2
1. Expansion of Community Transport/demand responsive bus services
Dorset County Council has converted routes in West Dorset, Purbeck, and East Dorset to flexible demand responsive operations, taking advantage of the new rules on flexible bus registrations. Booking and service routing are undertaken in a dedicated call centre using bespoke computer systems. Revenue subsidies have been reduced by using capital funds to finance new buses which are placed with operators. This approach ensures service quality and encourages more operators to compete for contracts as they are not required to invest immediately in new vehicles. Significant reductions, up to 20%, in revenue costs have been achieved. Map** shows the extent of services introduced and further introductions are planned. Where appropriate services will be designed to meet employment needs.
2. Development of Sturminster Newton to Shillingstone cycleway/trailway along disused railway line as part of NCN 25
The Trailway is a route being developed by Dorset Countryside along the old Somerset and Dorset Railway Line that closed to rail traffic in 1966. The old railway line provides an ideal route for a Trailway as it links many of North Dorset's towns and villages. There are five sections that can be used through some of North Dorset's spectacular countryside, towns and villages with views of Hambledon Hill and the meandering River Stour. The Trailway aims to provide a transport and recreation route for all, including: <ul style="list-style-type: none"> • Safe routes to school • Commuter routes to work • Access to the countryside • Mobility vehicle and pushchair friendly surface
3. Dorchester Park & Ride
4. X53 Jurassic Coast bus service
5. Provision of improved footways in and to market towns
6. 'Connecting Dorset' e-initiative
7. Provision of ramps as part of Alexander footbridge replacement, Weymouth
8. Introduction of concessionary fare schemes
9. Traffic Calming measures, Radipole village
10. £3,652,812 kick start funding obtained to enhance public transport experience on the Portland – Weymouth - Dorchester corridor and encourage modal shift to public transport
11. Taxi share schemes introduced in rural areas
Shared taxi operation enables multiple individual passengers to be carried, the fare being divided equally between them. Use of taxis to substitute for buses when demand is low has been introduced on two routes in Dorset linked to low volume DRT services. The County Council will continue to investigate opportunities for the implementation of such services.
12. Service 31, Weymouth - Axminster improved by introduction of larger, double deck vehicles
13. X43 Weymouth – Swanage service
14. Manage the contract for the concessionary fare schemes in Dorset
15. D1 Swanage – Durlleston Country Park service
16. Replacement DCC garage and depot near Dorchester
17. Improved public transport information – increase in frequency and quality of publications
18. Targeted marketing to raise profile of Traveline public transport journey planning web site
19. Establishment of Dorchester Car Club in 2008 – currently two cars and 28 members
20. Trial Scooter Loan scheme for 16 – 19 year olds

SED LTP2

1. Package to improve access to Bournemouth Airport & neighbouring aviation park, incorporating subsidised bus route from Christchurch, cycleway & area travel plan

The scheme is part of the Connect2 Sustrans bid and has been developed to provide a crossing over the River Stour in North Bournemouth, linking the town's cycling and walking commuters to Bournemouth Airport and its large industrial park.. 50,000 people live within a 2mile radius of the crossing. The crossing makes the North Bournemouth area attractive for people to commute to the airport and will also open up employment opportunities for those who do not drive. The scheme helps alleviate traffic and offers a genuine alternative to the car for airport staff and employees.

The crossing is supported by numerous community, groups, clubs and local businesses. These include the Bournemouth Sports Forum for the Disabled, Avon & District Bridleways Association, British Horse Society, Dorset Cyclists Network, the Forestry Commission, and local Councillors.



Outcomes

Serious alternative mode of transport for airport workers.
Encourages modal shift for airport workers = reduced congestion
Provides direct cycle / walk link to create continuous route
Improves accessibility, especially for those without car.

2. Upgrading & expansion of network of cycle routes, including secure cycle parking. Released a revised & updated cycle map

3. Completion of Safer Routes to School schemes

4. Improved facilities at bus stops, over 400 raised bus stops. Bus operators provided modern low emission, low floor buses providing improved access for wheelchairs

5. Expansion of Real Time Information (RTI), including SMS text to mobile phone. Electronic displays in 250 bus shelters, plus supermarkets, Council buildings and Leisure centres. Internet based Transport Information Screens at Libraries, Sports Centres Tourist Information bureau, Bus station and town centre.

6. Improvements to walking, including RoW improvement Plan and joint team

7. Upton Country Park Accessible Bus – enabling people with learning difficulties to access employment

Upton Country Park is where people with learning difficulties assist in the staffing of the “Peacock Café”. Access to employment would have been impossible without some form of community or public transport. Initially community transport was provided at a cost. Following a review staff were trained in the use of public transport as part of a coordinated strategy to get people with learning difficulties to use public transport, thereby releasing significant resources used for community transport.

Bus Stop facilities were provided at the Park with a shelter and revenue subsidy for the bus that not only served the Café staff but also any resident without a car that wished to go to the Park



Outcomes

Access to employment opportunities for at risk groups
Reduction in social exclusion
Improved access to leisure facilities, particularly for those without a car

8. Establishment of Accessibility Forums including “Getting About Poole Group” for Poole residents with disabilities to discuss forthcoming LTP Capital schemes.

9. Improved rights of way network at Moors Valley Country Park

10. Quality Bus Partnership renewed, covering affordability, availability & accessibility

11. 'Getting About' website, the site has been receiving just over 40,000 visits per year. Bournemouth has 28.07% increase year to year & Poole 34.02%.

12. Improved area bus map published

13. Simplified bus fares structure ,permitting reduced price travel for children at peak times

14. Subsidised bus services to peripheral residential areas to offset rationalisation of services by bus operators on more direct services

15. Poole bus station and coach park refurbishment
16. Provision of Bournemouth BAT bus
<p>Delivered in July 2008, the Bournemouth Accessible Transport Bus (BAT Bus) is funded by Bournemouth Council as part of the 'Getting About' initiative. The bus is operated by Bournemouth Community Transport providing the elderly or those with mobility problems access to shopping facilities and local hospitals. The new vehicle is fully accessible with a side loading facility making it easier for members to access the bus.</p> <p>The service offers a weekday morning service to Castlepoint and the Boscombe Sovereign Centre, dropping members off at the Shopmobility unit where they can hire an electric scooter, powered or manual wheelchair to assist them with their shopping. During weekday afternoons, the BAT bus provides a 'Hospital Visiting Service' to Royal Bournemouth, Christchurch or Kings Park hospitals for residents who need to attend outpatient appointments or visit friends and family.</p> <p>In July 2008 a brand new vehicle was procured replacing the previous vehicle which was rented. This has resulted in a release of revenue funding which in turn has allowed for the provision of more services. This new vehicle has been liveried to promote the Gettingabout website.</p> <p>Outcomes</p> <p>Improved access, particularly for elderly & mobility impaired Improved quality of life Reduction in social exclusion Increased journey numbers</p>
17. Taxi driver training
18. Targeted marketing to raise profile of Traveline public transport journey planning web site
19. Route ONE circular bus service in Poole funded by residential Travel Plan linking rail/bus stations to new development.
<p>Originally introduced in 2004 the service provides essential links in the central area and includes the bus and railway stations, the hospital, shopping areas and tourist attractions including Poole Park, Poole Quay (east) and Baiter Park. Over 70% of users are over 60 or younger disabled people, the majority of which had no access to any bus service before. The service has been expanded to include peak hour operation linking to Poole Hospitals Travel Plan. Further extensions to the service are proposed. Funding is from LPSA reward funding and developer contributions.</p> <p>Outcomes</p> <p>Patronage increased to 160,000 passengers per annum</p>
20. Information points in Hospitals, Shopping centres and Central Library, Bournemouth.

Table 2 Recent Key Achievements

COMMUNITY TRANSPORT

A network of Community Transport schemes supplements public transport in Dorset. Demand Responsive Transport services also serve to strengthen transport provision in the County. These operations respond to needs that would be impractical or a poor use of limited resources to meet by regular public transport services, and their success is borne out by significant rises in passenger numbers in recent years.

Between 2004/5 and 2009/10 Community Transport passenger journeys increased by approximately 25%, from 49,904 to 62,408. During this period Demand Responsive bus services were introduced. In 2006/7, the first year of operation, there were 95,039 passenger trips. In the three year period to 2009/10 this had risen to 364,835, an almost fourfold increase.

This has enabled Dorset to achieve greater penetration into the remoter parts of the County than previously. In addition, since 2008/9 a number of shared, subsidised taxi services have been used to supplement Community Transport and these will continue to operate according to need.

In South East Dorset a review of community transport provision led to the formation of a SE Dorset Community Transport Steering Group. This review also led to a Community Transport Development Worker being appointed to develop demand responsive transport across the conurbation. Furthermore, a new community transport vehicle, Bournemouth Accessible Transport Bus (BAT Bus) has been delivered.

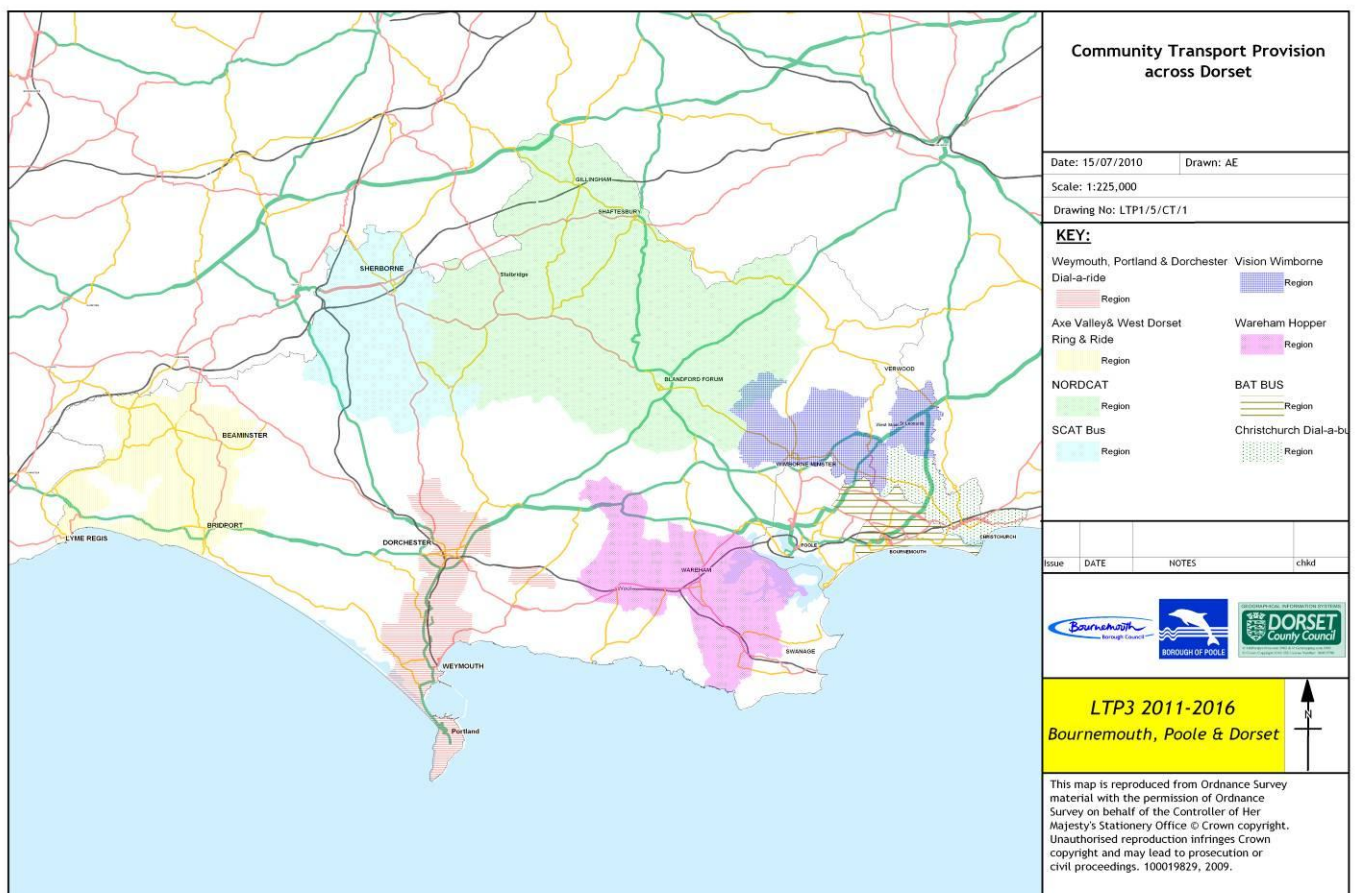


Figure 3 Community Transport Provision in Dorset

Performance Against Accessibility targets

Progress has been generally strong across all of Dorset with targets consistently exceeded. Poor accessibility in rural areas continues and this is reflected in poor public satisfaction and a failure to increase the number of people within thresholds for key indicators.

Appendix C summarises our progress to date with LTP2 targets. Figure 4 shows performance in two key areas - bus patronage and access to hospitals.

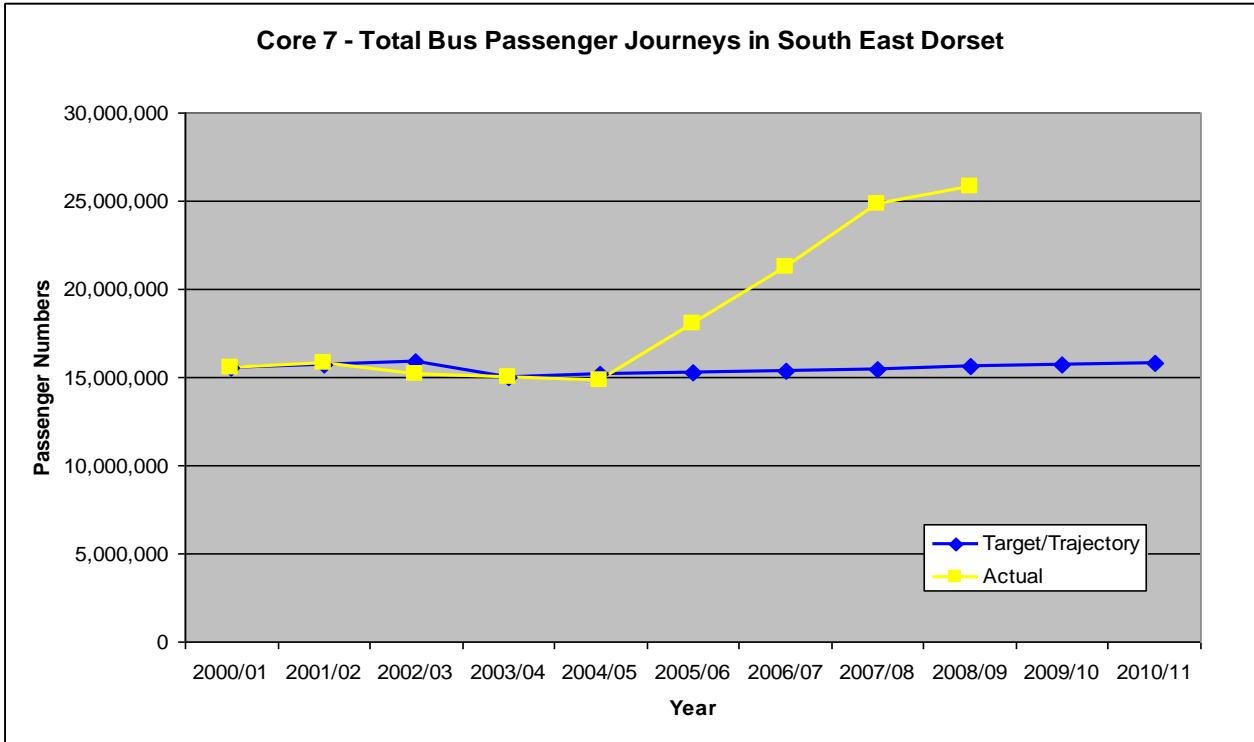


Figure 4 Number of bus passenger journeys in SED

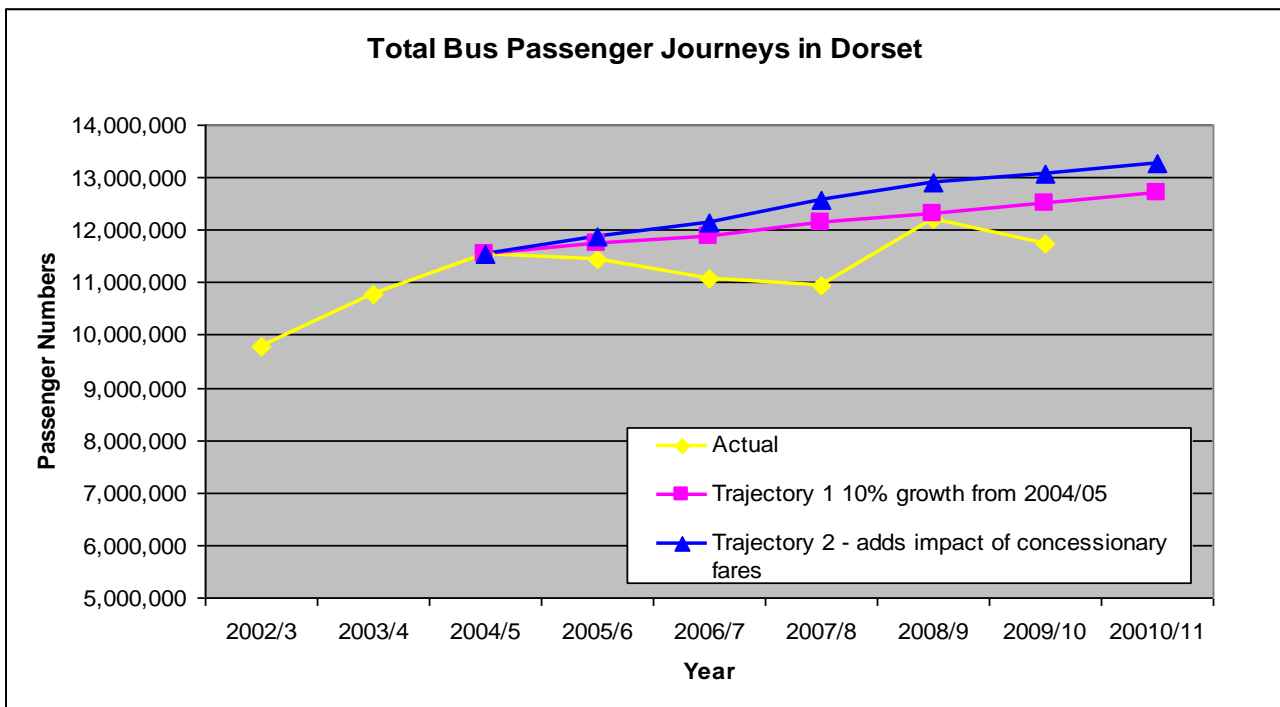


Figure 5 Number of bus passenger journeys in Dorset

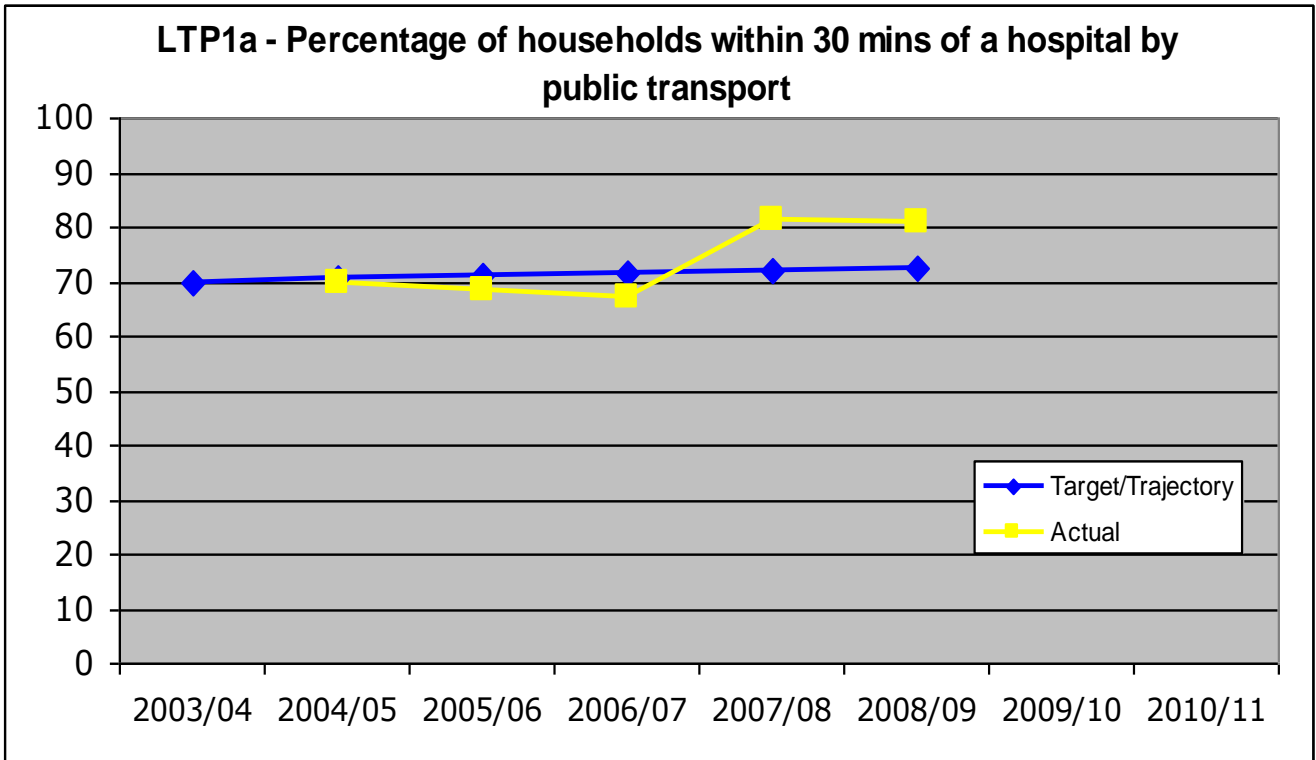


Figure 6 Percentage of households within 30 minutes of a hospital by public transport in SED

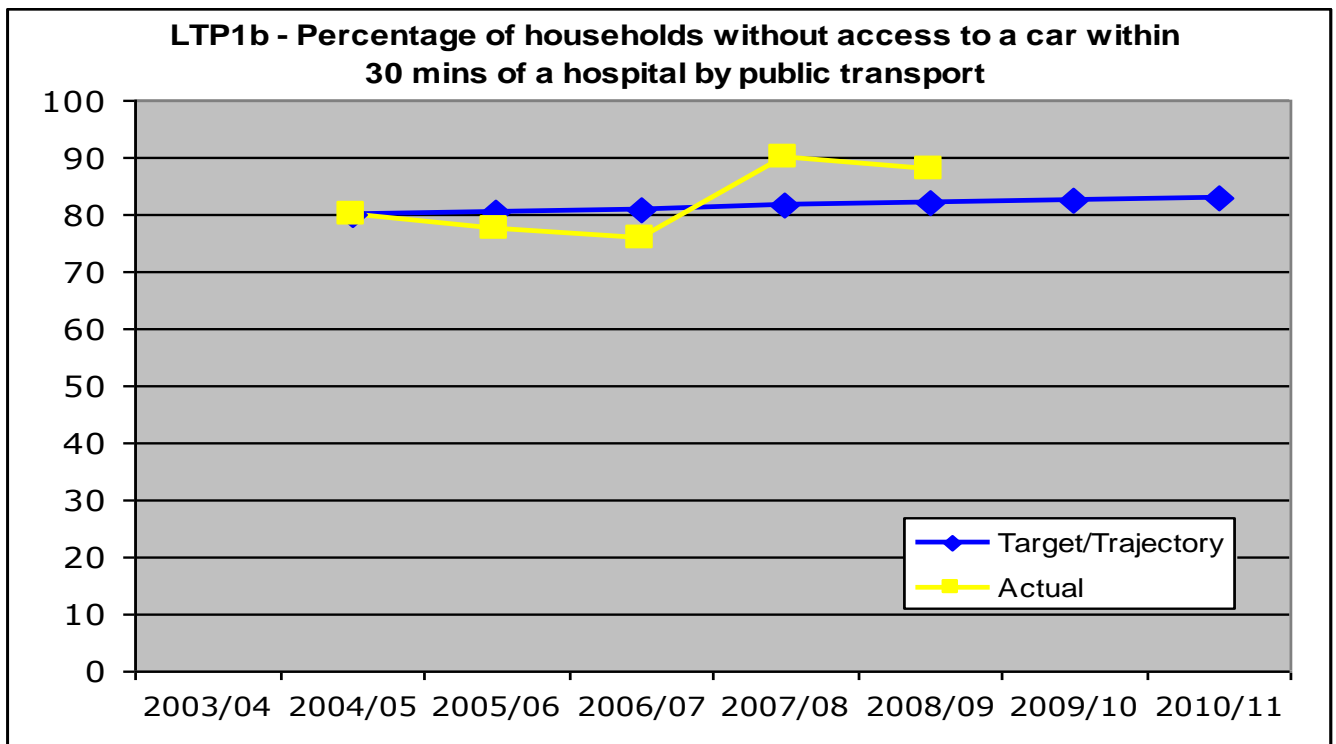


Figure 7 Percentage of households without access to a car within 30 minutes of a hospital by public transport in SED

In the whole of Dorset, including the conurbation, bus patronage has far exceeded targets. Growth has been strongest in the urban areas.

LAA targets

The three authorities have selected different national indicators in their Local area Agreements. The National Indicators for all three authorities are:-

- NI47 People killed or seriously injured in road traffic accidents
- NI56 Obesity among primary school age children in Year 6
- NI120 Mortality rate from all diseases at ages under 75
- NI121 Mortality rate from all circulatory diseases at ages under 75
- NI167 Congestion – average journey time per mile during the morning peak
- NI175 Access to services and facilities by public transport, walking and cycling
- NI177 Local bus passenger journeys originating in the authority area
- NI185 CO2 reduction from Local Authority operations
- NI186 Per capita CO2 emissions in the LA area
- NI198 Children travelling to school – mode of travel usually used

Total Place Pilot

The three authorities carried out a Total Place Pilot study based on the question “How can we secure improved outcomes for older people at less cost through improved collaboration between agencies, a deeper engagement with citizens and communities and a genuine focus on place?” The result of this study was that by providing strong local, collective, leadership improvements to universal services and social capital can be obtained.

SWOT analysis

The SWOT analysis of accessibility considers the current *Strengths, Weaknesses, Opportunities and Threats*. It summarises the existing situation for accessibility across the LTP area and highlights what is working well and areas of good performance, and also problems and issues which could be improved. This helps identify key challenges that must be overcome to achieve the accessibility goals (see Chapter 4).

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Continued increase in bus patronage • Expansion of RTI and bus priority in SED • Developing network of paths and cycle ways • School travel planning and the sustainable travel to school strategy • Working relationship with partners • BAT bus & Poole Community Transport Service (Bournemouth & Poole) • Good NHT survey satisfaction scores in SED conurbation • Implementation of LTP2 Accessibility Strategy • Provision of flexible bus services • Continued roll out of DRT (Demand Responsive Transport) services in rural Dorset • Establishment of Integrated Transport Unit, <i>Dorset Passenger Transport</i> • Dorset Strategic Partnership has taken lead in giving accessibility a high priority • Value for money of accessibility schemes • The spatial planning system supports locating new homes and employment in a way which reduces the need to travel • Proportion of State schools with school travel plans 	<ul style="list-style-type: none"> • Much of the rural area is not easily accessible without a car (dispersed rural population) • Poor north/south accessibility in SED • Relatively low NHT satisfaction score for local bus services (Dorset) • Loss of momentum in development of Workplace Travel Plans (particularly in SED) • Indirect services requiring multiple interchanges • Some areas of multiple deprivation, particularly in Bournemouth • Bus subsidy strategy needs to be reviewed • Restrictions on use of LTP funding • Lack of cycling infrastructure, especially at key junctions • Failure to use RTI • Bus operators unwilling to accommodate cycles • Political acceptability of introducing measures to promote sustainable modes eg allocation of roadspace from motorist to cycle lane
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Integration of Bournemouth and Poole Community Transport Services • Creation of Integrated Transport Unit across conurbation • Continued development of RTI/bus priority • Increased use of taxis to offer flexibly routed bus services • Use of Section 106 monies and CIL funding mechanisms • Match funding bids to Sustrans for cycle links • Accessibility Audits - Education & Inspections Act • Partnership working especially with NHS, major employers and public transport operators • Expansion of <i>Shopmobility</i> scheme • Change in political and administrative priorities • Stretched Accessibility Targets within LAAs • Further development of 'Getting About' website • NHS (and others) outsourcing of services into the local community • Development of Smartcards – ensures effectiveness of cross ticketing • Through-ticketing across areas for public transport • Strong stake in existing rural transport provision • Re-procurement provides the opportunity to modernise provision of passenger transport • Greater integration of cycling and walking in spatial planning • The South East Dorset conurbation is densely populated with multiple centres close to residential areas, with great potential for the uptake of low carbon, sustainable transport modes. • Advancement in ICT, high speed broadband and home working/shopping could discourage unnecessary journeys and reduce the need to travel at all • Development of community travel exchanges. 	<ul style="list-style-type: none"> • Government policy inconsistent with improving accessibility, eg. Post Office closures and schools admissions policy • Reduced funding from Central Government • Challenging economic climate • Ageing population • Bus operators particularly in SED have focused activity along key corridors where services – both quality and frequency have improved. Away from the key corridors services have become less commercial & the responsibility lies with the local authorities to fund services. This proves a significant challenge to ensure services are still available in the light of budgetary responsibility' • Lack of capital and revenue funding to develop accessibility projects and deliver the strategy

Table 3. SWOT analysis

4. **These are the key challenges we face**

Below is a summary of evidence that helps identify the underlying issues and challenges in achieving the vision for accessibility:

- Public consultation has recently been undertaken and has involved workshops & data collection, some of which relates specifically to Accessibility. Following a series of stakeholder workshops the key challenges identified were; areas of multiple deprivation, location of services related to where people live, coverage and frequency of public transport, affordability of public transport, walking & cycling short journeys, remoteness of rural settlements and mobility impairment.

The South East Dorset Multi Modal Transport Study (SEDMMTS) Consultation

- The South East Dorset Multi Modal Transport Study (SEDMMTS) carried out consultation to identify problems and issues with transport in South East Dorset with the general public living within and working in or travelling through the study area and, representatives of key groups and organisations for whom transport in the study area is either a direct responsibility or an important issue and who are aware of the implications of different policy.
- In relation to the general public a newsletter with a questionnaire was produced and distributed. This allowed members of the public to input directly into the study. The questionnaire was designed to capture the opinions of respondents on transport issues, and the extent and severity of transport problems. Understanding local public attitudes was an important platform for identifying potential responses to strategies that were developed in later stages
- The engagement process consisted of various meetings and workshops including:
 - Strategic Advisory Group (SAG) involving local Councillors and council officers. A discussion forum was held to identify problems, issues, opportunities and priorities;
 - Wider Reference Group (WRG) included key stakeholders attending a workshop to discuss problems, issues and potential solutions;
 - District Councillors;
 - MP/MEPs meeting; and
 - Statutory Environmental Agencies meeting.
- The main problems and issues that this consultation identified were Reduced accessibility and high bus service subsidy requirements, Accessibility by public transport, Negative public perception surrounding bus lanes, The lack of a rail interchange for passengers at the Port of Poole, Access to rail stations and lack of good bike-rail integration, Need to identify potential Park & Ride sites, Transport problems caused by new developments and General congestion concerns
- MORI carry out an annual survey of the public on behalf of the National Highways and Transport Network covering a range of issues. Eleven of the benchmarking indicators are concerned with accessibility, the results of the 2009 survey are shown in table below

Reference		Score (out of 100)	Ranking (of 76)	Year on Year
KBI 03	Ease of Access to Key Services (All People)			
	Bournemouth	78.46	25	+2.25
	Dorset	75.74	71	+1.07
	Poole	80.53	8	+2.98
KBI 04	Ease of Access to Key Services (People with disabilities)			
	Bournemouth	72.52	40	+5.53
	Dorset	68.43	71	-1.49
	Poole	71.66	47	-0.76
KBI 05	Ease of Access to Key Services (No car households)			
	Bournemouth	76.66	33	+1.28
	Dorset	74.84	44	+2.27
	Poole	82.02	2	+9.70
KBI 06	Overall Satisfaction with Local Bus Services			
	Bournemouth	65.96	18	+5.79
	Dorset	51.68	70	+6.31
	Poole	61.75	28	+6.81
KBI 10	Overall satisfaction with Community Transport			
	Bournemouth	56.50	57	+3.84
	Dorset	54.65	71	+2.05
	Poole	56.82	55	+2.10
KBI 11	Overall satisfaction with Pavements and Footpaths			
	Bournemouth	59.64	11	-3.42
	Dorset	58.57	18	+2.01
	Poole	63.03	3	-1.82
KBI 13	Overall Satisfaction with Cycle Routes and Facilities			
	Bournemouth	52.41	39	+0.53
	Dorset	49.16	61	+0.34
	Poole	61.05	2	+0.30
KBI 15	Overall Satisfaction with the local rights of way network			
	Bournemouth	60.55	9	+1.39
	Dorset	58.93	33	-1.48
	Poole	59.17	30	-2.28

- The National Highways and Transport (NHT) Public Satisfaction Survey 2009 ranked Borough of Poole 11th, Bournemouth BC 25th and Dorset CC 71st in terms of satisfaction with ease of access to key services, across the 76 authorities that participated.
- The same survey gauged public satisfaction with different elements of accessibility. In general, across the 3 authorities, the survey indicated satisfaction is highest with ease of access to key services, and lowest with overall satisfaction with community transport.

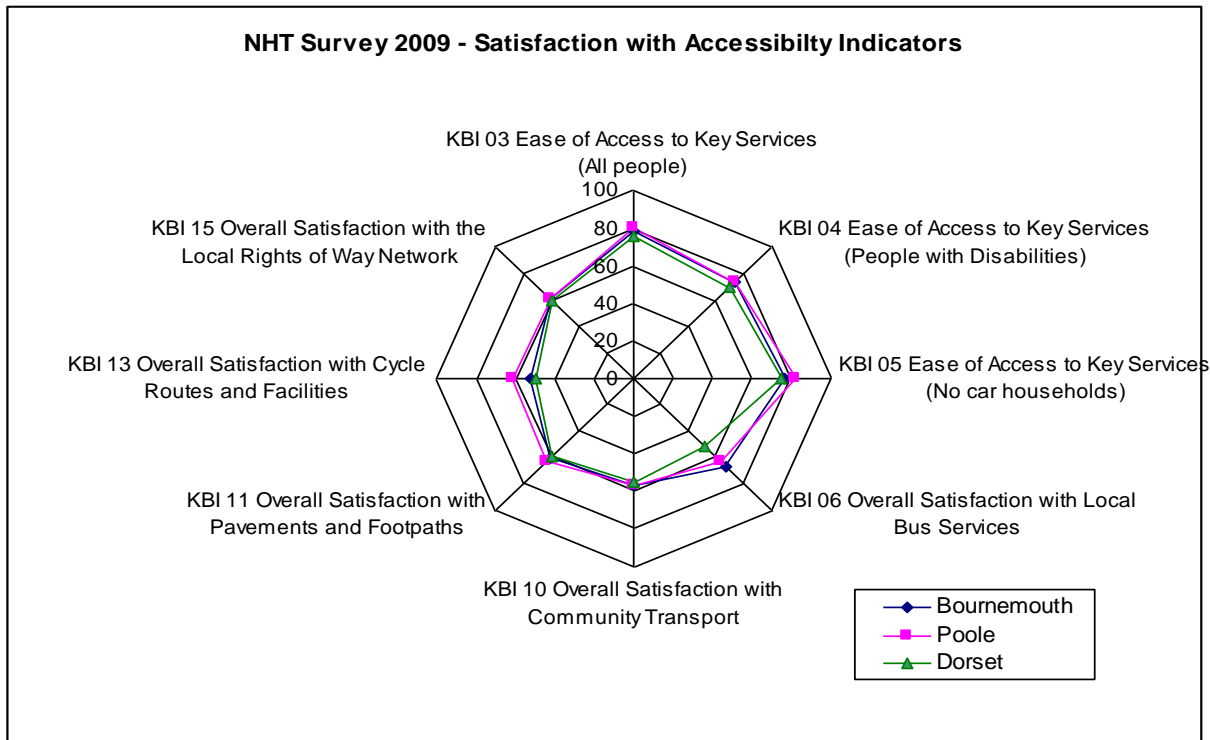


Figure 8 Public satisfaction with different elements of accessibility (NHT Survey, 2009)

Areas of Multiple Deprivation

- Whilst overall none of the districts is considered to be deprived, there are parts of the urban areas with higher levels of deprivation. Bournemouth and Weymouth & Portland, in particular, have a number of deprived neighbourhoods, with several Lower Level Super Output Areas – Kinson and Boscombe West - occurring in the 10% most deprived in England. Figure 8 shows those areas that suffer from income deprivation and whose populations are therefore most likely to find the affordability of transport to be an issue.

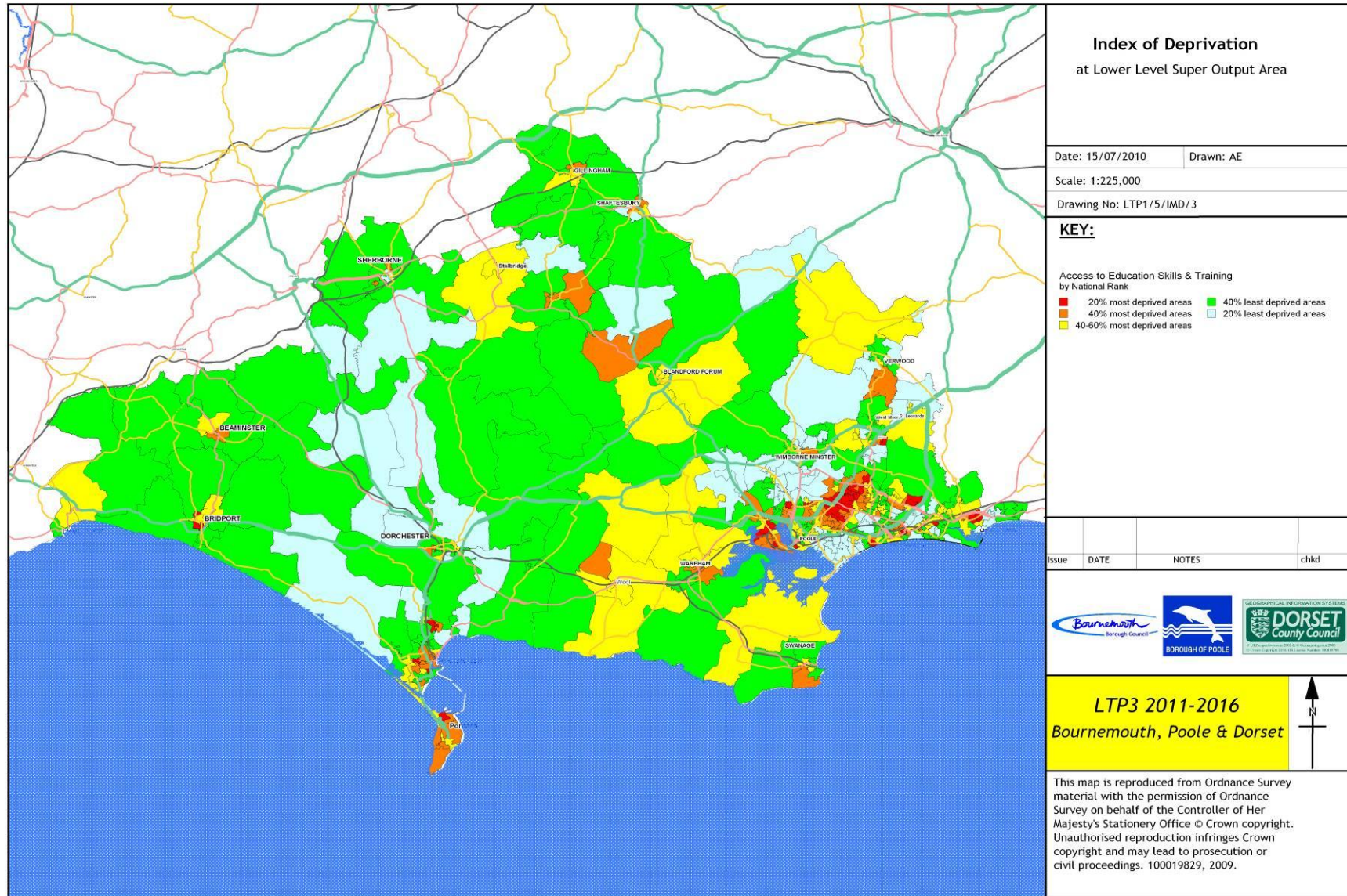


Figure 9 Index of Deprivation for Dorset

Location of Services related to where people live

- The accessibility mapping exercise, which was completed using both Indices of Deprivation and results from Accession calculations, has helped to identify particular geographic areas of poor accessibility by public transport. The output from this mapping exercise will also be shared with key service providers to inform their strategic plans and policies. The results will also be used to inform the Development Control process to ensure future developments take into account the provision and accessibility of key services as well as the location of any development.
- Accession runs have been carried out for access to employment, education & training, food shops and retail centres as part of the evidence base for this strategy.

Access to Employment

Accession analysis for access to all employment by public transport shows that for 1,900 people aged 16 – 24 and 640 working age low-income households in Dorset Bournemouth and Poole have no access to employment within 60 mins by public transport. The analysis has further considered the issue of the range and choice of employment available by calculating the accessibility of primary and secondary employment locations¹. This shows that for 6,900 people aged 16 – 24 and 2,500 working age low-income households in Dorset Bournemouth and Poole there is no access to primary or secondary employment within 60 mins by public transport.

Access to primary locations is particularly difficult for the rural parts of the county, 22,700 people aged 16 – 24 and 10,800 working age low-income households in Dorset Bournemouth and Poole cannot access these employment sites within 60 mins by public transport. However, as identified above, the timing of journeys in relation to working times creates problems for many people not captured by this analysis.

No Access to Employment by Public Transport (date)				
		All Employment	Secondary and Primary Employment	Primary Employment
East Dorset	People aged 16-24	330	870	1,010
	Low income households	60	270	280
North Dorset	People aged 16-24	600	1,330	3,130
	Low income households	150	370	1,080
Purbeck	People aged 16-24	180	390	460
	Low income households	60	140	140
West Dorset	People aged 16-24	730	1,260	5,080
	Low income households	340	400	2,100

Table 4 No Access to Employment by Public Transport Source: DCC Accession Analysis

¹ Primary employment locations have greater than 50,000 employees and Secondary employment locations have between 10,000 and 50,000 employees both with a more significant range of employment opportunities.

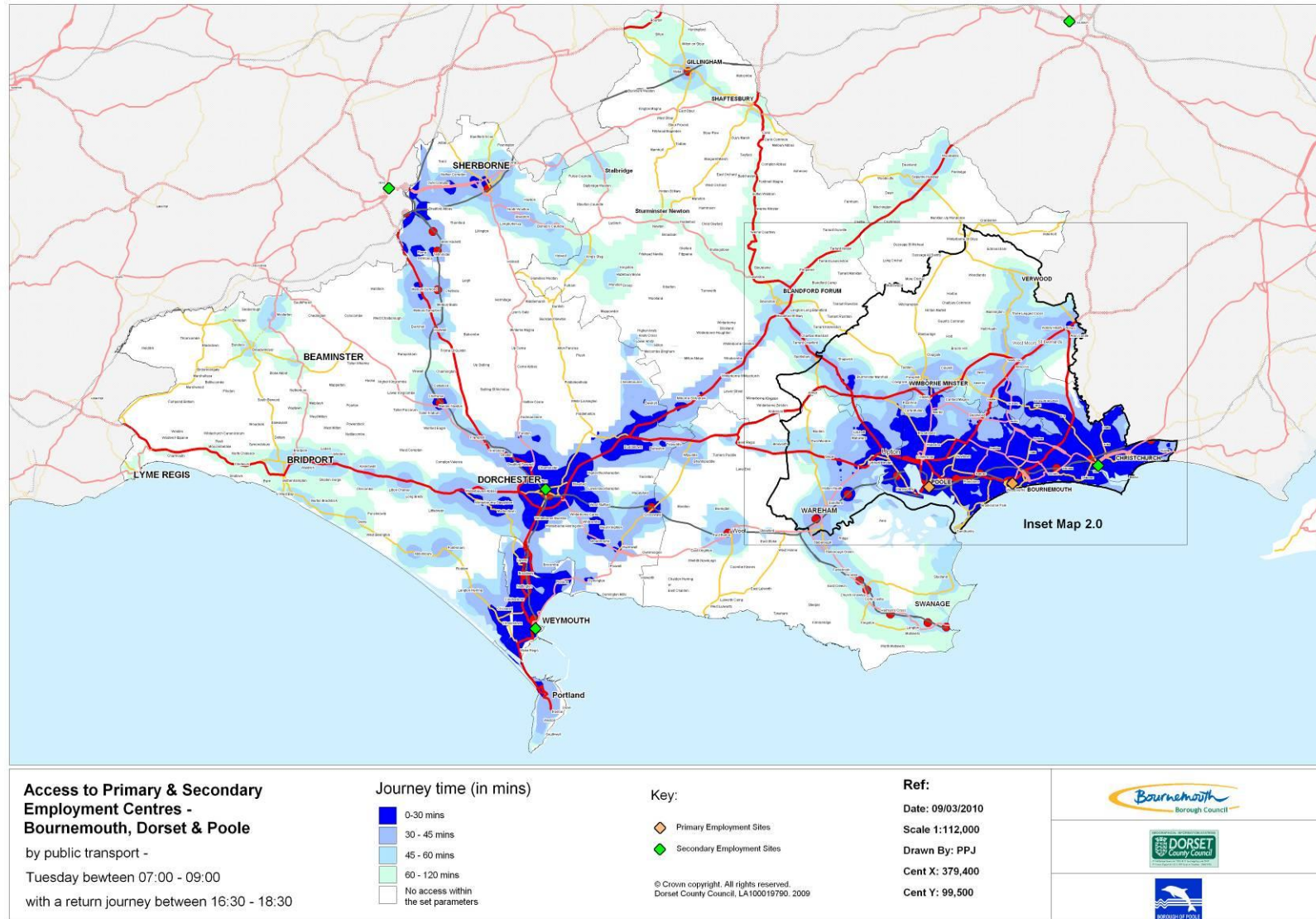


Figure 10 Access to Primary & Secondary Employment Centres – Bournemouth, Dorset & Poole

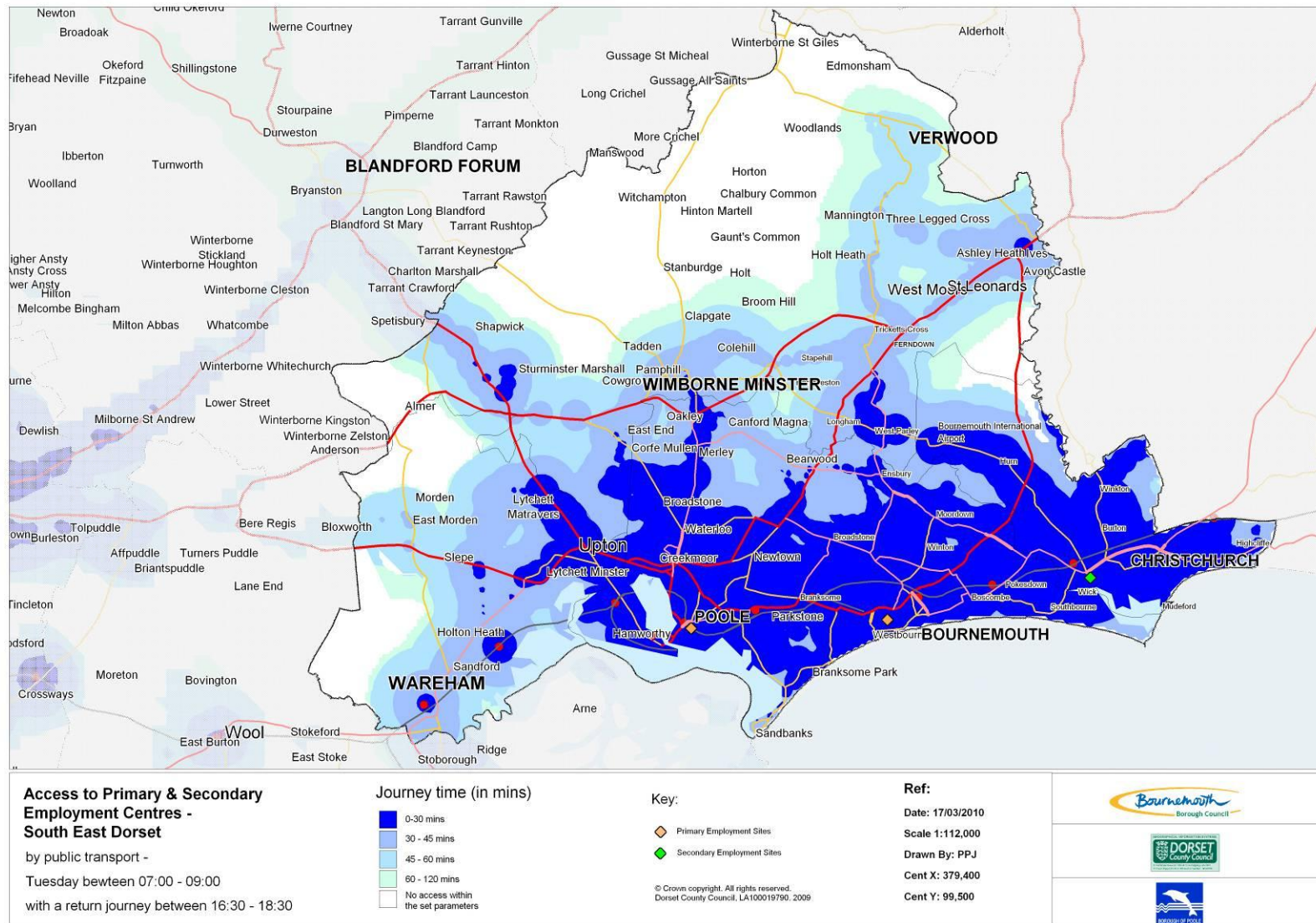


Figure 11 Access to Primary & Secondary Employment Centres – South East Dorset

- Access to Bournemouth major employment centre is good along the main corridors– but north-south accessibility into Bournemouth is poor (e.g. from Verwood). Accessibility is better from the A31/A338 reflecting the higher speeds travelling along the A338 into Bournemouth. Accessibility to the town centre from the west of South East Dorset (SED) is poorer, reflecting the slower journey times through Poole to reach Bournemouth. Areas such as Wimborne are over a 60 minutes journey time from Bournemouth, which was reflected in consultation where more direct (and thus quicker) bus services were requested.
- Access to Poole major employment centre appears to be better than access to Bournemouth. As with Bournemouth, there are north south accessibility issues from the more northern parts of the SED area. Access from Wimborne to Poole is much better than to Bournemouth, as expected due to its closer proximity.
- Access to Dorchester secondary employment centre is good from the surrounding villages and along the A35 corridor, particularly to the east of the town.
- Access to Weymouth secondary employment centre is good from the surrounding area, particularly the north. Access from Portland into Weymouth, however, is not so good, with it taking an hour and six minutes to access Weymouth town centre by public transport (Source:- Traveline 20th July 2010).
- Access to Bournemouth International Airport was raised as an issue in consultation. Whilst it is possible to travel from Bournemouth Travel Interchange in 40-50 minutes, there are large areas of SED where it is not possible to get to the Airport by public transport and in Poole, Christchurch and some areas of Bournemouth it takes over 60 minutes. This is because there is only one bus service to the Airport, the A1 which operates on a circular route from Bournemouth Centre - Bournemouth Station - Airport. The service runs once every hour from 7am to 7pm seven days a week, with the last bus to the airport leaving the station at 6pm.
- Access to Ferndown Industrial Estate is relatively poor with a journey on Service 13 from Ferndown Town Centre to the nearest bus stop taking only five minutes, but this is followed by a 19 minute walk along Cobham Road (Source: Traveline 11th February 2010). The map of travel to work shows a high number of commuter trips from Ferndown to the area which includes the Industrial Estate. There is a relatively direct bus service from Poole (Service 37) but it does not serve the Industrial Estate and again involves a walk and takes over 60 minutes. A journey from Bournemouth to the Industrial Estate takes around 60 minutes. There is a large area of SED where it is not possible to travel to the Industrial Estate by public transport at all.
- The Access to Employment by Public Transport National Indicator (NI 176) shows employment in Bournemouth to be the most accessible whilst North and West Dorset are the least. See table 4 for details

District	Percentage
Bournemouth	84%
Poole	83%
Christchurch	83%
East Dorset	77%
North Dorset	74%
Purbeck	76%
West Dorset	74%
Weymouth & Portland	80%

Table 4 Percentage of Population with Access to Employment by Public Transport, DfT figures 2008

- Providing access to employment is not seen as an important feature of conventional rural bus services in Dorset and services are now characterised by low frequency, providing very limited access to work. The most important purpose of rural bus trips is education, followed by shopping and personal business. Although employment trips are an important feature of the main inter-urban routes, the proportion of employment journeys by adults is very low
- Many employers are conscious of travel problems for people in certain areas. Rural public transport is seen as unreliable and potential employees from such areas are expected to have personal transport, particularly where shift working or early start times are required.
- Availability of work is reflected in Dorset’s unemployment rate. In the four predominantly rural districts of Dorset the 2009 average rate was 4.2%, substantially below the regional average, 6.2%, and the national average, 7.7%. Jobcentre Plus managers have reported that vacancies are generally in factory work where a high turnover is expected because of the repetitive nature. Vacancies in the rural areas, particular those with low pay and unsocial hours, tend to be harder to fill because of transport difficulties. Workers are generally better qualified than both the regional and south west average although, in all but East Dorset, wages are significantly below regional and national averages (www.nomisweb.co.uk).

	All People Aged 16 - 64	Economically Active	Unemployed	Unfilled jobcentre vacancies per 10,000 population aged 16-64 (July 2010)
East Dorset	49,600	74.4%	4.9%	51
North Dorset	37,300	76%	4.6%	49
Purbeck	27,100	83.1%	3.7%	62
West Dorset	54,600	78.7%	3.7%	82
Christchurch	25,600	79.6%	5.3%	48
Weymouth & Portland	39,500	66.8%	7.1%	64
South West	3,295,656	79.2%	6.2%	76
Great Britain	39,002,015	76.7%	7.7%	73

Figure 11 Job Vacancies in Dorset

- In the South West 25% of people leave full-time education at 16. In areas where public transport provision is limited they must rely on relatives, friends or employers. This imposes strict geographic limits on the employment opportunities they can take up, they are the most likely to experience deprivation in terms of transport and access to employment as they are likely to stay in the local area and have low incomes.
- For people living in rural areas who are restricted to using public transport, cost, convenience and choice of employment or training can be major issues. Living in rural areas can mean long and expensive journeys to work and low frequencies can result in significant inconvenience. Sunday trading for shops is now commonplace but bus services are very much reduced or non-existent. Rural bus services are also subject to seasonal reductions and other variations such as school holidays. All these factors can effectively restrict opportunities for people who are reliant on public transport by dictating the limits of the job search area and working hours.

Access to Healthcare

- It can be seen that large parts of the rural areas have limited access to hospitals or GP's by public transport, see table 5 below. Perhaps surprisingly Christchurch is the least accessible of all the districts within Dorset. The nearest hospital to Christchurch is in Bournemouth with no direct bus service; all journeys either require a change of bus or a 15 minute walk.

District	Percentage Access to Hospitals	Percentage Access to GP's
Bournemouth	98%	100%
Poole	95%	100%
Christchurch	18%	100%
East Dorset	64%	100%
North Dorset	66%	92%
Purbeck	61%	95%
West Dorset	73%	93%
Weymouth & Portland	99%	100%

Table 5 Percentage of Population with Access to Healthcare within 30 minutes by Public Transport/Walking DfT figures 2008

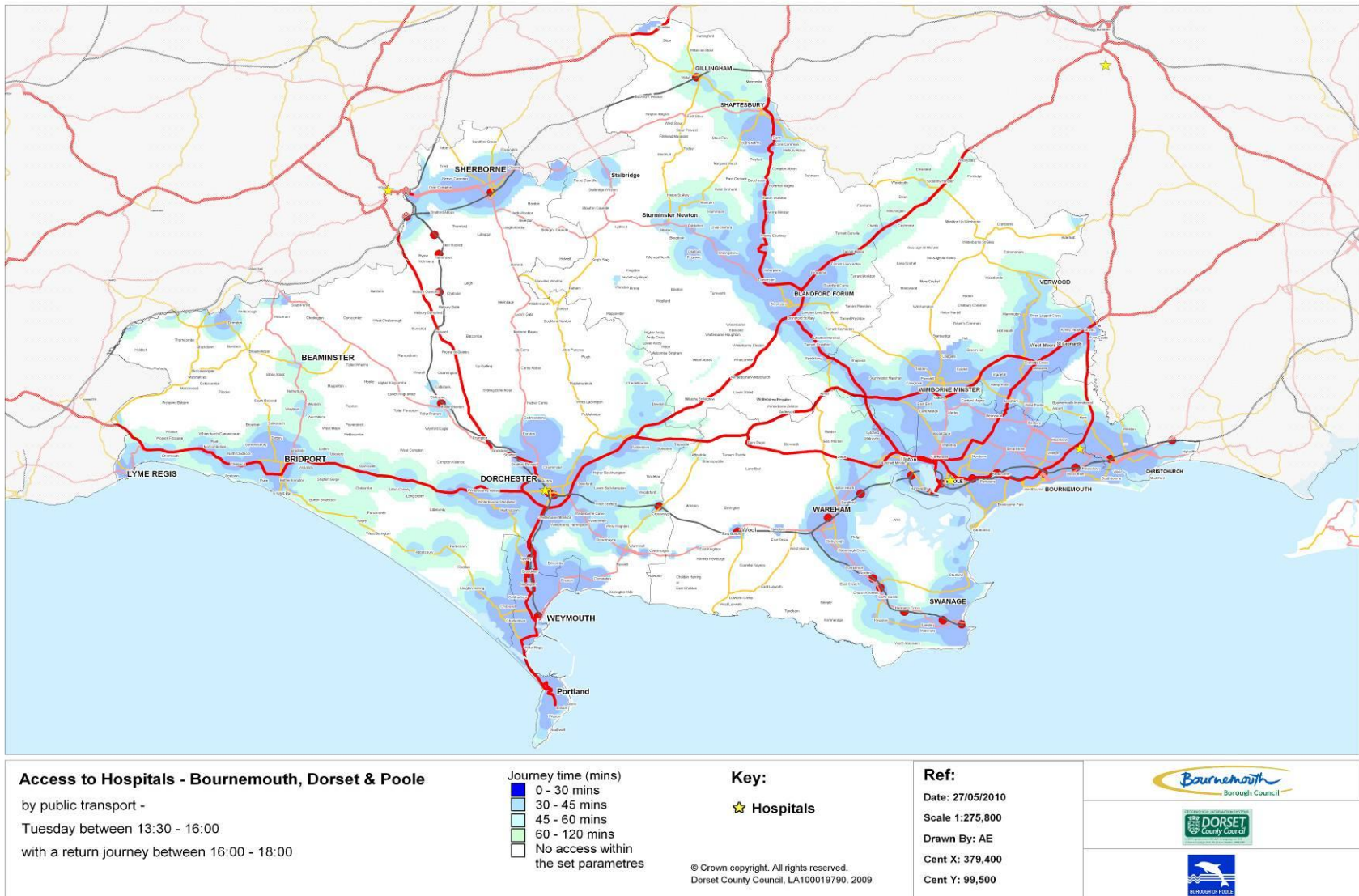


Figure 11

Access to Hospitals Bournemouth, Dorset & Poole - afternoon

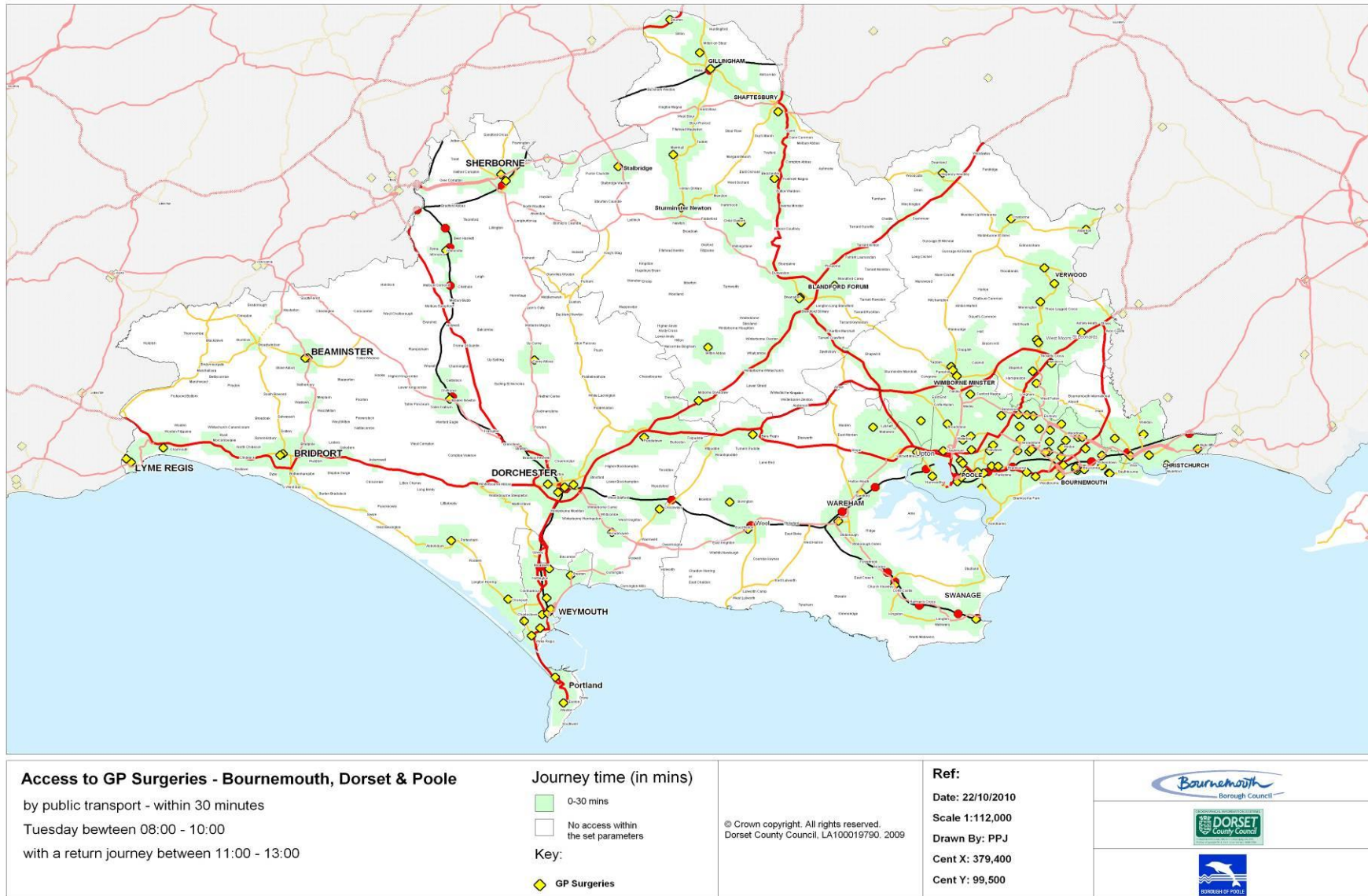


Figure 12 Access to GP surgeries Bournemouth, Dorset & Poole – morning

Access to Further Education (7-9am)

- Table 5 shows access to further education for the entire county. It can be seen that the urban areas have greater access than the more rural areas, although those who live close to bus routes and/or rail stations have improved accessibility. Purbeck is the district that is least accessible to Further Education by public transport within the thirty minute threshold.

District	Percentage
Bournemouth	99%
Poole	97%
Christchurch	98%
East Dorset	72%
North Dorset	86%
Purbeck	65%
West Dorset	81%
Weymouth & Portland	71%

Table 5 Percentage of Population with Access to Further Education within 30 minutes by Public Transport/Walking, DfT figures 2008

- No part of the administrative County of Dorset has a direct service to the main campus of Bournemouth University. .Journey times, always involving one change or more are Ferndown, just over 30 minutes Christchurch just over 50 minutes and Wimborne over an hour.

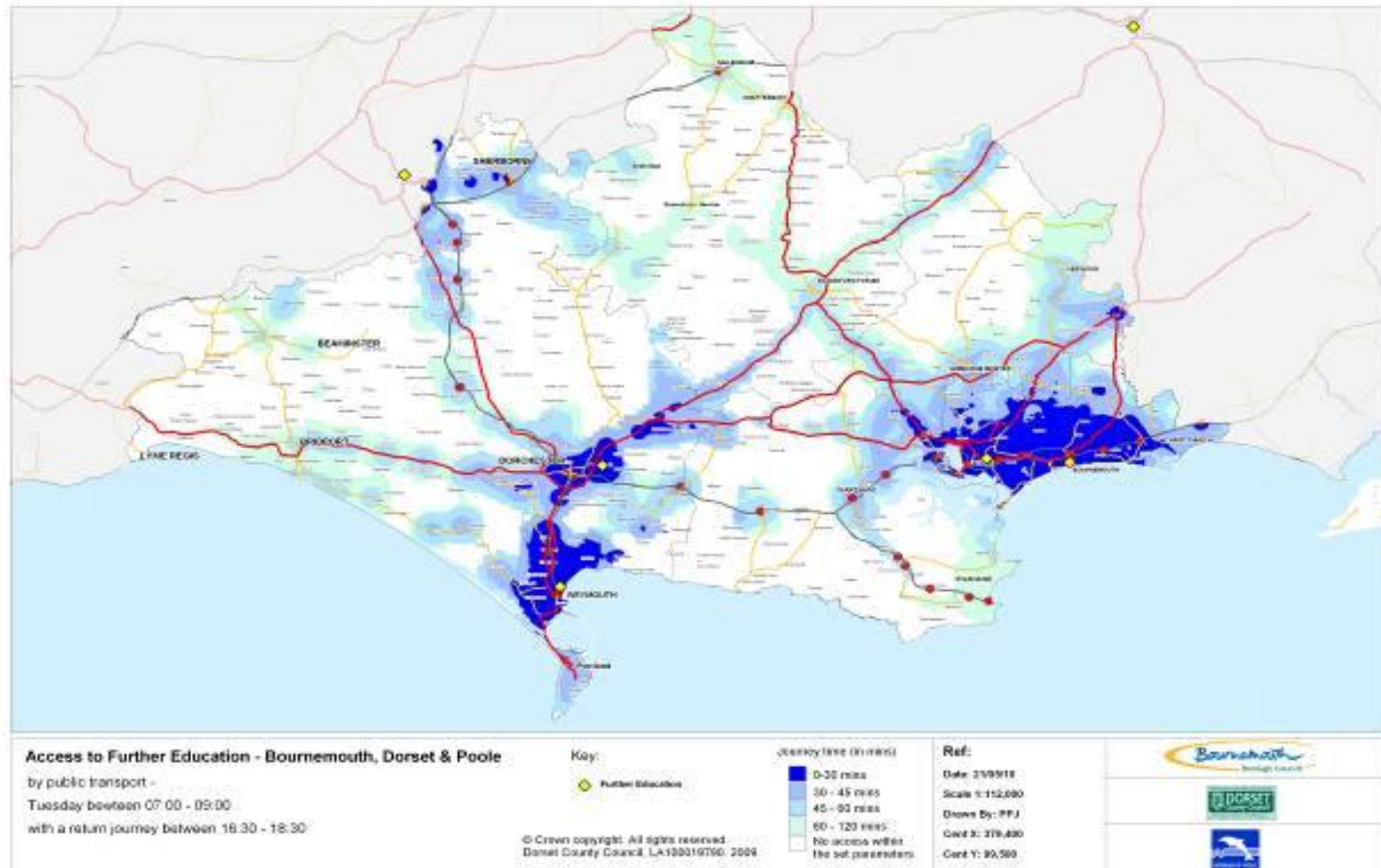


Figure 13 Access to Further Education – Bournemouth, Dorset & Poole

Access to Food shops and Retail Centres

- It can be seen from the table below and Figure 14 that access to food shops and retail centres is worst in the more rural areas of Dorset, although the percentage of the population who can access food shops within 30 minutes by public transport is higher than for other essential services.

District	Percentage
Bournemouth	100%
Poole	100%
Christchurch	100%
East Dorset	99%
North Dorset	95%
Purbeck	97%
West Dorset	96%
Weymouth & Portland	100%

Table 6 Percentage of Population with Access to Food Shops within 30 minutes by Public Transport/Walking, DfT figures 2008

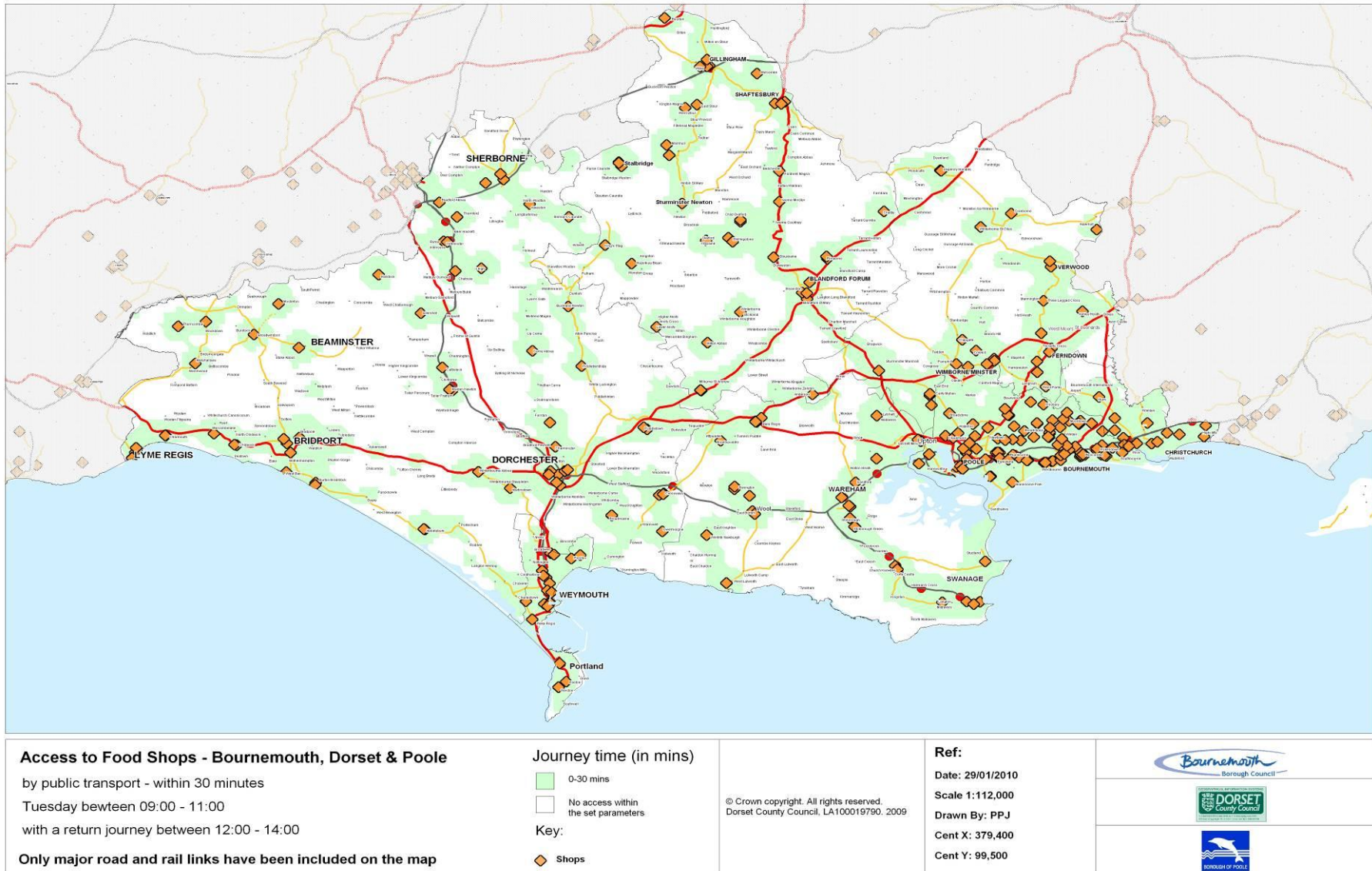


Figure 14

Access to Food Shops Bournemouth, Dorset and Poole Thursday mornings

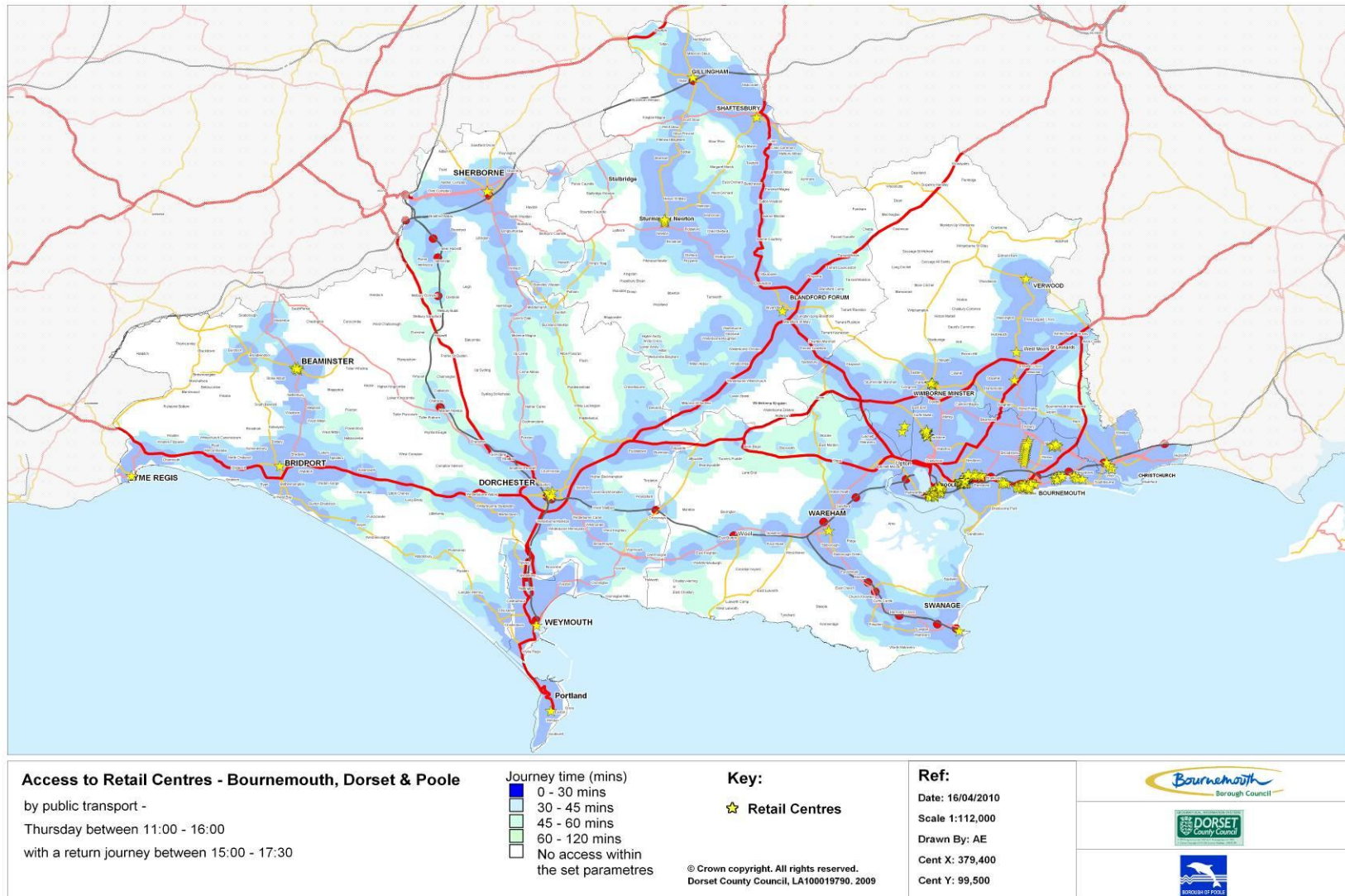


Figure 15 Access to Retail Centres Bournemouth, Dorset and Poole Thursday afternoon

- Access is worst for employment, hospitals and further education by public transport or walking within 30 minutes, with the more rural areas being the least accessible.

District	Access to Employment	Access to Hospitals	Access to GP's	Access to Further Education	Access to Food Shops
Bournemouth	84%	98%	100%	99%	100%
Poole	83%	95%	100%	97%	100%
Christchurch	83%	18%	100%	98%	100%
East Dorset	77%	64%	100%	72%	99%
North Dorset	74%	66%	92%	86%	95%
Purbeck	76%	61%	95%	65%	97%
West Dorset	74%	73%	93%	81%	96%
Weymouth & Portland	80%	99%	100%	71%	100%

Table 7 Comparison of Accessibility of percentage of population by Public Transport/Walking within 30 minute Threshold

Coverage and Frequency of Public Transport

- The Strategic Advisory Group, SAG, in the SEDMMTS consultation, recognised that accessibility to places has reduced, while at the same time bus patronage has increased. This was thought to highlight the tendency of commercial bus operators to concentrate on upgrading high frequency routes into the main urban centres. Local commercial operators are generally not providing feeder services to these high frequency routes, meaning that fewer places are accessible by bus, particularly in the peripheral areas. The authorities have been subsidising services to maintain accessibility in these areas. The Rossmore Flyer service in Poole is an example, providing a link from the heavily residential Alderney, Newtown and Rossmore areas up to local shops and amenities in Upper Parkstone. From here there are connections to frequent buses to both Poole and Bournemouth.
- Overall car ownership in Dorset is slightly higher than the national average, with some areas exceeding this quite substantially. Table 8 gives details for each district within Dorset. The two areas with the highest no car households, Bournemouth and Weymouth & Portland, are also the districts which contain the most deprived areas in Dorset and are, therefore, most likely to find affordability of transport an issue.
- The district with the highest number of people who travel to work by car is East Dorset; this is also the district that has the least choice, in terms of public transport.
- The areas most likely to be affected by the availability or reliability of transport are those with the high proportion of 'no car' households and areas with poor access to public transport services, or both. Although these areas are slightly lower than the national average there are wards within that are in the lowest 20% nationally – eg Boscombe West, Winton and Townsend in Bournemouth.

- Car ownership in rural areas is now significantly higher than in urban areas. 85% of rural households have at least one car compared to a nationwide average of 72% and rural residents travel 45% further by car. This suggests that many more people in rural areas are car owners through necessity rather than choice. However, 16% of rural households do not own a car and 20% of adults in rural areas do not hold a full driving licence. This significant minority without use of a car is at risk of real hardship and social exclusion

	No Car %	1 Car %	2 Car %	3 Car %	4 Car %	% who travel to work by car or van
Bournemouth	25.13	46.70	22.42	4.43	1.33	58.21
Christchurch	19.34	48.83	25.68	4.66	1.48	64.51
East Dorset	11.55	42.60	34.73	8.16	2.96	70.31
North Dorset	14.10	45.60	31.08	6.84	2.38	58.01
Poole	17.96	46.43	28.34	5.47	1.81	62.79
Purbeck	15.59	46.84	28.65	6.71	2.21	61.01
West Dorset	16.88	47.92	27.71	5.63	1.86	57.89
Weymouth and Portland	25.97	47.50	21.84	3.66	1.04	55.44
Dorset	16.96	46.37	28.62	6.03	2.03	61.24
South West	20.21	46.17	26.57	5.34	1.71	54.92
England	26.84	43.69	23.56	4.52	1.39	58.76

Table 8 Car ownership in Dorset (ONS 2001)

- The National Highways and Transport Public Satisfaction Survey 2009 also asked what would need to be in place to affect modal shift away from car use. The categories with the highest response were those that requested quicker, cheaper, more reliable and more convenient buses. This, obviously, has an impact on the perception of accessibility of key services.

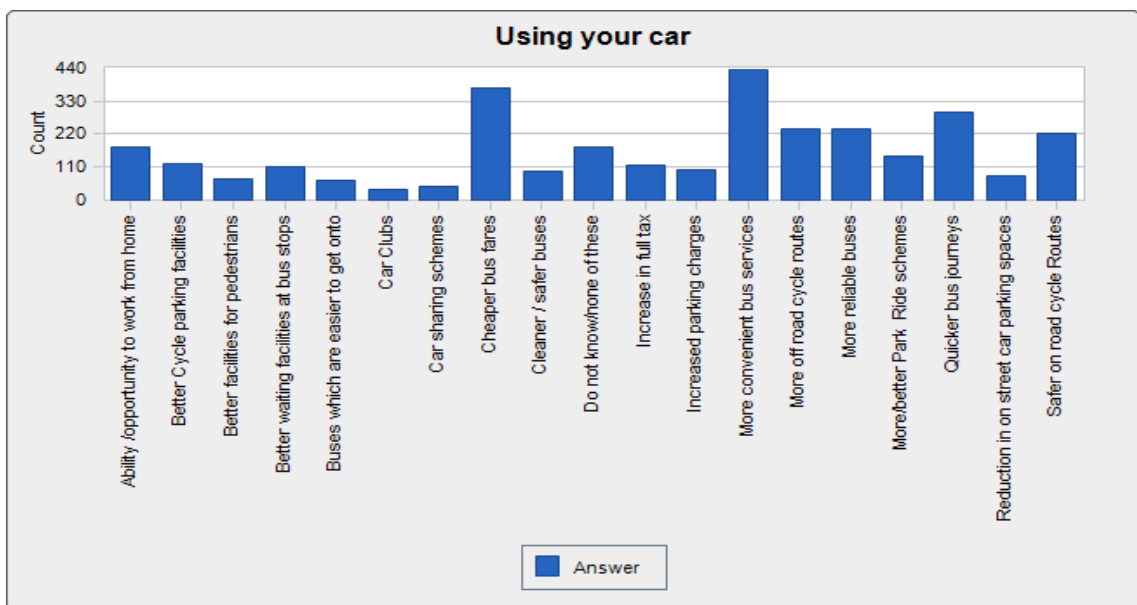


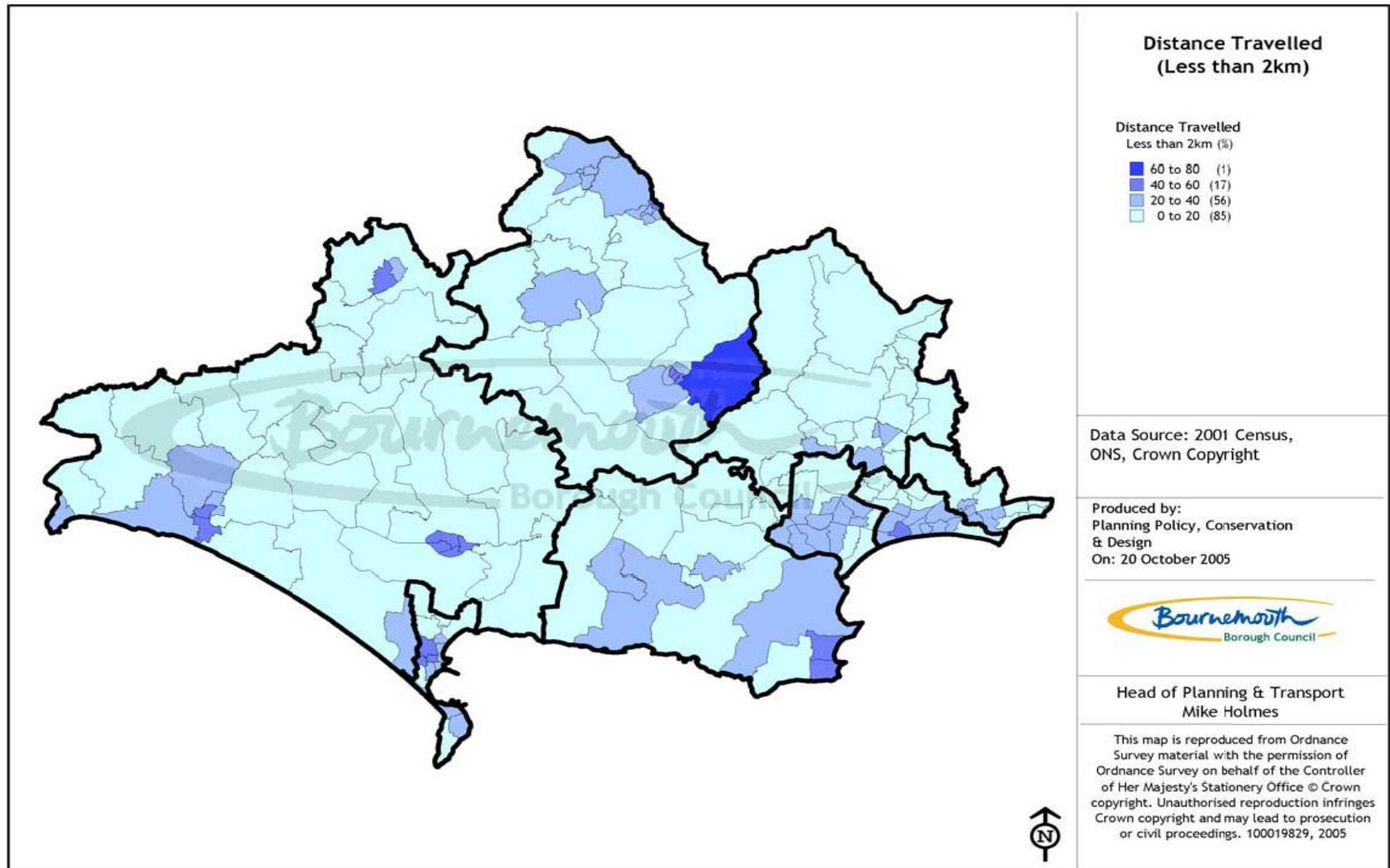
Figure 16 Public Survey of factors that would influence modal shift in Bournemouth (NHT Survey 2009)

Affordability of Public Transport

- Following the review of the Borough of Poole's Children and Young People's plan (2006 – 2009) there was a large-scale consultation with children and young people. The key transport related finding of the consultation was that 90% of the respondents travel by bus – 55% of whom do so at least once a week. However, further use is discouraged by limited local routes and the cost of bus fares; in particular the need to pay an adult fare when still under 18 or in full time education. Wilts and Dorset Bus Co have recently changed their fare policy for children and young people, discounted fares are now available for young persons all day on all main operators.
- Bournemouth Borough Council is currently operating eight subsidised bus routes, and the Borough of Poole has contracted four bus companies to operate a variety of additional daytime services to ensure access to a bus.
- There are a number of ways in which people can be disadvantaged by the cost of travel relative to their own income. Jobseekers may be unable to meet the cost of getting to interviews and so their job search is constrained. Transport costs may be implicated where decisions to take up or continue with further education courses are driven by financial considerations. In rural areas, the important decisions that young people make about the future at the end of their compulsory education are frequently complicated by limited provision of public transport.

Walking and cycling short journeys

- Approximately 50% of people across the LTP area travel less than 5km to work, according to 2001 census data. In Bournemouth and Poole approximately 52% of all the people that drive to work, only drive between 2 and 5km, a more than reasonable distance for cycling, walking or using public transport.



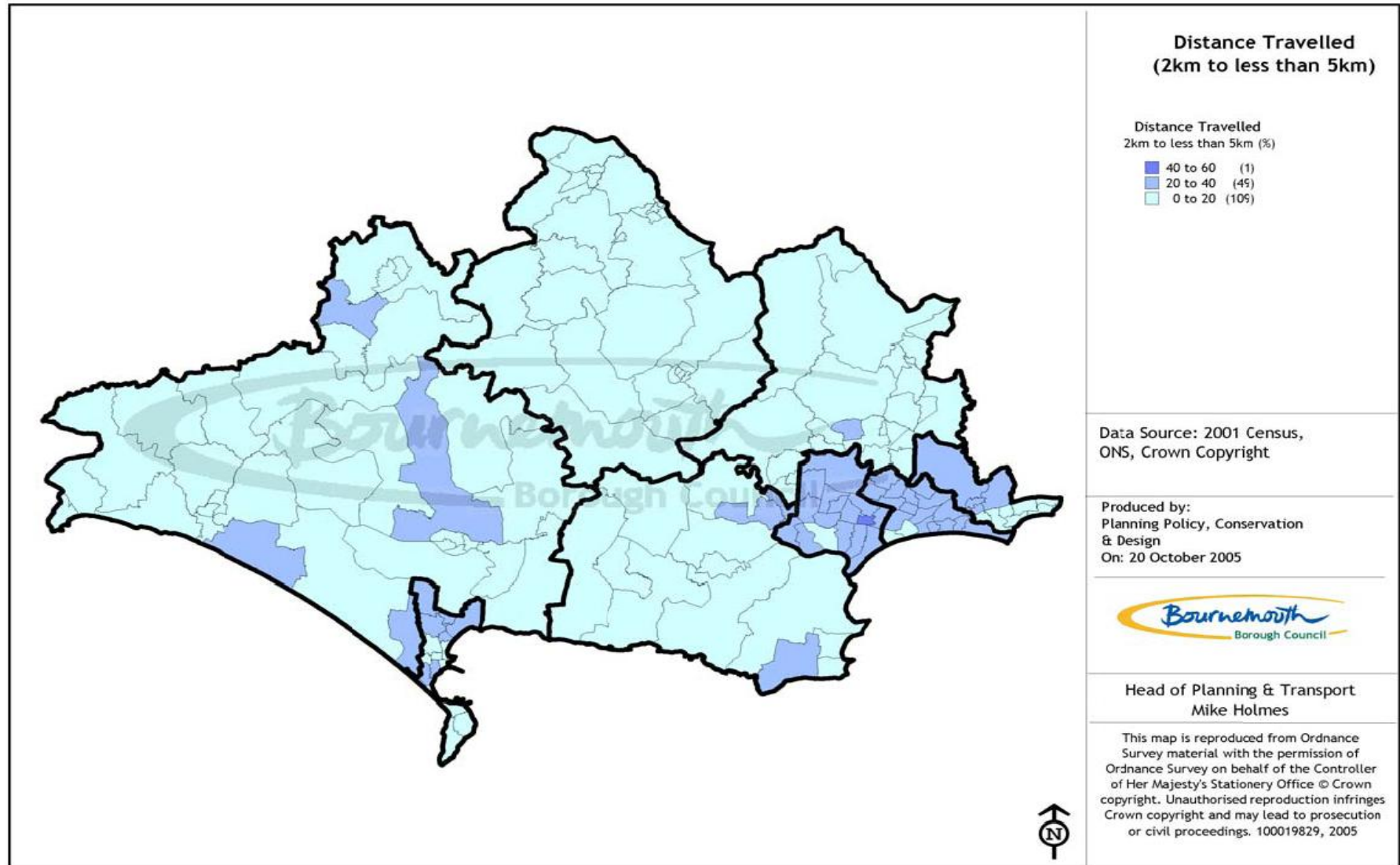


Figure 16 Proportion of people travelling less than 5km to work (Census 2001)

- Over 90% of pupils in Bournemouth and Poole, and over 75% of pupils in Dorset, travel less than 5km to school. However, between 30-36% still travel by car. All three authorities have produced Sustainable Travel to School Strategies, and a joint one is now being developed, that provide further details on access to education, demographics statistics, school admissions policies, modes of travel to school and smarter choices.

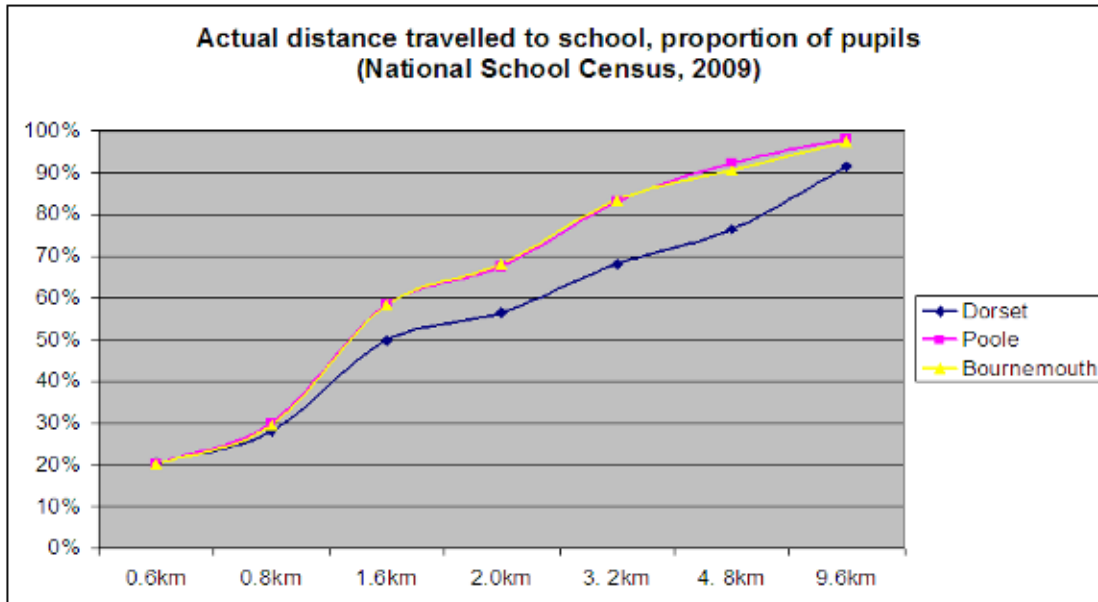


Figure 17 Distance travelled to school

- School Travel Health Checks have been carried out for LEA schools, based on spatial analysis of school census mode of travel data collected in January 2009. The aim is to show:-
 - How pupils currently travel to school, and from where
 - The impact this has on pupils and the environment
 - How this compares to all the other schools in the authority
 - Some questions and thoughts to encourage debate within the school community around the issues of healthy & sustainable travel to it and help set targets for change
- To help with setting targets to reduce the impact of the journey to and from schools the amount of CO₂ produced per pupil when travelling to each school was compared against the authority average. This gave an overall School Travel Health Check rating of red, amber or green, see Appendix F for more detail.

Bournemouth, Poole and Dorset LTP3 Accessibility Strategy

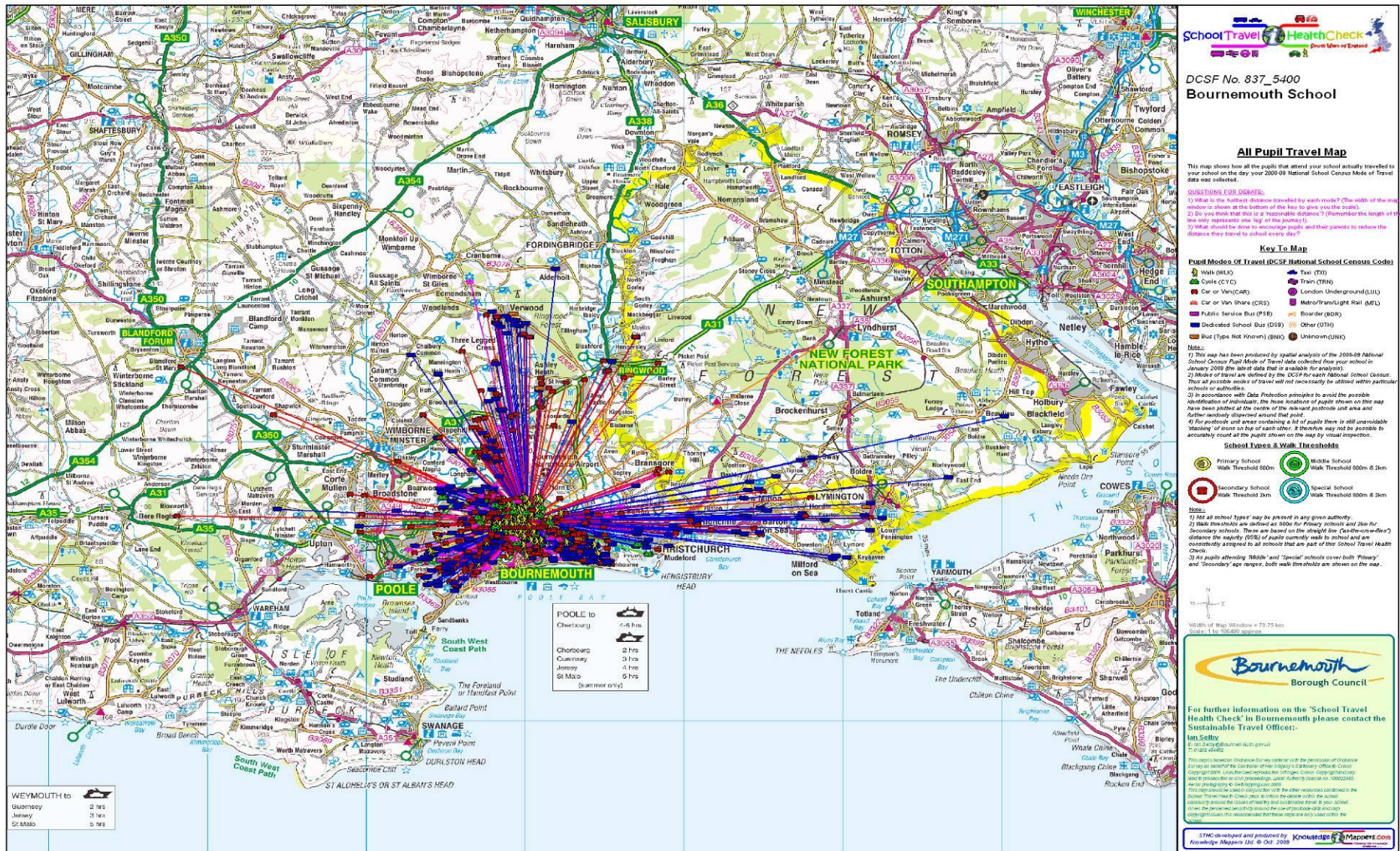


Figure 18 Postcode plot of pupils journey to school

Remoteness of Rural Settlements

- A further cause of poor accessibility is the location of key services relative to people who need to access them, particularly in the more rural areas of Dorset. This is compounded by the loss of facilities, such as Post Office closures, in many villages.
- There is wide variation in rural areas that can be measured using economic, social, demographic and geographic criteria. Changing social composition occurs due to counter-urbanisation, where affluent people migrate to rural areas in search of the perceived benefits and compete with local people in the limited housing market. This is balanced by the departure of young people in search of education, training and employment opportunities, and of some less affluent people who are forced to move to urban areas where homes are more affordable (Countryside Agency, 2003).
- Dorset has some sparsely populated areas, especially across the west and north of the county. A dispersed population makes the unit costs of transport and other services appear poor value for money. Whilst many people living in the most access deprived areas may not have accessibility problems, the challenge is to reach those pockets of need in the most inaccessible areas. Dorset's dispersed population and rural setting means that innovative approaches to improving access to services are required.
- Rural locations are characterised by low-density development. Essential services such as larger shops, health facilities, secondary schools, colleges and employment centres are likely to be centralised in or on the edge of larger towns. Individual journeys are therefore likely to be longer for rural residents than for people living in urban areas, and rural residents are more dependent on transport in some form than is the population in general. However, low population density in rural areas results in low and scattered demand for rural bus services and the need generally to travel greater distances inevitably means higher fares, further stifling demand for bus services. Rapid expansion of car ownership and use over the past 50 years has exacerbated the problems of rural public transport provision caused by low population density. Speed, flexibility and low marginal costs have made car travel the dominant rural transport mode.

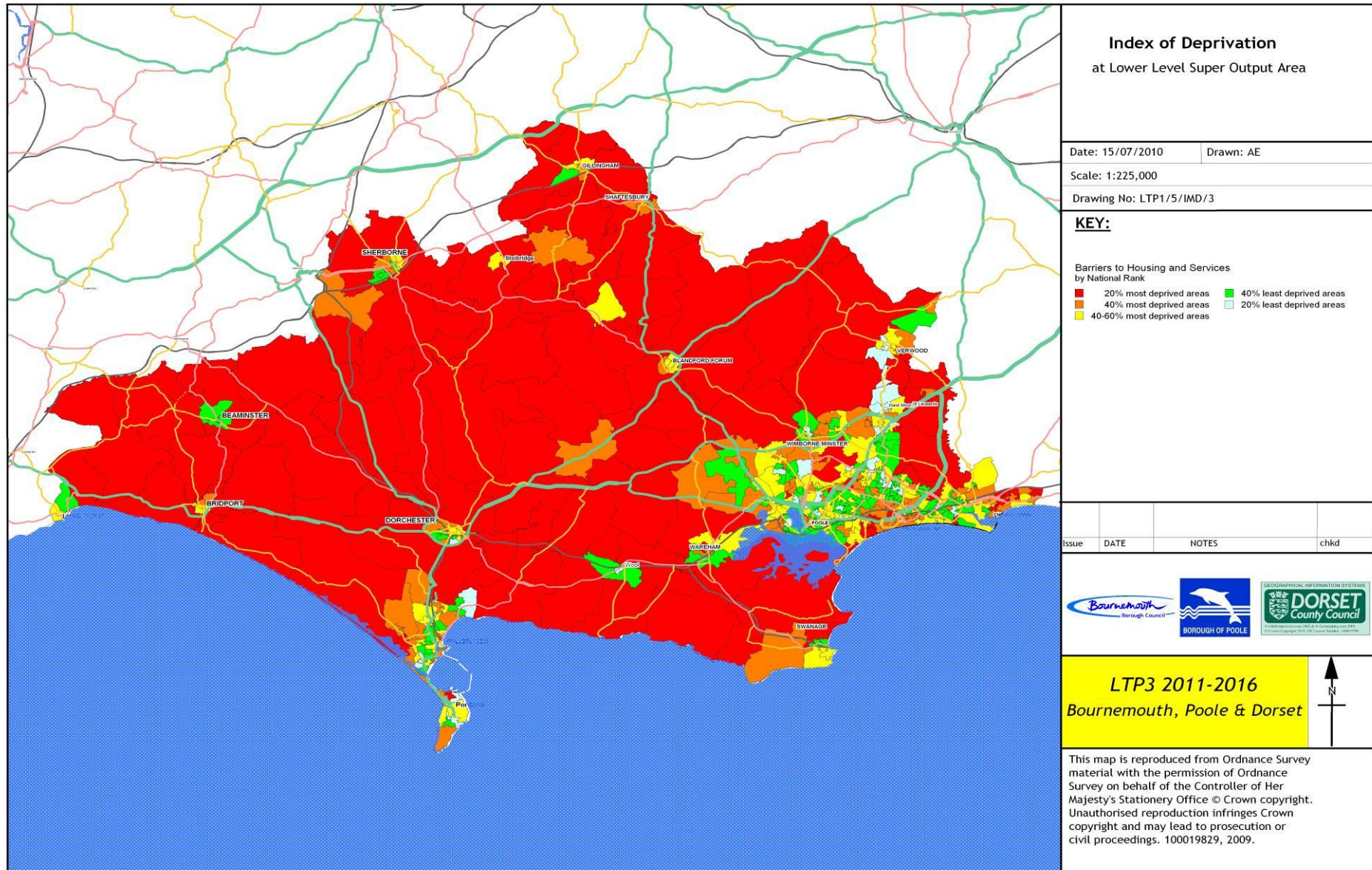


Figure 19 Barriers to Housing and Services Index of Deprivation for Dorset

- An analysis of the Barriers to Housing and Services Domain in the Index of Deprivation 2007 shows that this is a significant area of deprivation for Dorset County. This domain is based upon road distance to a GP surgery, road distance to a general stores or supermarket, road distance to a primary school and road distance to a post office. West and North Dorset have the most deprived areas in the county and within the top 1% nationally, reflecting their rural nature and more specifically the greater distance from services for residents.

	District	IMD Score	National Rank
Halstock	West Dorset	58.58	48
Frome Valley	West Dorset	57.15	69
Lydden Vale	North Dorset	56.03	90
The Iwernes	North Dorset	54.65	129
Cam Vale	West Dorset	54.46	136

Table 8 Top most deprived areas in Dorset – Barriers to Housing and Services Domain, IMD 2007

- This lack of availability of services locally combined with the frequency and cost of public transport has, inevitably, led to greater dependency on car use in the rural parts of the county.

Mobility Impairment

- Bournemouth, Poole and Dorset have a significant elderly population, with Christchurch, East and West Dorset having in excess of 25% of the population over 65, see Table 9 With an ageing population nationally these figures are expected to rise significantly over the next ten years.

Area	%age 65+
England & Wales	16.2
South West	19.0
Bournemouth	19.4
Poole	20.8
Dorset CC	24.4
Christchurch	29.7
East Dorset	26.9
North Dorset	20.8
Purbeck	23.0
West Dorset	25.7
Weymouth and Portland	20.5

Table 9 Percentage of population over 65 - Source: Population Estimates Unit, ONS: Crown Copyright 2009.

- Older people experience the same accessibility problems as the wider community – affordability, reliability, availability etc – but their main issue is their greater reliance on the public transport network compared to younger age groups. Therefore, if the local public transport is less accessible than other transport modes, then elderly people will be amongst those most affected.

- The physical accessibility of transport and ease of its use is of particular importance for people with disabilities. The assessment of people with disabilities also covers those with hidden disabilities, including those with learning difficulties, dementia and mental health problems. Figure 20 shows the number and location of people on disability living allowance in South East Dorset

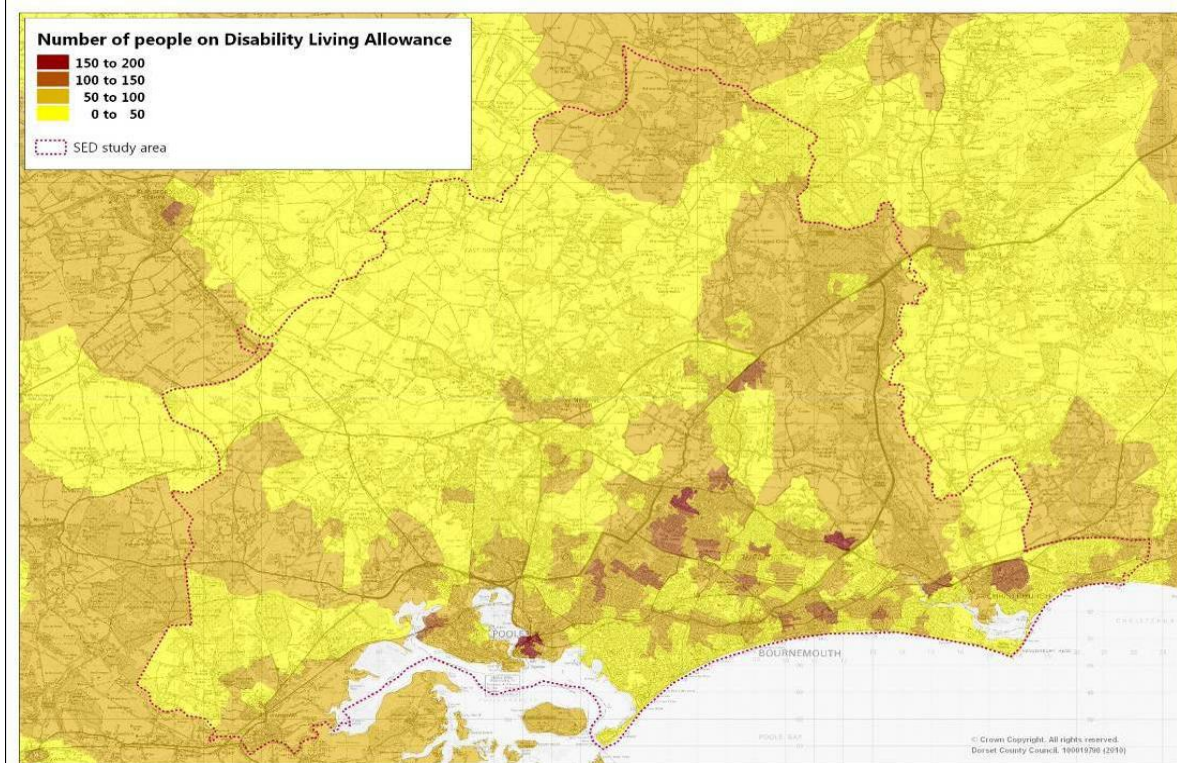


Figure 20 Number of people on Disability Living Allowance in South East Dorset

- How easy buses are to get on/off scored well amongst all of the local authorities in the NHT survey reflecting the roll out of low floor buses to meet Disability Discrimination Act 1995 (DDA) requirement. The roll out of accessible raised bus stops has been delivered on principal bus routes in South East Dorset (LTP2 Progress Report). Nonetheless, even with provision of low floor buses and raised bus stops, problems can still occur – issues raised in the SED LTP2 Accessibility Strategy included:
 - Low floor buses put on outward journey but not on return;
 - If buses don't pull right into bus stops it can be difficult to get on the bus;
 - For blind people it can be difficult to know which bus is approaching; and
 - Bus drivers pull away too quickly.

- NHT survey results show that relative satisfaction with how easy buses are to get on/off is higher than average for all local authorities (see Table 9).

	Bournemouth Borough Council	Borough of Poole	Dorset County Council	Average for all Local Authorities
How Easy Buses are to Get On/Off	77.5%	75.1%	68.8%	72.1%
Raised kerbs at bus stops	70.4%	69.5%	60.9%	62.0%
Information about accessible buses	54.9%	55.3%	44.9%	49.5%

Table 9 Ease of use of buses (NHT Survey 2009)

- In Dorset County nine areas (4%) fall into the top 20% most deprived areas nationally for health and disability deprivation. Eight of these areas fall within the borough of Weymouth and Portland. In Bournemouth twenty areas (18.7%) fall in the top 20% most deprived areas nationally for health and disability deprivation, with Boscombe Central being the most deprived within Bournemouth, Poole and Dorset.
- In the Total Place Pilot Study that looked at joining up services for older people reducing the need to travel was identified as a potential cost saving by working in partnership with individuals and communities to provide supportive, joined up care locally as an alternative to hospital and GP visits. Neighbourliness, the contribution of volunteers and the ability of older people to help each other can make a significant contribution to helping people to live independent lives for longer. This encompasses the rich tapestry of activity and initiatives which is probably best described as “social capital”. In conclusion the report stated “that neighbourhood and locality working has a potentially substantial contribution to make to the delivery of community services, preventative activity, universal services and the development of social capital”

Young People

‘Addressing the issue of transport for young people in Dorset; Report to Children’s Trust Board September 2010’ contains details of young people’s experiences with and attitudes towards transport, the conclusions of which are listed below.

- The cost of public transport in Dorset is seen by young people as a barrier to participation in positive activities. Modelling estimates that almost over 3,500 young people who would like to participate in positive activities are unable to do so because of the cost of transport. The costs of public transport and concessions for young people vary across the county and by operator. A number of operators may provide the same route with both operating different fares, making the fare system inconsistent and confusing. The cost of public transport to education and training opportunities, particularly post 16, is financially challenging for many families. The cost of transport influences the decisions that young people make about the courses they undertake. Given that the post 16 participation rate in Dorset is lower than the national average, this issue is particularly pertinent. However, there are schemes offered by the two main colleges and Dorset County Council to try to reduce the negative impacts of cost to post-16 education and training.

- The availability of public transport in Dorset is a significant barrier to participation in positive activities for many young people in Dorset. Modelling suggests that around 7,500 young people are not participating in positive activities that they are interested in because they are unable to get to it. For around 4,500 young people a lack of public transport is a key issue. The availability of public transport to education, employment and training opportunities is a significant challenge for young people in many parts of the county, particularly in rural areas, influencing choice and ability to take up opportunities. Given that the post 16 participation rate in Dorset is lower than the national average, this issue is particularly pertinent. However, it should be recognised that the two major Further Education providers offer additional bus services to improve access to their colleges.
- In addition to cost and availability, young people have also identified the following priorities in relation to transport in the county:
 - The attitudes of bus drivers and other public transport users
 - The cost of transport to school
 - Access to key services, including health and advice and information services

Groups of young people identified as particularly vulnerable to transport difficulties include NEET young people, young parents, young people in supported accommodation, children in care/care leavers, travellers and young people from deprived areas.

Other Accessibility Issues

- South West Tourism and the World Heritage Jurassic Coast have carried out some work on accessibility issues. SW Tourism has worked with Devon County Council to improve links from Axminster Station to the coast by bus, and to improve access to the station itself.

IMPROVEMENTS TO AXMINSTER STATION

Devon County Council funded £40k from LTP Sustainable Tourism, Leisure and Recreation Programme to improve the interchange facilities.

Specific physical works included:

- Widened footway outside station building and levelled gateway adjacent to cafe
- Provided new bus waiting shelter
- New bicycle stands

Additional work ensured the area worked better as an interchange by:

- Provided stop specific bus timetable information
- Liaise with bus and rail operators to achieve better bus-rail connections
- Lobby for better traffic management in town to reduce unpredictability of bus times

- The World Heritage Jurassic Coast Team have produced a Jurassic Coast Sustainable Transport Improvements and Action document that considered the following
 - i) Potential rural car-bus interchange sites (e.g. locations for park and ride)
 - ii) Bus services to serve camping and caravan sites
 - iii) Demand responsive transport services
 - iv) Rail- bus interchange audits
 - v) Presenting public transport information: good practice

SUMMARY OF KEY CHALLENGES

If the vision for accessibility is to be realised a clear focus is required on the barriers to accessibility in different parts of the LTP area. Different conditions in urban areas, market towns and rural areas require different responses, even though the exclusion caused by poor accessibility might be similar in all cases. The key strategic challenges identified below summarise the most important barriers that must be overcome in order to achieve the accessibility goals. The challenges have been grouped under four main categories of:

- Location
- Information & Perception
- Integration
- Delivery

Location		Relevant accessibility goal
AC1	Location of services related to where people live	AA1, A A5, AA6
AC2	Availability of community / demand responsive transport	AA1, AA2, AA3, AA4, AA5
AC3	Areas of Multiple Deprivation within the urban areas	AA1, AA5, A A6
AC4	Coverage and frequency of public transport	AA1, AA2, AA3, AA4, AA5
AC5	Remoteness of rural settlements	AA1, AA2, AA3, AA6
AC6	Mobility impairment	AA1, AA2, AA3, AA4, AA5, AA6
Information & Perception		Relevant accessibility goal
AC7	Lack of information and confidence regarding use of public transport	AA1, AA2, AA3, AA4, AA5
AC8	Fear/perception of cycling and walking short journeys and availability of cycle/walking routes	AA1, AA2, AA3, AA4, A A5
AC9	Lack of confidence and/or skills with IT	AA1, A A2, AA5, AA6
Integration		Relevant accessibility goal
AC10	Achieving Integration with spatial planning / development management	AA1, AA2, AA3, AA4
AC11	Compatibility between modes (interchange)	AA1, AA2, AA3, AA4, AA5
AC12	Lack of employer support	AA1, AA3, AA5, AA6
AC13	Increased partnership working – ‘Total Place’ funding	AA1, AA2, AA6
Delivery		Relevant accessibility goal
AC14	Availability of funding	AA1, AA2, AA3, AA4, AA5, AA6
AC15	Local authority corporate priorities	AA1, AA2, AA6
AC16	Staff resources and experience	AA1, AA2, AA3, AA4, AA5, AA6

Table 10 Accessibility Challenges

The accessibility mapping exercise using the Indices of Deprivation has provided a good indication of where specific accessibility issues are most likely to be encountered and has provided a broader scope of analysis than that achieved through Accession. This exercise has particular value in being able to pinpoint where specific barriers are likely to exist e.g. areas with high income deprivation are most likely to be where people find it most difficult to afford public transport. The results from the Indices of Deprivation mapping exercise demonstrate varying issues across the whole of the Dorset region. The findings from this analysis are therefore extremely valuable as they highlight in which areas specific accessibility solutions should be prioritised.

The results from the accessibility mapping using Accession are less informative than those using the Indices of Deprivation due to the limitations of the scope of the analysis, which simply measures the relationship between the availability of public transport and the location of services. The results show that the rural areas of Dorset, for example north Dorset, are far less accessible than the urban areas of Bournemouth and Poole, which is as to be expected. Because the Accession results for Bournemouth and Poole are consistently good this does at least demonstrate that key services are well distributed in the urban area and therefore it is unlikely to be a priority to review their location (although more detailed analysis may be required to cover such issues as parental choice of schools). Similarly, the results generally indicate the good availability of public transport in the urban area during the 0700 – 0900 time period, although further analysis of other time periods will be carried out. In contrast, in the rural area the issue of the location of key services will need to be reviewed along with the corresponding availability of public transport.

In the context that it has been used, Accession only measures the geographical accessibility of services in relation to the availability of public transport at a particular time. Whilst this is useful, it is only one of the factors contributing to the overall accessibility situation. The mapping data extracted from the Indices of Deprivation provides more valuable information on the wider accessibility issues of affordability, physical accessibility, ease of use and fear of crime. Both mapping techniques therefore need to be used in conjunction to form a proper picture of the accessibility issues facing specific areas.

The results of the accessibility mapping exercise are summarised in Table 11, which indicates what issues are likely to be required to be addressed in which geographical areas.

Area \ Issue	Availability of Transport		Affordability of Transport	Physical Accessibility/ Ease of Use	Fear of Crime	Location of Services	Quality of Transport Information
	Private	Public					
Bournemouth							X
Boscombe west	X		X	X	X		
West Howe		X	X	X	X		
Springbourne			X	X	X		
Kinson			X	X			
Winton	X						
Townsend	X		X	X	X		
Town Centre				X	X		
Branksome Woods					X	X	
West Cliff	X				X	X	
Westbourne	X				X		
Littledown					X		
Queens Park					X		
Iford						X	
Muscliff						X	
Southbourne (west)			X	X	X		
Southbourne (east)		X					
Poole							X
Alderney			X	X			
Branksome			X		X	X	
Canford Heath			X			X	
Hamworthy (west)		X	X	X	X	X	
Poole town centre	X		X	X	X		
Newtown				X	X		
Canford Cliffs		X			X	X	
Penn Hill						X	
Canford Heath						X	
Creekmoor						X	
Broadstone	X	X				X	
Merley / Bear wood		X				X	
Christchurch							X
Grange			X	X			
Highcliff		X				X	
Mudford						X	
St. Catherine's Hill		X				X	
Hurn		X				X	
Jumpers						X	
S.E. Dorset (Rural)							X
Wimborne		X				X	
Ferndown/ W.Moors		X				X	
Verwood		X				X	
Rest of S.E. Dorset		X				X	

* Taken from Accession analysis **X = where particular accessibility issue applies**

Table 11 Summary of Accessibility Mapping Analysis

Summary of accessibility issues

A substantial list of accessibility issues has been identified through direct engagement with key local interest groups, a consultation exercise, a thorough strategic mapping exercise and existing local knowledge. These issues range from minor local issues to major issues which require the full support of key partners to help resolve.

5. This is how we will get there

General Strategy Approach

To improve accessibility a balance of solutions will need to be applied, primarily targeted towards key priority groups and areas as identified through consultation and analysis of evidence.

Key Groups that we want to help

Priority Group	Transport Issues
Young People – 16 to 25	Access to education, jobs & training, affordability of transport
Older People – over 65	Appropriate transport for older people with limited mobility & at risk of social exclusion
People with a disability, including those with hidden disabilities - people with learning difficulties, dementia, visual impairments and mental health problems	Access to health care, food shops & employment
Low Income Households	Access to health care, food shops, employment & social/cultural networks (particularly in rural areas)
Residents in remote rural areas	Access to services – location of services, frequency & cost of public transport, public transport coverage.
Residents in urban areas of multiple deprivation	Frequency and cost of public transport, public transport coverage. Availability of low cost transport options.
Those accessing Ferndown Industrial Estate and Bournemouth Airport	Frequency and cost of public transport, public transport coverage. Availability of low cost transport options.

Resources will be targeted where benefits can be maximised to help as many people as possible and contribute to the overall LTP goals.

Strategy area

The LTP area consists of the whole of Dorset including South East Dorset (SED), and therefore, has diverse characteristics. It is useful then to consider broad areas of similar characteristics. These are:

- Larger urban areas (including Bournemouth, Poole, Christchurch)
- Dorchester & Weymouth and the smaller Market Towns with their village/hamlet hinterlands
- Rural Dorset

Whilst many of the measures we propose will be equally suited to all of these areas we have also considered those that may be more or less appropriate to certain areas.

Prioritising Measures

The approach to improving accessibility will focus on tackling evidence based problems in priority areas (eg Rural Dorset and areas of deprivation) where higher levels of social exclusion and poor access by public transport to key destinations prevail.

Within Dorset, notwithstanding proposed public spending cuts in the short term necessitated by the UK financial situation, there are likely to be sufficient jobs available at an appropriate level to meet the needs of young people and those on low incomes who do not have access to a car. However, the inadequacy of public transport services means that these people are likely to be at a disadvantage through limited opportunities and difficult and costly travel arrangements. Employers in rural areas have difficulty in attracting and keeping staff, particularly for routine and low skilled work.

Whilst there is evidence that, through necessity, people are prepared to travel a reasonable distance to work, the relationship between working hours and transport availability appears to exacerbate poor accessibility to employment. Shift workers who need to travel in the early morning and late evening cannot generally use public transport wherever they live in the county outside the major urban areas. The solutions are to provide more and better public transport and to better enable personal mobility.

Strategy Measures

The table below summarises our principal strategy measures which will guide the delivery of accessibility improvements during the LTP3 period (2011 – 2026) to overcome the challenges faced to achieving our vision. They consist of a number of solutions across the key solution types shown in Table 11. An explanation of what each strategy measure includes follows

	ACCESSIBILITY STRATEGY MEASURE	Key challenges addressed	Contributes to accessibility goal(s)	Contributes to LTP goal(s)	Larger Urban	Market Towns	Rural Dorset
AS1	Further develop community transport	AC2 AC3 AC5 AC6 AC11 AC13 AC16	AA1 AA2 AA3 AA4 AA5 AA6		+	+	++
AS2	Increase working with public transport providers	AC2 AC3 AC4 AC5 AC6 AC7 AC11 AC12 AC13 AC16	AA1 AA2 AA3 AA4 AA5 AA6		++	++	++
AS3	Bringing services to local communities	AC1 AC3 AC5 AC6 AC8 AC9 AC10 AC13 AC14 AC15	AA1 AA2 AA3 AA4 AA5 AA6		+	+	++
AS4	Embed accessibility issues in the planning process	AC1 AC3 AC5 AC6 AC10 AC13 1AC4 AC15 AC16	AA1 AA2 AA3 AA4 AA5 AA6		++	+	o
AS5	Provide and promote sustainable travel information	AC3 AC4 AC5 AC6 AC7 AC11 AC13 AC16	AA1 AA2 AA3 AA4 AA5 AA6		++	+	o
AS6	Promote and develop 'Getting About' website	AC2 AC3 AC4 AC5 AC6 AC7 AC8 AC9 AC11 AC13 1AC5 AC16	AA1 AA2 AA3 AA4 AA5 AA6		+	+	+
AS7	Integrate accessibility into wider policies and with other agencies	AC1 AC3 AC5 AC6 AC10 AC12 AC13 AC14 AC15 AC16	AA1 AA2 AA3 AA4A A5A A6		+	+	+
AS8	Investigate and promote alternative means of accessing key services	AC1 AC2 AC3 AC5 AC6 AC7 AC9 AC10 AC13 AC15 AC16	AA1 AA2 AA3 AA4 AA5A A6		+	+	o
AS9	Promote access by cycling and walking	AC3 AC6 AC8 AC10 AC11 AC13 AC16	AA1 AA2 AA3 AA4 AA5 AA6		++	+	+
AS10A	Develop workplace plans in line with national legislation and local policies	AC6 AC8 AC10 AC11 AC12 AC13 AC15 AC16	AA1 AA2A A3 AA4 AA5 AA6		+	+	o
AS10B	Review and update school travel plans in line with national legislation and local policies	AC6 AC8 AC10 AC11 AC12 AC13 AC15 AC16	AA1 AA2A A3 AA4 AA5 AA6		+	+	o
AS11	Maximise funding opportunities	AC3 AC6 AC10 AC13 AC14 AC15 AC16	AA1 AA2 AA3 AA4 AA5A A6		+	+	+
AS12	Physical Accessibility improvements	AC1 AC2 AC4 AC5 AC6 AC7 AC9 AC14	AA1 AA2 AA3 AA4 AA5A A6		++	++	+

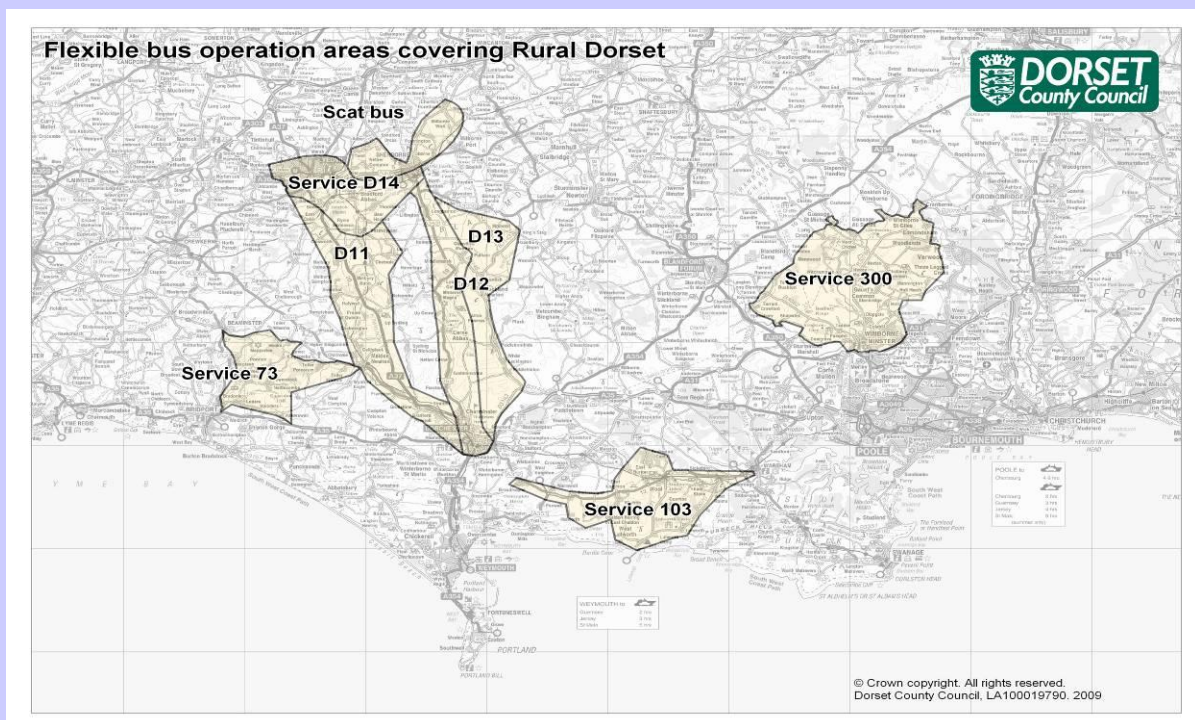
Table 11 Accessibility strategy measures

Policy AS1: Further develop community transport

The Councils will support expansion of the provision of Community Transport and improve the network of schemes that supplement public transport in Dorset whose success is borne out by significant rises in passenger numbers in recent years. This will be achieved by:

- Enable charities and other voluntary groups to try to extend the reach of Community Transport provision in order to ensure that people on low incomes and younger people can access jobs and training.
- Enabling and supporting the provision of the use of personal transport by third parties, in particular scooters or electric bicycles to individuals for the purpose of attending work or college.
- Integrating the provision of Community Transport to provide a more comprehensive and flexible service.
- Encouraging taxi-share systems to further extend the coverage of demand responsive transport.
- Enabling and expanding flexible demand responsive operations in the rural parts of Dorset

Dorset County Council has converted routes in West Dorset, Purbeck, and East Dorset to flexible demand responsive operations, taking advantage of the new rules on flexible bus registrations. Booking and service routeing are undertaken in a dedicated call centre using bespoke computer systems. Revenue subsidies have been reduced by using capital funds to finance new buses which are placed with operators. This approach ensures service quality and encourages more operators to compete for contracts as they are not required to invest immediately in new vehicles. Significant reductions, up to 20%, in revenue costs have been achieved. **Map ??** shows the extent of services introduced and further introductions are planned.



Map** Flexibly routed bus services in Dorset

Policy AS2: Increase working with public transport operators to enhance public transport provision

The Councils will carry out close working with the bus, taxi and rail operators to ensure that the services provided reflect local needs as far as possible and provide widely available and easily accessible sustainable transport options. This includes the services themselves and the supporting infrastructure, such as stations:

- Supporting the implementation of integrated cross-ticketing on buses / trains to make ticketing simpler and more cost effective. As a first step towards this the “Getting About Card” in the South East Dorset area will be implemented and promoted to provide unlimited daily bus travel on the majority of services, and develop a strategy for the roll out of a full smartcard product in the future
- Seeking to develop quick and direct “express” bus services in South East Dorset and Weymouth & Portland, linking more peripheral areas to town centre locations and key employment areas
- Using effective communications and software, flexible services can be operated to meet the scattered demand in a specified rural area. From February 2004, the DfT implemented new rules enabling the registration of flexibly routed bus services and eligibility for Bus Service Operators Grant. These enabled existing supported rural bus services to be replaced with cost-effective flexibly routed demand responsive services
- By engaging the customers through community user groups, bus services can be operated to optimise service and cost
- Providing a principal network of high quality, accessible “Bus Showcase Corridors”
- Develop improved procurement mechanisms for passenger transport with a view to driving down costs, including consideration of joint procurement across local authority boundaries where this is appropriate
- Reviewing fares for young people, such as the fare discounts for young people (under 15) on Wilts & Dorset services, and promoted through the Bus ID scheme
- Seeking to ensure a set of minimum standards are adhered to for the extent and type of equipment and information to be provided at individual bus stops, bus stations and interchange points
- Carry out updated Accession research into the optimisation of bus routes to access key services, and serve key routes and interchanges
- Improve cycle links to, and facilities provided at, rail /bus stations including provision of secure cycle parking, storage lockers and ramps.
- Investigate the feasibility of establishing cycle hire schemes at rail stations
- Work with train operators to ensure that cycles are permitted on local train routes
- Work with bus operators to investigate the feasibility of carrying cycles
- Work with ferry operators to improve provision for cyclists
- Improve the environment and image of public transport interchanges, including improved security, comfort and accessible facilities for the physical, sensory and mentally impaired.
- Develop the SED Quality Bus Partnership further and the Punctuality Improvement Partnership. Identify areas on the Highway network that cause operators unnecessary delay and target future LTP capital funds to deliver priority schemes as appropriate.
- Work with taxi operators to develop innovative taxi bus solutions when applicable.

- Ensure licensing of taxis provides vehicle mix to meet residents needs including availability of wheelchair accessible vehicles

Policy AS3: Bringing services to local communities

As well as taking measures to provide greater opportunities for people to travel to reach services, the councils will proactively support measures bring more services to local communities where this is practicable, and therefore reducing the need to travel. Rural localities in particular suffer from the loss of key services, requiring longer and more difficult trips to be made to other settlements to meet these needs. Access to services locally will be provided by:

- Supporting a wider roll out of enhanced broadband connectivity, particularly in more rural areas, to provide reliable and fast internet which facilitates home working, internet shopping, and other services readily available through the internet that reduce the need to travel
- Supporting charities and not for profit organisations who wish to establish small local shops and services
- Encourage Government Agencies (especially NHS) not to centralise for economic reasons but to provide local services to reduce travel and carbon footprint
- Encouraging outsourcing of hospital appointments to local community facilities
- Enabling self care and peer support for the elderly in conjunction with the voluntary sector
- Encouraging telecare, telehealth and virtual wards as alternatives to GP visits and hospital admissions for the elderly
- Enable and support development by third parties of rural pubs and other buildings, such as churches, to act as a focal point for community services through implementing schemes such as the “Pub is the Hub” scheme. This would encourage local communities to work together to support, retain and locate local services where possible within existing premises. Appendix E provides further details.
- Enabling and supporting the concept of “Community Travel Exchange Centres” in rural areas which act as accessible focus points for inbound and outbound services. Key services are transported into the exchange (such as mobile banking and libraries) and the outbound exchange involves provision of transport options to access external services (eg via demand responsive transport, car clubs/car share).

THE EXCHANGE

Buro Happold is currently developing a Transport Strategy for North and West Dorset on behalf of Dorset County council. 'Dorset to You' aims to reduce the need to travel and distance travelled in rural areas by providing opportunities locally.

The concept looks to reinforce traditional village centres by reinstating services which were traditionally provided locally and providing better access to non-local services. The services would be provided at, or accessed from a single location known as a community travel 'Exchange'. Ideally this will be

- Centrally located within the Community
- Good access to the public right of way network, cycle network and the highway network
- Able to accommodate car and cycle parking
- Accommodate large vehicles eg Mobile Library

Appendix D provides further details.

Policy AS4: Embed accessibility issues in the planning process

The Councils will join up policies on land use planning and accessibility, it is envisaged that all new development will be accessible by a range of different modes of transport. This is already being done through the preparation of Local Development Frameworks, but it will continue to be strengthened by seeking to:

- Encourage sustainable patterns of development in locations well served by a range of facilities easily accessible by bicycle, public transport and walking.
- Using accessibility analysis to inform decisions on the spatial location of new development and services
- Safeguard potential cycle routes identified in the Strategic Cycle Route Networks (and required land) from future development
- Work with developers to secure layouts of new development that encourage accessibility
- Ensure that new development is well integrated with, and does not compromise, the existing cycle route and rights of way network
- Requiring full accessibility audits as part of Transport Assessments
- Establish accessibility standards, including requisites for access to key services, cycling and walking facilities and physical accessibility (taking into account the needs of the physically, sensory and mentally impaired)
- Set appropriate cycle parking standards (quantity and quality) for different land use categories and apply these to all new development
- Make appropriate use of planning obligations to secure the provision of necessary and relevant cycle, walking and public transport facilities within the site and to/from strategic destinations

Policy AS5: Provide and promote sustainable travel information

In addition to ensuring that there is a good range of opportunities available for accessing services, measures will be implemented to make more people fully aware of them, including those with particular needs who may be unable to use conventional means of information provision. People will be provided with the appropriate tools they need to be able to make informed travel decisions. This will be done by:

- Implementing a branded marketing strategy for Smarter Choices.
- Integrating sustainable travel options into marketing and publicity strategies for wider policy areas such as health, education and leisure.
- We will consider the benefits of expanding Real Time Information (RTI) to strategic destinations such as hospitals, shopping centres and large employment sites
- Deliver journey planning kiosks at key locations across the conurbation. In addition to permitting access to transport information they potentially permit access to key council services via the internet for those without access to a home computer.
- Raising awareness of sustainable travel opportunities through personalised travel planning
- Seeking to make use of smart phone technology to improve travel information in particular GPS mapping capabilities
- Make freely available up to date and clear public transport information (including simplified local timetables), particularly at key interchange points
- Encourage the use of alternative formats for information aimed at the visually impaired and learning disabled
- Continue to work with other authorities in the South West to enhance the Traveline public transport information initiative, but seek to reduce costs

Policy AS6: Promote and develop the 'Getting About' website

The Councils will build upon the success of the Getting About website to improve this service further, and

- The addition of interactive maps for Public Rights of Way and Cycle Routes. These will be a progression of the recent interactive bus stop locator / RTI bus information and Roadworks information pages.
- Development to enable a user to plan their (walking) route (including printing maps) and then be able to locate the bus route back to where they started
- Development of Routes to School for pupils and parents to plan journeys
- Integration into all three local authorities own web sites
- Development into a wider sub-region web site

Policy AS7: Integrate accessibility into wider policies and with other agencies

To achieve the vision for accessibility the Councils will ensure that accessibility becomes firmly integrated into policy areas beyond transport and the Local Transport Plan, to ensure all policy areas are working towards a common objective for accessibility. This includes the need to:

- Ensuring accessibility is at the heart of other relevant strategies and plans such as Local Development Frameworks, Healthy Weight Strategies, Active Travel Strategies,

Climate Change Strategies, Sustainable Modes of Travel Strategy, AONB Plans, Rights of Way Improvement Plans, Road Safety Strategies, Air Quality Action Plans, Sustainable Tourism Strategies, Sustainable Community Strategies and Quality Bus Partnership.

- Raise the profile of accessibility through promoting its role in delivering the Local Area Agreements and the Bournemouth, Poole and Dorset Multi-Area Agreement
- Work with neighbouring local authorities such as Hampshire, Wiltshire and Somerset, the South West Strategic Health Authority, and other Government agencies to promote accessibility
- Carry out accessibility analysis studies to inform policy areas and decisions, by demonstrating accessibility impacts

Policy AS8: Investigate and promote alternative means of accessing key services

Where there is no alternative to travel the Councils will promote affordable, sustainable and convenient transport. This will be done by

- Carrying out accessibility audits to determine what public transport, cycling and walking facilities are available and what improvements can be made.
- Enabling and supporting the development of cycle/moped hire schemes for young people wishing to access education or employment, such as Wheels to Work.

DEVON WHEELS TO WORK – BEST PRACTICE EXAMPLE

Devon Wheels 2 Work is a not-for-profit company, based near Okehampton who offers 2 wheel transport to people in rural communities throughout Devon, whose website can be found at <http://www.devonwheels2work.co.uk/index.html>.

They receive funding from Devon County Council and various other organisations and dedicate all profits from commercial activity enabling them to loan motorbikes and scooters at subsidised rates starting from £20 per week.

Over the past 2 years they have helped 320 people successfully travel to education, work or training. The organisation also operates a motorcycle dealership, selling scooters, motorbikes, equipment and accessories, as well as offering servicing, repairs and motorcycle MOTs.

- Enabling and promoting the establishment and use of car clubs
- Promoting car sharing schemes and encourage use of the car sharing website, <http://www.carsharedorset.com>
- Ensuring GP surgeries and hospitals have transport information to hand to be able to give advice to people making appointments. Promote and improve advice and information to patients to make them aware of travel options.
- Encourage development around communities to provide sustainable shops and services

Policy AS9: Promote cycling and walking

We will support people to meet their accessibility needs by encouraging people to walk for journeys less than 2km and to cycle for journeys less than 5km by:

- Targeting walking and cycling improvements for short trips i.e. within urban areas and linking villages;
- Review accessibility audits to determine what public transport, cycling and walking facilities are available and what improvements can be made.
- Implementing walking and cycling routes that link key centres of employment, education and health with nearby residential areas;
- Promoting and facilitating walking and cycling as part of longer distance public transport journeys, particularly for rail journeys from the market towns
- Promoting walking and cycling as free or low cost, affordable transport through Smarter Choices Campaigns (see the Low Carbon Travel Strategy and Cycling Strategy);
- Develop an urban conurbation wide cycling forum for all user groups to discuss targeting forthcoming LTP cycle schemes.
- Support the implementation of the Rights of Way Improvement Plan (ROWIP) and a joint team for the conurbation.
- Supporting low cost access to bicycles by encouraging Dorset employers to implement the Government's Cycle to Work scheme;
- Installing secure cycle parking at trip end destinations;
- Promoting electric bicycles as a solution to people who may lack the physical fitness or are deterred from cycling by Dorset's hilly landscape;

Policy AS10A: Develop workplace travel plans

The development of Workplace Travel Plans will be promoted and supported, particularly with key employers through seeking to:

- Adopt a more focused and structured approach to liaising with employers and reviewing progress of Travel Plans
- Encourage and promote initiatives such as station mini-bus links, particularly for more peripherally located industrial estates
- Work with major employers and employer groups to develop Travel Plans which fully reflect the opportunities for cycling, walking and public transport
- Support the inclusion of car-sharing/pooling schemes
- Promote home-working, flexible working hours and remote working hubs
- Encourage the development of Bicycle User Groups at major employers to act as a point of contact and provider of information and promotion for cyclists in the workplace.
- Encourage participation in employee cycle purchase/loan and public transport season ticket schemes

Policy AS10B: Review and update school travel plans inline with national legislation and local policies

Access to education and training will be improved so that people, young and old, are able to gain the skills that they desire or need by:

- Further work with schools, colleges and universities to deliver accessibility improvements through Travel Plans and Safer Routes to Schools/Work Outside School programmes
- Working closely in delivering accessibility improvements identified through the Sustainable Modes of Travel Strategy, which seeks to increase travel to schools by sustainable modes.

Policy AS11: Maximise funding opportunities

Funding opportunities will be maximised by:

- Prioritised accessibility schemes according to benefits to cost ratio, and therefore demonstrate value for money and compete favourably against other schemes for LTP capital funding.
- Reviewing rural transport needs to establish benefits of reintroducing Dorset's Rural Transport Partnership.
- Seeking to secure additional revenue funding for accessibility initiatives
- Seeking and support applications for external funding opportunities for accessibility improvement schemes and initiatives
- Extending partnership working to deliver accessibility initiatives through, or in collaboration with partners within the local authorities and third parties such as the NHS, the Police, educational establishments, Sustrans and employers.
- Making use of developer contribution funding, where appropriate, to deliver accessibility schemes and support the delivery of the Accessibility Strategy to mitigate effects of development
- Investigate opportunities to bid for government grants for innovative schemes

Policy AS12: Improve access to services for those with mobility impairments & learning difficulties

The councils will seek to improve access to key services by those with mobility and learning impairments by

- Resolving problems encountered by people with learning difficulties. Problems include a lack of easy to use information, building up confidence to use services, overcoming negative perceptions of safety and helping bus companies and drivers to be more aware.
- Encouraging public transport operators (bus, taxi and rail) to attend training regarding needs of people who have learning difficulties. Investigate travel training for using public transport, walking and cycling.
- Develop network of "accessible corridors" into town centres to provide attractive, direct routes for all users including wheelchair and mobility scooter users. This includes provision of dropped kerbs and pedestrian crossings.
- Provide road safety training to owners of mobility scooters
- Work with Parking Services, Police and Police Community Support Officers to ensure accessibility problems caused by inconsiderate pavement parking are overcome.

- Reduce severance by replacing subways with flat signalised crossings wherever possible. Upgrade existing subways with new lighting/drainage/surfacing and ensure DDA compatible.

Partnership Working and Best Practice

Effective delivery of the Accessibility Strategy depends on working with various delivery partners to achieve desired transport outcomes. The table below illustrates some of the key partners and the principal types of partnership working that will be undertaken to ensure that the Accessibility Strategy is a success

Key partner	Example of partnership working
Primary Care Trusts / NHS	Active travel (walking & cycling) initiatives and promotion, investigation of Total Place funding. Joint funding of Community Transport Officer post (Bournemouth, Poole & NHS) Total Place Pilot project
Bus operators	Bus Quality Partnership – improving bus services/provision and procurement
LSP – Bournemouth 2026 Poole LSP	Agreement of transport targets in LAA and assistance from LSP in delivering transport initiatives
Council for Voluntary Services	Improvements to Community Transport
Schools and Young People’s Services (including individual schools)	Consultation on routes to school via school councils and other appropriate media. Review and update of School Travel Plans
Older People’s Services Steering Group	Following a request by the Group, Poole has introduced an additional concession for residents unable to use their bus passes due to disability. Vouchers are now available for use on the Community Transport service
Train Operating Companies / Network Rail	Negotiating enhanced train services and station improvements
SW Tourism & Heritage Coast Team	Developing access to tourism initiatives
Major Employers	Developing work place Travel Plans

Table 12 Key delivery partners

SCHOOL HEALTH TRAVEL CHECK

The school travel health check has been nationally recognised as an example of **best practice**. This is a means to track modal shift over a number of years, to record the distances travelled home-school, to compare carbon emissions year by year and to influence the provision of improvements to routes to school.

The Education & Inspections Act 2006 requires Local Authorities to assess the travel and transport needs of children and young people in the area and to undertake an audit of the routes to and from school. This information is then used to develop and promote a strategy on sustainable transport to facilitate safer, healthier and more sustainable journeys to, and between, schools and other educational institutions.

This strategy aims to reduce car use by encouraging more sustainable modes of travel, promoting the health benefits of physical activity and making the routes and journey to and from school safer for all. All schools are encouraged to prepare or review their unique travel plan. School Census data is used to monitor progress with sustainable school travel;

The measures used to encourage and support alternatives to the car are.

- mapping & assessing the routes used by children & young people (to include engineering/infrastructure statements)
- improved facilities for cyclists, pedestrians and public transport routes identified in any assessment of routes to school
- assisting schools to set up “walking buses”
- providing/promoting public transport use by children and their families for journeys to and from school/college/children’s centre and between centres throughout the whole school day, including recommendations for the behaviour of young travellers.
- expanding and supporting independent travel training for students with special needs
- links to related initiatives (e.g. Healthy Schools, Primary Care Trust work on childhood obesity)
- special long - or short-term walking promotions or events; walking buses/park and walk/the passport to health
- cycle and pedestrian training (including road safety education)
- improvements to/promotion of public transport services
- work on specific programmes for improvements to education delivery and attainment (14-19, extended schools, ...)

Action Plan

Appendix B sets out the Action Plan for delivering the Accessibility Strategy, illustrating short, medium and longer term actions. The Action Plan also demonstrates the contribution to meeting accessibility goals.

6. Monitoring our progress

It is important that we understand how well the strategy is being delivered and whether these initiatives are resulting in the desired outcomes which meet the objectives and overall vision for improved equality of opportunity for all. Whilst the progress in delivering actions from the Action Plan provides some indication as to performance in delivering the strategy, we also need to identify whether this is resulting in improved accessibility, providing real benefit to our community.

Targets have been set for these indicators as a specified desired level of achievement. LTP2 contained indicators and targets that provide a measure of performance against the overall LTP objectives. The core indicators are mandatory set by policy guidance whereas the LTP indicators were devised to report on particular challenges faced within the plan area.

LTP3 Targets

Currently being reviewed

LAA/MAA Targets

The Accessibility Strategy contributes to wider Local Area Agreement (LAA) and Multi Area Agreement (MAA) indicators and targets, see Table 13. The principal LAA/MAA targets for Accessibility are NI 175 and NI177.

		Bournemouth LAA	Poole LAA	Dorset LAA	Multi Area Agreement
National Indicators (direct transport relation)					
NI 167	Congestion – average journey time per mile during the morning peak	✓	✓	✓	✓
NI 175	Access to services and facilities by public transport, walking and cycling	✓		✓	
NI 176	Access to employment by public transport				✓
NI 177	Local bus passenger journeys originating in the authority area			✓	
NI 198	Children travelling to school – mode of travel usually used	✓			
National Indicators (indirect transport relation, included in LAA's)					
NI 110	Young peoples participation in positive activities		✓	✓	
Local LTP3 Indicators					

Table 13 LAA and MAA targets

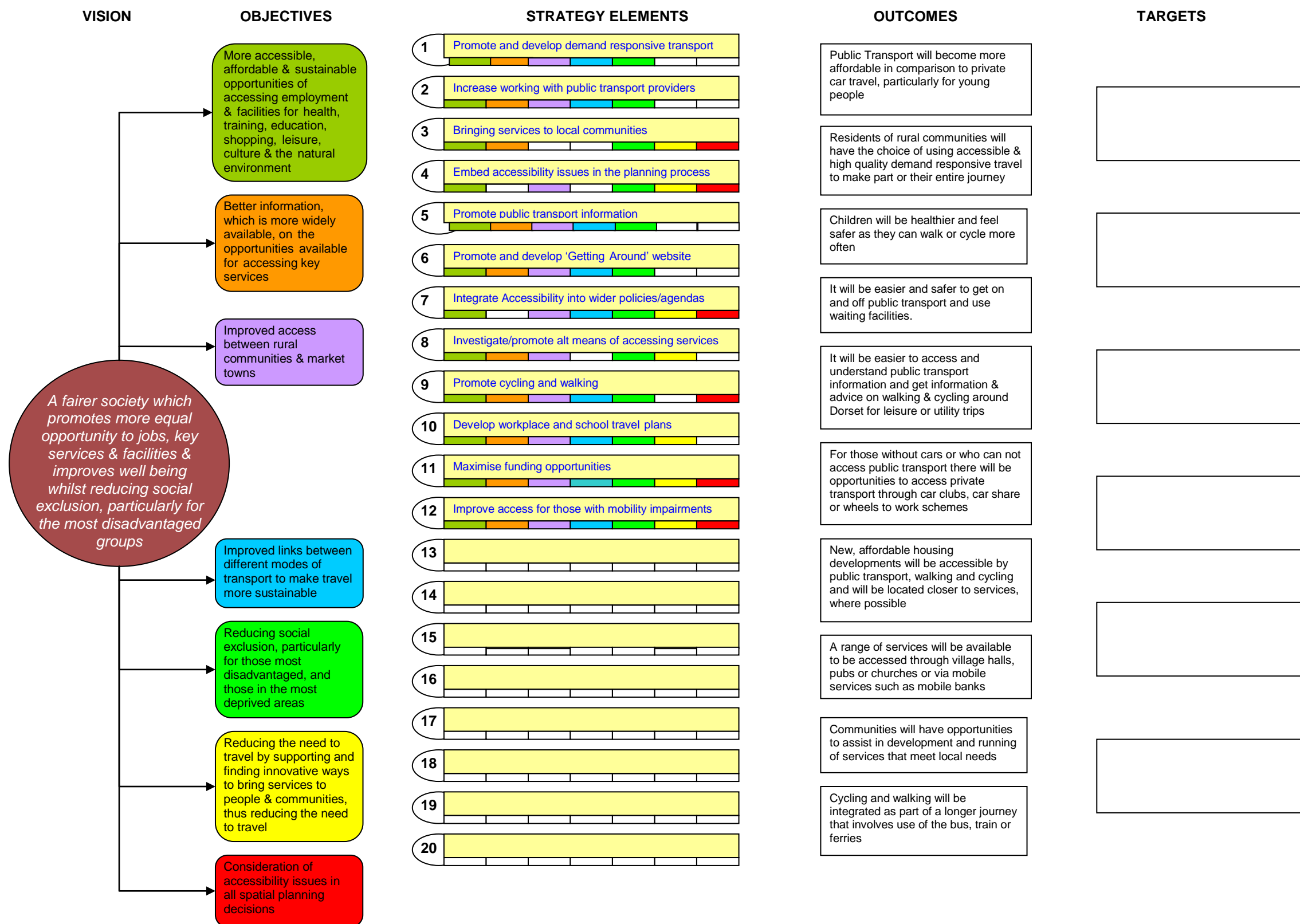
Review of Strategy/Action Plan

It is intended that both the Accessibility Strategy and the Action Plan are 'live' documents and will be periodically reviewed and updated, if necessary.

A part of the Accessibility Strategy is to investigate improvements to the monitoring procedures this will include investigating further the accessibility of key services by the particular groups identified above. Accession mapping will be regularly carried out to ascertain whether accessibility has improved.

The Accessibility Strategy will be comprehensively reviewed at the end of the LTP3 period, but intermittent assessments will be undertaken throughout the plan period to ensure that it remains up to date and incorporates the latest relevant changes in legislation and policy.

**APPENDIX A
CAUSAL CHAIN**



**APPENDIX B
ACTION PLAN**

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
1. Promote and develop demand responsive transport	Action S-1 Investigate provision of a 'Wheels2work' scheme	BBC BoP DCC	LTP, Charities, income	Young people, rural residents	Employment, education and training
	Action S-2 Integrate the provision of community transport across all 3 authorities	BBC BoP DCC NHS Community Transport Providers	LTP, NHS, S106	Older People, rural residents, people with disabilities	Healthcare, retail centres, food shops, leisure, cultural & social networks
	Action S-3 Extend reach of Community Transport provision, including taxi share	BBC BoP DCC NHS Voluntary Groups, Community Transport Providers, Taxi Companies, Bus Companies	LTP, NHS, S106	Older People, rural residents, people with disabilities	Healthcare, retail centres, food shops, leisure, cultural & social networks
	Action M-4 Promote sharing of transport resources between employers	BCC, BoP, DCC, employers	LTP Businesses	Young people, rural residents, residents in urban areas of MD, low income households	Employment
2. Increase working with public transport providers	Action S-5 Implement Getting About Card in SED	BBC BoP Bus Operators	LTP Bus companies	Low income households (as long as cost is not too high), residents of urban areas of MD	Employment, education, training, retail, food shops, cultural & social networks, leisure
	Action S-6 Develop the SED Quality Bus & Punctuality Imp Partnership, target LTP funds to deliver priority schemes	BBC BoP Bus Operators	LTP Bus companies	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Employment, education, training, healthcare, retail, food shops, cultural & social networks, leisure
	Action S-8 Review bus and train fares for young people	BBC BoP Bus Operators, Train Operators	LTP & revenue budget	Young people	Employment, education, training, healthcare, retail, food shops, cultural & social networks, leisure
	Action S-9 Carry out Accession planning to optimise bus routes	BBC, BoP, DCC, bus companies	LTP & revenue budget	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-10 Work with train operators to ensure cycles are permitted on local trains	BBC, BoP, DCC, TOC's	LTP & rail companies	Rural residents, Young people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
	Action M-11 Develop strategy for rollout of smartcards	BCC BoP DCC Bus Operators	LTP Bus companies	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-12 Carry out programme of improvements of access to stations	BBC, DCC, BoP	LTP	People with a disability, elderly people, rural residents	Public transport
	Action M-13 Develop quick and direct bus services to main employment centres	BBC BoP DCC Bus Operators	LTP bus companies	Rural residents, residents of urban areas of multiple deprivation, Ferndown Industrial Estate & Bournemouth Airport employees	Employment
	Action M-14 Review bus concessions for children for school time travel	BBC, BoP, DCC, Bus Operators	LTP bus companies	Young people, low income households	Education
	Action M-15 Investigate feasibility of establishing cycle hire schemes at rail stations	BBC, BoP, DCC, Network Rail	LTP, Rail companies, S106	Young people, Rural residents, residents of urban areas of MD, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action L-17 Work with bus and ferry operators to investigate feasibility of carrying cycles	BBC, BoP, DCC, Bus Operators	Bus companies	Young people, rural residents, low income households, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action L-18 Provide a principal network of high quality Bus Showcase Corridors	BBC, BoP, DCC, Bus Operators	LTP Bus companies	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action L-19 Develop a set of minimum standards for bus stops, bus stations and interchanges	BBC, BoP, DCC, Bus Operators	LTP, Bus companies	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action L-20 Improve facilities at rail stations including provision of secure cycle parking, storage lockers and ramps.	BBC BoP DCC Station Operators	LTP Rail Companies	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
3. Bringing services to local communities	Action S-21 Instigate and support concept of Community Travel Exchange centres and Pub is The Hub schemes	DCC, local businesses, central government	LTP, Govt grants, EDDC, WDDC, NDDC, local businesses	Rural residents, elderly people, people with disabilities, young people, low income households	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-22 Encourage Government Agencies not to centralise but to comply with Localism agenda	BBC BoP DCC GOSW DfT NHS SHA	LTP & revenue budgets	Rural residents, elderly people, people with disabilities, young people, low income households, residents of urban areas of MD	Healthcare, education, training, leisure
	Action M-23 Encourage outsourcing of hospital appointments to local community facilities	BBC BoP DCC NHS SHA	LTP NHS	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Healthcare
	Action M-34 Deliver journey planning kiosks across SED	BBC BoP	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action L-25 Encourage connection of households to Broadband Services	BBC BoP DCC		Rural residents, Elderly People, Young People	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
4. Embed accessibility issues in the planning process	Action S-26 Identify gaps in local service provision and promote development of services within LDF	BBC BoP DCC	LTP & revenue budgets, LDF	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-27 Safeguard potential cycle and walking routes from future development	BBC BoP DCC	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-28 Work with developers to secure layouts of new development that encourage accessibility	BBC BoP DCC, developers	LTP & revenue budgets, developers	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
	Action S-29 Make use of planning obligations to secure provision of cycle, walking & public transport facilities within site & to/from strategic destinations.	BBC BoP DCC, developers	LTP S106	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-30 Ensure developments take proper account of access to services & provide new services as necessary	BCC, BoP, DCC	LTP LDF	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-31 Set cycle parking standards for different land use categories & apply to new developments	BCC, BoP, DCC	LTP LDF	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people,	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action L-32 Ask for full accessibility audits as part of Transport Assessments	BBC BoP DCC Developers	Developers	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
5. Promote public transport information	Action S-33 Work with other authorities to enhance Traveline but seek to reduce costs	BBC BoP DCC Traveline	LTP & revenue budgets	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-34 Make freely available up to date public transport information	BBC, BoP, DCC, bus companies, network rail, TOC	LTP, bus & rail companies	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-35 Consider expanding Real Time Information (RTI) to strategic destinations	BBC BoP DCC	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure

Bournemouth, Poole and Dorset LTP3
Accessibility Strategy

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
	Action S-36 Encourage use of alternative formats aimed at visually impaired & learning disabled	BBC, BoP, DCC, bus companies, network rail, TOC	Public transport operators, charities	Elderly people, people with a disability	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-37 Review bus route maps	BCC, BoP, DCC, bus companies	LTP Bus companies	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-38 Include public transport as part of wide branded marketing strategy for Smarter Choices	BCC, BoP, DCC	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-39 Integrate public transport into publicity & marketing strategies for health, education & leisure	BCC, BoP, DCC, NHS, bus companies, network rail, TOC	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, healthcare, leisure
	Action L-40 Raise awareness of public transport through personalised travel planning	BCC, BoP, DCC	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
6. Promote and develop 'Getting About' website	Action S-41 Interactive maps for RoW & cycle routes.	BBC BoP DCC	LTP	Young people, low income households, residents of urban areas of MD	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-42 Development of Routes to Schools journey planning	BBC BoP DCC	LTP Schools	Young people, low income households, residents of urban areas of MD	Education, employment
	Action S-43 Integration into all 3 authorities web sites, and development into a sub-region website	BBC BoP DCC	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure

Bournemouth, Poole and Dorset LTP3
Accessibility Strategy

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
	Action S-44 Planning of walking routes and related public transport information	BBC BoP DCC Traveline	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
7. Integrate accessibility into wider policies and with other agencies	Action S45 Ensure accessibility is included in all relevant strategies and plans	BBC BoP DCC, NHS, AONB, Bus companies, employers, SHA	LTP & revenue budgets	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-46 Promote accessibility role in delivering LAA, MAA and LEP	BBC BoP DCC	LTP & revenue budgets	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-47 Carry out Accession runs to identify accessibility issues	BBC BoP DCC	LTP & revenue budgets	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
8. Investigate and promote alternative means of accessing key services	Action S-48 Study to identify gaps in bus services to key services, using Accession	BBC, BoP, DCC	LTP & revenue budgets	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-49 Carry out accessibility audit to determine what public transport, walking & cycling facilities available and what improvements can be made	BBC, BoP, DCC	LTP & revenue budgets	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-50 Promote the use of car sharing website	BBC, BoP, DCC	LTP	Rural residents, young people, residents of urban areas of MD, low income households, Ferndown Industrial Estate & Bmth Airport employees	Education, employment, training

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
	Action S-51 Ensure GP surgeries & hospitals have transport info to give advice and make patients aware of travel options	BBC, BoP, DCC, NHSs	NHS, LTP, Bus and rail companies	Rural residents, young people, older people, people with a disability residents of urban areas of MD, low income households	Healthcare
	Action M-52 Support development of cycle and scooter loan initiatives	BCC, BoP, DCC, Charities, District Councils, Connexions, Jobcentre plus	LTP Charities	Young people, low income households	Education, employment, training
	Action M-53 Support development of distance learning diplomas, 14–19 yr olds	BCC, BoP, DCC	LTP	Young people, rural residents	Education, training
	Action M-54 Promote the establishment and use of car clubs	BCC, BoP, DCC	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action L-55 Target cycle access to stations in market towns to encourage longer distance journeys	BCC, BoP, DCC	LTP, rail companies	Rural residents, low income households, young people	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
9. Promote cycling and walking	Action S-56 Review cycle and walking routes to key services locations	BBC, BoP, DCC	LTP	Rural residents, young people, residents of urban areas of MD, low income households, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-57 Promote walking & cycling through Smarter Choices campaigns	BBC, BoP, DCC	LTP	Rural residents, young people, residents of urban areas of MD, low income households, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-58 Develop urban conurbation wide cycling forum	BBC, BoP, DCC	LTP & revenue budgets	Rural residents, young people, residents of urban areas of MD, low income households, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-59 Support ROWIP & joint RoW team for SED	BBC BoP	LTP & revenue budgets	Rural residents, young people, residents of urban areas of MD, low income households, Ferndown Industrial Estate & Bmth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
	Action S-60 Support low cost access to bicycles by encouraging employers to take part in Cycle to Work schemes	BBC, BoP, DCC Employers	LTP & revenue budgets	Young people, low income households, residents in urban areas of MD	Education, employment, training
	Action S-61 Undertake street audits	BBC, BoP, DCC	LTP, charities	People with a disability, elderly people	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S, M & L-62 Implement various cycling schemes	BBC	LTP & Developer Contributions	Young people, residents in urban areas of MD, low income households	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-63 Identify key footway routes & produce easy to read maps and load onto website	BCC, BoP, DCC	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-64 Promote & facilitate walking & cycling as part of longer distance public transport journeys	BBC, BoP, DCC	LTP, charities	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & B'mth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-65 Install secure cycle parking at trip end destinations	BBC, BoP, DCC, Network Rail, Bus operators	LTP Rail & bus companies, charities	Young people, rural residents, low income households, residents in urban areas of MD	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-66 Promote electric bicycles	BBC, BoP, DCC	LTP	Young people, rural residents, low income households, residents in urban areas of multiple deprivation	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
10. Develop workplace and school travel plans	Action S-67 Support inclusion of car sharing/pooling schemes	BBC BoP DCC, employers	LTP	Rural residents, young people, residents of urban areas of MD, low income households, Ferndown Industrial Estate & Bmth Airport employees	Education, employment, training
	Action S-68 Work with educational establishments to deliver accessibility improvements through Sustainable Modes of Travel, Safer Routes to school and works outside schools programme	BBC BoP DCC Schools, Colleges, University	LTP Schools	Young people, low income households, residents of urban areas of MD	Education, employment, training

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
	Action S-70 Develop travel plans for key employers and education establishments	BBC BoP DCC, employers	LTP	Rural residents, young people, residents of urban areas of MD, low income households, Ferndown Industrial Estate & Bmth Airport employees	Education, employment, training
	Action S-71 Each authority implement a work place travel plan in accordance with the LTP	BBC, BoP, DCC	LTP & revenue budgets	Rural residents, young people, residents of urban areas of MD, low income households,	Education, employment, training
	Action M-72 Encourage development of bicycle user groups at major employers	BBC BoP DCC Employers		Young people, rural residents, low income households, residents in urban areas of MD	Employment
	Action M-73 Encourage participation in employee cycle purchase & loan schemes	BBC BoP DCC Employers		Young people, rural residents, low income households, residents in urban areas of MD	Employment
	Action S, M & L-74 Implement various schemes in Bournemouth, Dorset and Poole	BBC	LTP & Developer Contributions	Young people, residents in urban areas of MD, low income households	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action L-75 Encourage & promote initiatives such as station minibus links to major employment centres	BBC BoP DCC Employers	Businesses	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training
	Action L -76 Promote home working, flexible working hours and remote working hubs	BBC BoP DCC Employers	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bmth Airport employees	Education, employment, training
11. Maximise funding opportunities	Action S, M & L-77 Prioritise schemes to demonstrate value for money	BBC BoP DCC	LTP	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bmth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure

Bournemouth, Poole and Dorset LTP3
Accessibility Strategy

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
	Action S, M & L-78 Seek to secure additional revenue funding	BBC BoP DCC	Revenue	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S, M & L-79 Investigate opportunities to bid for government grants	BBC BoP DCC	LTP & revenue budget	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S,M & L-80 Make use of developer contribution funding	BBC BoP DCC	S106, S278 & CIL	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S, M & L-81 Seek and support applications for external funding	BBC BoP DCC, NHS, Police, Employers, Schools, Central Govt, Charities (Sustrans), Lottery	LTP & revenue budget	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S, M & L-82 Extend partnership working to deliver schemes/initiatives	BBC BoP DCC, NHS, Police, Employers, Schools	LTP & revenue budget	Low income households, rural residents, people with a disability, residents of urban areas of MD, Young people, elderly people, Ferndown Industrial Estate & Bournemouth Airport employees	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
12 Improve access to services for those with mobility impairments & learning difficulties	Action S-83 Support introduction of shop mobility scheme in Bournemouth	BBC	LTP	People with a disability. Elderly people	Retail, food shops, leisure, social & cultural networks
	Action S-84 Encourage and support awareness training for bus and taxi drivers and rail employees	BBC BoP DCC Bus Companies, Network rail, TOC's, Taxi firms		People with a disability. Elderly people	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action S-85 Work with parking services to overcome problem areas	BBC BoP DCC		People with a disability. Elderly people	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure

Bournemouth, Poole and Dorset LTP3
Accessibility Strategy

Strategy Measure	Action required short = <3yrs medium = 3-6yrs long = >6yrs	Organisation/ persons responsible (including partnerships)	Funding	Groups helped	Improved access to
	Action M-86 Investigate travel training	BBC BoP DCC, Mobility Charities	LTP & revenue budgets	People with a disability, elderly people	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action M-87 Provide road safety training for mobility scooter users	BBC BoP DCC	LTP & revenue budgets	People with a disability, elderly people	Retail, food shops, social & cultural networks
	Action L-88 Improve security, comfort & facilities for physical, sensory & mentally impaired at public transport interchanges	BBC BoP DCC Bus operators, rail station operators	LTP bus & rail companies	People with a disability, elderly people	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action L-89 Develop network of accessible corridors	BBC BoP DCC	LTP	People with a disability, elderly people	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure
	Action L-90 Replace subways with at grade crossings	BBC BoP DCC	LTP	People with a disability, elderly people	Education, employment, training, healthcare, food shops, retail, social & cultural networks, leisure

APPENDIX C - LTP2 TARGETS

SOUTH EAST DORSET TARGETS AND INDICATORS							
Indicator No	INDICATOR	TYPE	BASE YEAR	Target YEAR	2008/09 Target	2008/09 Actual	On Target
Core 7	Bus Patronage - 5% increase in passenger journeys by 2010. 12% including concessionary fares	MANDATORY NI 177 (BVPI 102)	15,044,000 in 03/04	15,796,000 by 2010/11	15,581,000	25,814,000	
Core 8	Bus satisfaction - 75% of respondents to user satisfaction survey, satisfied by 2010	MANDATORY BVPI 104	54% in 2003/04	75% by 2009/10	72%	Surveys in 2009	
LTP 1	Percentage of households within 30 minutes of a hospital by public transport	MANDATORY LTP 1	70% in 2004/05	73% in 2010/11	72%	81%	
LTP 1a	Percentage of households without access to a car within 30 minutes of a hospital by public transport	MANDATORY LTP 1	80% in 2004/5	83% in 2010/11	82%	88%	
LTP3	Changes in number of cycle trips by 10% from a index of 100 (6,500 trips) in 03/4 to 110 (7,150 trips) in 10/11	MANDATORY LTP 3	100 (6,214) in 2003/04	110 (6,835) in 2010/11	107.1	100	
LTP4	No increase in the proportion of pupils travelling to school by car (excluding car share)	MANDATORY LTP 4	33.7% in 2006/7	33.7% in 2010/11	33.7%	34.82%	
LTP5	Bus punctuality indicator, 90% of scheduled services 1 min early to 5 mins late (or excess waiting times for frequent services) by 2011.	MANDATORY LTP 5	83% 2005/6	90% in 2010/11	87.2%	92.13%	
LTP5a	Bus punctuality indicator, 90% of scheduled services at intermediate timing points, 1 min early to 5 mins late (or excess waiting times for frequent services) by 2011.	MANDATORY LTP 5	78% 2005/6	90% in 2010/11	85.2%	81.07%	
LTP5b	Bus punctuality indicator, 75% of scheduled services at non timing points, 1 min early to 5 mins late (or excess waiting times for frequent services) by 2011.	MANDATORY LTP 5	57% 2005/6	75% in 2010/11	67.8%	80.72%	
LTP5c	Bus punctuality indicator -Average excess waiting time.	MANDATORY LTP 5	2.20 mins in 2005/6	1.30 in 2010/11	1.66 mins	1.20 mins	
Local 2	Ease of use of public transport(all people)	LOCAL INDICATOR	65% in 2005/6	70% in 2010/11	68%	62%	
Local 3	Ease of use of public transport(people with disabilities)	LOCAL INDICATOR	50% in 2005/6	60% in 2010/11	56%	52%	
Local 4	Increase the number of journeys taken on community transport schemes	LOCAL INDICATOR	12,000 in 2003/04	24,500 in 2010/11	22,500	26,060	
Local 5	Satisfaction with local Public Transport Information BVPI 103	LOCAL INDICATOR	48.5% in 2003/4	58.5% in 2010/11	57%	No data report every 3 years	
Local 6	Proportion of workforce covered by travel plans. Baseline= 20,000 out of 75,100 Target=26,000,35% of Total workforce.	LOCAL INDICATOR	28,000 in 2003/04	39,000 in 2010/11	35,857	34,289	
Local 8a	Traveline Data: All timing points 100% complete and accurate	LOCAL INDICATOR	100% in 2003/04	100% in 2010/11	100%	100%	
Local 8b	Traveline Data : All stop information complete and accurate	LOCAL INDICATOR	97% in 2003/04	99% in 2010/11	99.8%	99.8%	
Local 8c	Traveline Data	LOCAL INDICATOR	57% in 2003/04	90% in 2010/11	76.8%	95%	

DORSET TARGETS AND INDICATORS							
Indicator No	INDICATOR	TYPE	BASE YEAR	Target YEAR	2008/09 Target	2008/09 Actual	On Target
1	Number of passenger journeys made annually on local buses, 15% increase including 5% extra for concessionary fares	MANDATORY NI177 (BVPI 102)	11.22 million in 2004/05	2010/11		12.2 million	
2	Satisfaction with local bus services, 5% increase	MANDATORY (BVPI 104)	45% in 2004/05	51% in 2010/11		53%	
3	Number of passenger journeys on community and demand responsive services, 15% increase per year, total growth of 131% (282% stretched target)	MANDATORY LTP1	49,565 in 04/05	64,930 in 10/11	59,808	270,082	
			60,412 in 05/06	170,362 in 08/09*	170,362*		
4	% of rural households with access to community or demand responsive bus service at least 1 day per week		80% in 2005/06	90% in 2010		97.31%	
5	Bus punctuality, 10% improvement on scheduled services 1 min early to 5 mins late	MANDATORY LTP5 (NI178)	75.3% in 2007/08	82.8% in 2010/11		69%	
6	Number of cycle trips converted to annualised index, 20% growth	MANDATORY LTP3	100 in 2004	120 in 2010		110.33	
7	The number of households within 30 mins of a GP surgery by public transport	MANDATORY NI 175	93.3% in 2005	93.3% in 05		95.97%	
				100% in 10/11			
8	Traveline data completeness and accuracy measurement to timing point level	LOCAL INDICATOR	100% in 05/06	99% in 10/11		100%	
9	Traveline data completeness & accuracy measurement to all stop level	LOCAL INDICATOR	96.6% in 05/06	99% in 10/11		100%	
10	Verified Traveline data	LOCAL INDICATOR	47.5% in 05/06	90% in 10/11		90.2%	
11	% of pedestrian crossings with facilities for the disabled	LOCAL INDICATOR	100% in 07/08	100% in 10/11		100%	

Table C1 - Progress of LTP2 targets

APPENDIX D DORSET TO YOU

Dorset County Council has commissioned Buro Happold to deliver a transport strategy for rural West and North Dorset. One of the ideas is 'Dorset to you' whereby inbound services are brought to a specific point in the community (village hall, car park etc) and outbound services are collected.

A discussion paper:

Just an idea.....

It needs only somewhere to park so that you can meet up with others and share one car (or MPV, or minibus) to all get into town on market day (or to the supermarket).....or perhaps the surgery in the next village...for a day trip to the coast.....to a show...or even on occasions just to work...and save quite a lot in terms of fuel costs, parking charges and quite probably your own energy by perhaps not being the driver that day.....

It might even be possible that the onward journey from that place you leave your car could be done by bus, train and even (in the future) by boat...

We all need "comfort" breaks on journeys and it would be helpful if the meeting place where we started our shared journey had toilets ...it would be even better if we had ways of checking the times of buses – or could ring a taxi perhaps from the place we parked and changed.

Maybe we would rather not use our own car on a share basis ...so it would be rather good if we could all park, meet and then take a car that was ready and waiting for our use – a Parish Car or Village Car perhaps

It would be really good if we could pick up that internet delivery – or locally produced veg' box as well when we get back.... perhaps even a Royal Mail delivery that was too big for our letter box but would otherwise mean a special trip to Yeovil or Poole (or somewhere similar) to collect it from the parcel depot...

Even better – particularly in the winter - if we could also have a bite of good Dorset food to eat before heading back home...



Buro Happold have, as part of their current Transport Study work for Dorset County Council and its Local Planning Authority partners East Dorset District Council, North Dorset District Council and West Dorset District Council, written a first draft of a discussion document that, perhaps in rather technical terms, discusses such possibilities under the title "Community Travel Exchange Centres"



This idea would not need massive amounts of cost to start...many village halls have car parks that lay empty much of the day and village halls themselves generally have toilet facilities and are serviced with telephone/ internet connection.

An even more traditional opportunity is there with the numerous Inn's that sit alongside many of Dorset's roads. They too have car parks underused much of the time ...and provide very welcoming facilities for a start or finish of a journey....we are seeing a renaissance of traditional breakfasts - good for the traveller, good for local trade and good for local producers...

There are even a few special places that could - with the local communities taking things back into local control - provide ideal exchange hubs. An ideal candidate being an unused but very adaptable and suitable buildings right on the platform of a main rail line. This could easily be a wonderful new focus of an exciting new community venture

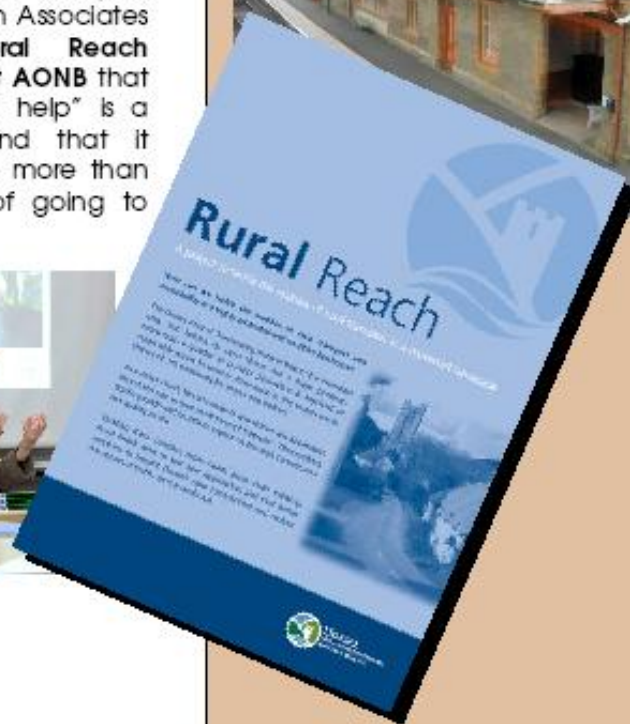


It has been clear from feedback during the consultations on both the Dorset AONB and Cranborne Chase & West Wiltshire Downs AONB Management Plan Reviews that there is local need and demand for a range of park and share or park and catch locations right across the rural landscape areas of Dorset.

Interestingly there has been evidence that similar opportunities and potentials exist also along the whole length of the Jurassic Coast....not just for visitor and local recreational journeys but also for functional everyday living travel. Excitingly the potential on the coast includes the possibility of using such a park and change in the long term future to catch sea borne transport connections.



These ideas are all at a very early stage of discussion but it would seem from research done so far through Buro Happold's transport study work and Addison Associates research project **Rural Reach** commissioned by **Dorset AONB** that community based "self help" is a realistic possibility ...and that it could lead to so much more than just sharing the cost of going to market.....





This "Ideas" /discussion paper **does not** represent a formal or informal view, policy stance, or implementation proposal of Dorset County Council or any of its partners.

It is purely a discussion paper intended to catalyse thoughts, add contributory input into and support for the ongoing exploration of potential transport opportunities and support for communities across rural Dorset..

Issue v.2 23rd October 2009

a discussion paper.....

Stephen Paul Hardy I.Eng FHIE MRTPI MICE MIHT

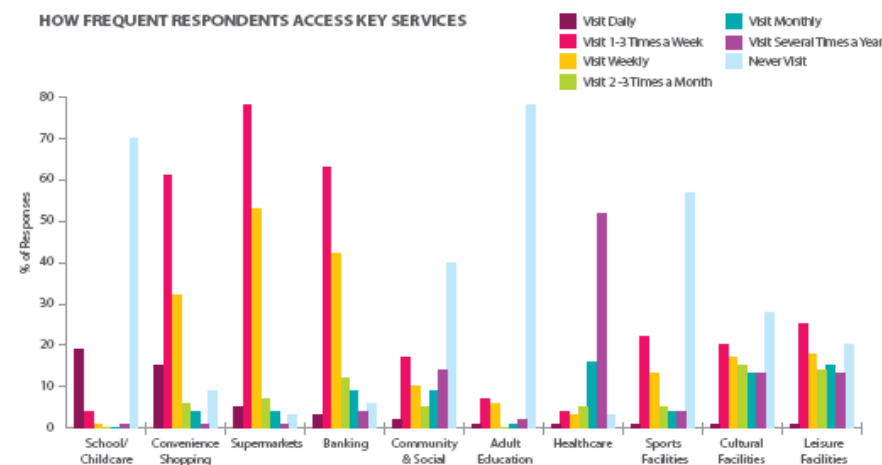


Principal Planner - Transport Planning (LDF)



Community Travel Exchange Centres
Rural Sustainability

Figure 2



1. Introduction

Buro Happold is currently developing a Transport Strategy (STAT) for North and West Dorset on behalf of Dorset County Council (DCC). A number of conceptual transport schemes are being developed as part of the Strategy, this Note outlines a concept called "Dorset to You" (illustrated in Figure 1). Dorset to You aims to reduce the need to travel and distance travelled (vehicle kilometres) in rural areas by providing key services and collective transport opportunities locally.

The concept looks to reinforce traditional village centres by reinstating services which were traditionally provided locally and providing better access to non-local services. The services would be provided at, or accessed from, a single location known as a community travel 'Exchange'. The Exchange could be located in or associated with a village hall, parish office or church. Ideally, the Exchange should be:

- Centrally located within the community.
- Good access to the public rights of way (PROW) network, cycle network and the highway network.
- Able to accommodate car and cycle parking.
- Accommodate large vehicles either to lay over (e.g. mobile library) or unload.

The concept of travel consolidation stems from an initiative in freight management called Freight Consolidation Centres (FCC). FCC aim to reduce the number of delivery vehicles entering an urban area by providing a single point on the edge of the town. The advantage being that some vehicles may only have a single relatively small delivery item. A successful scheme in Bristol experienced a reduction of 13 vehicle trips to a single trip, by a larger vehicle.

5. Summary and Next Steps

This Note outlines the concept of 'Dorset to You' where key services and transport opportunities are consolidated in community travel 'Exchanges' within local communities. This provides a co-ordinated provision to reduce both the need to travel by residents and overall distance travelled by those vehicles associated with the community service provision.

To develop this concept further it is recommended to consider one or more case studies. The case study would best be informed by resident travel diaries and focus groups identifying what services would be most appropriately delivered locally.

The following actions have been identified to develop the concept:

- Define the baseline, what policies and measures already operate?
- Identify Stakeholders/interested parties
- Identify a suitable Case Study Village and Property
- Record the existing travel demand for the case study households
- Identify potential services to be provided
- Quantify potential travel saving
- Identify improvements to the local transport network
- Identify funding streams and partners

This concept has been developed as part of the West Dorset District Council and North Dorset District Council Transport Studies Buro Happold are doing on behalf of Dorset County Council.

Buro Happold - william.hoare@burohappold.com
Dorset County Council - sp.hardy@dorsetcc.gov.uk

In line with current local transport policy the Exchange would provide:

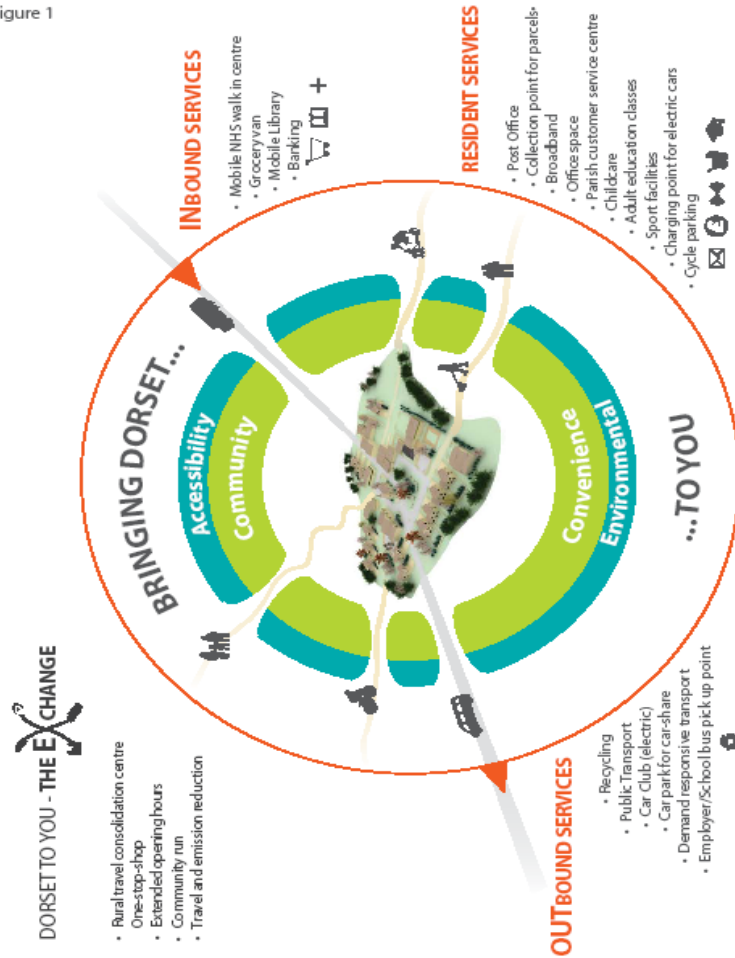
- Support for rural communities by enabling better connections between neighbourhoods and better access opportunity
- enhance social inclusion by enabling all people to connect with employment opportunities, key services, social networks and goods through improving accessibility, availability, affordability and acceptability

The objectives of the Exchange are to:

- Improve rural **accessibility**
- Strengthen the **community**
- Provide services in a **convenient** location and at convenient times
- Reduce the need to travel by private car and overall distance travelled by vehicles, reducing the impact of travel on the **environment**

A consultation completed by DCC on the use of the PROW network in the Blackmore Vale (2004) surveyed residents to find out how often they accessed key services. A snap shot of the results are shown in Figure 2 on the back page.

Figure 1



Most of the key services could be delivered locally or accessed by the transport opportunities already on offer, such as Door to Dorset. Alternatively, some of the key services could be provided in a local community at the Exchange. The Exchange would offer services by three means:

- Inbound Exchange 'bringing the service to the community' would include mobile health clinics, education and food retail services visiting communities.
- Outbound Exchange 'enabling the community to travel to services' provide a central location for community car-share schemes, school and employer bus pick up or a community car club.
- Resident Exchange 'providing services locally' could include crèche facilities, broadband access and office facilities.

2. Inbound Exchange

Inbound services transport key services into the community, for example, a mobile banking service. Inbound Exchange services, rather than having a traditional high street shop location, will rotate around a number of communities throughout the day/ evening. The Exchange will provide a parking space for the mobile services to layover or park up and decant into a nearby building (Village Hall for example).

Inbound Services might include:

- Mobile NHS walk centre/General Practitioner.
- Mobile library (currently operated by DCQ).
- Supermarket grocery van (currently operated by all major supermarkets).
- Mobile banking (currently operated by Natwest).

3. Outbound Exchange

Outbound Exchange provides the community with access to a number transport options to access external services. These are vital connections between rural communities and the rest of the County.

Outbound services could include:

- A regular stop by the Door to Dorset the demand responsive bus services already provided.
- A Car Club space for a community car club.
- Pick-up point for car-share, employer/school bus.
- Recycling centre.

A car club provides its members (membership can be free) with quick and easy access to a car for short term hire. Members can make use of car club vehicles as and when they need them. This means that people do not have to buy a car or pay the associated up-front costs but still have access to one for essential journeys.

4. Resident Services

Traditionally village centres have been focused around a Post Office or village shop but in recent years these have begun to dwindle and in some case are no longer economically viable. An Exchange has a different focus and is not necessarily for profit. It is about reducing the need to travel by private car. Having a number of services provided at the same point can be self-sustaining. It cuts out the fixed overheads associated with renting permanent premises and offers services more flexibly making the provision of key services in rural communities more viable.

- Office services (printing, admin, meeting rooms) are provided locally working from home becomes cheaper, more feasible and more likely.
- Collection point for parcels. A product of the of internet shopping has been the increasing frequency of large parcels being delivered and all too often they are too large for letter boxes and are returned to local sorting offices. This is inconvenient and not cost efficient. Not only does the delivery van have a wasted journey but the recipient has to go to a remote location to retrieve the parcel.
- Parish customer services centre. The focal point for the Exchange may be the parish office and the parish would be seen as key in managing the facility. As a result of this being the focal point of the centre it would inadvertently encourage more participation by the community in local politics and build valuable social capital and relationship in the community.
- Childcare is always difficult and expensive for people living in rural areas and potentially a significant contributor to extra miles on a journey to work.

APPENDIX E PUB IS THE HUB

Pub is the Hub encourages rural pub owners, licensees, and their local communities to work together to support, retain and locate local services where possible within the pub whilst often improving the viability of the business itself. Pub is the Hub assists with guidance on the availability of local and regional project funding, and having a thorough understanding of the pub business, is able to advise on the best way to progress with each individual project. Figure E1 illustrates the range of services that the pub can offer

Pub is the Hub works across England and Wales on projects ranging from providing local shops to encouraging the local sourcing of products, accommodating Post Office services, providing local school meals, IT training or community centres. Pub is the Hub has formed a number of successful partnerships, working closely with several regional development agencies, county and district councils, rural community councils and rural partnerships, and has developed a solid track record of rural project development and delivery, assisting the public and private sector to invest funds effectively.

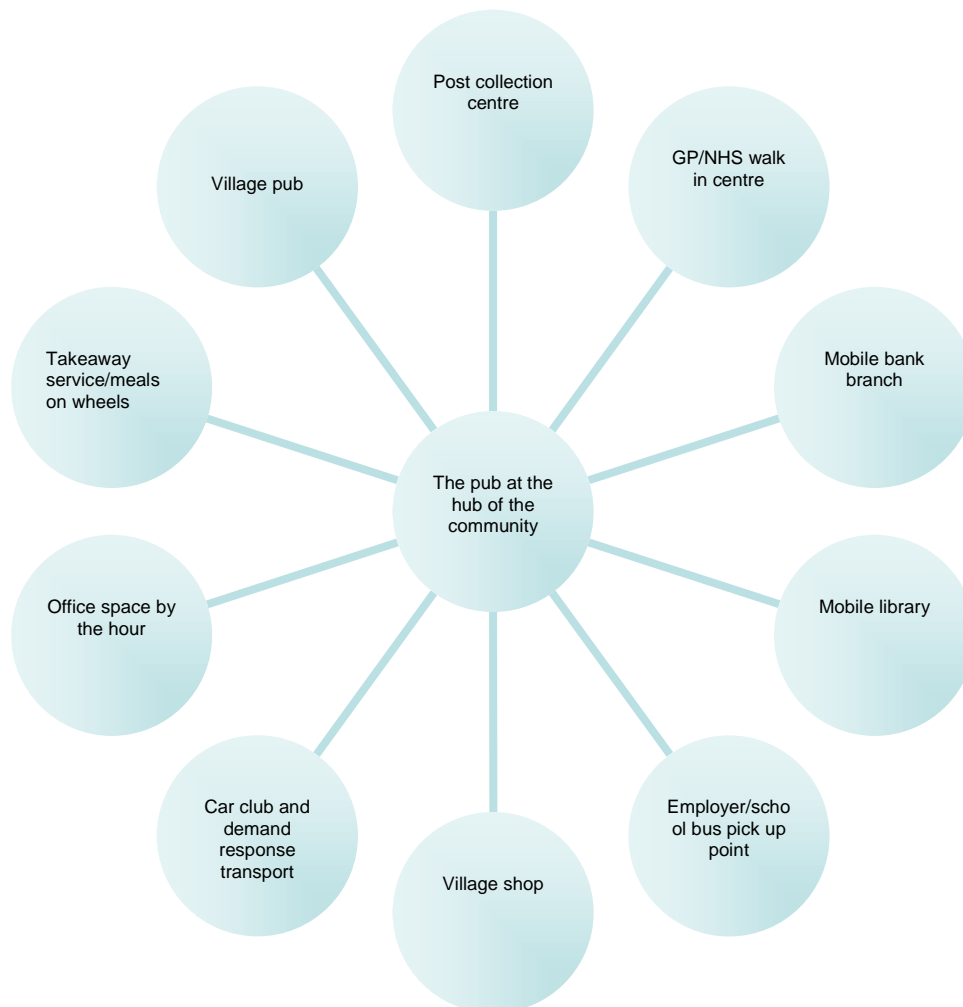


Figure E1 The pub at the heart of the community

Further details of this initiative can be found at <http://www.pubisthehub.org.uk/>

APPENDIX F SCHOOL TRAVEL HEALTH CHECK LETTER

Dear Headteacher

As part of our statutory duty to encourage sustainable travel to school, we have produced a “**School Travel Health Check (STHC)**” pack for each LEA school in Bournemouth. Based on spatial analysis of your school census mode of travel data collected in January 2009 (the latest available to us). The **STHC** consists of this letter, a report summarising the key analysis data for your school, 2 “postcode maps” and a summary results table for the whole authority. The aim is to show:-

- **How your pupils currently travel to school, and from where**
- **The impact this has on your pupils and the environment**
- **How your school compares to all the other schools in the authority**
- **Some questions and thoughts to encourage debate within your school community around the issues of healthy and sustainable travel to it and help you set targets for change**

The analysis was undertaken on our behalf by Knowledge Mappers Ltd. (an explanation of the calculations is given in section 8 of the attached STHC report). They have been carrying out identical “School Travel Health Checks” for other authorities in the South West region as well as elsewhere for some time now, which allows us to directly compare our school travel figures with other LEAs in the UK. The School Travel Health Check has been cited as an example of best practice by the Sustainable Development Commission in their “Towards a Schools Carbon Management Plan” report, published jointly with DCSF in June 2009.

To give you a start on setting targets to reduce the impact of the journey to and from your school we have compared the amount of CO₂ produced per pupil when travelling to your school against the authority average. This gives you an overall School Travel Health Check rating of either **Red**, **Amber** or **Green**.

The Rating for your School is **RED**

If your score is Red or Amber: Don't despair! We understand that the location or nature of your school may be a major factor in determining how your pupils travel to it on a routine basis. However an informed debate within your school community based on the facts of how far your pupils currently travel to school and why they (and their parents) choose to travel to it in the way that they do is an essential first step towards reducing transport CO₂ emissions. Please contact us if you require advice and support on how to initiate debate on this within your school.

If your score is Green: Before you open the champagne, Bournemouth Borough Council has the highest % of 'car journeys to school' out of all the authorities in the South West Region. Leading scientists have shown that we need to move from our current UK annual average of all CO₂ emissions of 10 tonnes per person to 1 tonne if we are all to live within the Earth's carrying capacity. We all need to be more aware of the consequences of the travel choices we make - why not work up a carbon budget / rationing system in the classroom and assess how much is used up by getting to and from school?

If some of your figures / maps don't "look right": This Health Check relies on the School Census data you collect being accurate! Please check the maps supplied for 'rogue' postcodes / modes of travel and please make sure the Mode of Travel field in the annual School Census is updated accurately in line with the advice given in section 4.3 (Pupil Characteristics module) of the official School Census Preparation and Guidance notes from DCSF. Errors should be corrected in time for the January 2010 school census.

What to do now?: Do make sure the contents of this School Travel Health Check pack makes it off your desk and into the staffroom and the classroom. As well as being incorporated into lessons, it should be shared with your School Travel Plan (STP) working group (or a Governors Group).

Remember also that we want this information to be of as much interest and use to you as possible – all ideas on how to improve the School Travel Health Check for the future are welcomed!













Kindest regards,

*Sustainable Travel Officer
Bournemouth Borough Council
Email: ian.selby@Bournemouth.gov.uk*

2008-09 School Travel Health Check Report

1. How Pupils Travelled To YOUR School

The data below is a summary of your 2008-09 school census pupil mode of travel data:-

												
Mode	Walk	Cycle	Car / Van	Car Share	Public Bus	School Bus	Bus Type Not Known	Taxi	Train	Border	Other	Not Known
Pupil Number	184	56	412	4	63	304	14	0	1	0	1	0
Pupil %	17.71	5.39	39.65	0.38	6.06	29.26	1.35	0.00	0.10	0.00	0.10	0.00
Authority %	40.85	5.23	35.82	1.53	5.31	9.03	0.89	0.76	0.02	0.00	0.55	0.00

Please note; The Schools within Bournemouth have the highest % of 'Car Journeys to School' out of all the Authorities in the South West Region. We are now being targeted by Government to make a reduction in this figure over the next 3 years.

2. The Impact Of Pupil Travel To YOUR School

The figures below reflect the impact of travelling to school on the health of your pupils and the environment – we have emphasised a couple of the more telling figures. Why not consider doing something similar for your staff? Explanatory notes on the calculations are given in section 8 of this document. Note we calculate the school year as 190 days.

2.1 Walking to School

Number & Percentage of pupils walking. %

Number & Percentage of pupils living within walking distance

(Primary Walking Threshold = 800m, Secondary = 2000m)

Total Distance walked every school day
(Home – School - Home)

Total Walking Calories burned every school day

Total Walking Calories burned every school year cal



2.2 Cycling to School

Number & percentage of pupils cycling

Total Distance cycled every school day
(Home – School - Home)

Total Cycling Calories burned every school day

Total Cycling Calories burned every school year



2.3 Coming to School by Bus (All Bus Types)

Number & Percentage of pupils coming by bus	381	36.67
Total Distance travelled by <u>bus</u> every <u>school day</u> (Home – School - Home)	4,747.26	
Total Bus CO ₂ emitted every <u>school day</u>	422.98	
Total Bus CO ₂ emitted every <u>school year</u>	80,366.31	



2.4 Coming to School by Car (Car/Van and Car Share)

Number & Percentage of pupils coming by car	416	40.04
Number & Percentage driven from within the walking threshold (800m) (Primary Walking Threshold = 800m, Secondary = 2000m)	125	34.15
Total Distance travelled by <u>car</u> every <u>school day</u> (Home – School – Home)	3,610.71	
Total Car CO ₂ emitted every <u>school day</u>	734.39	
Total Car CO ₂ emitted every <u>school year</u>	140,088.25	
Average costs of driving per Parent / Carer £ for 'school run' every <u>school year</u>	626.67	



2.5 Annual Carbon Footprint for All Pupils & All Modes of Travel

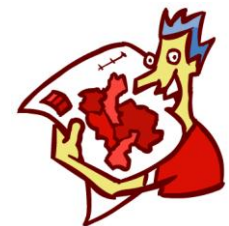
Remember to get a daily figure divide the annual total by 190!

Total Travel CO ₂ emitted by <u>whole school</u>	222,333
Average Travel CO ₂ emitted <u>per pupil</u>	214.0
<u>Authority</u> average CO ₂ emitted <u>per pupil</u>	88.9



3. YOUR Overall School Travel Health Check Rating:

The Rating for your School is **RED**



RED: Total Travel CO₂ per pupil = More than 10% above authority average

AMBER: Total Travel CO₂ per pupil = Within 10% of the authority average

GREEN: Total Travel CO₂ per pupil = More than 10% below the authority average

NB; Remember Bournemouth has the highest % of 'car journeys to school' than any other Authority in the South West Region.

4. Some Questions You Should Ask:

This health check will no doubt raise many questions; here are a few to start you off!:-

- What do the figures in this document; the maps and the summary spreadsheet tell us about travel to our school?
- What can we do to encourage more sustainable travel?
- What targets should we set for encouraging sustainable travel? (Are there more appropriate targets to those you are currently setting?)



- How would our pupils prefer to travel and what are the barriers that prevent them from doing so? (You should have the answer to this in your School Travel Plan).
- Of the parents that drive their children to school, how many return straight home and how many go on to work (in some schools up to 50% drive straight back home!).

5. Some Targets You Could Set:

Short Term: Reduce the number of pupils being driven from within the walking threshold.

Medium Term: Increase the distance pupils are prepared to walk or cycle to school - target those just beyond the current walking thresholds (those pupils outside of the circle on the accompanying maps).

Long Term: Consider how big an area your school draws pupils from. Should you be trying to draw more pupils from your local area or looking to provide sustainable transport options?

6. How Else Can The School Travel Health Check Be Used?

School Travel Plan: Use it to help your school identify aims and objectives for your plan. Plus use the figures to set SMART* targets to help you deliver your plan.
(*Specific, Measurable, Achievable, Realistic and Time bound)

Healthy Schools and Healthy Schools Plus: Make the vital link between health and every day activity – this is the route to lasting health.

Sustainable Schools/ Eco-Schools / BSF Building Schools for the Future: A zero carbon emissions building is no use if everyone drives to it! Make sure your schools carbon budget includes travel!

Incorporation Into The Classroom: We are sure teachers will see the obvious links between the school-specific resources in this STHC pack and many aspects of your teaching curriculum. We will gladly enable any lesson plans you create to be shared with other schools that have undergone a School Travel Health Check.

Don't forget that the figures in this STHC Report are only 'highlights' extracted from the full analysis data we have generated from your School Census return.

7. Moving To A Lower Carbon Future In Bournemouth

One of the outputs from the Census data has identified that a large percentage of pupils do not attend their nearest school (mostly a result of parental preference). In Bournemouth this figure is currently 68.4% (Primary 61.3%, Secondary 75.8%). We have looked at the data and asked the question "What would it look like if as many people as possible went to their nearest school? The table below gives an indication of the savings that could be made!

	Current Situation (2007-08)	If all pupils attended their nearest school	Annual Saving
Annual Car Kilometres (Home -School -Home)	5.8 million	2.5 million	3.3 million (57%)
Annual Car CO₂ Produced Metric Tonnes	1,194	515	679 (57%)

To achieve this we do not need to ban the car or expect children to make unfeasibly long walking or cycling trips. All we need is for parents and central policy makers to value and support the concept of "A good school locally" (What parents want) and to think about the negative impact unnecessary / excessive "Child Miles" can have on children and the environment.

Bournemouth is addressing these issues through its **Sustainable Travel to School Strategy (STTSS)**, http://www.bournemouth.gov.uk/Residents/roads/transport/school_travel.asp#sustainable however, we do need everyone's help and support to ensure the delivery of "A good school locally" and in getting parents to consider their "Child Miles" when selecting a school. We hope you will do what you can to support these messages.

Choose your future!..



8. Explanation of Calculations



This section explains the assumptions, calculations and data sources used to create this School Travel Health Check Report. Further information is available from the contact listed in the letter accompanying this report.

8.1 Home To School Distance

This is based on the straight line ('as the crow flies') distance from each pupil's home postcode to school and back. We calculate this from de-personalised data taken from your January School Census return.

8.2 Calorie Calculations For Walking & Cycling










These are based on the work of Roger Mackett, a professor of Transport Studies at University College London and one of the UKs' leading researchers into the role of travel as a facilitator for children's health. The calorie burn rates when walking or cycling for primary and secondary age pupils suggested by his research are as follows:-

Mode	Av Speed	Calorie Burn Rate	Calories Burned Per Km
Walk (WLK) 	3.2 km/hour	1.85 calories/minute (Primary) 2.85 calories/minute (Secondary)	34.69 calories/km (Primary) 53.44 calories/km (Secondary)
Cycle (CYC) 	16 km/hour	1.4 calories/minute (Primary) 2.15 calories/minute (Secondary)	5.25 calories/km (Primary) 8.06 calories/km (Secondary)

Source: 'The therapeutic value of children's everyday travel' - Mackett, R.L., Lucas, L, Paskins, J. and Turbin, J. (2004).
URL: <http://eprints.ucl.ac.uk/1421/>

8.3 Vehicular Travel Carbon Dioxide (CO₂) Emission Calculations

These are based on the latest, official UK government greenhouse gas conversion factors published by the Department for the Environment, Food and Rural Affairs (DEFRA):-

Mode	CO2 Emission Factor Per Km	Reference
Car / Van (CAR)  Car Share (CRS) 	0.2057 kg CO2 per vehicular km	Table 6b (p15) – Average for petrol cars
Taxi (TXI) 	0.2217 kg CO2 per vehicular km	Table 6k (p20) Regular Taxi
Public Service Bus (PSB)  Dedicated School Bus (DSB)  Bus Type Not Known (BNK) 	0.1035 kg CO2 per passenger km	Table 6k (p20) – Average bus
Train (TRN) 	0.0577 kg CO2 per passenger km	Table 6k (p20) – National rail
Metro/Tram/Light Rail (MTL) 	0.0834 kg CO2 per passenger km	Table 6k (p20) – Light rail & tram
London Underground (LUL) 	0.0780 kg CO2 per passenger km	Table 6k (p20) – London Underground

Source: "Greenhouse Gas Conversion Factors For Company Reporting", DEFRA (2009)
URL: <http://www.defra.gov.uk/environment/business/reporting/conversion-factors.htm>

8.4 Driving cost

This is based on the 2009 AA figure calculated at £0.38 per km for the average UK car driving approximately 10,000 miles per year and taking into account the standing and running costs of driving (fuel, depreciation tax and insurance etc).

Source: The Automobile Association

URL: http://www.theaa.com/allaboutcars/advice/advice_rcosts_petrol_table.jsp

9. Recommended Further Resources

9.1 School Travel Health Check

“Towards a Schools Carbon Management Plan (Evidence and assumptions informing consultation on a schools carbon management plan)” – The STHC is the only example of best practice cited in “Section D: Reducing emissions from school travel and transport” (page 28) of this consultation document published jointly by the Sustainable Development Commission and DCSF in June 2009 and available to download from www.dcsf.gov.uk/consultations/downloadableDocs/PDF%20Carbon%20Schools.pdf.

9.2 Mode of Travel & The National School Census

Instructions on how pupil ‘Mode of Travel’ should be recorded by your school are contained in section 4.3 (Pupil Characteristics module) of the official 2009 School Census Preparation and Guidance notes issued by DCSF and available from the Teachernet website (see <http://www.teachernet.gov.uk/management/ims/datacollections/sc2009/>)

9.3 gettingabout.info

The ‘Getting About’ Website gives Accessible Transport Information for Bournemouth, Poole & surrounding Areas (see www.gettingabout.info).

9.4 Public Transport Journey Planning

Traveline - The UK's No 1 website for integrated public transport information. Enable young people to independently plan the journeys that matter to them without recourse to Mum & Dads' Taxi service! (see www.traveline.org.uk)

9.5 General Reading on Global Warming & Climate Change

‘How we can save the planet’ by Dr. Mayer Hillman – Dr. Mayer Hillman is one of the UKs leading researchers into the development of public policy on the areas of transportation, energy and the environment. For example he is one of the first proponents of personal carbon rationing as the way forward to prevent serious damage from climate change (see www.mayerhillman.com)

‘Sustainable Energy – without the hot air’ by David JC MacKay – Lauded book summarising the technical and policy issues around the various means of energy production in the UK in a ‘factual but fun’ way. Available to download as a free pdf file from www.withouthotair.com.

The 2008-09 School Travel Health Check for Bournemouth has been developed in conjunction with the South West Regional School Travel Advisor and Knowledge Mappers Ltd. Feedback on the content and any suggestions on how it can be improved for the future are welcomed (to the contact listed in the attached covering letter in the first instance).

Illustrations by Shaun Askew (www.holistic-hamster.com).