

# South East Dorset Urban Mobility Strategy

Appendix B: Stakeholder Engagement Report

Dorset Local Enterprise Partnership  
In partnership with BCP Council and Dorset Council

Project number: 60617892

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### Quality information

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# 1. Introduction

## Background

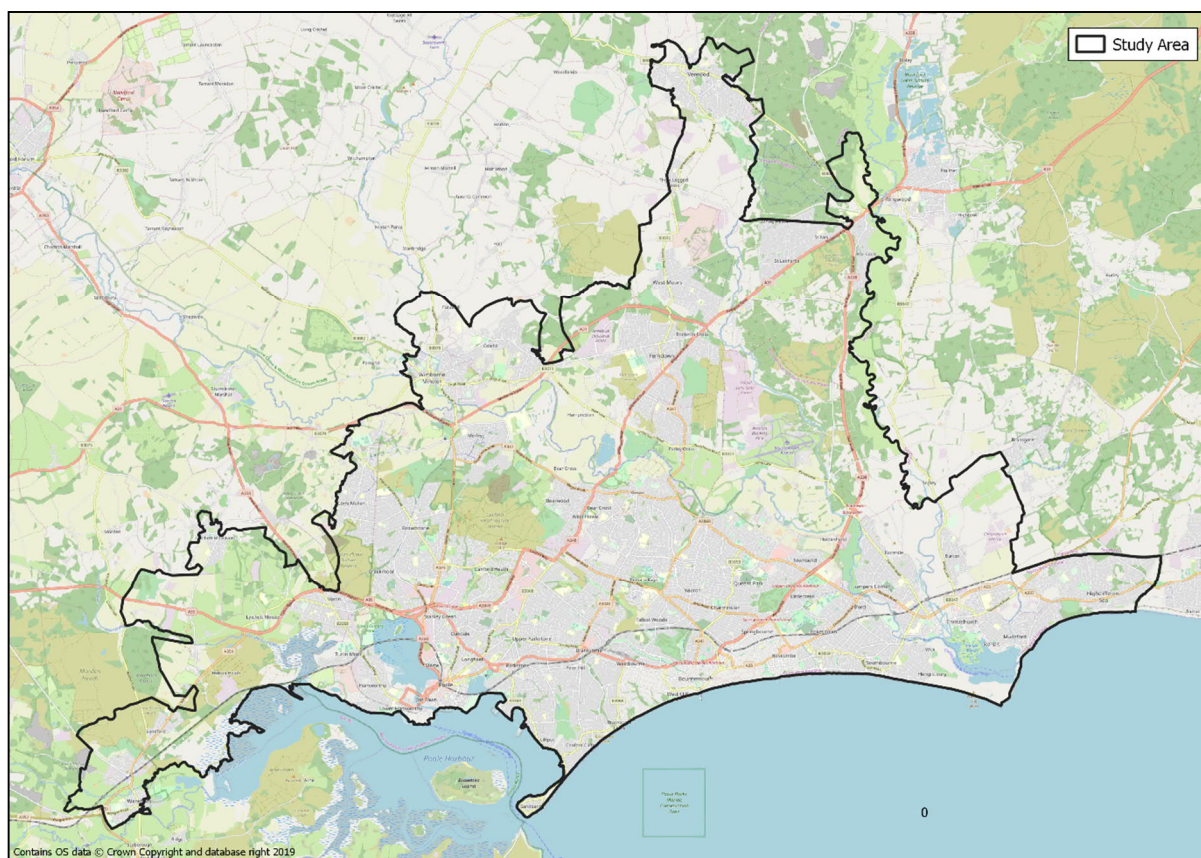
Dorset Local Enterprise Partnership (LEP), together with BCP Council and Dorset Council, have commissioned AECOM to develop an Urban Mobility Strategy, updating the work of the 2012 South East Dorset Multi Modal Transport Study (SEDMMTS).

The LEP are committed to enhancing infrastructure, increasing productivity and generating greater opportunities in all South East Dorset. A modern, effective transport system that meets the needs of residents, businesses and visitors will contribute to Dorset's economic growth and productivity ambitions over the next twenty years.

The Urban Mobility Strategy will be a refreshed transport strategy to 2038 that is based upon current growth aspirations, current transport and economic conditions and makes use of technologies.

The Strategy area (Figure 1) covers the transport and land-use issues in the South East Dorset Conurbation.

Figure 1. Study Area



## Purpose of stakeholder engagement

To develop this strategy, building on a comprehensive policy review and local context review, AECOM have engaged with stakeholders from Dorset LEP, Dorset Council and BCP Council.

The purpose of this stakeholder engagement was to:

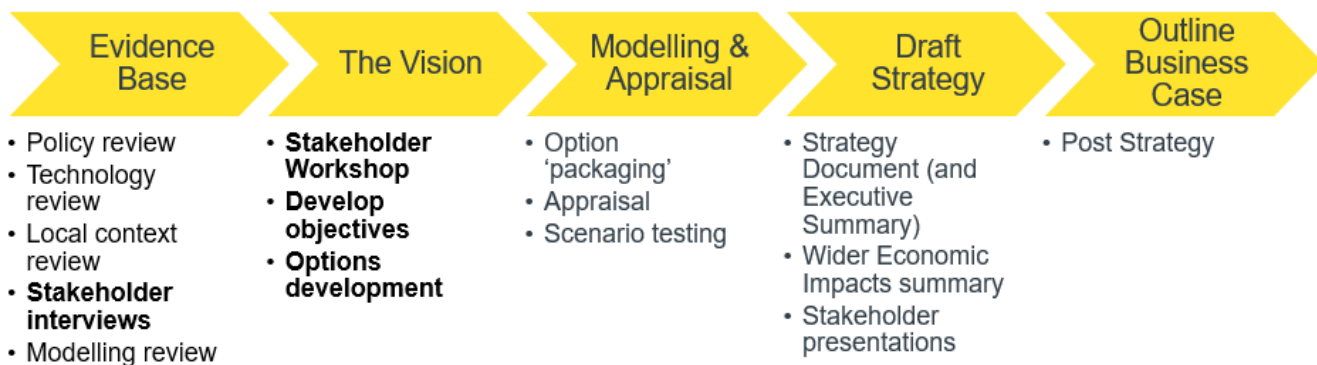
- Identify their aspirations for the region;
- Understand what they consider to be high level issues; and

- Identify potential interventions.

Above these aims, stakeholder engagement will provide additional local context and contribute to their understanding of the study but ultimately, provide information that will enhance the Mobility Strategy.

Different stages of stakeholder engagement were undertaken to add value through different stages of the project, shown in Figure 2.

**Figure 2: Process of developing of South East Dorset Mobility Strategy**



This report outlines what engagement has been undertaken and how it has informed the development of the Mobility Strategy. The report structure follows the process described in Figure 2.

- Chapter 2 – Stakeholder Interviews
- Chapter 3 – Stakeholder Workshop
- Chapter 4 – Concluding Remarks

## 2. Stakeholder Interviews

### Methodology

AECOM were provided a list of key stakeholders by Dorset LEP to conduct several phone interviews. An introductory email was sent by Dorset LEP to 19 key stakeholders in late July 2019, inviting them to participate in the initial engagement; the email explained the purpose of the interviews, which were to gather information, understand priorities, and to inform the setting of key objectives for the study.

Interviewees consisted of representatives from Dorset LEP, Dorset Council and BCP Council, across a range of roles:

- Director of Dorset LEP
- Director of Economy and Regeneration
- Service Director for Economic Development
- Service Director for Growth and Infrastructure
- Portfolio Holder for Transport and Infrastructure
- Portfolio Holder for Environment and Climate Change
- Portfolio Holder for Economic Growth and Skills
- Policy Manager for Growth and Infrastructure
- Service Manager for Infrastructure and Assets
- Senior Transport Planner

Each respondent was asked the same set of questions by one interviewer, bringing consistency to the interview process. Notes were taken during the call for accuracy of reporting, highlighting to stakeholders that their responses would be treated confidentially and not passed outside the project team.

The stakeholders were asked a series of questions on:

- Their aspirations / vision for the strategy, including any barriers to achieving this vision.
- What the outcomes of the strategy should be.
- The main issues facing the area.
- Their current perception of movement within SE Dorset, and what opportunities they considered would enhance the transport system.
- Their opinions on whether technology should play an important part within SE Dorset in the future.

The discussion guide used by the interviewer is saved in Appendix A.

### Interview Analysis

#### Interview Format

Fourteen key stakeholders were interviewed between July and September 2019, subject to the availability of the participants. There were representatives from the Dorset LEP, Dorset Council and BCP Council, with each stakeholder interview lasting between 45 minutes and an hour. Each response has been treated confidentially and is not attributable to an individual.

A summary of the comments for each theme have been analysed and summarised in order of questions asked.

## Strategy

### Strategy Vision

There was a varied response when stakeholders were asked what their vision for the mobility strategy would look like. Their responses are summarised below:

- Uses an evidence base that provides a good understanding of existing issues to optimise solutions – definition of local needs to be understood;
- Realistic and achievable strategy, taking a holistic view;
- A strategy that is reflective of size and scale of the area.
- Infrastructure that drives growth and productivity;
- Alignment with other policies for a joined-up vision;
- Sustainable Travel to be the natural choice, rather than the car being the default choice. The priority should be moved away from vehicles, prioritising investment into walking and cycling, bus and rail travel instead to create a genuine choice of alternative modes;
- Reduction in Single Occupancy Vehicles by reducing the attractiveness of driving;
- Behaviour change - Encouraging mode shift to sustainable modes, especially for short journeys;
- Needs to incorporate a step-change towards sustainable travel. Electric vehicles (EV) and Autonomous Vehicles (AV) should be a lower priority than promoting walking, cycling and public transport.;
- Publicise the benefits of active travel and using sustainable transport - public health, environmental and societal benefits;
- Transition between different modes should be easy and seamless;
- Vision Zero Policies;
- Provision of north-south connections by sustainable transport;
- Need to enable movement for all demographics and communities;
- Integration of transport networks with a joint ticketing system – requirement to be simplistic and accessible;
- Use of intelligent transport systems for a more efficient network;
- Strong partnerships with public transport providers and healthcare providers; and
- Invested IT systems to encourage flexible working

There were common themes when respondents were asked what the potential barriers are to achieve their vision. Funding and politics were seen as the top barriers to achieving their vision with other barriers including:

- Not having a strong evidence base;
- Geographical and physical constraints;
- Public attitudes – BCP is a car-dominant society;
- Employers not supporting the vision; and
- Lack of public understanding of the benefits of walking and cycling.

### Strategy Outcomes

Stakeholders were questioned on how transformative and 'radical' the strategy should be. 70% of the stakeholders agreed the mobility strategy should be radical to a degree and different to previous strategies, setting out a few radical options. The mobility strategy should be pushing boundaries to highlight the ambition of the area, but still be realistic, achievable and deliverable. The stakeholders also described the outcomes of the strategy, in addition to being realistic, achievable and deliverable:



- Grounded and evidence based;
- Resilient network with convenient sustainable alternatives to the car;
- Phased approach;
- Have a delivery and implementation plan;
- Clear priorities;
- Results in a reduction in car travel and a modal shift towards sustainable travel;
- Attracts funding;
- Continued growth;
- Political buy-in; and
- Increase in the number of people living 20-30 minutes from the centre.

**Strategic Themes**

Stakeholders were asked what they considered to be issues within transport and spatial planning, but also to consider the strategic level. Similar issues reoccurred during the interviews, summarised below. Stakeholders described multiple issues; the bracketed numbers dictate the number of stakeholders that described a particular issue.

**Table 1: Issues**

Theme	Issue
<b>Transport</b>	<ul style="list-style-type: none"> <li>• Congestion (6)</li> <li>• insufficient frequency of public transport services (4)</li> <li>• Limited north-south movements for all modes of travel (4)</li> <li>• Lack of alternative modes to the private car (3)</li> <li>• Over-reliance on car (3)</li> <li>• Safety (3)</li> <li>• Air quality issues from transport (2)</li> <li>• Naturally constrained (1)</li> <li>• School Travel (1)</li> <li>• Adequate funding for alternative modes of transport (1)</li> <li>• Not a resilient network (1)</li> <li>• Concessionary fare pressure (1)</li> <li>• Lack of roads in the area that are part of the Strategic Road Network / Major Road Network</li> </ul>
<b>Spatial Planning</b>	<ul style="list-style-type: none"> <li>• Environmentally constrained (5)</li> <li>• Lack of land availability for new housing and employment (5)</li> <li>• Expansion of settlements around the conurbation - will require good public transport links (4)</li> <li>• Large housing requirements (3)</li> <li>• Pressure to build on the greenbelt (3)</li> <li>• Developments need to be stricter with parking provision (2)</li> <li>• No joined up thinking between major stakeholders to balance conservation of the environment and growth of the economy (1)</li> <li>• Lack of development local to services within walking distance (1)</li> <li>• Affordability of housing (1)</li> <li>• Districts with failing high streets (1)</li> </ul>
<b>Strategic</b>	<ul style="list-style-type: none"> <li>• Ageing Population (4)</li> <li>• Attraction of talent into the area (4)</li> <li>• Retention of young people - talent leaving the conurbation (3)</li> <li>• What is the identity of BCP? It's three towns where residents use facilities from all of them (1)</li> <li>• Population growth (1)</li> </ul>

- Costs in productivity due to congestion (1)

## Movement

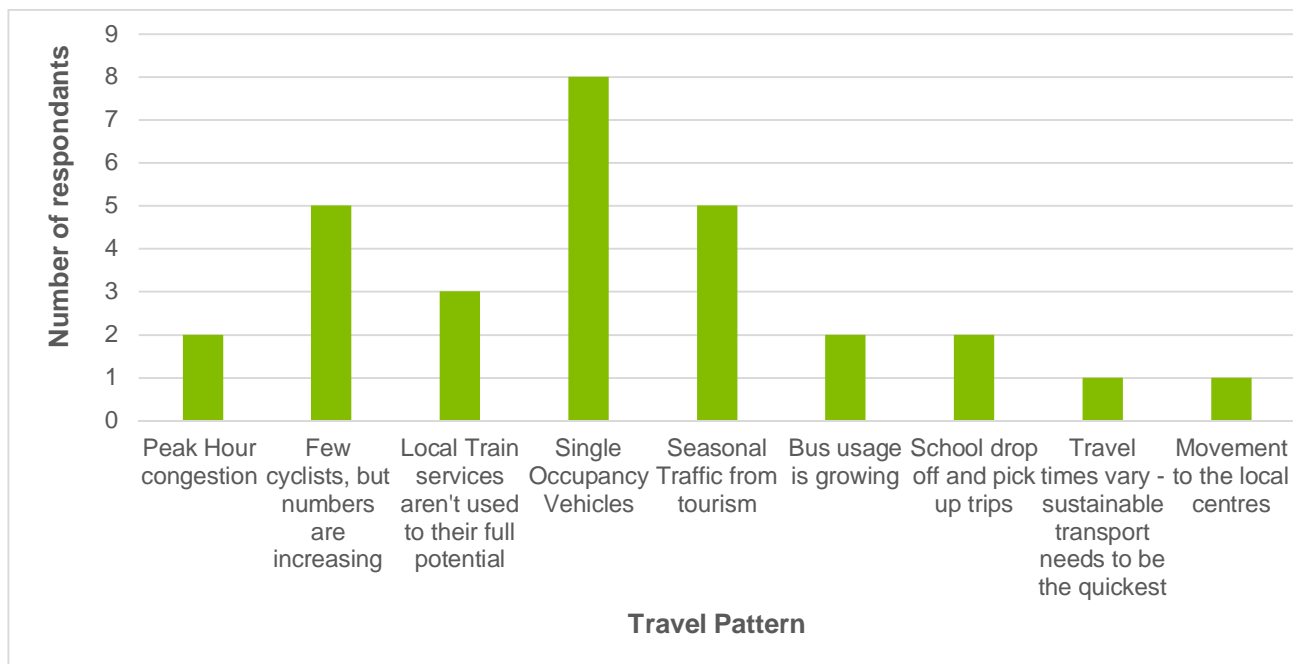
The primary destinations considered in the study area are shown in Figure 3.

**Figure 3: Primary Destinations**



Stakeholders were asked what they considered the principal travel patterns across the conurbation to be, from their observations. The results are shown in Figure 4. The primary observation is that a majority of traffic is single occupancy vehicles (SOV). Stakeholders also noted the increase in cyclists over the years, as well as an increase in congestion during the seasonal months arising from tourism.

**Figure 4: Principal Travel Patterns**



Stakeholders’ perception of the current transport network in the study area is negative. When asked the question “*What is your perception of the current transport system, infrastructure, services and facilities, both now and in the future?*”, there were two positive responses; the success of Beryl bikes and the good connections between the east and the west of the study area. The other responses were supplementing the issues stated above:

- BCP has 3 separate towns - don’t have the joined-up infrastructure that cities have;
- Lack of frequent public transport services;
- Lack of highway maintenance;
- Unconnected and sporadic cycle network;
- Piecemeal and inconsistent attempt to reallocate space;
- Poor legibility;
- Transport network is still predominantly roads based;
- Poor resilience of road network, leading to congestion; and
- Poor public transport infrastructure.

Following on from the issues, stakeholders were asked what opportunities there were for movement in the region. These responses are shown in Table 2, grouped into themes. These opportunities will be included in the long list of interventions in the mobility strategy.

**Table 2: Opportunities**

Theme	Opportunities
<b>Active Travel</b>	<ul style="list-style-type: none"> <li>• Coastal cycle route from Wareham to Poole</li> <li>• One-way roads and contraflow cycle lanes</li> <li>• Promenade open to cyclists for commuting times</li> <li>• Bike parking at stations</li> <li>• Pedestrianisation of Poole harbour and Quay</li> </ul>
<b>Behaviour Change</b>	<ul style="list-style-type: none"> <li>• Travel Planning</li> <li>• Educational and behavioural change campaigns</li> <li>• Business travel planning</li> <li>• Promote the need not to travel</li> </ul>
<b>Demand/ Vehicle Management</b>	<ul style="list-style-type: none"> <li>• Seasonal exclusion of cars in most tourist places</li> <li>• reduction of speeds to 20mph</li> <li>• Modal filters</li> <li>• Closure of Poole Park to through traffic</li> <li>• 2+ car lane</li> <li>• Park and Ride</li> <li>• Improved road connectivity to M4/M5</li> </ul>
<b>Development</b>	<ul style="list-style-type: none"> <li>• Release car parks for development</li> </ul>
<b>Policy / Politics</b>	<ul style="list-style-type: none"> <li>• Feasibility studies to demonstrate BCPs commitment to change</li> <li>• Citizens assembly</li> </ul>
<b>Public Transport</b>	<ul style="list-style-type: none"> <li>• Reduction of public transport costs</li> <li>• Removal of some on-street car parking to benefit bus travel times</li> <li>• Bus priority (bus lanes and signals)</li> <li>• Connectivity to Bristol, Exeter and Southampton by road and rail</li> <li>• Reinstatement of Swanage ferry for commuting</li> <li>• Improve frequency of public transport services</li> <li>• Long distance coach travel to Bristol, London, Exeter, Southampton</li> <li>• Improved rail services between BCP, Southampton and Portsmouth</li> <li>• Improved rail accessibility for limited-mobility users</li> <li>• Improve speed of rail service to London</li> <li>• Improved connections to the rest of Dorset and its hinterlands</li> <li>• Work with the Western Gateway Sub-National Transport Body to improve connectivity within the region</li> <li>• Improved connections to the New Forest</li> <li>• Improved frequency of bus services to hospitals in all the BCP area</li> <li>• Link airport and ports to public transport networks</li> </ul>
<b>Safety</b>	<ul style="list-style-type: none"> <li>• Vison Zero Campaign</li> <li>• Increase safety around schools, encouraging school children to walk to school</li> </ul>
<b>Sustainable Modes</b>	<ul style="list-style-type: none"> <li>• E-based transport (buses and bikes)</li> <li>• Promotion of car clubs / car share schemes</li> <li>• Wayfinding</li> <li>• Improvement of main corridors for buses, walking and cycling</li> <li>• Promotion of sustainable modes</li> </ul>
<b>Technology</b>	<ul style="list-style-type: none"> <li>• Smart, integrated ticketing</li> <li>• Rapid electric charging points</li> </ul>
<b>Freight</b>	<ul style="list-style-type: none"> <li>• Last Mile deliveries - Use EV and cargo bikes for freight movements within the town centres</li> <li>• Re-opening of freight rail line into port</li> <li>• Enforcement of illegal parking of white vans</li> </ul>

It is clear from Table 2 that stakeholders saw most opportunities with public transport, improving frequencies of services and connections to other cities outside of Dorset. This was echoed later in the discussion when stakeholders were asked what they would be willing to reallocate road space from cars for; active travel and bus travel were the principal responses. This was caveated by many that reallocation of road space needs to be a progressive approach, unlocking space as modal shift occurs and demand for sustainable transport increases.

Stakeholders were asked to consider what would most affects someone's decision to reduce their car travel and adopt alternative modes. The results are as follows:

- Cost disincentives of using the car (5)
- Affordable sustainable transport costs (4)
- Availability of alternative modes (3)
- Carrot and stick approach (3)
- Make private car travel less convenient (2)
- Improving safety for pedestrians and cyclists (2)
- Impact of driving on the environment (2)
- Gamifying sustainable transport (1)
- Cultural change (1)
- Education of costs of cars compared to public transport (1)

## Technology

All stakeholders have confidence in technology in delivering results in the BCP area, however, stated that BCP Council needs to be wary of the pace of changing technology and how quick it can be implemented. Stakeholders also commented on the impacts on other industries as well as targeting the correct audience, being mindful of the ageing population.

The main drivers for technology were considered to be:

- Making the BCP area a nicer place to live/ work/ visit;
- The climate emergency - reduction in environmental impact from transport;
- Making sustainable travel the easiest and most convenient choice. Technology can help make public transport the first choice over car travel;
- Health and wellbeing;
- Bottom-up approach - change driven by communities and customers; and
- Commercially led.

There was a consensus that technology could make a real difference for public transport, via integrated ticketing, real time information (RTI) and a multimodal travel app. Other technological interventions suggested included:

- 4G/5G networks and improved IT systems across the study area - reducing the need to travel and working remotely;
- Smart Network management;
- App that rewards people for journeys made by sustainable travel;
- Contactless payment of tickets at buses;
- Promotion of apps for EV charge locations;
- Fast electric charging points at petrol stations;
- Car park management - RTI of number of available spaces;
- Consistency of payments at parking meters across the conurbation;

- AV trials; and
- Sensors on highways to measure when maintenance needs to occur - lead to a better managed network.

These interventions will be included in the long list of interventions in the Mobility Strategy.

Based upon the findings from a review of policy and the stakeholder interviews described above a draft Vision and Strategic Themes was conceived, forming a basis of discussion point for the stakeholder workshop.

## 3. Stakeholder Workshop

### Methodology

A stakeholder workshop was held to test the initial vision and themes, developed from policy reviews and initial stakeholder interviews, as well as understand issues and opportunities from a wider range of stakeholders. Representatives from the following organisations were invited to the workshop via an email invitation:

- Dorset LEP;
- Dorset Council;
- BCP Council;
- NHS;
- Yellow Buses;
- Go South Coast;
- Cross County Trains;
- South Western Railway;
- Beryl Bikes ; and
- Dorset Cyclists Network.

The objectives of the workshop were to:

1. Inform stakeholders of the South East Dorset Urban Mobility Strategy, including progress to-date, issues and risks;
2. Validate the South East Dorset Urban Mobility Strategy vision, themes and objectives;
3. Further understand stakeholder perspectives on the key issues and challenges faced in the SEDUMS area; and
4. Seek stakeholder views on the types and phasing of interventions that should be included to address these challenges.

The structure of the workshop involved a brief AECOM-led presentation to introduce the session and give an overview of the work done to-date. The presentation is provided in Appendix B.

The workshop was then structured as shown in

Table 3, with facilitated group discussions allowing opportunities for participants to share individual perspectives. Stakeholders were asked to prioritise their issues and opportunities during the session, providing a deeper understanding of which solutions are considered to be the most important.

Each table were provided with a workshop booklet to guide stakeholders and the table facilitators through the workshop, provided in Appendix C.



**Table 3: Workshop structure**

Working Title, Topics, Information	Approx. Time (mins)
<p><b>Session 1: Vision Discussion</b>                      Are the working vision, themes and objectives representative/ realistic for SE Dorset in 2038?                      Do the stakeholders agree with the intent of the vision/ Is it a vision they can sign up to? Is it realistic to bring them by 2038?                      Any fundamental themes that AECOM have missed from the strategic themes/vision/objectives?</p>	15
<p><b>Session 2: Issues Discussion</b>                      What are the key issues in the study area?                      What do the stakeholders consider to be the top five issues?</p>	20
<p><b>Session 3: Opportunities Discussion</b>                      What and where are the key opportunities, and how can they be maximised?</p>	30
<p><b>Session 4: Prioritisation Discussion</b>                      How do the stakeholders prioritise their solutions?</p>	15
<p><b>Session 5: Phasing and Delivery Timescales</b>                      How do stakeholders define delivery time periods?                      e.g. short 2020 - 2023/medium 2024 - 2030/long 2031 – 2038</p>	5
<p><b>Feedback session</b>                      Facilitators to feedback key issues and priority solutions</p>	10

**Figure 5: Stakeholder Workshop**





## Workshop Analysis

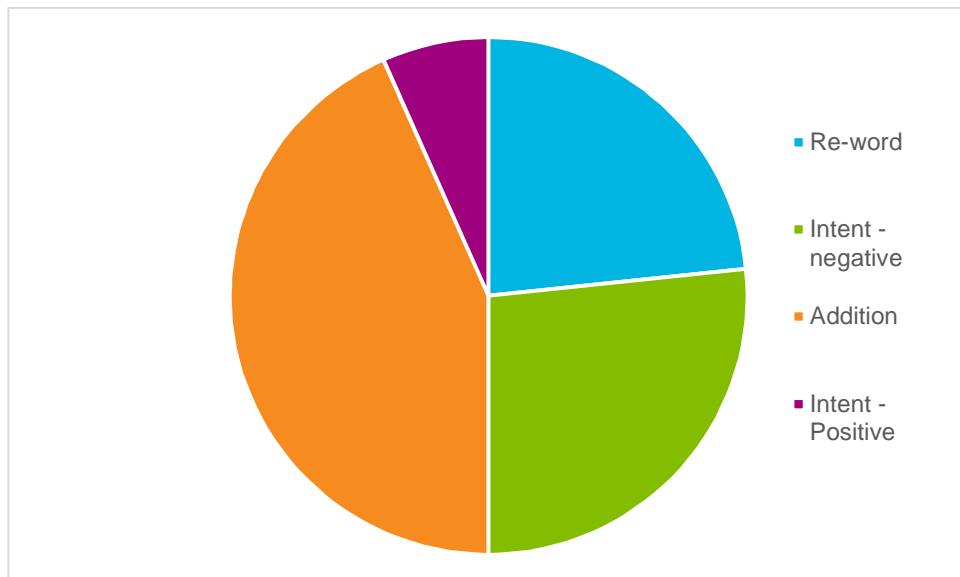
Workshop was held on Thursday 24<sup>th</sup> October 2019 at Bournemouth University between 12.30 and 15.00. A total of 59 stakeholders were invited, of which 32 attended the workshop

This allowed for stakeholder to split onto six tables, each with its own AECOM facilitator. Each table had approximately 5 stakeholders from different backgrounds and expertise, allowing balanced and stimulating discussions on each table. Informal discussions also occurred between stakeholders and facilitators after the workshop. Facilitators made notes of key discussion points, and these were collated along with the workshop booklet and other material generated during the workshop, such as the annotated maps, which were photographed for future reference during analysis.

### Session 1 – Vision Discussion

There were 34 comments regarding the proposed Vision and Strategic Themes. Figure 6 highlights a summary of the comments, in relation to whether aspects of the Vision or Strategic Themes need to be re-worded, have additional working, and whether the comment was positive (intent-positive) or negative (intent-negative).

**Figure 6: Summary of vision discussion**



43% of comments were relating to wording additions in the Vision and Strategic Themes. Of these, 38% referred to wording regarding behaviour change, and 23% related to wording regarding the environment. Other themes included development, people and tourism, including a comment requesting additional text in the Vision to link up the three Strategic Themes.

27% of comments were negative about the proposed Vision and Strategic Themes. One quarter of these commented on the outlook of the Vision and Strategic Themes; not being specific and aspirational, unique to SE Dorset and not prioritising ‘sustainable’ or ‘mode shift’ enough in the text. Other comments related to how realistic and achievable the vision was in providing ‘mobility for all’, the Vision and Strategic Themes focussing too much on technology and the ordering of the themes. It was suggested that the first strategic theme of the economy was showing preference and the most important Strategic Theme of the mobility strategy.

On the contrary, the positive comments (7%) praised the holistic approach of the Vision and Strategic Themes, and supported the technological focus of the vision.

The final 23% of comments related to re-wording or re-phrasing of the suggested text in the Vision and Strategic Themes.

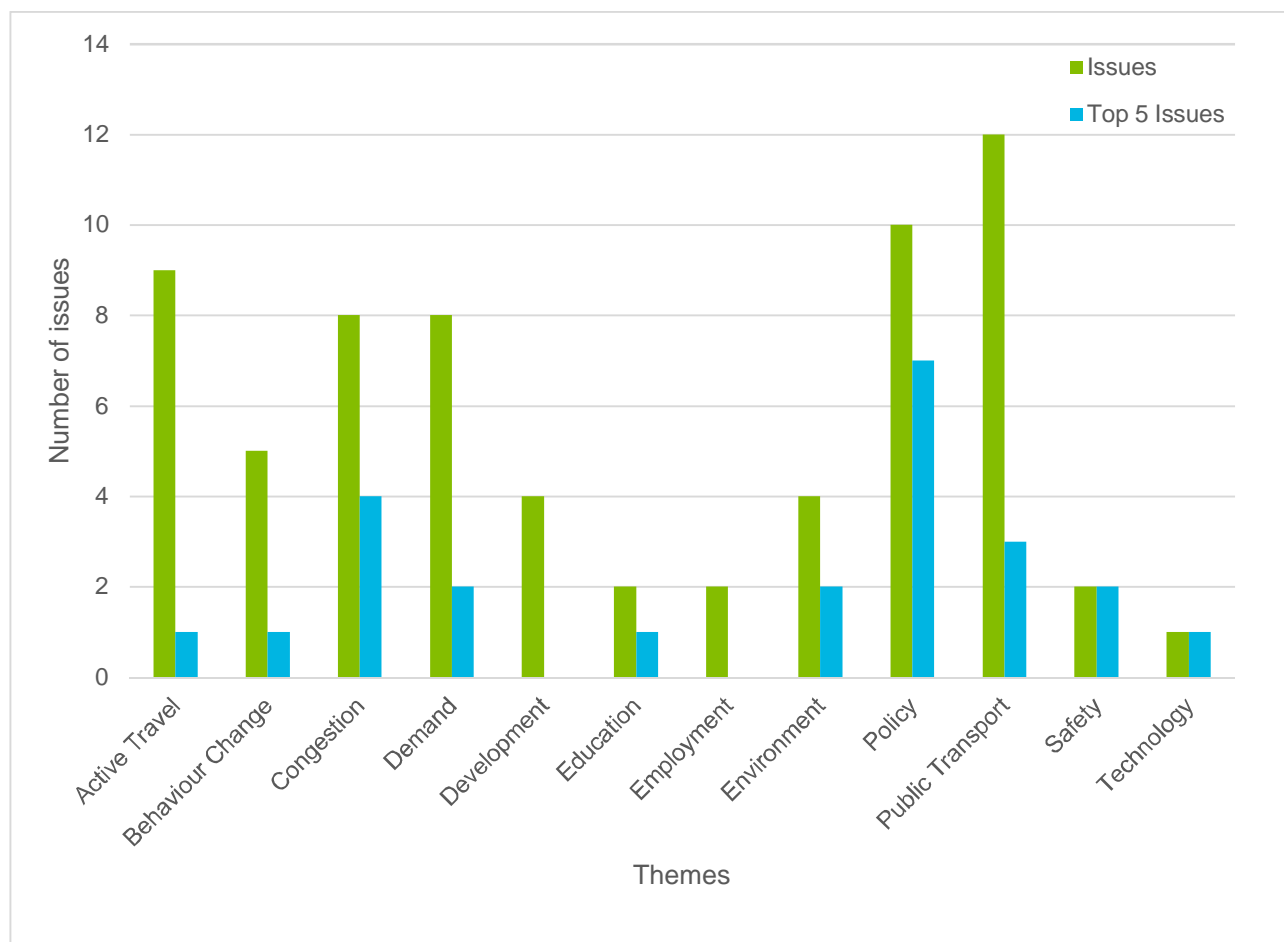
## Session 2 – Issues Discussion

Several issues were raised during the workshop, of which were subsequently ranked as top issues on each table. They have been grouped into themes, shown in Figure 7.

The issues have been compared against how they scored when the issues were ranked. The highest number of issues by theme was Public Transport, with 18% of the issues. However, although public transport had the highest number of issues, it wasn’t considered to be a top issue. There were a large amount of issues relating to Policy, of which was the most common top five issue. Issues relating to congestion were reiterated and favoured when stakeholders ranked their top five issues.

There were numerous issues relating to active travel and demand, however, these also did not score highly when the issues were ranked. Issues relating to development and employment were not ranked at all in the top five issues.

**Figure 7: Issues, grouped by themes**



Further description of the top issues are shown in Table 4. Duplicate top issues have been shown as one issue in the table.

**Table 4: Top Issues discussed in the workshop**

Theme	Top Issues
<b>Active Travel</b>	<ul style="list-style-type: none"> <li>• Lack of active travel as a barrier to behavioural change</li> </ul>
<b>Behaviour Change</b>	<ul style="list-style-type: none"> <li>• Behaviour (single occupancy vehicles)</li> </ul>
<b>Congestion</b>	<ul style="list-style-type: none"> <li>• Congestion</li> <li>• Congestion (work &amp; school)</li> <li>• Congestion, resulting in poor air quality</li> <li>• Seasonal congestion</li> </ul>
<b>Demand</b>	<ul style="list-style-type: none"> <li>• Incomplete travel network</li> <li>• North to south connectivity (local and strategic), including river crossings</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• Volume of school runs by car</li> </ul>
<b>Environment</b>	<ul style="list-style-type: none"> <li>• Air Quality</li> <li>• Constraints in widths</li> </ul>
<b>People</b>	<ul style="list-style-type: none"> <li>• Challenges with an ageing population</li> </ul>
<b>Policy</b>	<ul style="list-style-type: none"> <li>• Funding</li> <li>• Housing targets / housing delivery timescale / location</li> <li>• Lack of coordinated approach across all transport modes and means</li> <li>• Timing – planning and strategy delivery and testing</li> <li>• No focussed active travel strategy or plan</li> <li>• Location of future developments and integration with transport</li> </ul>



Theme	Top Issues
	<ul style="list-style-type: none"> <li>• Lack of workplace parking policies</li> </ul>
<b>Public Transport</b>	<ul style="list-style-type: none"> <li>• Restricted public transport</li> <li>• Lack of bus priority</li> <li>• No interchange - bus/P&amp;R/rail</li> </ul>
<b>Safety</b>	<ul style="list-style-type: none"> <li>• Perceptions of cycling dangers</li> <li>• Safety (&amp; perceptions)</li> </ul>
<b>Technology</b>	<ul style="list-style-type: none"> <li>• Poor digital connectivity</li> </ul>

### Session 3 – Opportunities Discussion

Stakeholders were asked to identify what, and if appropriate, where, the key opportunities for the study are. There was a wide, comprehensive list of opportunities discussed in the workshop. The full list of opportunities is presented in Table 5, grouped broadly into themes. These opportunities have been included in the long list of interventions.

**Table 5: Opportunities from workshop**

Theme	Opportunities
<b>Active Travel</b>	<ul style="list-style-type: none"> <li>• Selective pedestrianisation to maintain local communities, promoting neighbourhood centres, taking the car away from the equation</li> <li>• Cycling and active travel measures (enough space for re-allocation of road space)</li> <li>• Active modes as access for non-car modes</li> <li>• Segregated cycleways - e.g. along all A-roads</li> </ul>
<b>Behaviour Change</b>	<ul style="list-style-type: none"> <li>• Enhanced lift-share platform- use tech to share journey info</li> <li>• create hub points at key areas for car-sharing (workplace, community hubs etc)</li> <li>• Electric Car Clubs</li> <li>• Improved links across the Stour would enable car users to shift for short trips (e.g. Aviation Business Park)</li> <li>• Tool to give people choice of how to travel sustainably/via active modes</li> <li>• Financial and emotive- capture the imagination</li> <li>• Make driving a disadvantage and more expensive</li> <li>• Promotion/education</li> </ul>
<b>Congestion</b>	<ul style="list-style-type: none"> <li>• Congestion measures (but focussed on Active Travel and Public Transport priority)</li> </ul>
<b>Demand</b>	<ul style="list-style-type: none"> <li>• East to west connectivity improvements (strategic movements)</li> <li>• Improve north-south connectivity for all modes (particularly cycling)</li> </ul>
<b>Development</b>	<ul style="list-style-type: none"> <li>• Build an off-shore new town (The Palm of Boscombe)</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• Change School start times / provide school transport</li> </ul>
<b>Employment</b>	<ul style="list-style-type: none"> <li>• One Public Estate Dorset, reducing the need to travel. Systems integration (NHS, BCP, DC can work at each other's offices)</li> <li>• Flexible working for office-based businesses</li> <li>• Better integration with employment locations</li> <li>• Increased partnership working between key organisations to solve key transport issues</li> </ul>
<b>Freight</b>	<ul style="list-style-type: none"> <li>• Freight- distribution centres/retail collection points (first and last mile tech?)</li> </ul>
<b>Policy</b>	<ul style="list-style-type: none"> <li>• Congestion charging and workplace charging – using funds to support other measures such as additional buses</li> </ul>

**Theme Opportunities**

	<ul style="list-style-type: none"> <li>• Reduce long stay parking to stop commuter parking in the town centres, whilst still allowing access to the high street to maintain a healthy retail economy and community - Could be facilitated through tariff structure.</li> <li>• LA [Local Authorities] own most of the parking provision; opportunity to change parking charges to encourage short-stay for retail trips but not commuters</li> <li>• Remove all school parking</li> <li>• Stop funding measures which support / ease car travel</li> <li>• LGR [Local Government Review] enables BCP/Dorset to co-ordinate parking policy rather than compete</li> <li>• Parking Charges</li> <li>• Commuter parking - increase charges</li> <li>• Better masterplanning of town centres</li> <li>• Strategic locations of housing through Local Plan process</li> <li>• Parking charges and Park &amp; Ride provision (needs to be within 10-15 mins of centres)</li> <li>• Developer funding for congestion measures, included - enhanced river crossings and junctions</li> <li>• Reallocation of road space to public transport, cycling and walking</li> <li>• Parking used as a demand management tool</li> <li>• Broader use of CEOs to increase income (e.g. fines for pavement parking and vehicle engine idling)</li> <li>• Parking strategy</li> <li>• Road user charging</li> <li>• Micro corridors from rail stations to facilities</li> </ul>
<b>Public Transport</b>	<ul style="list-style-type: none"> <li>• Pump prime public transport: 140 buses get £20m subsidy, double the buses, double cost; Need to provide the option for people to see and move to; School transport</li> <li>• Bikes on buses</li> <li>• Taxi sharing solutions</li> <li>• Increased DRT for ageing population?</li> <li>• Improve links to the hospital</li> <li>• Improved London rail connectivity</li> <li>• Improved west rail connectivity</li> <li>• Young people- make most of bus momentum</li> <li>• Improve rail facilities; toilets and stations; level crossings</li> <li>• Cheaper bus and rail transport - incentives</li> <li>• Increase in frequency and reliability of public transport (&amp; connections, e.g. rail shuttle services)</li> <li>• High frequency and cheap north-south bus services</li> <li>• High frequency metro-style train shuttle Wareham to Hinton Admiral</li> <li>• Express bus services/Light Rapid Transit between Ferndown/Wimbourn and town centre (which?)</li> <li>• Waterborne transport (pier not setup)</li> <li>• Bus priority - Westbourne</li> <li>• Park and Ride- hospital/airport area for summer weekends</li> <li>• Park &amp; Float</li> <li>• Multi-modal tickets and offers</li> <li>• Re-allocate sections of dual carriageway to other users (A348 Holes Bay Road)</li> </ul>
<b>Safety</b>	<ul style="list-style-type: none"> <li>• Promote investment in “safe” active travel and public transport</li> <li>• Adopt a “Vision Zero” to reduce road deaths. A policy that could leverage other more radical measures to reduce car numbers and congestion</li> </ul>
<b>Technology</b>	<ul style="list-style-type: none"> <li>• IT platform for joined-up car share</li> <li>• Integrated technology. Open data (real time info/apps); good for young population</li> <li>• Travel app (multi-modal)</li> <li>• 5G connectivity to reduce travel demand as a whole</li> </ul>

**Theme Opportunities**

- Technology used (i.e. parking charges linked to DVLA database to charge based on vehicle CO2)- road charging?
- ITS network management to highlight capacity of network
- Additional options to increase resilience

### Session 4 – Prioritisation Discussion

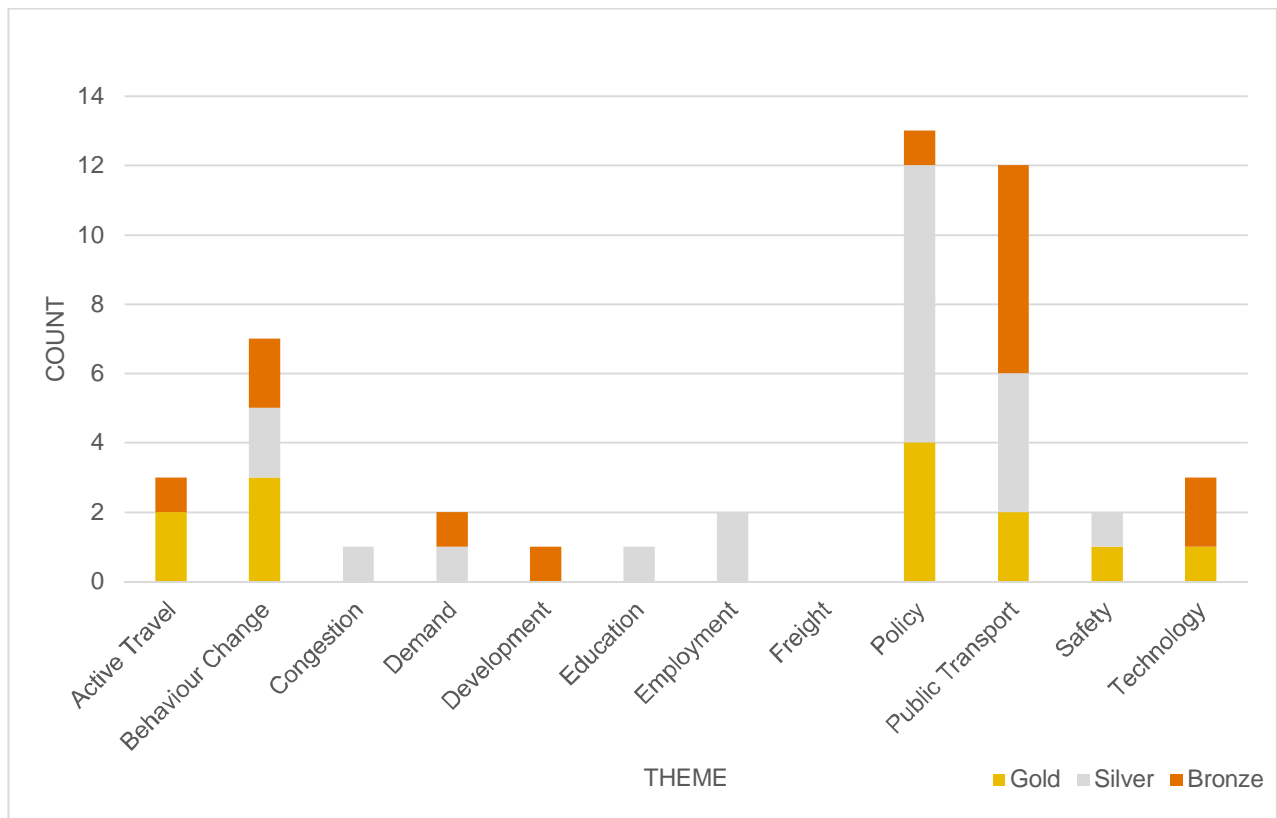
Feedback from the initial stakeholder interviews concluded that the mobility strategy is to be realistic and deliverable. The purpose of this workshop session was to ask stakeholders to prioritise the opportunities they had developed in the preceding session, based on a theoretical budget. This technique was used to understand what the stakeholders consider to be the most important solutions and will be used to inform option selection in the mobility strategy.

Each table was provided with a budget of gold, silver and bronze stars; gold stars represented the top priority, whereas bronze stars represented a lower priority, but still a priority over opportunities that were not starred. The results, grouped by theme, are shown below in Figure 8.

Figure 8 highlights that policy opportunities were prioritised highest overall, with the greatest number of gold and silver starred opportunities. Public transport opportunities were also prioritised highly, with the largest number of bronze stars.

Behaviour change opportunities were also seen as a priority, with the second largest number of gold stars. These opportunities were based around promotion campaigns for behaviour change. Active travel, safety and technology were also considered a priority, whereas congestion, development, education and employment were seen less of a priority. Interventions regarding freight were not considered a priority.

**Figure 8: Prioritisation of opportunities**



### Session 5 – Phasing and delivery timescales

This session sought to explore delivery timescales for implementing interventions. The workshop addressed the limitations of the stakeholder interviews in which delivery timescales weren't

specifically covered. Discussion was lively, and four of the six tables completed the task during the session.

Different approaches were taken to interpret 'delivery timescales'. Two tables defined 'short', 'medium' and 'long' term delivery time periods; Short term was defined as 2020 to 2023/2024, Medium term was defined as 2024 to 2031 or 2023 to 2030, both of which are seven-year periods. Long term was defined as any delivery past 2031/2032.

Another two tables assigned interventions against delivery timescales; interventions for short term implementation included delivery of active travel and parking solutions, bus solutions and road user charging in the medium term, with rail solutions in the longer term.

These approaches are illustrated in Figure 9.



**Figure 9: Phasing and Delivery timetables**

	Table A	Table B	Table C	Table D	
2020	Short-Term	Short-Term	Active travel micro-corridors	Parking charges review	Bus service improvements (phased)
2021					
2022			Parking policy	PT and Cycle improvements	
2023			Park & Ride		
2024	Medium-Term	Medium-Term	Express mass transit/bus priority	Cycle superhighways	Bus service improvements (phased)
2025				Reallocation of road space (need to gain politicians support first)	
2026					
2027					
2028			Road user charging		
2029					
2030	Long-Term	Long-Term		High frequency rail shuttle services	Bus service improvements (phased)
2031					
2032					
2033					
2034					
2035					
2036					
2037					
2038					

## 4. Conclusion

Stakeholder interviews were held as part of the initial engagement to gather information, understand priorities, and to inform the setting of key objectives for the study. A discussion guide was used for structuring these interviews, with questions to prompt stakeholders in considering different impacts, issues and opportunities. Feedback from these interviews has been used to inform the development of a draft Vision and Strategic Themes.

A workshop involving a broader range of stakeholders tested the draft Vision and Strategic Themes, as well as exploring a wide range of relevant issues and opportunities to inform the development of the strategy.

### Next Steps

The outputs from this stakeholder engagement will inform development of a revised Vision, Strategic Themes and Objectives for the Mobility Strategy. The opportunities discussed in the interviews and the workshop will contribute to the long list of interventions, leading to appraisal of options and scenario testing, as highlighted in Figure 2.

# Appendix A Interview Discussion Guide

## South East Dorset Urban Mobility Strategy

### Purpose

This guide is intended to act as a guide to undertaking the initial key stakeholder consultation and forms a checklist for discussion. For this project stage, key stakeholders have been identified from organisations from one of the following sectors:

1. Government agency/local authorities; and
2. Transport operators.

Other stakeholder groups will be consulted later in the programme through facilitated workshops. Whilst it is considered that each stakeholder could offer perspectives on all of the question areas, some individuals may be able to contribute to particular questions or issues more than others due to the nature of their role and level of knowledge. The interviewer will therefore be expected to adapt the discussions to fit the interviewee within the framework set out in this document.

### Introduction

- Self and AECOM
- Introduce study

*“Dorset LEP, in partnership with BCP Council and Dorset Council, has commissioned AECOM to develop an urban mobility strategy. The study will update the work of the 2012 SEDMMS (South East Dorset Multi-Modal Transport study) to develop an updated, modern and fit for purpose transport strategy for the sub-region in line with the Industrial Strategy.*

*The study is focussed on development of a transport strategy to 2038 that is based on current growth aspirations, current transport and economic conditions and makes use of innovative and available current technologies in full accordance with latest guidance and best practice.*

*We are undertaking a number of targeted interviews with key stakeholders in order to identify high level issues and aspirations to inform the setting of key objectives which express strategic outcomes for the study. Each stakeholder is being asked the same set of questions or consistency and to aid analysis after all of the interviews have taken place. A stakeholder workshop will follow later in the year once strategy elements begin to emerge.”*

*The questions have been split up into themes; the strategies vision, the outcomes of the strategy, your opinions and current perception about mobility and movement and finally some questions about the role of technology in the future. There are no right or wrong answers, this is just an information gathering exercise that will inform the urban mobility strategy.*

*All of your answers will be treated confidentially, however if possible, we would like to record the call. We will also be taking notes during this interview for accuracy of reporting. The recording is for further accuracy in case anything is missed, and both the recording and the notes will not be passed outside the project team.*

- Emphasise there are no right wrong answers
- Emphasise confidentiality – notes of the interview will be taken for accuracy of reporting. These notes will not be passed on to anyone outside the project team. Findings are aggregated for reporting.
- The discussion should last between 30 and 45 minutes.

### **Strategic Themes and Vision for the Study [read the 4 strategic themes to interviewee]**

The study brief has the following 3 strategic themes:

1. Reduce private car travel demand

- [reduction in both number of trips and distances of trips e.g. through improved digital connectivity, better land use planning and traffic restraint]
2. Increase sustainable travel  
[Both opportunities for sustainable travel, but also mode share, whilst reducing travel demand overall e.g. improve the availability, affordability and safety of non-car modes; enhanced transport information and behavioural change programmes]
  3. Optimise transport network operation  
[e.g. real-time traffic management, network optimisation]

### **Strategy Vision**

---

- What is *your* aspiration or vision for this new urban mobility strategy? [they don't have to limit this, can be as expansive as they wish]
- What are the *top 3 things* that you would change about the transport network to reflect your vision?
  - How are these prioritised? Quick wins?
  - What is the most radical/extreme action you would take to make a real difference, and to gain success quicker?
- What are the potential barriers to achieving the transport system (or top 3 things) of your vision? (i.e. what 'keeps you up at night' about transport in the region?)

### **Strategy Outcomes**

---

- How far/radical should the strategy go?
- What outcomes from the strategy would define its success?
- What must the strategy avoid?

### **Strategic Themes for South East Dorset**

---

- In your opinion, what are the major transportation issues facing the area?
- In your opinion, what are the major spatial planning issues facing the area?
- What are the most important strategic issues facing SE Dorset region immediately and in the next 5-10 and 11 to 20 years? (e.g. quality of life, character, connectivity, economy, market failure, etc)

### **About Movement**    **[Feel free to omit/adapt questions based upon earlier conversation]**

---

- In your opinion, what are the primary destinations/priority areas in SE Dorset?
- What do you consider to be the principal travel patterns? (i.e. from your observation/experience when is the travel occurring and how are people traveling?)
- What is your perception of the current transport system, infrastructure, services and facilities, both now and in the future?
- What barriers do you see to the transportation system in the region?
- What opportunities do you see for movement within the region? (e.g. quick wins, medium scale projects, and "out of the box" answers?)
- What opportunities do you see for connectivity with destinations outside the region - both currently and in the future? (e.g. quick wins, medium scale projects, and "out of the box" answers?)

- What do you think would most affect someone's decision to reduce their car travel and adopt alternative modes - do you think these may change over time? (e.g. carbon/air quality as opposed to cost/time/convenience?)
- Do you have any other ideas for enhancing the transport system in SE Dorset?
- Are there any other comments or observations you have about the study or transportation in general?

## Technology

---

- Do you have confidence in technology, especially new technology, in delivering results? What influences their opinion?
- Where could technology make a real difference? Why and who would benefit most?
- Sometimes more radical changes or larger steps forward using emerging or leading edge technologies, such as virtual tolling for Clear Air Zones or Autonomous Vehicle trials, may have a greater impact. How far would should we push boundaries?
- What should be the drivers (objectives for change) for technology:
  - Congestion?
  - Air quality?
  - Converting car use to public transport?
  - Political acceptability?
  - Other?
- Multi-modal travel – does one size fit all?
  - Ticketing – single ticket all modes
  - Information – centralised information “warehouse”
  - Tariffs – distance, service, speed related
- Should Freight be better managed (especially emerging from the Port)?
  - From a road management perspective?
  - From a commercial / logistics perspective?
  - Other?
- What new technologies would you like to see in BCP area? And why?
  - E-mobility (eScooters, etc)?
  - Autonomous (driverless) vehicles (trials or emerging services)?
  - Promoting Active (walking, cycling, etc) travel?
  - Other?

- And would you be willing to give up road-space to support:
  - Active travel?
  - Driverless vehicle trials?
  - Public transport?
  - Other?

# Appendix B Workshop Presentation





# South East Dorset Urban Mobility Strategy

October 2019 Stakeholder Workshop

Fusion Building, Bournemouth University



# South East Dorset Urban Mobility Strategy

October 2019 Stakeholder Workshop

Fusion Building, Bournemouth University

# Welcome

Jim Stewart (Dorset Local Enterprise Partnership)

# SEDUMS Progress Update

Richard Adams and Maurice Houkes (AECOM)

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# Overview

- About us
- SEDUMS Project Overview
- Evidence Base Development
- Transport Model Update
- Next Steps

---

# Meet our team



**Richard Adams**  
Associate Director  
(Project Manager)



**Alex Bertram**  
Graduate Consultant



**Dave Cowell**  
Technical Director



**Claire Falkiner**  
Associate Director



**Maurice Houkes**  
Associate Director

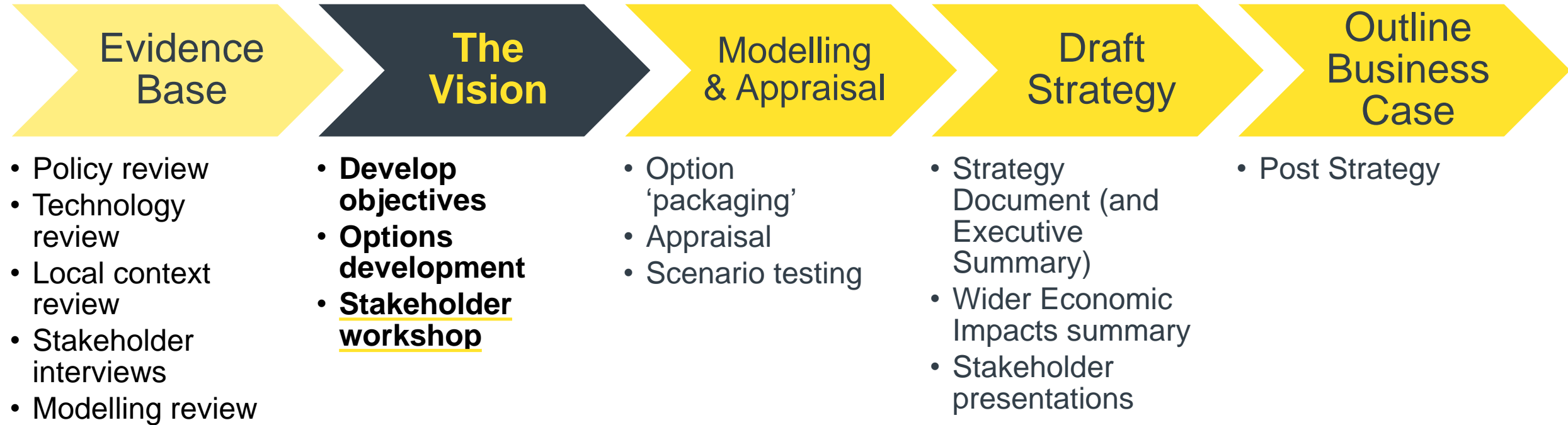


**Jess Railton**  
Senior Consultant



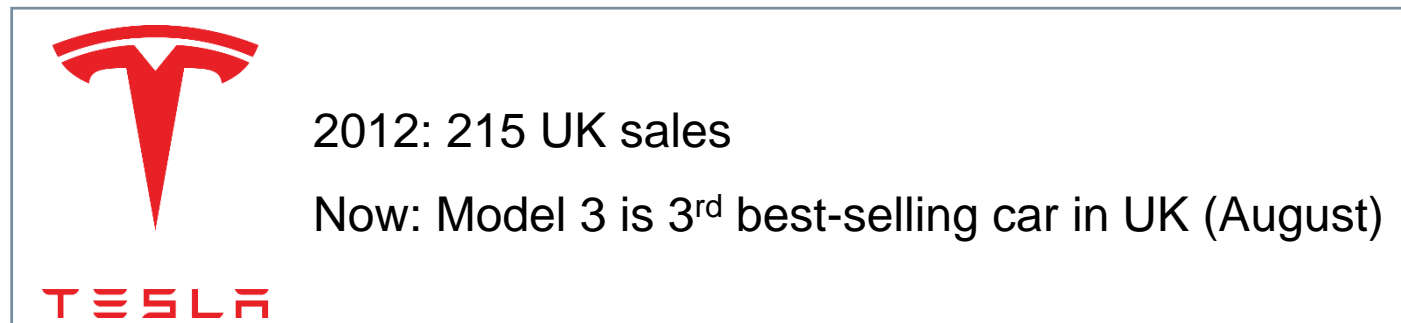
**Melanie Watson**  
Director

# SEDUMS Project Overview



# Evidence Base Update: Why?

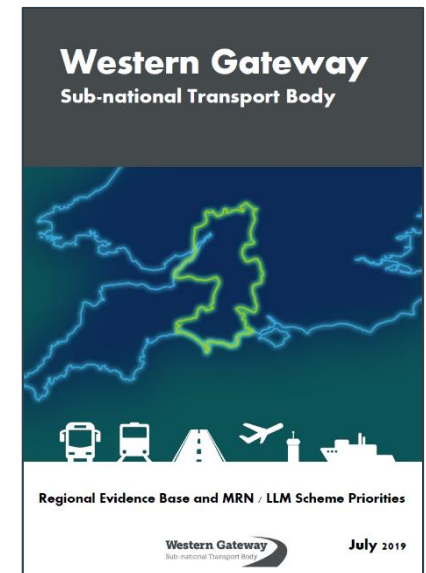
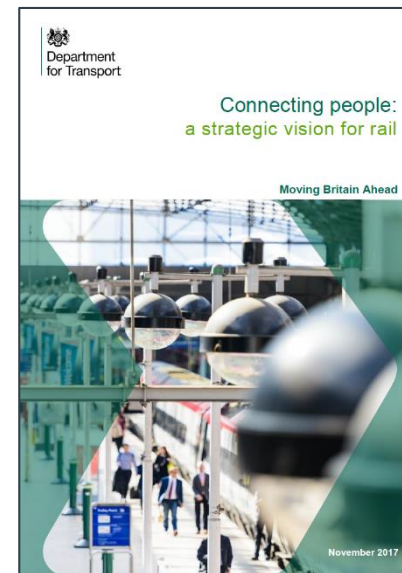
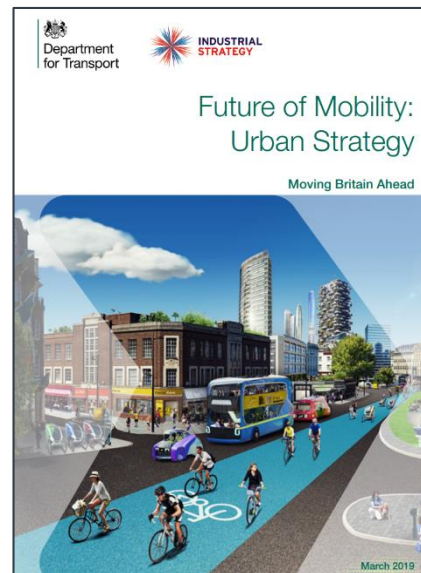
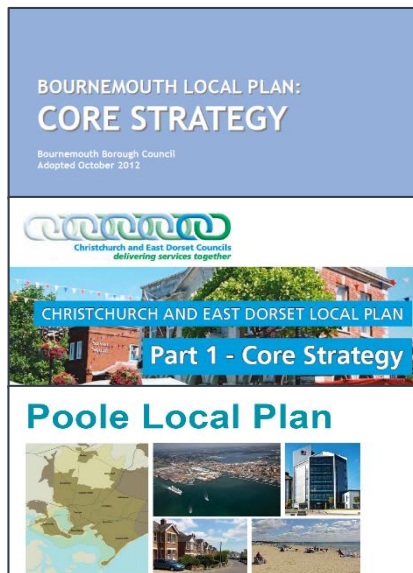
- Changes in technology, governance and policy landscapes
- Minimise risk of challenge
- Update to form the basis for future business case documents





# Evidence Base Update: Policy and Technology Reviews

- Reviewed over 150 policies, strategies and studies
- Bus and rail patronage increases, but also traffic growth (+6%)
- Slight increase in road fatalities (+1.6%), bucking pre-2012 trends
- Over 23,000 homes and 130 hectares allocated in Local Plans



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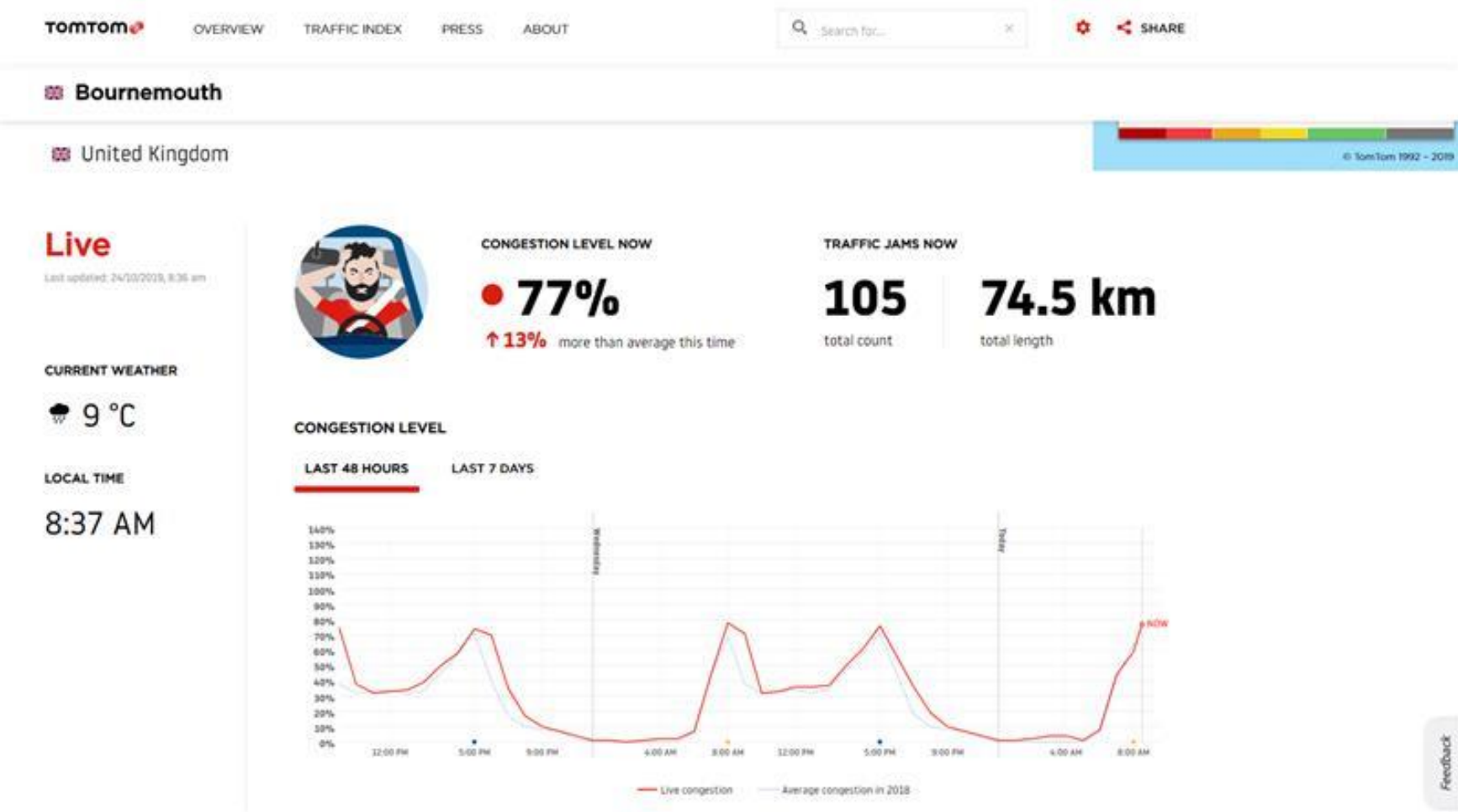
## Stakeholder Interviews

- Telephone interviews with key stakeholders to understand a variety of political, technical and policy-maker perspectives
- Questions related to stakeholder's desired strategic visions, key locations, transport and economic opportunities, and views on technology
- Examples of recurring themes:

work for all users  
integrated ticketing  
aspirational, but achievable  
active travel & health benefits  
holistic

# Some Key Challenges

- Traffic Congestion (2019 TomTom Report, National Infrastructure Assessment)



## Some Key Challenges

- Traffic Congestion (2019 TomTom Report, National Infrastructure Assessment)
- North-South connectivity (within conurbation and wider region)
- Inclusive of all societal groups (e.g. needs of an ageing population)
- Youth economic migration (training, employment opportunities, lifestyle)

**Mirror**

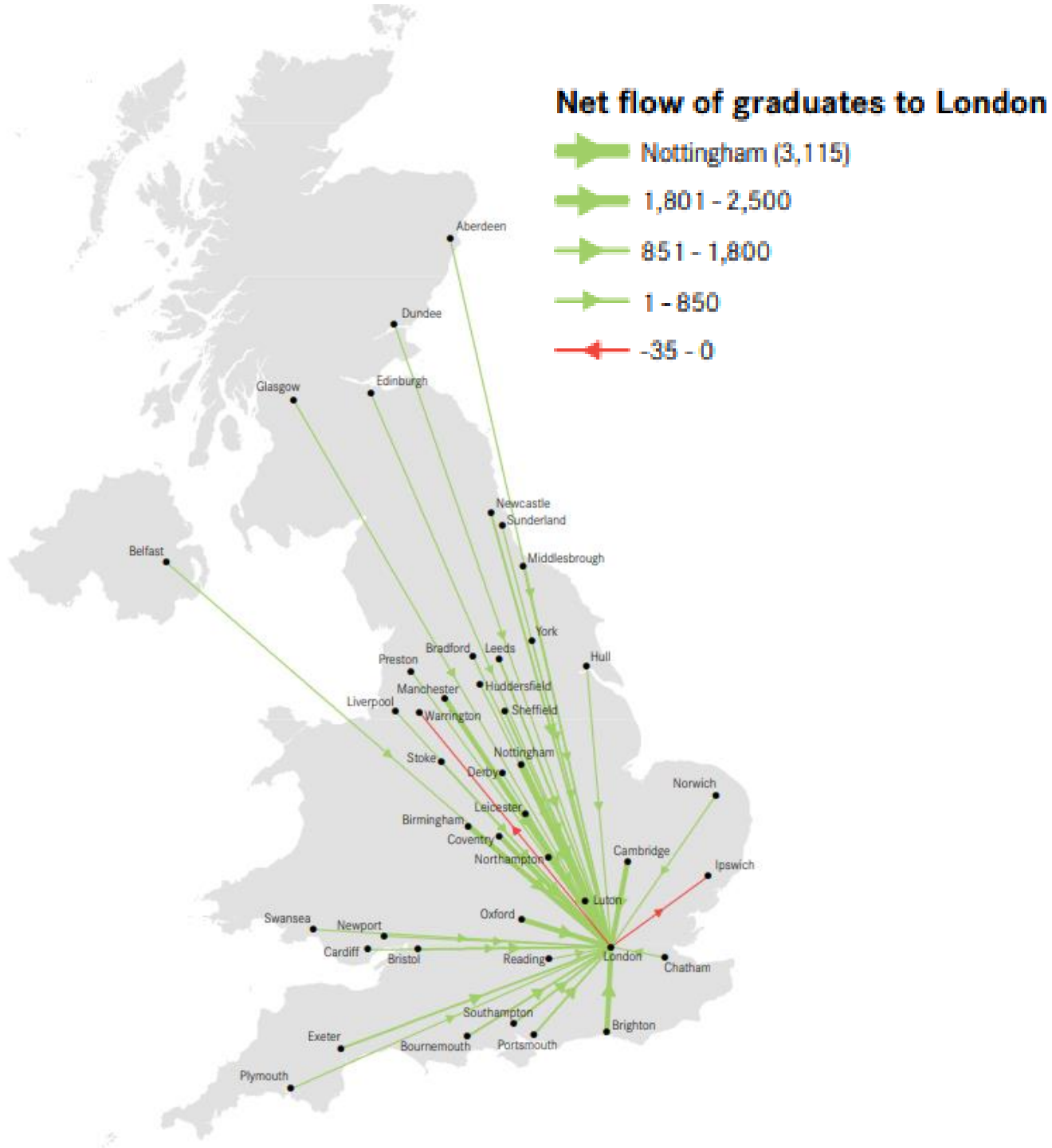
Worst 10 UK cities for traffic jams revealed

*“Improving North / South Connectivity are vital to improve productivity and increase access to markets located in the midlands and the north”*

Source: Western Gateway



# Graduate Migration



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## Model Update: Overview

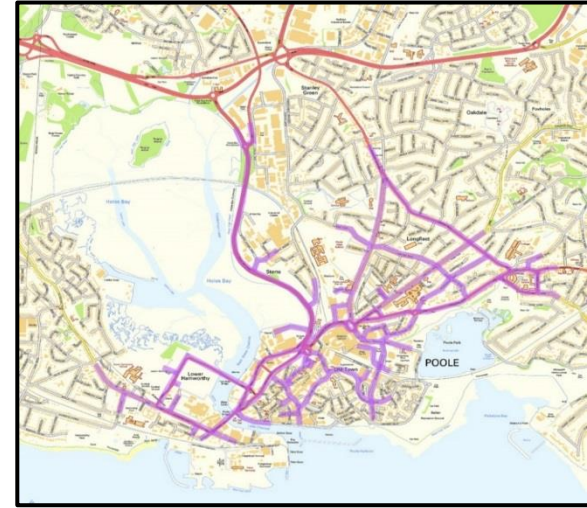
- Completion constrained by lack of model availability
- Number of tasks completed in preparation for scenario testing:
  1. Technical reviews of existing transport models
  2. Highway demand growth review
  3. Forecast model growth scenarios



## Model Update: Existing Model Review

Technical review of the following models:

- SE Dorset Multi-Modal Transport Model (Highway and Public Transport)
- Poole Town Centre (S-Paramics)
- Bournemouth (VISSIM)
- Christchurch (S-Paramics)
- A348 / A3049 Corridor (S-Paramics)



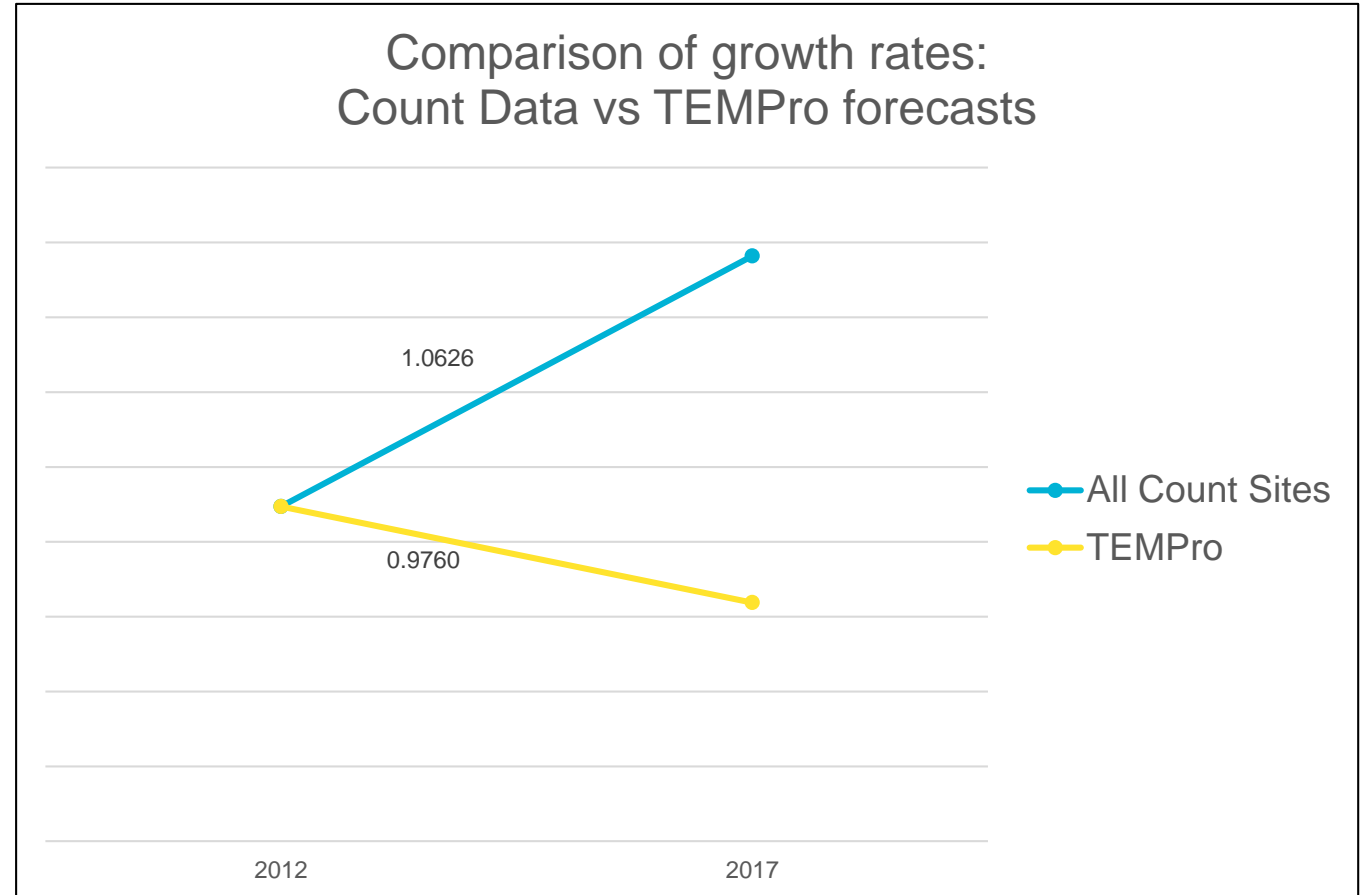
*Above: Poole Town Centre S-Paramics*

*Below: Bournemouth VISSIM*



# Model Update: Demand Growth Review

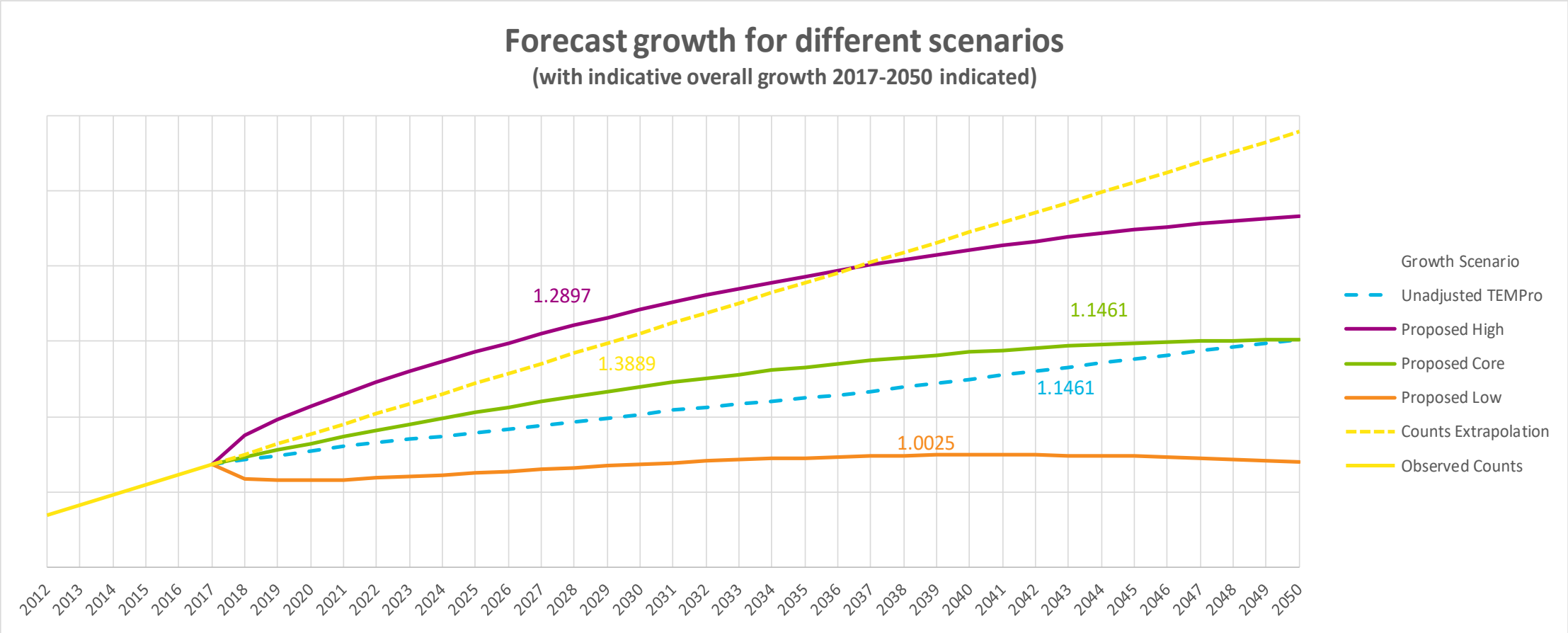
- Review of DfT and locally-observed traffic data (42 sites) to understand traffic growth within the conurbation from 2012 to 2017
- Comparison of observed growth rates to those included in DfT National Trip End Model (NTEM) - TEMPro forecasts



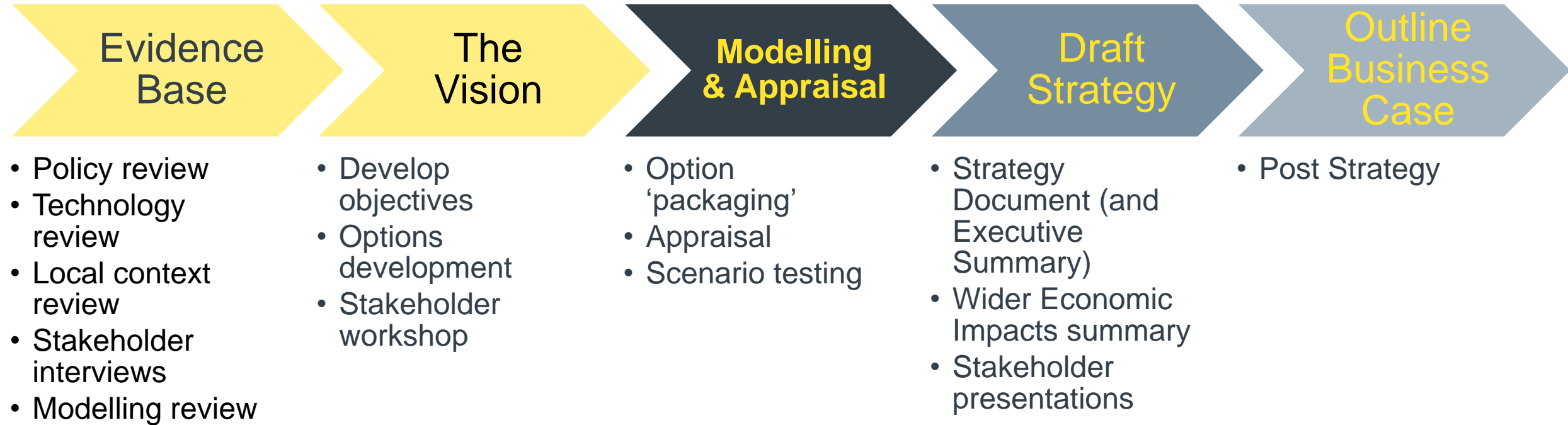


# Model Update: Model Growth Scenarios

- Calculation and proposal of three growth scenarios, in accordance with DfT Transport Appraisal Guidance



# Next Steps



# Workshop Session

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## Workshop Aims

- To understand the key transport-related issues
- Identify transport opportunities to address these issues, ensuring that they reflect the SEDUMS objectives to:
  - Reduce travel demand, especially SOV car use;
  - Enable mobility and physical activity; and
  - Reduce carbon intensity of travel

---

## Working Vision

***Our vision is for South East Dorset to be a prosperous, well-connected conurbation that enables reliable and safe mobility for all, whilst enhancing the natural and built environment.***

***We will deliver a transport system which makes movement easier by encouraging a variety of different travel choices, whilst embracing the opportunities that technological innovations can provide.***

---

# Strategic Themes

## Economy

- Support economic competitiveness by improving accessibility to wider labour markets and improving productivity.
- Increase implementation of existing technology and lead the early adoption of emerging technological advances, to optimise the operation of transport networks and stimulate new growth and employment opportunities.

## Environment

- Protect and enhance the environment by reducing emissions of substances which contribute to climate change and localised air quality issues
- Reduce the need to travel through improved digital connectivity and land use planning
- Prioritise the use of public transport and active travel modes as realistic alternatives to single-occupancy private car demand

## People and Places

- Create safer, healthier and more inclusive places that improve everybody's quality of life.

# Vision Discussion

# Issues Discussion and Mapping

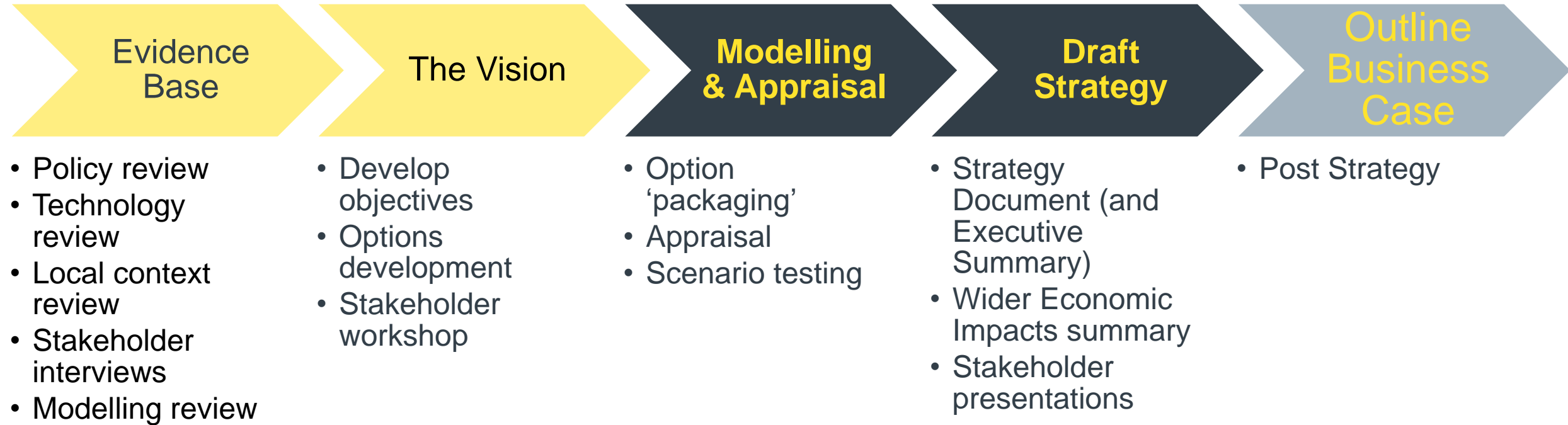


# Opportunities Discussion and Mapping

# Phasing and Delivery Timescales

# Group Feedback

# Next Steps



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# Thank you for your participation

If you would like further information, provide feedback, or have other questions, please contact:

[alex.bertram@aecom.com](mailto:alex.bertram@aecom.com)

**AECOM** Imagine it.  
Delivered.

# Appendix C Workshop Booklet



# **SOUTH EAST DORSET URBAN MOBILITY STRATEGY**

**Workshop Booklet**

24th October 2019,  
Bournemouth University



## **Session 1: Vision Discussion**

### **Working Vision**

*Our vision is for South East Dorset to be a prosperous, well-connected conurbation that allows reliable and safe mobility for all, whilst enhancing the natural and built environment.*

*We will deliver a transport system which makes movement easier by encouraging a variety of different travel choices, whilst embracing the opportunities that technological innovations can provide.*

### **Strategic Themes**

**Economy:** Support economic competitiveness by improving accessibility to wider labour markets and improving productivity. Increase implementation of existing technology and leading the early adoption of emerging technological advances, to optimise the operation of transport networks and stimulate new growth and employment opportunities.

**Environment:** Protect and enhance the environment by reducing emissions of substances which contribute to climate change and localised air quality issues. Reduce the need to travel through improved digital connectivity and land use planning. Prioritise the use of public transport and active travel modes as realistic alternatives to single-occupancy private car demand.

**People and Places:** Create safer, healthier and more inclusive places that improve everybody's quality of life.

**Are the working vision, themes and objectives representative/ realistic for SE Dorset in 2038?**

**Do you agree with the intent of the vision? Is it a vision you feel you can sign up to? Is it realistically achievable by 2038?**

**Are there any fundamental themes that AECOM have missed from the strategic themes/vision/objectives?**

## **Session 2: Issues Discussion**

### **AECOM Key Challenge Examples:**

- **Traffic congestion**
- **North-South connectivity**
- **Accounting for the needs of an ageing population**
- **Youth economic migration**

**Exercise 1: What and where are our key opportunities, and how do we maximise them?**

***APPLY POST-IT NOTES TO MAP***

**Think about:**

- **Whether the issues are relevant to your day-to-day experience**
- **Different modes of transport**
- **Spatial and development issues**
- **Technology**

**Exercise 2: As a table, discuss and write down your top 5 issues?**

**a)**

**b)**

**c)**

**d)**

**e)**

### **Session 3: Opportunities Discussion and Mapping**

**Exercise: What and where are our key opportunities, and how do we maximise them?**

***APPLY POST-IT NOTES TO MAP***

### **Session 4: Prioritisation Discussion and Mapping**

**Exercise: How do we want to prioritise our solutions?**

***APPLY STARS TO PREVIOUS POST-ITS TO OUTLINE SOLUTION PRIORITIES***

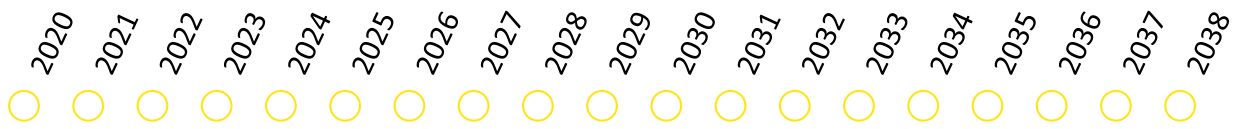
***GOLD (x2) = TOP PRIORITY***

***SILVER (x4) = MEDIUM PRIORITY***

***BRONZE (x6) = LOWER PRIORITY***

## Session 5: Phasing and Delivery Timescales

Question 1: How do we want to define the delivery time periods?



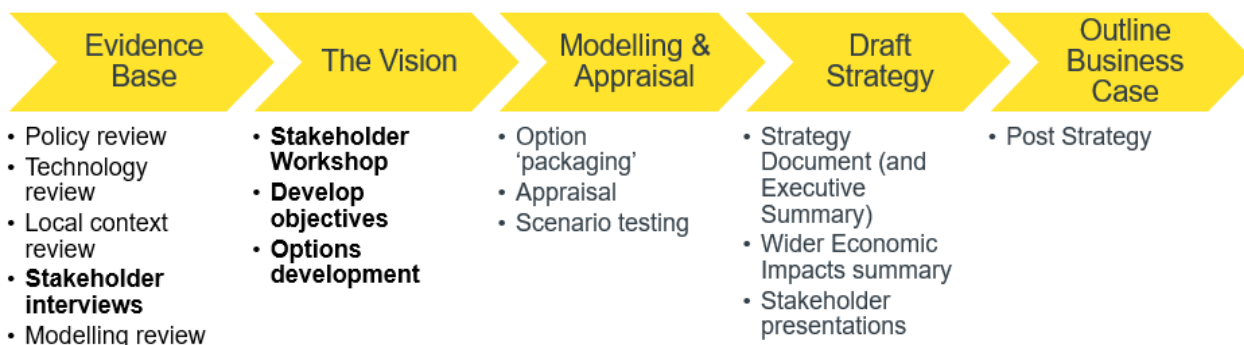




Project:	<b>South East Dorset Urban Mobility Strategy</b>	Job No:	<b>60617892</b>
Subject:	<b>Vision, Theme and Objective Development Methodology</b>		
Prepared by:	<b>Alex Bertram</b>	Date:	<b>07/05/20</b>
Reviewed by:	<b>Jess Railton</b>	Date:	
Approved by:	<b>Richard Adams</b>	Date:	<b>07/05/20</b>

# 1. Introduction

- 1.1 This technical note outlines the development of the transport vision and objectives for the South East Dorset Urban Mobility Strategy (SEDUMS), with the aim of agreeing a set of objectives against which intervention options can be assessed.
- 1.2 The development of the SEDUMS vision and objectives has been integrated into the wider phase approach outlined in Figure 1-1. Following the completion of the Evidence Base review in Phase 1, a working vision and themes were developed and presented to a stakeholder workshop in October 2019 (Chapter 2). Based upon the comments received from the 32 attendees, a number of refinements were made to the vision and themes to incorporate the stakeholder’s views. A series of objectives developed at this stage to reflect the increased validity resulting from broad stakeholder agreement on core issues.



**Figure 1-1: South East Dorset Urban Mobility Strategy Development Process**

- 1.3 The rest of this note is structured as follows:
  - Chapter 2: Working vision and themes;
  - Chapter 3: Interim vision, themes and objectives;
  - Chapter 4: Final vision, themes and objectives; and
  - Chapter 5: Summary

## 2. Working Vision and Themes

2.1 As introduced, a working vision and themes were developed based upon the Phase 1 policy, technical and local context reviews, and the key stakeholder interviews. The visions and objectives within following local, regional and national policy documents were reviewed to ensure that the SEDUMS visions, themes and objectives would align with relevant policies:

- Bournemouth Local Plan Core Strategy (2006-2026)<sup>1</sup>;
- Christchurch and East Dorset Core Strategy (2014-2028)<sup>2</sup>;
- Poole Local Plan (2013-2033)<sup>3</sup>;
- Purbeck Local Plan Part 1 (2006-2027)<sup>4</sup>;
- Bournemouth, Poole and Dorset Local Transport Plan 3 (2011-2026)<sup>5</sup>;
- Dorset Local Industrial Strategy Emerging Documents<sup>6</sup>;
- Western Gateway Subnational Transport Body<sup>7</sup>;
- Department for Business Energy & Industrial Strategy: Industrial Strategy<sup>8</sup>; and
- Department for Transport Departmental Plan<sup>9</sup>.

2.2 A Word Cloud (Figure 2-1) was used as a visual aid to establish the key themes from the local and regional policy reviews; it highlighted similarities between the policies and elements selected for the initial draft of the Vision.



**Figure 2-1: Policy Review Word Cloud**

2.3 Of the 14 key stakeholders interviewed during Phase 1, there was a varied response when asked what their vision for the mobility strategy would look like. Chapter 2 of AECOM’s ‘SEDUMS Stakeholder Engagement Report (22<sup>nd</sup> November)’ provides a more detailed analysis of stakeholder responses, but the following points are a selection of those identified as desirable by stakeholders:

- Accommodation of growth and productivity;
- Behaviour change;
- Consideration of ageing population;
- Health and obesity;

<sup>1</sup> [Bournemouth Local Plan Core Strategy](#)

<sup>2</sup> [Christchurch and East Dorset Core Strategy](#)

<sup>3</sup> [Poole Local Plan](#)

<sup>4</sup> [Purbeck Local Plan Part 1](#)

<sup>5</sup> [LTP3](#)

<sup>6</sup> [Horizon 2038: A Vision for Growth](#) and [Dorset’s Economic Ambition](#);

<sup>7</sup> [Western Gateway STB \(2019\)](#)

<sup>8</sup> [BEIS \(2017\)](#)

<sup>9</sup> [DfT \(2019\)](#)

- Reduce car travel, with journeys being easier by sustainable modes than by car;
- Reduce the need to travel; and
- Technology.

## Vision

2.4 Given the variety of responses from stakeholders, the following working vision was developed to bring together policy requirements and a faithful reproduction of stakeholder opinions. The working vision and subsequent themes were presented at the stakeholder workshop in October 2019 to promote further discussion amongst a wider group of stakeholders (32 individuals attended the workshop). The aim of these discussion was to establish a reasonable consensus from which the final vision, themes and objectives could be developed.

2.5 The vision presented was as follows:

***“Our vision is for South East Dorset to be a prosperous, well-connected conurbation that enables reliable and safe mobility for all, whilst enhancing the natural and built environment.***

***We will deliver a transport system which makes movement easier by encouraging a variety of different travel choices, whilst embracing the opportunities that technological innovations can provide”***

## Themes

2.6 The three themes outlined in Table 2-1 were developed to provide greater depth to the vision and guide the future development of objectives. These were also presented at the stakeholder workshop.

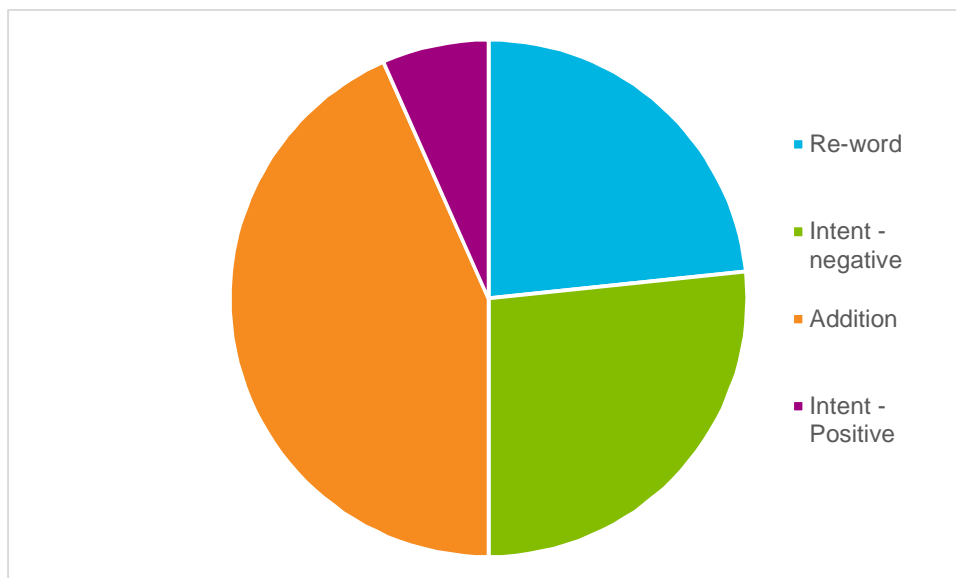
**Table 2-1: Working Themes**

Theme	Description
<b>Economy</b>	Support economic competitiveness by improving accessibility to wider labour markets and improving productivity.
	Increase implementation of existing technology and lead the early adoption of emerging technological advances, to optimise the operation of transport networks and stimulate new growth and employment opportunities.
<b>Environment</b>	Protect and enhance the environment by reducing emissions of substances which contribute to climate change and localised air quality issues
	Reduce the need to travel through improved digital connectivity and land use planning
	Prioritise the use of public transport and active travel modes as realistic alternatives to single-occupancy private car demand
<b>People and Places</b>	Create safer, healthier and more inclusive places that improve everybody’s quality of life

## 3. Interim Vision, Themes and Objectives

### Stakeholder Evaluation

3.1 During the workshop in October 2019, stakeholders made a total of 34 comments on the vision and themes that were presented. Figure 3-1 highlights a summary of the comments, in relation to whether aspects of the Vision or Strategic Themes were suggested to be re-worded, have additional working, and whether the comment was positive (intent-positive) or negative (intent-negative).



**Figure 3-1: Stakeholder Working Vision and Themes Comment Category Analysis**

- 3.2 43% of comments were relating to wording additions in the Vision and Strategic Themes. Of these, 38% referred to wording regarding behaviour change, and 23% related to wording regarding the environment. Other themes included development, people and tourism, including a comment requesting additional text in the Vision to link up the three Strategic Themes.
- 3.3 27% of comments were negative about the proposed Vision and Strategic Themes. One quarter of these commented on the outlook of the Vision and Strategic Themes; not being specific and aspirational, unique to SE Dorset and not prioritising ‘sustainable’ or ‘mode shift’ enough in the text.
- 3.4 On the contrary, the positive comments (7%) praised the holistic approach of the Vision and Strategic Themes, and supported the technological focus of the vision.
- 3.5 The final 23% of comments related to re-wording or re-phrasing of the suggested text in the Vision and Strategic Themes.
- 3.6 Although aggregated in Figure 3-1 for analysis, each comment was reviewed individually to provide a greater understanding of how each comment could be incorporated into an interim vision, Strategic Themes and objectives to present to the representatives from BCP council

### Updated Policy Review

3.7 The Bournemouth, Christchurch and Poole Council Corporate Plan was adopted by BCP Council in November 2019<sup>10</sup>, with the emerging Dorset Council Strategy undergoing consultation in December 2019<sup>11</sup>. The two corporate plans were therefore also reviewed and accounted for when developing the interim vision, themes and objectives.

<sup>10</sup> [BCP Council \(2019\)](#)

<sup>11</sup> [Dorset Council \(2019\)](#)

## Interim Vision

- 3.8 Minimal amendments were made to the vision as a result of stakeholder feedback and the updated policy review. The amendments centred around strengthening the emphasis of the delivery of the Strategy, following stakeholder comments suggested it was previously too passive. A proportion of stakeholder comments proposed additions to the vision and whilst it appears the amendments to the vision are minimal, this was as a result of using encompassing and succinct language to ensure that the vision remained concise. The suggested additional wordings that were not included in the Vision were instead incorporated into the interim Strategic Themes and objectives to ensure that stakeholder views were accounted for.
- 3.9 The interim vision following stakeholder comments was as follows:

***“Our vision is for South East Dorset to be a prosperous, well-connected conurbation that allows reliable and safe mobility for all, whilst enhancing the natural and built environment.***

***We will deliver a transport system which makes movements easier by enabling a **genuine** variety of travel choices, whilst embracing the opportunities that technological innovations can provide”***

## Interim Themes

- 3.10 In addition to the outstanding vision-related comments outlined above, the interim themes included a number of amendments. These amendments centred around the overall presentation of the themes, the inclusion of tourism and re-wording around future growth.
- 3.11 The change in theme presentation was based upon stakeholder comments suggesting presenting the economy as the first strategic theme was inferring that economic considerations were the most important theme. Whilst a similar theme ordering approach was adopted by other transport strategies, including those by Transport Scotland<sup>12</sup>, Transport for West Midlands<sup>13</sup> and Bristol City Council<sup>14</sup>, the approach was not considered appropriate for SEDUMS.
- 3.12 AECOM adopted an approach whereby the three themes sat alongside each other (Figure 3-2) to show equal importance. The ‘People and Places’ theme was placed centrally to demonstrate how the preceding reviews placed economic and environmental considerations as inter-related themes in support of wider social goals.



Figure 3-2: Interim Themes

<sup>12</sup> [National Transport Strategy 2: Consultation Draft](#)

<sup>13</sup> [Movement for Growth](#)

<sup>14</sup> [Bristol Transport Strategy](#)

## Interim Objectives

3.13 Based upon the above vision and themes, eight objectives were developed. The metric examples have been presented to provide an insight into how the objectives could be monitored and evaluated in the future, with comments invited. This approach also allowed objectives to be benchmarked against realistic outcomes.

1. **A reliable and efficient transport system for the movement of people and goods, by optimising day-to-day operations of all networks.**

Metric examples: Journey time reliability (specific targets?); day-to-day and separate for selection of larger events such as football / airshow, etc.

2. **Significantly reduced emissions and carbon intensity of transport.**

Metric examples: No AQMAs (currently 2); number (or %) of electric charging points/electric buses

3. **Creation of an active and sustainable travel culture, with reduced single-occupancy vehicle use, to support a healthier population. Walking and cycling to be the first choice for local journeys and combined with public transport for longer journeys.**

Metric examples: check LCWIP M&E when available for active modes; Travel Survey results; number of 'live' travel plan documents

4. **A transport system that enables greater equity for all communities.**

Metric example: accessibility to services based on Index of Multiple Deprivation (define key services)

5. **Improved quality of life through connectivity and considered placemaking within and between the conurbation's local centres, market towns and larger urban centres.**

Metric examples: Creation and implementation of design standards (TfL/GLA healthy streets style)

6. **Efficient management of parking to encourage sustainable transport mode use and tackle congestion, whilst supporting the conurbation's economy.**

Metric example: Deliver uniform parking strategy (confirm targets/delivery in strategy)

7. **Integrated public transport system to facilitate access to major leisure and employment destinations within and outside of the conurbation.**

Metric example: Number of public transport/active mode 'hubs', integrated ticketing provision, frequency and between mode wait times/headway for important movements (to be defined)

8. **Improved safety for users of all modes.**

Metric examples: Killed Seriously Injured statistics; Adoption of Vision Zero (as [TfL](#), [European Commission et al.](#))

## Objectives to Theme Correspondence

3.14 Table 3-1 outlines how the interim objectives align to the over-arching (interim) themes. This exercise was undertaken to check that the objectives had not diverged from the overarching vision and themes. The relatively high correspondence demonstrates that the golden thread of vision-themes-objectives was maintained throughout the process.

Table 3-1: Objective to Theme Correspondence

	Theme	Relevant Outcomes
<b>People</b>	Create safer, healthier and more inclusive places that improve everybody’s quality of life.	2, 3, 4, 5, 6, 8
<b>Environment</b>	Safeguard and enhance the environment by reducing emissions of substances which contribute to the climate emergency and localised air quality issues.	1, 2, 3, 7
	Reduce the need to travel through improved digital connectivity and adopting a considered land use planning approach when locating future housing and employment growth.	2, 3, 4, 5, 6
	Prioritise the use of public transport and active travel modes as realistic alternatives to single-occupancy private car demand.	1, 3, 4, 6, 7, 8
<b>Economy</b>	Support economic competitiveness by improving accessibility to wider labour markets and increasing productivity across all sectors, including tourism and leisure.	1, 4, 5, 7, 8
	Increase implementation of existing technology and leading the early adoption of emerging technological advances, to optimise the operation of transport networks and stimulate new growth and employment opportunities.	1, 2, 6, 7, 8

3.15 The interim vision, themes and objectives were presented to the client group, encompassing representatives from the two councils, to allow final comments before confirmation. This approach was adopted to minimise the risk of the vision, themes and objectives being challenged at a later date.



## 4. Final Vision, Themes and Objectives

- 4.1 The final agreed vision, themes and objectives were established based upon further discussions with the steering group during February and March 2020. Several strategic policy documents either emerged or were progressed during the intervening period between the interim and final vision, themes and objectives. The contents of documents such as the Draft Local industrial Strategy<sup>15</sup>, submitted to central Government by the Dorset Local Enterprise Partnership in December 2019, were therefore reviewed as part of the update process.
- 4.2 The main changes related to the placing of greater emphasis on contributing to health, wellbeing and economic improvements, as well as a reduction in the length and scope of themes to correspond with more concise objectives.
- 4.3 These changes were made to fully incorporate the wider stakeholder perspectives and also enhance the intervention prioritisation process.

### Final Vision

- 4.4 A number of additions were made to the final vision to place greater emphasis on transport’s supporting role in enhancing economic competitiveness, as well as health and wellbeing outcomes. Where possible, refinements were kept to a minimum length to ensure that the intent of the vision was not lost in details of topics, with the themes and objectives instead used to cover additional points raised.
- 4.5 The agreed final vision after the technical group comments is as follows:

**“Our vision is for South East Dorset to be a prosperous, *competitive and well-connected area with reliable and safe mobility for all, with an enhanced natural and built environment supporting improved wellbeing.***

**We will deliver a transport system which makes movements easier *and healthier* by enabling a genuine variety of travel choices, whilst embracing the opportunities that technological *innovation can provide*”**

### Final Themes

- 4.6 The final themes represent a reduction in the amount of explanatory content provided, but still maintain an overall emphasis on the headings of ‘people and places’, ‘environment’ and ‘economy’. The reduced explanations are based upon a summary of the previous points, with the aim of ensuring that the same intent of themes is communicated in a more concise manner.
- 4.7 The agreed final themes after the technical group comments are as follows:



<sup>15</sup> [Dorset LEP \(2019\)](#)



## Final Objectives

- 4.8 The final objectives represent a reduction in number, from eight to six. The remaining objectives also represent a reduction in length to enable the clarity in interpretation, which is required for intervention prioritisation and also strategy implementation. Although the metric examples have been removed in the final version, the final objectives were still designed with consideration of potential monitoring and evaluation implications.
- 4.9 The final agreed objectives are as follows:
1. A more reliable, resilient and efficient transport system for the movement of people and goods;
  2. Significantly reduce emissions and carbon intensity of transport;
  3. A transport system that enables greater equity and wellbeing for all communities;
  4. Prioritise sustainable connectivity and integrated placemaking;
  5. Improve safety for users of all modes; and
  6. Increase the proportion of work and leisure trips by sustainable modes of travel.

## Vision, Theme and Objective Correspondence

4.10 The correspondence between the final vision, themes and objectives was re-analysed to ensure that the golden thread of vision-themes-objectives was maintained. Table 4-1 presents the final vision-themes-objective analysis.

**Table 4-1: Final Vision-Themes-Objectives Correspondence**

Vision Phrase	Dominant Theme	Objective
<ul style="list-style-type: none"> <li>• Prosperous</li> <li>• Well- connected</li> <li>• Reliable</li> <li>• Competitive</li> </ul>	Economy	A more reliable, resilient and efficient transport system for the movement of people and goods (1)
<ul style="list-style-type: none"> <li>• enhanced the natural and built environment</li> </ul>	Environment	Significantly reduce emissions and carbon intensity of transport (2)
<ul style="list-style-type: none"> <li>• improved wellbeing</li> <li>• healthier</li> </ul>	People and places	A transport system that enables greater equity and wellbeing for all communities (3)
<ul style="list-style-type: none"> <li>• built environment</li> <li>• genuine variety of travel choices</li> </ul>	People and Places	Prioritise sustainable connectivity and integrated placemaking (4)
<ul style="list-style-type: none"> <li>• safe mobility for all</li> </ul>	Economy (TAG)	Improve safety for users of all modes (5)
<ul style="list-style-type: none"> <li>• genuine variety of travel choices</li> <li>• technological innovation</li> </ul>	Environment	Increase the proportion of work and leisure trips by sustainable modes of travel (6)

4.11 Although the dominant themes have been identified based upon potential use in appraisal processes, the final strategy document will go into greater detail explaining how each objective can promote the achievement of the aims outlined in multiple themes. For example, this could demonstrate that increased proportions of work and leisure trips by sustainable modes of travel has the potential to help reduce environmental carbon impacts, but also provide socio-economic benefits through improved health outcomes (for individuals and healthcare providers such as the National Health Service).

## 5. Summary

- 5.1 This technical note outlines the development of the transport vision and objectives for the South East Dorset Urban Mobility Strategy (SEDUMS).
- 5.2 From the initial identification of key local aims and objectives during April 2019, inputs from a variety of stakeholders were sought and accounted for to help produce the final vision, themes and objectives. This stakeholder engagement process encompassed individual interviews with key stakeholders and a wider stakeholder workshop, alongside the ongoing submissions and discussions with the steering group.
- 5.3 Based upon the robustness of this process, the final vision, themes and objectives will enable the prioritisation of interventions as part of the wider SEDUMS study, be presented as part of any business case development and also act as the basis of any monitoring and evaluation framework.