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South East Dorset Urban Mobility Strategy

Appendix C: Appraisal and List of Interventions

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

Project number: 60617892

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Summary: Appraisal and Packaging of Interventions

Introduction

This technical note explains the methodology of appraising the long list of interventions to form 5 packages to be tested in the SE Dorset multi-modal transport model.

Development of a Long List

A comprehensive review of existing planning and transport policy was undertaken to identify relevant measures for inclusion in the long list of interventions. This included interventions from:

- Bournemouth Local Plan
- Christchurch East Dorset Local Plan
- Poole Local Plan
- Dorset Local Transport Plan
- Western Gateway Sub-National Transport Body
- Transforming Cities Fund

Stakeholder engagement was undertaken to allow additional local context to be provided, understand high level issues in the area and to identify potential interventions. Initial stakeholder engagement consisted of telephone interviews with key stakeholders. As part of the interview, stakeholders gave commentary on opportunities for movement in the study area, of which were all included in the long list of interventions.

A stakeholder workshop was held with a wider range of stakeholders, representing key organisations in the area. Stakeholders were given an opportunity to discuss possible interventions and prioritising them, providing a deeper understanding of which solutions are considered to be most important.

The policy and local context review, interviews with key stakeholders and the wider stakeholder workshop all contributed to the development of a long list. The list of potential schemes which were identified is shown in Appendix A, accompanied with a short description. Once duplicate interventions had been removed, a total of 171 interventions remained covering a broad range of topics, encompassing:

- Bus
- Cycling
- Freight
- Highway Infrastructure / ITS
- Innovation and New Technology
- Interchange
- Parking
- Policy
- Public Transport
- Rail
- Safety
- Smarter Choices
- Walking

Initial Sifting

A process of initial sifting was undertaken to assess the interventions against the set of study objectives, defined below. The aim of this initial sifting was to reduce the length of the long list into a more targeted and prioritised list of possible interventions.

Objectives:

- A more reliable, resilient and efficient transport system for the movement of people and goods;

- Significantly reduce emissions and carbon intensity of transport;

- A transport system that enables greater equity and wellbeing for all communities;

- Prioritise sustainable connectivity and integrated placemaking;

- Improve safety for users of all modes; and

- Increase the proportion of trips undertaken by sustainable modes of travel.

All 171 interventions were considered and scored against how well they met these objectives using a seven-point scale, ranging from -3 to +3, highlighted below in Table 1. This provided a measurable assessment and an overall score for each intervention. The maximum available score was 18 as a result of appraisal against the six objectives.

Table 1: Appraisal Scoring

Appraisal Score						
-3	-2	-1	0	1	2	3
Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Strongly Agree	Moderately Agree	Slightly Agree

The project team scored interventions independently, resulting in seven different scores for each intervention. These scores were averaged to produce a final score for each intervention.

The overall scores were ranked in descending order to highlight the best scoring interventions, shown in Appendix B. Scores ranged between 17 and 1, and in general, interventions relating to public transport and cycling scored favourably. In comparison, interventions in the freight, highway infrastructure/ITS and innovation and new technology categories were generally low scoring.

Packaging

Interventions that scored seven or above in the initial appraisal were taken forward to the packaging stage. Creating packages allows groups of interventions to be modelled to assess the potential for affecting change in travel demand. The transport model has different future assessment years and packages can therefore be selected to access the impacts of staged delivery of interventions over the strategy period to 2040.

A total of 121 interventions were categorised into implementation timescales: 0-5; 6-10; 11–15; and 16–20 years. This process seeks to reflect the potential deliverability of interventions over the strategy period. The selections are shown in Appendix C.

The interventions were then defined into packages, selected to complement each other and reflect the potential timescale for implementation. In total there are 13 packages across the four implementation timescales, summarised in Table 2. Figure 1 summaries the interventions, according to theme, within each timeframe. The packaging primarily identifies the types of interventions that could be implemented, and the modelling will assess a % mode change in demand that could result. The interventions and packages are not definitive but seek to illustrate how benefits are accrued over the strategy period.

In this way the packages therefore accrue to allow the transport model to assess a % mode change in demand that could result over the strategy period.

Table 2: Description of Packages

Implementation timescale	Package reference	Theme	Intervention
5 Years	A	Policy	Alignment of this mobility strategy with other policies
		Policy	Political Bravery
		Policy	Investment into sustainable travel
		Policy	Sustainable land use
		Policy	Development of housing close to town centres
		Safety	Dorset Strategic Road Safety Partnership
		Safety	20mph speed limit
		Safety	Safe routes to Schools
		Safety	Walk to School Campaigns
		Safety	Ban on Pavement parking
		Safety	Enforcement of parking outside of schools
		Active Travel	Beryl Bikes
		Enabler	Free adult cycle training
		Active Travel	e-bike hire scheme
		Active Travel	Transport Hubs - Provision of cycle hire at key transport hubs
		Enabler	Transport Hubs - Provision of cycle parking at key locations
		Travel demand management	Modal filters on side roads
		Active Travel	Playstreets
		Active Travel	Car-free Sundays
		Public Realm and accessibility	Consistent quality of cycle routes across the BCP area
		Enabler	ITSO Compliant Smart Card
	B	Travel demand management	Travel Planning/Smarter Travel Choices Agenda
		Travel demand management	Bournemouth Airport and Aviation Park Travel Plan
		Travel demand management	Ferndown Industrial Estate Travel Plan
		Travel demand management	Businesses to introduce flexible working
		Travel demand management	Peak hour spreading
		Travel demand management	Transport Hubs - Cycle grant scheme for businesses
		Travel demand management	Promotion of car clubs
		Public Realm and accessibility	Update to Rights of Way Improvement Plan

Implementation timescale	Package reference	Theme	Intervention
5 Years		Public Realm and accessibility	Public Realm Improvements (Reducing the need to travel)
		Public Realm and accessibility	Improved walking route between Poole Station and Poole town centre
		Public Realm and accessibility	Pedestrian/ cycle link from Stadium to the town centre: as part of regeneration proposals for the Stadium and Town Centre North Area, this link will be required as part of these developments.
		Public Realm and accessibility	Improved public realm and access to Bournemouth Station.
		Policy	Citizens assembly in BCP area
		Cycling Corridor	Cycling Corridor - C1 - Lansdowne to Christchurch
		Cycling Corridor	Cycling Corridor - C2 - Bournemouth to Ferndown
		Cycling Corridor	Cycling Corridor - C3 - Wareham to Poole
		Cycling Corridor	Cycling Corridor - C4 - Canford Heath to University
		Cycling Corridor	Cycling Corridor - C5 - Merley to Poole
		Cycling Corridor	Cycling Corridor - C6 - Holes Bay to Fleetsbridge
		Cycling Corridor	Cycling Corridor - C7 - Holes Bay Road to Creekmoor P&R
		Public Realm and accessibility	Holes Bay walkway
	C	Enabler	Provision of free bus travel for employees
		Travel demand management	Reducing the demand of Workplace Parking
		Travel demand management	EV / Cargo bike last mile deliveries
		Travel demand management	Intelligent Transport Systems on the Quality Bus Corridors
		Safety	Roadwork user priority
		Safety	Lansdowne roundabout
		Safety	Improvements of key junctions
		Travel demand management	Increase in sustainable travel to/from tourist sites
	D	Travel demand management	Hot desk swap shop
		Travel demand management	Closure of Poole Park to through-traffic
		Travel demand management	Exclusion of cars and bikes on The Quay at Poole Harbour
		Travel demand management	Road Closures
		Policy	Reduction in car parking in new developments
		Public Realm and accessibility	Transport Hubs - Accessibility improvements
		Public Realm and accessibility	Transport Hubs - Bournemouth Rail and Bus connectivity

Implementation timescale	Package reference	Theme	Intervention
		Rail	Rail: The Authorities will continue engagement with Network Rail and the Train Operators to develop a pipeline of schemes and improvements, including opportunities to open new stations in Dorset and explore the benefits and issues associated with relocation of others
		Policy	Capital Maintenance Programme
		Public Realm and accessibility	Wayfinding Network
		Enabler	Travel App
10 Years	E	Bus	One bus franchise
		Bus	Bus/transport partnerships
		Public Realm and accessibility	Public transport improvements, including bus shelter and bus information improvements
		Sustainable Transport Corridor	Bus and Cycle priority on main trunk routes
		Sustainable Transport Corridor	Removal of on-street parking on bus routes
		Sustainable Transport Corridor	Improve frequency of buses on main artery routes
		Bus	Demand Responsive Transport
		Bus	Provision of free bus travel to school children
		Public Realm and accessibility	Improved station facilities and building at Poole Station.
		Interchange	New bus station and associated off-site bus depot element of the Heart of Poole development scheme
		Interchange	Transport Hubs - Electric bus charging facilities
		Interchange	Relocated Poole station that has better, safer accessibility to the town.
		Public Realm and accessibility	Transport Hubs - Poole Rail and Bus Station connectivity
		Interchange	Transport Hubs - Lansdowne (Bmth) Travel Interchange
		Financial measure	Dynamic / demand based pricing
	F	Cycling Corridor	Development of new pedestrian Cycle Bridge: providing a link from Creekmoor to Upton Park.
		Cycling Corridor	Ferndown to West Moors Trailway
		Sustainable Transport Corridor	Sustainable Transport Corridor - S1 - Poole to Christchurch
		Sustainable Transport Corridor	Sustainable Transport Corridor - S2 - Bournemouth to Ferndown/Wimborne
		Sustainable Transport Corridor	Sustainable Transport Corridor - S3 - Wimborne to Christchurch (Bournemouth)
		Sustainable Transport Corridor	Sustainable Transport Corridor - S4 - Wallisdown Road/ Talbot Avenue
		Sustainable Transport Corridor	Sustainable Transport Corridor - S5 - Poole to Ferndown
		Sustainable Transport Corridor	Sustainable Transport Corridor - S6 - North Poole/ North Bournemouth
		Sustainable Transport Corridor	Sustainable Transport Corridor - S7 - Poole to Wimborne
		Sustainable Transport Corridor	Sustainable Transport Corridor - S8 - Broadstone to A349

Implementation timescale	Package reference	Theme	Intervention
10 Years		Bus	Express bus service for journeys in and out of the BCP area
		Sustainable Transport Corridor	Express Bus services to Verwood, Ferndown, West Moors, Wimborne, Bournemouth Airport and Ferndown and BA business parks
		Public Realm and accessibility	Multi-user High Street
		Public Realm and accessibility	Railway improvements to the town centre as part of regeneration proposals: 2) Replacement of Level Crossing at High Street, Poole town centre.
		Rail	Improved performance and reliability on services through Dorset and the conurbation.
		Travel demand management	MaaS Parking
	G	Financial measure	Increase cost in parking
		Interchange	Park and Ride
		Interchange	Edge of Town P&R
		Interchange	Transport Hubs - Creekmoor Park & Ride Enhancement
		Interchange	Bournemouth Airport interchange / transport hub
		Sustainable Transport Corridor	Improving access to Bournemouth Airport, the Port of Poole and Portland Port
		Travel demand management	Freight Hubs
	H	Rail	Improved Sunday rail service frequency between Weymouth, Bournemouth and London,
		Financial measure	Congestion Charging
		Travel demand management	Enforcing controlled zones using Geo-fencing
		Travel demand management	Closure of Bath Road Car Park
		Safety	Become a Vision Zero town
15 Years	I	Rail	More frequent rail service between Poole and Bournemouth
		Rail	Direct Train between Poole and Portsmouth
	J	Interchange	Improved accessibility at Branksome Station for all passengers.
		Interchange	Improved accessibility at Christchurch Station for all passengers.
		Interchange	Improved accessibility at Hamworthy Station for all passengers.
		Interchange	Improved accessibility at Hinton Admiral Station for all passengers.
		Interchange	Improved accessibility at Parkstone Station for all passengers.
		Interchange	Improved accessibility at Pokesdown for all passengers.
	K	Rail	Reduced journey time to circa 1 hour 45 mins from Poole / 1 hour 30 from Bournemouth
		Rail	Reduce journey times on services between Weymouth and London
		Travel demand management	Investment in Sandbanks Ferry

Implementation timescale	Package reference	Theme	Intervention
20 Years	L	Rail	Improved journey times and increased capacity on the West of England Line.
		Rail	New journey opportunities from south Dorset to major destinations through the provision of either additional train services or improved interchange at appropriate stations. Journey times should be comparable with road.
		Rail	New/ improved journey opportunities from Wool/ Wareham/ Holton Heath to Christchurch/ Bournemouth/ Poole (Dorset Metro)
		Rail	New/ improved journey opportunities in areas not served by rail (north Bournemouth/ north Poole/ Ferndown/ Bournemouth Airport/ Verwood/ Wimborne
	M	Rail	Development of Dorset Area Rapid Transit system
		Rail	New Railway Station at Talbot Heath to serve the two Universities

Figure 1: Summary of Package Implementation Timescales

The first five years

The interventions in the Packages A – D are all achievable within a 5-year timescale. The changes to policy have all been included in the earliest package, Package A, highlighting the council's intentions to invest into sustainable travel and 'pave the way' to a less car-dominated environment. These policy interventions are complimented with measures to improve safety around schools, providing cycle skills and infrastructure, as well as starting to prioritise pedestrian and cycle movements by enforcing modal filters and temporarily closing streets to encourage people to use other modes of transport and transform the street-space on an occasional basis.

Package B adds to Package A by focusing on behaviour change, especially in workplaces. It also starts to prioritise cycling and walking environments, by investing in cycling infrastructure, and public realm and accessibility.

Package C builds on challenging workplace travel by reducing workplace parking. Offering free bus travel for employees, improving the safety at junctions, combined with the new cycling corridors in the previous package, offers a choice of more sustainable modes of travel.

Package D is where larger changes start to be seen, by closing roads, such as Poole Park and The Quay. Improving the accessibility and connectivity at and around transport hubs, combined with wayfinding, conclude the interventions to be implemented within a 5-year period.

Years 6 - 10

Packages E to H sees the development of public transport. Package E introduces interventions that are a precursor to the sustainable transport corridors, providing improvements to public transport services and infrastructure.

Package F focuses on sustainable transport corridors and improved services and reliability on public transport across the study area. We envisage some may be delivered earlier than the timescale indicted, but all to be delivered within the 10 year timeframe.

Package G develops the sustainable transport corridors further, by establishing Park and Rides. This, incorporated with an increase in parking in the town centres, and supporting the sustainable transport corridors, provides a greater incentive for those travelling into the urban areas to do so using Park and Ride services. Improvements to major interchanges also encourages use of the sustainable routes in the previous packages.

Package H is the final package within a 10-year timescale and is where the more challenging and controversial interventions are implemented. These interventions actively penalise the car and favour sustainable modes and require the provision of the earlier, enabling elements to support users transition from car travel.

Years 11 – 15

Packages I to K are achievable within a 15-year time period, however the planning process would need to be started earlier on to allow success. Package I focuses on the development of rail services within the study area and large neighbouring conurbations.

Package J improves accessibility at stations, however, within these interventions it is the platform lengthening that requires greater planning. The accessibility to and from the stations, a key enabler for improving access by a range of modes, have measures which can be completed within both the 5- and 10-year implementation timescales.

Package K develops rail further, providing improved journey times to London. These, along with Packages L and M require significant involvement with the various rail bodies, involve significant lead times and costs, reflected in the timescales indicated.

Years 16 – 20

Packages L and M are both Rail concentrated, requiring the greatest investment and planning process. They establish rail opportunities to areas within the study area not currently served by rail and major destinations outside of the SE Dorset area.

Next Steps

The packages will be assessed in the SE Dorset multi-modal model covering the study area to understand the forecast impact on traffic and the likely modal shift to public transport and/or active travel modes. The

packages will be assessed in the model future years, to understand the cumulative impact of the interventions:

- 2023; Packages A - D
- 2031; Packages A - H
- 2039; Packages A - M

Appendix A – Long List of Interventions

Code	Intervention	Description	Source	Theme
B1	Provision of free bus travel for employees	Employers at the Industrial estates (Ferndown and Uddens) to provide a free bus service for employees travelling from Bournemouth/Poole (currently users have to pay)	BLP	Bus
B2	ITSO Compliant Smart Card	Contactless Smart cards for bus travel, with the option to add rail travel. Include smart phone ticketing	BLP	Bus
B3	Intelligent Transport Systems on the Quality Bus Corridors	More efficient signals, prioritising buses, variable message signing and CCTV to improve network efficiency	CEDLP	Bus
B4	Public transport improvements, including bus shelter and bus information improvements	Improvements to ensure that bus stops are of the same standard in the BCP area, including seating, shelters and real time passenger information	CEDLP	Bus
B5	Express Bus services to Verwood, Ferndown, West Moors, Wimborne, Bournemouth Airport and Ferndown and BA business parks	Provide necessary infrastructure to facilitate a faster service	DLTP	Bus
B6	One bus franchise	One operator determining the details of services, costs of tickets etc, allowing BCP to have greater control on how the bus services are provided	SI	Bus
B7	Improve frequency of buses on main artery routes	10-minute frequency bus service on the main artery routes across the BCP area	SI	Bus
B8	Express bus service for journeys in and out of the BCP area	Express bus (limited stop) services to Dorset to capture trips unable to be made by train	SI	Bus
B9	Edge of Town P&R	Park and ride on the edge of the BCP area to capture commuting trips	SI	Bus
B10	Bike Racks on Buses	Integrate bus and bike travel to allow people to travel further	SI	Bus
B11	Provision of free bus travel to school children	Provision of free bus travel to school children for a year to understand school pick up/ drop off in the BCP area	SI	Bus
B12	Junction improvements, notably roundabout	Improvements to junctions to prioritise bus movements	SI	Bus
B13	Single bus network map	Network map of all the services and operators across the BCP area	SI	Bus
B14	Electric Buses	All new buses to be electric	TCF / SI	Bus
B15	Improving access to Bournemouth Airport, the Port of Poole and Portland Port	Improvement via public transport measures to improve access and increase economic activity e.g. rail link to Poole Port	WGSNTB	Bus
C1	Improvements of key junctions	Improvements to cycle safety and permeability for pedestrians and cyclists at key junctions. Audits to determine quality of cycling infrastructure at junctions	BLP	Cycling
C2	Wayfinding Network	Complete, legible wayfinding network for pedestrians and cyclists, including POI information (including to transport interchanges) and measures to improve the safety and continuity of the routes through improved lighting, markings, and route visibility. Integrated with modal filters	SI	Cycling
C3	Cycling Corridor - C1 - Lansdowne to Christchurch	Links Bournemouth Town Centre to Christchurch. Serves Bournemouth rail and bus stations, AFC Bournemouth, JPM Morgan, Bournemouth Hospital, Wessex Fields employment site, including proposed new sites and Christchurch.	TCF	Cycling
C4	Cycling Corridor - C6 - Holes Bay to Fleetsbridge	Links Poole Town Centre to Fleets Bridge. Serves various industrial estates including the Nuffield Industrial Estate.	TCF	Cycling
C5	Cycling Corridor - C5 - Merley to Poole	Links Merley to Poole town centre, rail and bus stations and Nuffield Industrial Estate.	TCF	Cycling
C6	Cycling Corridor - C4 - Canford Heath to University	Links significant existing housing at Canford Heath with Bournemouth University and the Arts University. Upgrades existing Bourne Valley Greenway. Connects in with cycle route on to Bournemouth town centre.	TCF	Cycling
C7	Cycling Corridor - C7 - Holes Bay Road to Creekmoor P&R	Links Poole town centre Creekmoor Park & Ride for Park and Cycle.	TCF	Cycling
C8	Cycling Corridor - C3 - Wareham to Poole	Completes final gaps in cycle network between Wareham and Poole	TCF	Cycling

Code	Intervention	Description	Source	Theme
C9	Cycling Corridor - C2 - Bournemouth to Ferndown	Links Bournemouth town centre, universities, major urban and outer urban residential areas in Bournemouth and Ferndown; new housing at Parley Cross and major employment at Bournemouth Aviation Park and Ferndown. Boundary Road/Bournemouth Aviation Park/Ferndown Major Cycle Route. Upgrades Bourne Valley Greenway	TCF	Cycling
C10	Beryl Bikes	Roll out of Beryl bikes to include all of the study area	TCF	Cycling
C11	Transport Hubs - Provision of cycle storage at key transport hubs	Provision of cycle lockers at key rail stations, the Creekmoor Park & Ride site and outer areas.	TCF	Cycling
C12	Transport Hubs - Provision of cycle hire at key transport hubs	Provision of cycle hire (including electric bikes) at key rail stations, the Creekmoor Park & Ride site and outer areas.	TCF	Cycling
C13	Transport Hubs - Provision of cycle parking at key locations	Provision of safe and secure cycle parking facilities at key locations	TCF	Cycling
C14	Transport Hubs - Cycle grant scheme for businesses	Grants to businesses towards provision of cycle storage; pool bike schemes; shower and drying facilities and potential central bike hubs on major industrial estates. Will require match-funding.	TCF	Cycling
C15	Ferndown to West Moors Trailway	Off-road cycle route on the old railway line	TP	Cycling
C16	Consistent quality of cycle routes across the BCP area	Cycle Audits to determine the quality	TP	Cycling
C17	Free adult cycle training	Provision of free cycle training for adults	TP	Cycling
C18	Don't Park - Cycle!	Promote active alternative to cycling. Develop and promote a scheme to swap your daily/workday parking fee for a 30% contribution to a cycle-to-work scheme purchase.	TT	Cycling
F1	HGV management system - Longham	Introduction of a signal junction on bridge to manage HGV flow and reduce number of bridge strikes.	TCF	Freight
F2	Freight Hubs	The development of a point of consolidation for freight. By providing a holding centre away from port, freight can be held remotely and avoid / reduce congestion during peak times and align better with port activities.	TT	Freight
F3	Green Light Optimisation for Freight	Green Light Optimisation or Green flow would allow for improved traffic movement of fleets of HGV to exit/enter the port and be scheduled using a pre-agreed route / strategy. This would reduce congestion by avoiding peak travel times, optimise traffic flow by avoiding stop/start of some of the most heavily polluting vehicles.	TT	Freight
F4	Freight platooning	By coordinating the movement of several HGV's in the form of a platoon, there is an ability to optimise the throughput of vehicles in and out of the port, as well as reducing the start / stop time and consequentially having a positive impact on emissions and pollution. Using platooning technology could expedite inbound and outbound freight traffic.	TT	Freight
H1	Highways maintenance – prioritised programme of schemes including surface dressing, footway remedial works, street lighting		BLP	Highway Infrastructure / ITS
H2	Improvements (junctions and roundabouts) to the following corridors: 3) Dorset Way		PLP	Highway Infrastructure / ITS
H3	Structural Maintenance: 1) General Structural Maintenance, 2) Bridge Maintenance, 3) Street Light Maintenance.		PLP	Highway Infrastructure / ITS
H4	Bus and Cycle priority on main trunk routes	Bus lanes and segregated cycle lanes on the main arteries in and out of the BCP area	SI	Highway Infrastructure / ITS
H5	Modal filters on side roads	Selected minor roads and residential streets to have modal filters for buses and cyclists, restricting car movement	SI	Highway Infrastructure / ITS
H6	Exclusion of cars and bikes on The Quay at Poole Harbour	Ban of vehicles on The Quay and High Street between 10 and 4 (as not to exclude deliveries)	SI	Highway Infrastructure / ITS
H7	2+ lane	Lane dedicated for cars with 2 or more people in	SI	Highway Infrastructure / ITS
H8	Restriction of car travel on certain days	Restriction of cars based on type of number plate e.g. cars with even number plates are not allowed in on certain days	SI	Highway Infrastructure / ITS

Code	Intervention	Description	Source	Theme
H9	Road Closures	Permanent closure of roads replicable to the Bournemouth Air Show	SI	Highway Infrastructure / ITS
H10	Technology and Network Management - Real Time Network Management monitoring system	Enables real-time, proactive, control room management of the highway network	TCF	Highway Infrastructure / ITS
H11	Technology and Network Management - Enhancement of UTMC systems and standardisation across boundaries to ensure compatibility of new systems	Joint system across the conurbation to improve the efficiency of the highway network to improve journey time reliability	TCF	Highway Infrastructure / ITS
H12	Variable messages signs	BCP wide VMS strategy and accompanying hardware.	TCF	Highway Infrastructure / ITS
H13	Technology and Network Management - Linking of DC and BCP Council Network Management to Highways England Network	Enables real-time, proactive, control room management of the highway network	TCF	Highway Infrastructure / ITS
H14	Technology and Network Management - ITS and Connected Vehicles	Utilising ITS and latest connected vehicle technology on major corridors to optimise route choice and journey timings on the network - typically to provide priority for buses and emergency vehicles.	TCF	Highway Infrastructure / ITS
H15	EV Designated Lane	Promotion of Electric Vehicles to improve air quality, in preference to Internal Combustion Engine vehicles, ICE, could support the local and central government encouragement for the uptake of EV. By allowing EV to use designated EV or Bus/Taxi/EV lanes could provide such encouragement. Promotion of EV also demonstrated BCP EV strategy, BCP drive towards a more sustainable future.	TT	Highway Infrastructure / ITS
H16	Enforcing controlled zones using Geo-fencing	Digitalisation of transport enables tools such as geo-fencing to support management and access control of people and vehicles through virtual methods. Exclusion zones could be advised and monitored through smart devices using GPS and other location techniques.	TT	Highway Infrastructure / ITS
H17	Smart Street Lighting	Wide use of smarter CMS to control street and task lighting on out-of-hours trafficked routes or locations. Acknowledging that vehicle lighting has improved, that safer road and street design the need for lighting is not as essential. The use of intelligent systems can make energy and cost savings as well as meeting the needs of the public.	TT	Highway Infrastructure / ITS
H18	Smart Asset Renewal	The connectivity and need for targeted renewals of Highways infrastructure is a prime target for Smart Asset Renewal	TT	Highway Infrastructure / ITS
H19	Planning Consolidation	The adoption of digitalisation and the integration of smart technologies into society is not just a plug and play process. There needs to be a considered approach with "digital" being part and parcel of the planning process to future proof future developments, especially with respect to transport.	TT	Highway Infrastructure / ITS
H20	Dynamic TROs with smart infrastructure	Introduction of 'tidal' carriageways and through-ways. TROs don't typically offer flexibility and static signs often required. Technology developments could offer the deployment of smart (AI?) technology to communicate conditions and undertake enforcement.	TT	Highway Infrastructure / ITS
H21	Public Access to Fleet EV Charging Infrastructure	By working in partnership with local large fleet providers, e.g. post office, couriers, taxi firms, the collaborative provision of EV charging infrastructure could deliver mutual benefits and support more sustainable and cleaner car-based travel.	TT	Highway Infrastructure / ITS
H22	Greater CCTV coverage	The deployment of additional cctv / smart sensing technology will offer not only visual monitoring of transportation but with the use of video analytics and AI technologies, automatic detection of incidents would facilitate faster responder times as well as supporting automated responses, through UTMC etc.	TT	Highway Infrastructure / ITS
NT1	Electric Vehicle Charging Infrastructure	Area wide in-carriageway EV charging scheme inline with existing EV strategy.	BLP	Innovation and New Technology
NT2	Real Time parking availability	Real Time Information providing availability of car parks to prevent queueing for car parks and additional miles to find a car park	SI	Innovation and New Technology
NT3	Promotion of Apps showing EV charge locations	Promotion of Apps showing EV charge locations	SI	Innovation and New Technology

Code	Intervention	Description	Source	Theme
NT4	Congestion Charging	Charge for vehicles entering the town centres, defined by a cordon	SI	Innovation and New Technology
NT5	Travel App	Travel Planning App (e.g. Citymapper) to provide RTI on the quickest and cheapest routes	SI	Innovation and New Technology
NT6	EV / Cargo bike last mile deliveries	Electric vehicles and cargo bike used to deliver in the town centres / local areas	SI	Innovation and New Technology
NT7	e-bike hire scheme	Dockless bike schemes to include electric bikes	SI	Innovation and New Technology
NT8	Exploitation of Social Media	Live updates regarding (road) network performance using UTMC/traffic control generated information automatically/directly linked to social media publishers (e.g. Twitter) notifying users / subscribers, on their "location aware" device, of specific events on their registered routes or geo-fenced areas. This would be an automated service which has been demonstrated elsewhere.	TT	Innovation and New Technology
NT9	Connected and Autonomous Vehicle Shuttle (trials)	"Last mile service" using mature CAV service provider could offer a useful insight to the streets of the future. Supporting trials would demonstrate the forward-thinking of BCP and also present opportunities for closer business/commercial alliances as well as with academia.	TT	Innovation and New Technology
NT10	Transport Open Data Platform	Creation of a transport focussed open data portal, ODP, is actively encouraged by central government which offers greater opportunities for exploitation and benefits for BCP. By agreeing a 'standard' for data exchange, the data could be made available for others to exploit. Community based "challenges" could be issued to residents, local companies, universities and schools with the potential for unique solutions being developed, locally tom meet local needs.	TT	Innovation and New Technology
NT11	BCP Dashboard	Increasing access to digital information provides more opportunity to more speedily understand the performance of transportation across the region, allowing for more focussed interventions and greater knowledge and evidence to support decision making. Production of a dashboard providing data visualisations and high-level stats etc, derived from Transport ODP. Could be linked to social media to increase engagement, raise BCP profile etc. and illustrate emerging interventions such as real time parking availability, EV charge points, etc	TT	Innovation and New Technology
NT12	Smart Asset Renewal	A more evidence based approach to the renewal, replacement, refurbishment of assets could be adopted with greater knowledge of the asset. A rolling programme of asset replacement based on pre-agreed condition / prioritisation could be adopted regionwide but would provide significant benefit to defined key corridors / junctions.	TT	Innovation and New Technology
NT13	Exploitation of 5G	The emerging Fifth generation, 5G, mobile communications platform provides increased bandwidth and higher speed communications allowing greater wireless connectivity. 5G is being adopted across various transport related technologies, with early adopters being real time information from remote or mobile devices, leading to improved data accuracy, efficiencies etc.	TT	Innovation and New Technology

Code	Intervention	Description	Source	Theme
NT14	Improved message broadcasts	Fixed VMS signage is expensive and generally focussed in delivering messages to meet a single function, i.e. road traffic information. The opportunity to utilise all VMS assets and displays (passenger information, roadside VMS, city centre smart totems, etc) should be exploited to communicate with public. Strategic event information could be broadcast across all VMS locations, similarly Air Quality information or dashboard could show and influence viewers to take alternative ways of travelling. Other alternative uses could also be adopted such as, introduce anti-idling regulations at key AQ junctions, deploy sensor and connect output directly to nearby VMS	TT	Innovation and New Technology
I1	Bournemouth Airport interchange / transport hub	Provision of a bus station/bus hub at Bournemouth Airport serving multiple bus routes/services near passenger terminal. Inclusion of EV infrastructure	DLTP	Interchange
I2	Improved public realm and access to Bournemouth Station.	Station improvement works, especially northside. High quality wayfinding. Cycle parking enhancements. Bike repair hub? Route to station from south to Lansdowne	RT	Interchange
I3	Improved accessibility at Parkstone Station for all passengers.	New footbridge with lifts to provide link between platforms (particularly for Platform 2). Platform lengthening allowing 10 car	RT	Interchange
I4	Improved accessibility at Hamworthy Station for all passengers.	New footbridge with lifts to provide link between platforms. Closure of Subway? Platform lengthening allowing 10 car reintroduction of third platform	RT	Interchange
I5	Improved accessibility at Christchurch Station for all passengers.	New footbridge with lifts to provide link between platforms. Platform lengthening allowing 10 car. Cycle parking	RT	Interchange
I6	Improved accessibility at Branksome Station for all passengers.	New footbridge with lifts to provide link between platforms. Station forecourt improvement works. Platform lengthening allowing 10 car	RT	Interchange
I7	Improved accessibility at Hinton Admiral Station for all passengers.	New footbridge with lifts to provide link between platforms. Station forecourt improvement works. Improved signage and wayfinding to station from new development sites near Roeshoot Hill. Platform lengthening allowing 10 car	RT	Interchange
I8	Improved accessibility at Pokesdown for all passengers.	Improved signage and wayfinding to station from AFC Bournemouth Stadium for match day passengers Platform lengthening allowing 10 car New lifts to provide link between platforms and access from entrance Station forecourt improvement works.	RT	Interchange
I9	Improved station facilities and building at Poole Station.	Replacement station building. Improved platform furniture, canopies etc. Access for All bridge.	RT	Interchange
I10	Relocated Poole station that has better, safer accessibility to the town.	New station closer to the town. Accessible bridge between platforms.	RT	Interchange
I11	Accessibility between platforms at Dorchester South Station.	Station improvement works. New footbridge with lifts to provide link between platforms	RT	Interchange
I12	Improved accessibility at Gillingham Station for all passengers.	New footbridge with lifts to provide link between platforms	RT	Interchange
I13	New bus station and associated off-site bus depot element of the Heart of Poole development scheme	Ensure the design is whole, splitting the high street in two to accommodate bus station	TCF	Interchange

Code	Intervention	Description	Source	Theme
I14	Transport Hubs - Creekmoor Park & Ride Enhancement	Enhancement of existing Park & Ride site. Allows for interchange to high speed bus services and cycle links into Poole.	TCF	Interchange
I15	Transport Hubs - Lansdowne (Bmth) Travel Interchange	New travel interchange between car/train/bus/ walking and cycling. Enables full Lansdowne Business District Scheme to be completed.	TCF	Interchange
I16	Transport Hubs - Bournemouth Rail and Bus connectivity	Improve walking links between the rail and bus stations and the major business centre at the Lansdowne. Supports completion of full Lansdowne Business District Scheme.	TCF	Interchange
I17	Transport Hubs - Poole Rail and Bus Station connectivity	Links the rail and bus stations to Poole Town Centre. Contributes towards new Poole Bus and Rail Stations. Supports the Poole Town Centre (North) Growth Deal scheme	TCF	Interchange
I18	Transport Hubs - Electric bus charging facilities	Electric bus charging facilities to enable the roll-out of electric buses.	TCF	Interchange
I19	Transport Hubs - Accessibility improvements	Improve walking and cycling facilities around and within rail stations, including step free access. Coordination of bus and rail timetables to reduce public transport waiting times	TCF	Interchange
P1	Increase cost in parking	Parking prices in the town centres to increase, to act as a deterrent to driving in, without affecting vitality of the town	SI	Parking
P2	Unification of parking machines	Consistency of parking machines across the BCP area - coins and contactless payments	SI	Parking
P3	Enforcement of parking outside of schools	Enforcement to reduce parking outside of schools to improve sightlines for children and air quality, but also to encourage walking and cycling to school	SI	Parking
P4	Priority of car parking spaces to car-share schemes and EVs, including electric vehicle charging infrastructure	Prioritise parking of car-share and EVs in spaces that are closer to facilities. Increase EV fast charging points in existing car parks, in spaces that are closer to the facilities	SI	Parking
P5	Closure of Bath Road Car Park	Closure of car parks to remove traffic away from the area (causes congestion in the summer months), putting on a Park and Ride service to the seafront	SI	Parking
P6	Removal of on-street parking on bus routes	Removal of parking to help free flow of bus movement	SI	Parking
P7	Parking Strategy / Levy's	development and operation of a single parking policy which should be part of an integrated mobility strategy. A centralised approach to tariffs across the new BCP area will not only provide consistency but also support a supply and demand approach to steer Tariffs.	TT	Parking
P8	Park and Ride	P+R should be a core component of Parking Strategy. Consideration should be given to a wider adoption of Park and Ride which incorporates and encourages active travel and EV. It could include EV Parking, land use for EV Fuel Station (not just for those parking), cycle hire / storage, changing/shower facilities etc. Option of solar car ports to protect cars but also generate electricity for the site and export to the grid.	TT	Parking
P9	Variable Regional Tariffs for Residents	Consolidated within the Parking Strategy, employ cheaper local parking for short hop journeys/parking or those out of region. More expensive parking for cross-regional commuter journeys/parking where there are viable public transport routes - demand management by pricing (living west of Poole means cheaper rates at westernmost town-centre car park - more expensive if parking in Bournemouth)	TT	Parking

Code	Intervention	Description	Source	Theme
P10	Reducing the demand of Workplace Parking	Employment of Demand Responsive Transport, where "clusters" of businesses attract workers from specific housing areas, this able to promote smarter travel choices, ride-share, DRT, etc. This would reduce amount of traffic, especially at peak times, congestion and improve air quality. Introduction of Workplace Levy where necessary to control parking and influence employees mode of travel to work	TT	Parking
P11	Dynamic / demand based pricing	Another element of a Parking Strategy. A Ryanair/EasyJet approach - Operate car parks with demand based charges - tariff different for first space than last space	TT	Parking
P12	MaaS Parking	Mobility as a Service parking would provide bay reservation (through app/ map) accounted for on occupancy displays, end to end (from into to out of the car) solution.	TT	Parking
Po1	Ban on Pavement parking	Enforcement and fines for vehicles parked unlawfully on pavements	AECOM	Parking
Po2	Update to Rights of Way Improvement Plan	Update of plan to include the Christchurch area	BLP	Policy
Po3	Alignment of this mobility strategy with other policies	Policies to have the same timescales and long-term vision, highlighting priorities	SI	Policy
Po4	Capital Maintenance Programme	Regular maintenance of highways, footways, cycleways and bus infrastructure	SI	Policy
Po6	Reduction in car parking in new developments	Change in policy to reduce the volume of parking provided in new developments to encourage a mode shift	SI	Policy
Po7	Citizens assembly in BCP area	Have a citizens assembly, reflecting the population of the BCP area, to learn about and discuss transport initiatives	SI	Policy
Po8	Political Bravery	Consensus from Politicians to promote more progressive ideas and change in travel culture in the BCP area	SI	Policy
Po9	Investment into sustainable travel	Prioritised investment for sustainable travel over vehicle schemes	SI	Policy
Po10	Businesses to introduce flexible working	Flexible working policy for all appropriate businesses	SI	Policy
Po11	Sustainable land use	Policy to make sure land for development is in a location where sustainable travel links exist and can be improved	SI	Policy
Po12	Financial Incentives	Financial incentives from BCP to purchase electric/hybrid vehicles	SI	Policy
Po13	Development of housing close to town centres	Housing to be focused in the town centres	SI	Policy
PT1	Increase in sustainable travel to/from tourist sites	increase in bus services and cycle parking at key tourist attractions	SI	Public Transport
PT2	Investment in Sandbanks Ferry	Frequent ferry to have a positive impact on Purbeck Economy	SI	Public Transport
PT3	Roadwork user priority	Priority of walking/pedestrian/bus priority through road-works	SI	Public Transport
PT4	Sustainable Transport Corridor - S5 - Poole to Ferndown	Enables direct bus services and cycle routes between Poole and Ferndown. Will serve existing residential areas, proposed new housing at Bearwood and Longham and major industrial estates. £6m funding available through Growth Deal.	TCF	Public Transport
PT5	Sustainable Transport Corridor - S1 - Poole to Christchurch	Provides better bus and cycle connectivity between Poole, Bournemouth & Christchurch. £17m previously funded from LSTF. Additional work to include additional cycle/walking/urban realm improvements and rationalisation of on-street car parking.	TCF	Public Transport
PT6	Sustainable Transport Corridor - S2 - Bournemouth to Ferndown/Wimborne	Enables direct bus services and cycle routes between Bournemouth and Ferndown/(Wimborne). Will serve existing residential areas, proposed significant new housing, including at Parley, and industrial estates. Reduction in parking partially offset by provision of new additional off-street parking facilities.	TCF	Public Transport
PT7	Sustainable Transport Corridor - S3 - Wimborne to Christchurch (Bournemouth)	Enables direct bus services and cycle routes between Wimborne and Christchurch/(Bournemouth). Will serve existing residential areas, proposed new housing at Parley & Longham industrial estates (incl. Aviation Park) and Airport.	TCF	Public Transport

Code	Intervention	Description	Source	Theme
PT8	Sustainable Transport Corridor - S4 - Wallisdown Road/ Talbot Avenue	Links Bournemouth University and Arts University to Lansdowne (halls of residence) and Bournemouth town centre. Will serve proposed development at Talbot Village. Addresses high cycling casualty rate. £3.33m already received through Growth Deal and NPIF.	TCF	Public Transport
PT9	Sustainable Transport Corridor - S6 - North Poole/ North Bournemouth	enables direct bus services and cycle routes across along Magna Road, Wimborne Road (pt.) Castle lane West and Castle Lane East. This serves Merley, Bear Cross Northbourne and Charminster. It will also serve Bournemouth Hospital, JP Morgan, existing and proposed employment at Wessex Fields and potential significant new housing adjacent to the corridor. Addresses air quality issue at Cooper Dean Flyover.	TCF	Public Transport
PT10	Sustainable Transport Corridor - S7 - Poole to Wimborne	Enables direct bus services and cycle routes between Poole and Wimborne.	TCF	Public Transport
PT11	Sustainable Transport Corridor - S8 - Broadstone to A349	Enables direct bus services and cycle routes between Broadstone and A349. Enhanced to include additional cycle/walking/urban realm improvements and rationalisation of on-street car parking.	TCF	Public Transport
PT12	Multi-user High Street	The provision of guided bus routes within designated pedestrian areas. Promotes access of public transport whilst maintaining pedestrian safety.	TT	Public Transport
PT13	Bus/transport partnerships	A more joined-up approach to the provision of public transport across the region. Forming formal or informal partnership between local transport authority, bus, train, taxi operators across the region for a coordinated approach to engage and encourage the use of public transport and move away from the car. Complement other initiatives.	TT	Public Transport
PT14	Demand Responsive Transport	Provide greater flexibility to route public transport into areas which are uneconomic for a scheduled service and therefore improve the connectivity with the local community, especially with the commercial and urban centres.	TT	Public Transport
R1	Development of Dorset Area Rapid Transit system	A fast and frequent train service across the urban area beginning with a fifteen minute service between New Milton and Wareham, operating between 0600 and 2400	CEDLP	Rail
R2	Reduce journey times on services between Weymouth and London	Reduce journey times on rail services between Weymouth and London. Bournemouth to London in 90 minutes	DLTP	Rail
R3	Improved Sunday rail service frequency between Weymouth, Bournemouth and London,	Improved rail frequency, in particular during the summer months, to help support the tourist economy, established through a Rail Timetabling Study	DLTP	Rail
R4	New Railway Station at Talbot Heath to serve the two Universities	Provision of a new station between Glenferness Avenue and Rothesay Road. Reopening of former Boscombe Station. Both stations for local service only as part of Dorset Metro (6TPH) between Wareham and Brockenhurst.	DLTP	Rail
R5	Rail: The Authorities will continue engagement with Network Rail and the Train Operators to develop a pipeline of schemes and improvements, including opportunities to open new stations in Dorset and explore the benefits and issues associated with relocation of others		DLTP	Rail
R6	Railway improvements to the town centre as part of regeneration proposals: 1) Second Crossing of the railway,		PLP	Rail

Code	Intervention	Description	Source	Theme
R7	New journey opportunities from south Dorset to major destinations through the provision of either additional train services or improved interchange at appropriate stations. Journey times should be comparable with road.	Yeovil South Chord between Heart of Wessex Line and West of England Line to improve connectivity between the two lines. Increase service level on Heart of Wessex between Weymouth and Yeovil to 1tph in each direction. New direct train service from Bournemouth to Exeter/Plymouth/Bristol via Weymouth. Good interchange ability and times at appropriate locations (Weymouth and Yeovil depending on destination?) if a new direct service is not required. Heathrow Southern Access via Woking Gatwick / Brighton direct service	RT	Rail
R8	New/ improved journey opportunities in areas not served by rail (north Bournemouth/ north Poole/ Ferndown/ Bournemouth Airport/ Verwood/ Wimborne	New branch line(s) to northern and outlying areas New stations to meet local rail journey needs within conurbation. Tram-Train (DARTS) Light rail (tram only) feeder network	RT	Rail
R9	New/ improved journey opportunities from Wool/ Wareham/ Holton Heath to Christchurch/ Bournemouth/ Poole (Dorset Metro)	Extend current Poole terminators/ starters back to Holton Heath/ Wareham/ Wool. "Dorset Metro": may require more infrastructure interventions. Power beyond Poole likely to need upgrade. Level crossing works Track doubling (Moreton to Weymouth, and Heart of Wessex) Increased rail service frequency – Southampton / Brockenhurst to Wareham / Hamworthy	RT	Rail
R10	Reduced journey time to circa 1 hour 45 mins from Poole / 1 hour 30 from Bournemouth	New fast service limited stopping pattern Reduced station calls after Southampton Parkway Faster acceleration and deceleration profiles for trains. Higher line speed and fewer speed restrictions	RT	Rail
R11	Improved journey times and increased capacity on the West of England Line.	Outputs from Network Rail Continuous Modular Strategic Planning (CMSP) module. May include loops in the Tisbury and Whimple areas (TBC). Improvements at Westbury/ Yeovil/ Salisbury	RT	Rail
R12	Improved performance and reliability on services through Dorset and the conurbation.	Increase number of signal blocks between Brockenhurst and Bournemouth. Reduce size of area power cuts following incidents enabling a stronger reduced service. Enhance suicide prevention programme. Expand ranger programme to reduce trespass and damage to track and trains	RT	Rail
R13	More frequent rail service between Poole and Bournemouth	Increase in frequency of rail services between Poole and Bournemouth	SI	Rail
R14	Direct Train between Poole and Portsmouth	Direct train to reduce journey times	SI	Rail
S1	Lansdowne roundabout	Pedestrian and cycle safety improvements - shared space roundabout utilising green space in the roundabout. Removal of traffic from Lansdowne crescent	CEDLP	Safety
S2	Safe routes to Schools	Campaign to improve safety through infrastructure and marketing campaigns	CEDLP	Safety
S3	Dorset Strategic Road Safety Partnership	Extension of the road safety partnership to 2025	DLTP	Safety
S4	Railway improvements to the town centre as part of regeneration proposals: 2) Replacement of Level Crossing at High Street, Poole town centre.	Removal or reduction of safety risk at Poole Level Crossing.	PLP	Safety
S5	20mph speed limit	20mph zones across the BCP area to improve road safety	SI	Safety
S6	Become a Vision Zero town	Vision zero - aim to achieve a highway system with no fatalities or serious injuries involving road traffic. It's an ethics-based approach to protect people as they move within the road transport system.	SI	Safety
SC1	Travel Planning/Smarter Travel Choices Agenda	Personalised travel planning, Workplace Travel Plans, School Travel Plans	BLP	Smarter Choices

Code	Intervention	Description	Source	Theme
SC2	Bournemouth Airport and Aviation Park Travel Plan	Travel Plan to improve access, review parking, improve pedestrian and cycle routes	DLTP	Smarter Choices
SC3	Car-free Sundays	Car-free Sundays once a month on selected streets in the BCP area	SI	Smarter Choices
SC4	Playstreets	Stewarded road closure for 2-3 hours a month to allow children to play out safely in the street	SI	Smarter Choices
SC5	Promotion of car clubs	Reduces the need for car ownership	SI	Smarter Choices
SC6	Education/ marketing campaign	Marketing campaign to show costs of running a car, using car pools, and running EV/ hybrids, compared to costs of bikes/ public transport	SI	Smarter Choices
SC7	Hot desk swap shop	Promote the provision of hot-desk facilities across the region to reduce the need for travel and exploit the greater accessibility that a digital business workplace now provides. Collaboration with businesses by providing common hot desk facilities at agreed (business centres) locations to reduced travel. WeWork® a working commercial example. iCentrum (Birmingham) is an example of a larger multipurpose/business user facility	TT	Smarter Choices
SC8	Smart Choice Sponsorship	Contact appropriate bodies / companies (Public Health England, the FA, Bournemouth FC, local gyms, Go Outdoors, Halfords etc) to sponsor smart choice provision - either provision of incentives, or an increased advertising presence.	TT	Smarter Choices
SC9	Expanding the VMS Audience	Similar to Improved Message Broadcasts, greater focus on the content on the messages used on roadside VMS could encourage a move away from car use. By using roadside VMS to promote active or alternative travel options, including information on travel times, routes, AQ benefits, road users will be better informed and could expose them to persuasive information they would otherwise not see.	TT	Smarter Choices
SC10	Peak hour spreading	Businesses to encourage flexible working to reduce congestion in the peak hour	AECOM	Smarter Choices
SC11	Ferndown Industrial Estate Travel Plan	Travel Plan to include access strategy, communal facilities for bikes, bus shelters, parking restrictions etc.	BCP	Smarter Choices
SC12	Business Travel Network	Business focussed Travel Plan advice and support across SED area.	DLTP	Smarter Choices
W1	Public Realm Improvements (Reducing the need to travel)	Improvements to the pedestrian environment, resulting in a safer and more attractive environment for all. Focused on main retail districts. Improvements include removal of traffic (pedestrianisation), planters/trees/shrubs/flowers, removal of guard railing, street furniture, lighting, street art,	BLP	Walking
W2	Holes Bay walkway	Improved pedestrian infrastructure at A350 Broadstone Way roundabout	PLP	Walking
W3	Pedestrian/ cycle link from Stadium to the town centre: as part of regeneration proposals for the Stadium and Town Centre North Area, this link will be required as part of these		PLP	Walking
W4	Development of new pedestrian Cycle Bridge: providing a link from Creekmoor to Upton Park.	Infrastructure to provide an additional crossing over A350.	PLP	Walking
W5	Closure of Poole Park to through-traffic	Closure of Poole park to through-traffic, allowing only for deliveries, servicing and emergency vehicles. Reclaim space for active travel users	SI	Walking
W6	Walk to School Campaigns	Marketing and incentives to encourage children to walk to school. Include 'walk-share' where parents share the responsibility of taking children to school (follows lift-share model)	SI	Walking
W7	Walking App	Rewards for number of miles/ steps walked -e.g. vouchers	SI	Walking
W8	Improved walking route between Poole Station and Poole town centre	Creation of a legible, attractive walking route between the station and town centre	SI	Walking

Code	Intervention	Description	Source	Theme
W9	One Simple Change	In a world of Strava® , Fit-bit®, step counting and calories burned, by providing the health benefits of journey selection could improve a more active lifestyle, especially if a component part of the commute to work. The development of an application which would provide personalised information on the wellbeing benefits of getting off a bus earlier or parking further away from the ultimate destination could encourage a more healthy lifestyle, use of Beryl Bikes and may also have an impact on the congested areas around key workplaces.	TT	Walking

Appendix B – Appraisal

Appendix B – Appraisal

Code	Intervention	Description	Source	Theme	sub-theme	Average Score	Rank
PT6	Sustainable Transport Corridor - S1 - Poole to Christchurch	Provides better bus and cycle connectivity between Poole, Bournemouth & Christchurch. £17m previously funded from LSTF. Additional work to include additional cycle/walking/urban realm improvements and rationalisation of on-street car parking.	TCF	Public Transport	Sustainable Transport Corridor	17	1
PT10	Sustainable Transport Corridor - S6 - North Poole/ North Bournemouth	enables direct bus services and cycle routes across along Magna Road, Wimborne Road (pt.) Castle lane West and Castle Lane East. This serves Merley, Bear Cross Northbourne and Charminster. It will also serve Bournemouth Hospital, JP Morgan, existing and proposed employment at Wessex Fields and potential significant new housing adjacent to the corridor. Addresses air quality issue at Cooper Dean Flyover.	TCF	Public Transport	Sustainable Transport Corridor	16	2
PT7	Sustainable Transport Corridor - S2 - Bournemouth to Ferndown/Wimborne	Enables direct bus services and cycle routes between Bournemouth and Ferndown/(Wimborne). Will serve existing residential areas, proposed significant new housing, including at Parley, and industrial estates. Reduction in parking partially offset by provision of new additional off-street parking facilities.	TCF	Public Transport	Sustainable Transport Corridor	16	2
PT8	Sustainable Transport Corridor - S3 - Wimborne to Christchurch (Bournemouth)	Enables direct bus services and cycle routes between Wimborne and Christchurch/(Bournemouth). Will serve existing residential areas, proposed new housing at Parley & Longham industrial estates (incl. Aviation Park) and Airport.	TCF	Public Transport	Sustainable Transport Corridor	16	2
PT9	Sustainable Transport Corridor - S4 - Wallisdown Road/ Talbot Avenue	Links Bournemouth University and Arts University to Lansdowne (halls of residence) and Bournemouth town centre. Will serve proposed development at Talbot Village. Addresses high cycling casualty rate. £3.33m already received through Growth Deal and NPIF.	TCF	Public Transport	Sustainable Transport Corridor	16	2
PT11	Sustainable Transport Corridor - S7 - Poole to Wimborne	Enables direct bus services and cycle routes between Poole and Wimborne.	TCF	Public Transport	Sustainable Transport Corridor	16	6
PT12	Sustainable Transport Corridor - S8 - Broadstone to A349	Enables direct bus services and cycle routes between Broadstone and A349. Enhanced to include additional cycle/walking/urban realm improvements and rationalisation of on-street car parking.	TCF	Public Transport	Sustainable Transport Corridor	16	6
PT5	Sustainable Transport Corridor - S5 - Poole to Ferndown	Enables direct bus services and cycle routes between Poole and Ferndown. Will serve existing residential areas, proposed new housing at Bearwood and Longham and major industrial estates. £6m funding available through Growth Deal.	TCF	Public Transport	Sustainable Transport Corridor	16	8
C11	Cycling Corridor - C2 - Bournemouth to Ferndown	Links Bournemouth town centre, universities, major urban and outer urban residential areas in Bournemouth and Ferndown; new housing at Parley Cross and major employment at Bournemouth Aviation Park and Ferndown. Boundary Road/Bournemouth Aviation Park/Ferndown Major Cycle Route. Upgrades Bourne Valley Greenway	TCF	Cycling	Cycling Corridor	15	9
C5	Cycling Corridor - C1 - Lansdowne to Christchurch	Links Bournemouth Town Centre to Christchurch. Serves Bournemouth rail and bus stations, AFC Bournemouth, JPM Morgan, Bournemouth Hospital, Wessex Fields employment site, including proposed new sites and Christchurch.	TCF	Cycling	Cycling Corridor	15	9
C6	Cycling Corridor - C6 - Holes Bay to Fleetsbridge	Links Poole Town Centre to Fleets Bridge. Serves various industrial estates including the Nuffield Industrial Estate.	TCF	Cycling	Cycling Corridor	15	9
C7	Cycling Corridor - C5 - Merley to Poole	Links Merley to Poole town centre, rail and bus stations and Nuffield Industrial Estate.	TCF	Cycling	Cycling Corridor	15	9
C8	Cycling Corridor - C4 - Canford Heath to University	Links significant existing housing at Canford Heath with Bournemouth University and the Arts University. Upgrades existing Bourne Valley Greenway. Connects in with cycle route on to Bournemouth town centre.	TCF	Cycling	Cycling Corridor	15	13
C9	Cycling Corridor - C7 - Holes Bay Road to Creekmoor P&R	Links Poole town centre Creekmoor Park & Ride for Park and Cycle.	TCF	Cycling	Cycling Corridor	15	13
C10	Cycling Corridor - C3 - Wareham to Poole	Completes final gaps in cycle network between Wareham and Poole	TCF	Cycling	Cycling Corridor	15	15
Po9	Investment into sustainable travel	Prioritised investment for sustainable travel over vehicle schemes	SI	Policy	Policy	14	16
I18	Transport Hubs - Poole Rail and Bus Station connectivity	Links the rail and bus stations to Poole Town Centre. Contributes towards new Poole Bus and Rail Stations. Supports the Poole Town Centre (North) Growth Deal scheme	TCF	Interchange	Public Realm and accessibility	14	17
H11	Bus and Cycle priority on main trunk routes	Bus lanes and segregated cycle lanes on the main arteries in and out of the BCP area	SI	Highway Infrastructure / ITS	Sustainable Transport Corridor	14	18
Po11	Sustainable land use	Policy to make sure land for development is in a location where sustainable travel links exist and can be improved	SI	Policy	Policy	13	19
I17	Transport Hubs - Bournemouth Rail and Bus connectivity	Improve walking links between the rail and bus stations and the major business centre at the Lansdowne. Supports completion of full Lansdowne Business District Scheme.	TCF	Interchange	Public Realm and accessibility	13	20
R1	Development of Dorset Area Rapid Transit system	A fast and frequent train service across the urban area beginning with a fifteen minute service between New Milton and Wareham, operating between 0600 and 2400	CEDLP	Rail	Rail	13	20
C1	Improvements of key junctions	Improvements to cycle safety and permeability for pedestrians and cyclists at key junctions. Audits to determine quality of cycling infrastructure at junctions	BLP	Cycling	Safety	13	22
I16	Transport Hubs - Lansdowne (Bmth) Travel Interchange	New travel interchange between car/train/bus/ walking and cycling. Enables full Lansdowne Business District Scheme to be completed.	TCF	Interchange	Interchange	13	22
C4	Wayfinding Network	Complete, legible wayfinding network for pedestrians and cyclists, including POI information (including to transport interchanges) and measures to improve the safety and continuity of the routes through improved lighting, markings, and route visibility. Integrated with modal filters	SI	Cycling	Public Realm and accessibility	13	24
SC2	Travel Planning/Smarter Travel Choices Agenda	Personalised travel planning, Workplace Travel Plans, School Travel Plans	BLP	Smarter Choices	Travel demand management	13	25
Po1	Ban on Pavement parking	Enforcement and fines for vehicles parked unlawfully on pavements	AECOM	Parking	Safety	13	26

Code	Intervention	Description	Source	Theme	sub-theme	Average Score	Rank
R8	New/ improved journey opportunities in areas not served by rail (north Bournemouth/ north Poole/ Ferndown/ Bournemouth Airport/ Verwood/ Wimborne	New branch line(s) to northern and outlying areas New stations to meet local rail journey needs within conurbation. Tram-Train (DARTS) Light rail (tram only) feeder network	RT	Rail	Rail	13	26
H12	Modal filters on side roads	Selected minor roads and residential streets to have modal filters for buses and cyclists, restricting car movement	SI	Highway Infrastructure / ITS	Travel demand management	13	28
P3	Enforcement of parking outside of schools	Enforcement to reduce parking outside of schools to improve sightlines for children and air quality, but also to encourage walking and cycling to school	SI	Parking	Safety	13	28
Po3	Alignment of this mobility strategy with other policies	Policies to have the same timescales and long-term vision, highlighting priorities	SI	Policy	Policy	13	28
S3	Lansdowne roundabout	Pedestrian and cycle safety improvements - shared space roundabout utilising green space in the roundabout. Removal of traffic from Lansdowne crescent	CEDLP	Safety	Safety	12	31
W3	Bournemouth Airport and Aviation Park Travel Plan	Travel Plan to improve access, review parking, improve pedestrian and cycle routes	DLTP	Smarter Choices	Travel demand management	12	31
PT2	Increase in sustainable travel to/from tourist sites	increase in bus services and cycle parking at key tourist attractions	SI	Public Transport	Travel demand management	12	33
R9	New/ improved journey opportunities from Wool/ Wareham/ Holton Heath to Christchurch/ Bournemouth/ Poole (Dorset Metro)	Extend current Poole terminators/ starters back to Holton Heath/ Wareham/ Wool. "Dorset Metro": may require more infrastructure interventions. Power beyond Poole likely to need upgrade. Level crossing works Track doubling (Moreton to Weymouth, and Heart of Wessex) Increased rail service frequency – Southampton / Brockenhurst to Wareham / Hamworthy	RT	Rail	Rail	12	34
NT5	Congestion Charging	Charge for vehicles entering the town centres, defined by a cordon	SI	Innovation and New Technology	Financial measure	12	35
P10	Reducing the demand of Workplace Parking	Employment of Demand Responsive Transport, where "clusters" of businesses attract workers from specific housing areas, this able to promote smarter travel choices, ride-share, DRT, etc. This would reduce amount of traffic, especially at peak times, congestion and improve air quality. Introduction of Workplace Levy where necessary to control parking and influence employees mode of travel to work	TT	Parking	Travel demand management	12	35
I20	Transport Hubs - Accessibility improvements	Improve walking and cycling facilities around and within rail stations, including step free access. Coordination of bus and rail timetables to reduce public transport waiting times	TCF	Interchange	Public Realm and accessibility	12	37
W1	Public Realm Improvements (Reducing the need t	Improvements to the pedestrian environment, resulting in a safer and more attractive environment for all. Focused on main retail districts. Improvements include removal of traffic (pedestrianisation), planters/trees/shrubs/flowers, removal of guard railing, street furniture, lighting, street art,	BLP	Walking	Public Realm and accessibility	12	37
PT13	Multi-user High Street	The provision of guided bus routes within designated pedestrian areas. Promotes access of public transport whilst maintaining pedestrian safety.	TT	Public Transport	Public Realm and accessibility	12	39
S8	20mph speed limit	20mph zones across the BCP area to improve road safety	SI	Safety	Safety	12	39
B8	Improve frequency of buses on main artery routes	10-minute frequency bus service on the main artery routes across the BCP area	SI	Bus	Sustainable Transport Corridor	11	41
Po13	Development of housing close to town centres	Housing to be focused in the town centres	SI	Policy	Policy	11	41
I14	New bus station and associated off-site bus depot element of the Heart of Poole development scheme	Ensure the design is whole, splitting the high street in two to accommodate bus station	TCF	Interchange	Interchange	11	43
NT7	EV / Cargo bike last mile deliveries	Electric vehicles and cargo bike used to deliver in the town centres / local areas	SI	Innovation and New Technology	Travel demand management	11	43
R13	More frequent rail service between Poole and Bournemouth	Increase in frequency of rail services between Poole and Bournemouth	SI	Rail	Rail	11	43
Po8	Political Bravery	Consensus from Politicians to promote more progressive ideas and change in travel culture in the BCP area	SI	Policy	policy	11	46
R4	New Railway Station at Talbot Heath to serve the two Universities	Provision of a new station between Glenferness Avenue and Rothesay Road. Reopening of former Boscombe Station. Both stations for local service only as part of Dorset Metro (6TPH) between Wareham and Brockenhurst.	DLTP	Rail	Rail	11	46
W6	Development of new pedestrian Cycle Bridge: prov	Infrastructure to provide an additional crossing over A350.	PLP	Walking	Cycling Corridor	11	46
B12	Provision of free bus travel to school children	Provision of free bus travel to school children for a year to understand school pick up/ drop off in the BCP area	SI	Bus	Bus	11	49

Code	Intervention	Description	Source	Theme	sub-theme	Average Score	Rank
R7	New journey opportunities from south Dorset to major destinations through the provision of either additional train services or improved interchange at appropriate stations. Journey times should be comparable with road.	Yeovil South Chord between Heart of Wessex Line and West of England Line to improve connectivity between the two lines. Increase service level on Heart of Wessex between Weymouth and Yeovil to 1tph in each direction. New direct train service from Bournemouth to Exeter/Plymouth/Bristol via Weymouth. Good interchange ability and times at appropriate locations (Weymouth and Yeovil depending on destination?) if a new direct service is not required. Heathrow Southern Access via Woking Gatwick / Brighton direct service	RT	Rail	Rail	11	49
B1	Provision of free bus travel for employees	Employers at the Industrial estates (Ferndown and Uddens) to provide a free bus service for employees travelling from Bournemouth/Poole (currently users have to pay)	BLP	Bus	Enabler	11	51
P1	Increase cost in parking	Parking prices in the town centres to increase, to act as a deterrent to driving in, without affecting vitality of the town	SI	Parking	Financial measure	11	51
Po10	Businesses to introduce flexible working	Flexible working policy for all appropriate businesses	SI	Policy	Travel demand management	11	51
Po6	Reduction in car parking in new developments	Change in policy to reduce the volume of parking provided in new developments to encourage a mode shift	SI	Policy	Policy	11	51
W5	Pedestrian/ cycle link from Stadium to the town centre: as part of regeneration proposals for the Stadium and Town Centre North Area, this link will be required as part of these developments.		PLP	Walking	Public Realm and accessibility	11	51
I5	Improved accessibility at Hamworthy Station for all passengers.	New footbridge with lifts to provide link between platforms. Closure of Subway? Platform lengthening allowing 10 car reintroduction of third platform	RT	Interchange	Interchange	11	56
I8	Improved accessibility at Hinton Admiral Station for all passengers.	New footbridge with lifts to provide link between platforms. Station forecourt improvement works. Improved signage and wayfinding to station from new development sites near Roeshoot Hill. Platform lengthening allowing 10 car	RT	Interchange	Interchange	11	56
C18	Consistent quality of cycle routes across the BCP area	Cycle Audits to determine the quality	TP	Cycling	Public Realm and accessibility	10	58
I10	Improved station facilities and building at Poole Station.	Replacement station building. Improved platform furniture, canopies etc. Access for All bridge.	RT	Interchange	Public Realm and accessibility	10	58
I6	Improved accessibility at Christchurch Station for all passengers.	New footbridge with lifts to provide link between platforms. Platform lengthening allowing 10 car. Cycle parking	RT	Interchange	Interchange	10	58
I7	Improved accessibility at Branksome Station for all passengers.	New footbridge with lifts to provide link between platforms. Station forecourt improvement works. Platform lengthening allowing 10 car	RT	Interchange	Interchange	10	58
I9	Improved accessibility at Pokesdown for all passengers.	Improved signage and wayfinding to station from AFC Bournemouth Stadium for match day passengers Platform lengthening allowing 10 car New lifts to provide link between platforms and access from entrance Station forecourt improvement works.	RT	Interchange	Interchange	10	58
Po4	Capital Maintenance Programme	Regular maintenance of highways, footways, cycleways and bus infrastructure	SI	Policy	Policy	10	58
S9	Become a Vision Zero town	Vision zero - aim to achieve a highway system with no fatalities or serious injuries involving road traffic. It's an ethics-based approach to protect people as they move within the road transport system.	SI	Safety	Safety	10	58
I4	Improved accessibility at Parkstone Station for all passengers.	New footbridge with lifts to provide link between platforms (particularly for Platform 2). Platform lengthening allowing 10 car	RT	Interchange	Interchange	10	65
NT8	e-bike hire scheme	Dockless bike schemes to include electric bikes	SI	Innovation and New Technology	Active Travel	10	65
C12	Beryl Bikes	Roll out of Beryl bikes to include all of the study area	TCF	Cycling	Active Travel	10	67
C15	Transport Hubs - Provision of cycle parking at key locations	Provision of safe and secure cycle parking facilities at key locations	TCF	Cycling	Enabler	10	67
I11	Relocated Poole station that has better, safer accessibility to the town.	New station closer to the town. Accessible bridge between platforms.	RT	Interchange	Interchange	10	67
I15	Transport Hubs - Creekmoor Park & Ride Enhancement	Enhancement of existing Park & Ride site. Allows for interchange to high speed bus services and cycle links into Poole.	TCF	Interchange	Interchange	10	67
I3	Improved public realm and access to Bournemouth Station.	Station improvement works, especially northside. High quality wayfinding. Cycle parking enhancements. Bike repair hub? Route to station from south to Lansdowne	RT	Interchange	Public Realm and accessibility	10	67

Code	Intervention	Description	Source	Theme	sub-theme	Average Score	Rank
PT14	Bus/transport partnerships	A more joined-up approach to the provision of public transport across the region. Forming formal or informal partnership between local transport authority, bus, train, taxi operators across the region for a coordinated approach to engage and encourage the use of public transport and move away from the car. Complement other initiatives.	TT	Public Transport	Bus	10	67
R11	Improved journey times and increased capacity on the West of England Line.	Outputs from Network Rail Continuous Modular Strategic Planning (CMSP) module. May include loops in the Tisbury and Whimple areas (TBC). Improvements at Westbury/ Yeovil/ Salisbury	RT	Rail	Rail	10	67
R12	Improved performance and reliability on services through Dorset and the conurbation.	Increase number of signal blocks between Brockenhurst and Bournemouth. Reduce size of area power cuts following incidents enabling a stronger reduced service. Enhance suicide prevention programme. Expand ranger programme to reduce trespass and damage to track and trains	RT	Rail	Rail	10	67
R5	Rail: The Authorities will continue engagement with Network Rail and the Train Operators to develop a pipeline of schemes and improvements, including opportunities to open new stations in Dorset and explore the benefits and issues associated with relocation of others		DLTP	Rail	Rail	10	75
I2	Bournemouth Airport interchange / transport hub	Provision of a bus station/bus hub at Bournemouth Airport serving multiple bus routes/services near passenger terminal. Inclusion of EV infrastructure	DLTP	Interchange	Interchange	10	76
R10	Reduced journey time to circa 1 hour 45 mins from Poole / 1 hour 30 from Bournemouth	New fast service limited stopping pattern Reduced station calls after Southampton Parkway Faster acceleration and deceleration profiles for trains. Higher line speed and fewer speed restrictions	RT	Rail	Rail	10	76
SC4	Playstreets	Stewarded road closure for 2-3 hours a month to allow children to play out safely in the street	SI	Smarter Choices	Active Travel	10	76
W10	Improved walking route between Poole Station and Poole town centre	Creation of a legible, attractive walking route between the station and town centre	SI	Walking	Public Realm and accessibility	10	76
W7	Closure of Poole Park to through-traffic	Closure of Poole park to through-traffic, allowing only for deliveries, servicing and emergency vehicles. Reclaim space for active travel users	SI	Walking	Travel demand management	10	76
C14	Transport Hubs - Provision of cycle hire at key transport hubs	Provision of cycle hire (including electric bikes) at key rail stations, the Creekmoor Park & Ride site and outer areas.	TCF	Cycling	Active Travel	10	81
SC3	Car-free Sundays	Car-free Sundays once a month on selected streets in the BCP area	SI	Smarter Choices	Active Travel	10	81
W4	Holes Bay walkway	Improved pedestrian infrastructure at A350 Broadstone Way roundabout	PLP	Walking	Public Realm and accessibility	10	81
B6	Express Bus services to Verwood, Ferndown, West Moors, Wimborne, Bournemouth Airport and Ferndown and BA business parks	Provide necessary infrastructure to facilitate a faster service	DLTP	Bus	Sustainable Transport Corridor	9	84
R14	Direct Train between Poole and Portsmouth	Direct train to reduce journey times	SI	Rail	Rail	9	84
H16	Road Closures	Permanent closure of roads replicable to the Bournemouth Air Show	SI	Highway Infrastructure / ITS	Travel demand management	9	86
PT15	Demand Responsive Transport	Provide greater flexibility to route public transport into areas which are uneconomic for a scheduled service and therefore improve the connectivity with the local community, especially with the commercial and urban centres.	TT	Public Transport	Bus	9	86
S4	Safe routes to Schools	Campaign to improve safety through infrastructure and marketing campaigns	CEDLP	Safety	Safety	9	86
S7	Railway improvements to the town centre as part of regeneration proposals: 2) Replacement of Level Crossing at High Street, Poole town centre.	Removal or reduction of safety risk at Poole Level Crossing.	PLP	Safety	Public Realm and accessibility	9	86
R3	Improved Sunday rail service frequency between Weymouth, Bournemouth and London,	Improved rail frequency, in particular during the summer months, to help support the tourist economy, established through a Rail Timetabling Study	DLTP	Rail	Rail	9	90
C16	Transport Hubs - Cycle grant scheme for businesses	Grants to businesses towards provision of cycle storage; pool bike schemes; shower and drying facilities and potential central bike hubs on major industrial estates. Will require match-funding.	TCF	Cycling	Travel demand management	9	91

Code	Intervention	Description	Source	Theme	sub-theme	Average Score	Rank
B16	Improving access to Bournemouth Airport, the Port of Poole and Portland Port	Improvement via public transport measures to improve access and increase economic activity e.g. rail link to Poole Port	WGSNTB	Bus	Sustainable Transport Corridor	9	92
SC10	Ferndown Industrial Estate Travel Plan	Travel Plan to include access strategy, communal facilities for bikes, bus shelters, parking restrictions etc.	BCP	Smarter Choices	Travel demand management	9	92
F2	Freight Hubs	The development of a point of consolidation for freight. By providing a holding centre away from port, freight can be held remotely and avoid / reduce congestion during peak times and align better with port activities.	TT	Freight	Travel demand management	9	94
B2	ITSO Compliant Smart Card	Contactless Smart cards for bus travel, with the option to add rail travel. Include smart phone ticketing	BLP	Bus	Enabler	8	95
B7	One bus franchise	One operator determining the details of services, costs of tickets etc, allowing BCP to have greater control on how the bus services are provided	SI	Bus	Bus	8	95
B9	Express bus service for journeys in and out of the BCP area	Express bus (limited stop) services to Dorset to capture trips unable to be made by train	SI	Bus	Bus	8	95
C17	Ferndown to West Moors Trailway	Off-road cycle route on the old railway line	TP	Cycling	Cycling Corridor	8	95
Po2	Update to Rights of Way Improvement Plan	Update of plan to include the Christchurch area	BLP	Policy	Public Realm and accessibility	8	95
SC5	Promotion of car clubs	Reduces the need for car ownership	SI	Smarter Choices	Travel demand management	8	95
H13	Exclusion of cars and bikes on The Quay at Poole Harbour	Ban of vehicles on The Quay and High Street between 10 and 4 (as not to exclude deliveries)	SI	Highway Infrastructure / ITS	Travel demand management	8	101
I19	Transport Hubs - Electric bus charging facilities	Electric bus charging facilities to enable the roll-out of electric buses.	TCF	Interchange	Interchange	8	101
C19	Free adult cycle training	Provision of free cycle training for adults	TP	Cycling	Enabler	8	103
W8	Walk to School Campaigns	Marketing and incentives to encourage children to walk to school. Include 'walk-share' where parents share the responsibility of taking children to school (follows lift-share model)	SI	Walking	Safety	8	103
B5	Public transport improvements, including bus shelter and bus information improvements	Improvements to ensure that bus stops are of the same standard in the BCP area, including seating, shelters and real time passenger information	CEDLP	Bus	Public Realm and accessibility	8	105
P8	Park and Ride	P+R should be a core component of Parking Strategy. Consideration should be given to a wider adoption of Park and Ride which incorporates and encourages active travel and EV. It could include EV Parking, land use for EV Fuel Station (not just for those parking), cycle hire / storage, changing/shower facilities etc. Option of solar car ports to protect cars but also generate electricity for the site and export to the grid.	TT	Parking	Interchange	8	105
PT4	Roadwork user priority	Priority of walking/pedestrian/bus priority through road-works	SI	Public Transport	Safety	8	107
R2	Reduce journey times on services between Weymouth and London	Reduce journey times on rail services between Weymouth and London. Bournemouth to London in 90 minutes	DLTP	Rail	Rail	8	107
B3	Intelligent Transport Systems on the Quality Bus Corridors	More efficient signals, prioritising buses, variable message signing and CCTV to improve network efficiency	CEDLP	Bus	Travel demand management	8	109
P5	Closure of Bath Road Car Park	Closure of car parks to remove traffic away from the area (causes congestion in the summer months), putting on a Park and Ride service to the seafront	SI	Parking	Travel demand management	8	109
H23	Enforcing controlled zones using Geo-fencing	Digitalisation of transport enables tools such as geo-fencing to support management and access control of people and vehicles through virtual methods. Exclusion zones could be advised and monitored through smart devices using GPS and other location techniques.	TT	Highway Infrastructure / ITS	Travel demand management	7	111
B10	Edge of Town P&R	Park and ride on the edge of the BCP area to capture commuting trips	SI	Bus	Interchange	7	112
NT6	Travel App	Travel Planning App (e.g. Citymapper) to provide RTI on the quickest and cheapest routes	SI	Innovation and New Technology	Enabler	7	112
Po7	Citizens assembly in BCP area	Have a citizens assembly, reflecting the population of the BCP area, to learn about and discuss transport initiatives	SI	Policy	Policy	7	112
PT3	Investment in Sandbanks Ferry	Frequent ferry to have a positive impact on Purbeck Economy	SI	Public Transport	Travel demand management	7	112
SC7	Hot desk swap shop	Promote the provision of hot-desk facilities across the region to reduce the need for travel and exploit the greater accessibility that a digital business workplace now provides. Collaboration with businesses by providing common hot desk facilities at agreed (business centres) locations to reduced travel. WeWork® a working commercial example. iCentrum (Birmingham) is an example of a larger multipurpose/business user facility	TT	Smarter Choices	Travel demand management	7	116
SC9	Peak hour spreading	Businesses to encourage flexible working to reduce congestion in the peak hour	AECOM	Smarter Choices	Travel demand management	7	117

Code	Intervention	Description	Source	Theme	sub-theme	Average Score	Rank
P12	MaaS Parking	Mobility as a Service parking would provide bay reservation (through app/ map) accounted for on occupancy displays, end to end (from into to out of the car) solution.	TT	Parking	Travel demand management	7	118
P6	Removal of on-street parking on bus routes	Removal of parking to help free flow of bus movement	SI	Parking	Sustainable Transport Corridor	7	118
P11	Dynamic / demand based pricing	Another element of a Parking Strategy. A Ryanair/EasyJet approach - Operate car parks with demand based charges - tariff different for first space than last space	TT	Parking	Financial measure	7	120
S6	Dorset Strategic Road Safety Partnership	Extension of the road safety partnership to 2025	DLTP	Safety	Safety	7	120
C20	Don't Park - Cycle!	Promote active alternative to cycling. Develop and promote a scheme to swap your daily/workday parking fee for a 30% contribution to a cycle-to-work scheme purchase.	TT	Cycling		6	122
NT11	Transport Open Data Platform	Creation of a transport focussed open data portal, ODP, is actively encouraged by central government which offers greater opportunities for exploitation and benefits for BCP. By agreeing a 'standard' for data exchange, the data could be made available for others to exploit. Community based "challenges" could be issued to residents, local companies, universities and schools with the potential for unique solutions being developed, locally tom meet local needs.	TT	Innovation and New Technology		6	122
P9	Variable Regional Tariffs for Residents	Consolidated within the Parking Strategy, employ cheaper local parking for short hop journeys/parking or those out of region. More expensive parking for cross-regional commuter journeys/parking where there are viable public transport routes - demand management by pricing (living west of Poole means cheaper rates at westernmost town-centre car park - more expensive if parking in Bournemouth)	TT	Parking		6	122
B11	Bike Racks on Buses	Integrate bus and bike travel to allow people to travel further	SI	Bus		6	125
B14	Single bus network map	Network map of all the services and operators across the BCP area	SI	Bus		6	125
H21	Technology and Network Management - ITS and Connected Vehicles	Utilising ITS and latest connected vehicle technology on major corridors to optimise route choice and journey timings on the network - typically to provide priority for buses and emergency vehicles.	TCF	Highway Infrastructure / ITS		6	125
H26	Planning Consolidation	The adoption of digitalisation and the integration of smart technologies into society is not just a plug and play process. There needs to be a considered approach with "digital" being part and parcel of the planning process to future proof future developments, especially with respect to transport.	TT	Highway Infrastructure / ITS		6	125
C13	Transport Hubs - Provision of cycle storage at key transport hubs	Provision of cycle lockers at key rail stations, the Creekmoor Park & Ride site and outer areas.	TCF	Cycling		6	129
R6	Railway improvements to the town centre as part of regeneration proposals: 1) Second Crossing of the railway,		PLP	Rail		6	129
NT1	Electric Vehicle Charging Infrastructure	Area wide in-carriageway EV charging scheme inline with existing EV strategy.	BLP	Innovation and New Technology		6	131
W9	Walking App	Rewards for number of miles/ steps walked -e.g. vouchers	SI	Walking		6	132
B15	Electric Buses	All new buses to be electric	TCF / SI	Bus		6	133
H28	Public Access to Fleet EV Charging Infrastructure	By working in partnership with local large fleet providers, e.g. post office, couriers, taxi firms, the collaborative provision of EV charging infrastructure could deliver mutual benefits and support more sustainable and cleaner car-based travel.	TT	Highway Infrastructure / ITS		6	133
SC11	Business Travel Network	Business focussed Travel Plan advice and support across SED area.	DLTP	Smarter Choices		6	133
NT12	BCP Dashboard	Increasing access to digital information provides more opportunity to more speedily understand the performance of transportation across the region, allowing for more focussed interventions and greater knowledge and evidence to support decision making. Production of a dashboard providing data visualisations and high-level stats etc, derived from Transport ODP. Could be linked to social media to increase engagement, raise BCP profile etc. and illustrate emerging interventions such as real time parking availability, EV charge points, etc	TT	Innovation and New Technology		6	136
P4	Priority of car parking spaces to car-share schemes and EVs, including electric vehicle charging infrastructure	Prioritise parking of car-share and EVs in spaces that are closer to facilities. Increase EV fast charging points in existing car parks, in spaces that are closer to the facilities	SI	Parking		5	137
H27	Dynamic TROs with smart infrastructure	Introduction of 'tidal' carriageways and through-ways. TROs don't typically offer flexibility and static signs often required. Technology developments could offer the deployment of smart (AI?) technology to communicate conditions and undertake enforcement.	TT	Highway Infrastructure / ITS		5	138
SC1	Expanding the VMS Audience	Similar to Improved Message Broadcasts, greater focus on the content on the messages used on roadside VMS could encourage a move away from car use. By using roadside VMS to promote active or alternative travel options, including information on travel times, routes, AQ benefits, road users will be better informed and could expose them to persuasive information they would otherwise not see.	TT	Smarter Choices		5	139
H29	Greater CCTV coverage	The deployment of additional cctv / smart sensing technology will offer not only visual monitoring of transportation but with the use of video analytics and AI technologies, automatic detection of incidents would facilitate faster responder times as well as supporting automated responses, through UTMC etc.	TT	Highway Infrastructure / ITS		5	140
NT3	Real Time parking availability	Real Time Information providing availability of car parks to prevent queueing for car parks and additional miles to find a car park	SI	Innovation and New Technology		5	140

Code	Intervention	Description	Source	Theme	sub-theme	Average Score	Rank
B13	Junction improvements, notably roundabout	Improvements to junctions to prioritise bus movements	SI	Bus		5	142
H17	Technology and Network Management - Real Time Network Management monitoring system	Enables real-time, proactive, control room management of the highway network	TCF	Highway Infrastructure / ITS		5	142
H18	Technology and Network Management - Enhancement of UTMC systems and standardisation across boundaries to ensure compatibility of new systems	Joint system across the conurbation to improve the efficiency of the highway network to improve journey time reliability	TCF	Highway Infrastructure / ITS		5	142
NT15	Improved message broadcasts	Fixed VMS signage is expensive and generally focussed in delivering messages to meet a single function, i.e. road traffic information. The opportunity to utilise all VMS assets and displays (passenger information, roadside VMS, city centre smart totems, etc) should be exploited to communicate with public. Strategic event information could be broadcast across all VMS locations, similarly Air Quality information or dashboard could show and influence viewers to take alternative ways of travelling. Other alternative uses could also be adopted such as, introduce anti-idling regulations at key AQ junctions, deploy sensor and connect output directly to nearby VMS	TT	Innovation and New Technology		5	142
SC6	Education/ marketing campaign	Marketing campaign to show costs of running a car, using car pools, and running EV/ hybrids, compared to costs of bikes/ public transport	SI	Smarter Choices		5	146
NT14	Exploitation of 5G	The emerging Fifth generation, 5G, mobile communications platform provides increased bandwidth and higher speed communications allowing greater wireless connectivity. 5G is being adopted across various transport related technologies, with early adopters being real time information from remote or mobile devices, leading to improved data accuracy, efficiencies etc.	TT	Innovation and New Technology		4	147
W11	One Simple Change	In a world of Strava® , Fit-bit®, step counting and calories burned, by providing the health benefits of journey selection could improve a more active lifestyle, especially if a component part of the commute to work. The development of an application which would provide personalised information on the wellbeing benefits of getting off a bus earlier or parking further away from the ultimate destination could encourage a more healthy lifestyle, use of Beryl Bikes and may also have an impact on the congested areas around key workplaces.	TT	Walking		4	147
F3	Green Light Optimisation for Freight	Green Light Optimisation or Green flow would allow for improved traffic movement of fleets of HGV to exit/enter the port and be scheduled using a pre-agreed route / strategy. This would reduce congestion by avoiding peak travel times, optimise traffic flow by avoiding stop/start of some of the most heavily polluting vehicles.	TT	Freight		4	149
H20	Technology and Network Management - Linking of DC and BCP Council Network Management to Highways England Network	Enables real-time, proactive, control room management of the highway network	TCF	Highway Infrastructure / ITS		4	149
Po12	Financial Incentives	Financial incentives from BCP to purchase electric/hybrid vehicles	SI			4	151
H24	Smart Street Lighting	Wide use of smarter CMS to control street and task lighting on out-of-hours trafficked routes or locations. Acknowledging that vehicle lighting has improved, that safer road and street design the need for lighting is not as essential. The use of intelligent systems can make energy and cost savings as well as meeting the needs of the public.	TT	Highway Infrastructure / ITS		4	152
NT13	Smart Asset Renewal	A more evidence based approach to the renewal, replacement, refurbishment of assets could be adopted with greater knowledge of the asset. A rolling programme of asset replacement based on pre-agreed condition / prioritisation could be adopted regionwide but would provide significant benefit to defined key corridors / junctions.	TT	Innovation and New Technology		4	152
H3	Highways maintenance – prioritised programme of schemes including surface dressing, footway remedial works, street lighting		BLP	Highway Infrastructure / ITS		4	154
NT4	Promotion of Apps showing EV charge locations	Promotion of Apps showing EV charge locations	SI	Innovation and New Technology		4	154
SC8	Smart Choice Sponsorship	Contact appropriate bodies / companies (Public Health England, the FA, Bournemouth FC, local gyms, Go Outdoors, Halfords etc) to sponsor smart choice provision - either provision of incentives, or an increased advertising presence.	TT	Smarter Choices		4	154
H10	Structural Maintenance:	1) General Structural Maintenance, 2) Bridge Maintenance, 3) Street Light Maintenance.	PLP	Highway Infrastructure / ITS		4	157
H15	Restriction of car travel on certain days	Restriction of cars based on type of number plate e.g. cars with even number plates are not allowed in on certain days	SI	Highway Infrastructure / ITS		4	157
P7	Parking Strategy / Levy's	development and operation of a single parking policy which should be part of an integrated mobility strategy. A centralised approach to tariffs across the new BCP area will not only provide consistency but also support a supply and demand approach to steer Tariffs.	TT	Parking		4	157
H19	Variable messages signs	BCP wide VMS strategy and accompanying hardware.	TCF	Highway Infrastructure / ITS		3	160
NT9	Exploitation of Social Media	Live updates regarding (road) network performance using UTMC/traffic control generated information automatically/directly linked to social media publishers (e.g. Twitter) notifying users / subscribers, on their "location aware" device, of specific events on their registered routes or geo-fenced areas. This would be an automated service which has been demonstrated elsewhere.	TT	Innovation and New Technology		3	160

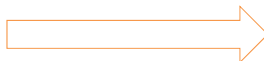| Code	Intervention	Description	Source	Theme	sub-theme	Average Score	Rank
F1	HGV management system - Longham	Introduction of a signal junction on bridge to manage HGV flow and reduce number of bridge strikes.	TCF	Freight		3	162
H14	2+ lane	Lane dedicated for cars with 2 or more people in	SI	Highway Infrastructure / ITS		3	163
NT10	Connected and Autonomous Vehicle Shuttle (trials)	"Last mile service" using mature CAV service provider could offer a useful insight to the streets of the future. Supporting trials would demonstrate the forward-thinking of BCP and also present opportunities for closer business/commercial alliances as well as with academia.	TT	Innovation and New Technology		3	164
F4	Freight platooning	By coordinating the movement of several HGV's in the form of a platoon, there is an ability to optimise the throughput of vehicles in and out of the port, as well as reducing the start / stop time and consequentially having a positive impact on emissions and pollution. Using platooning technology could expedite inbound and outbound freight traffic.	TT	Freight		3	165
H25	Smart Asset Renewal	The connectivity and need for targeted renewals of Highways infrastructure is a prime target for Smart Asset Renewal	TT	Highway Infrastructure / ITS		3	165
H22	EV Designated Lane	Promotion of Electric Vehicles to improve air quality, in preference to Internal Combustion Engine vehicles, ICE, could support the local and central government encouragement for the uptake of EV. By allowing EV to use designated EV or Bus/Taxi/EV lanes could provide such encouragement. Promotion of EV also demonstrated BCP EV strategy, BCP drive towards a more sustainable future.	TT	Highway Infrastructure / ITS		2	167
P2	Unification of parking machines	Consistency of parking machines across the BCP area - coins and contactless payments	SI	Parking		2	168
H9	Improvements (junctions and roundabouts) to the following corridors:	3) Dorset Way	PLP	Highway Infrastructure / ITS		1	169

Appendix C – Implementation Timescales

Appendix C – Implementation Timescales

Left table:

5 years	
Bus	Intelligent Transport Systems on the Quality Bus Corridors
	ITSO Compliant Smart Card
	Provision of free bus travel for employees
Cycling	Beryl Bikes
	Consistent quality of cycle routes across the BCP area
	Cycling Corridor - C1 - Lansdowne to Christchurch
	Cycling Corridor - C2 - Bournemouth to Ferndown
	Cycling Corridor - C3 - Wareham to Poole
	Cycling Corridor - C4 - Canford Heath to University
	Cycling Corridor - C5 - Merley to Poole
	Cycling Corridor - C6 - Holes Bay to Fleetsbridge
	Cycling Corridor - C7 - Holes Bay Road to Creekmoor P&R
	Free adult cycle training
	Improvements of key junctions
	Transport Hubs - Cycle grant scheme for businesses
	Transport Hubs - Provision of cycle hire at key transport hubs
	Transport Hubs - Provision of cycle parking at key locations
	Wayfinding Network
Highway Infrastructure / ITS	Exclusion of cars and bikes on The Quay at Poole Harbour
	Modal filters on side roads
	Road Closures
Innovation and New Technology	e-bike hire scheme
	EV / Cargo bike last mile deliveries
	Travel App
Interchange	Improved public realm and access to Bournemouth Station.
	Transport Hubs - Accessibility improvements
	Transport Hubs - Bournemouth Rail and Bus connectivity
Parking	Enforcement of parking outside of schools
	Reducing the demand of Workplace Parking
Policy	Alignment of this mobility strategy with other policies
	Businesses to introduce flexible working
	Capital Maintenance Programme
	Citizens assembly in BCP area
	Reduction in car parking in new developments
	Political Bravery
	Update to Rights of Way Improvement Plan
	Development of housing close to town centres
	Investment into sustainable travel
	Sustainable land use
Public Transport	Increase in sustainable travel to/from tourist sites
	Roadwork user priority
Rail	Rail: The Authorities will continue engagement with Network Rail and the Train Operators to develop a pipeline of schemes and improvements, including opportunities to open new stations in Dorset and explore the benefits and issues associated with relocation of others
Safety	20mph speed limit
	Dorset Strategic Road Safety Partnership
	Lansdowne roundabout
	Safe routes to Schools
Smarter Choices	Bournemouth Airport and Aviation Park Travel Plan
	Car-free Sundays
	Ferndown Industrial Estate Travel Plan
	Hot desk swap shop
	Peak hour spreading
	Playstreets
	Promotion of car clubs
	Travel Planning/Smarter Travel Choices Agenda
Walking	Closure of Poole Park to through-traffic
	Holes Bay walkway
	Improved walking route between Poole Station and Poole town centre
	Pedestrian/ cycle link from Stadium to the town centre: as part of regeneration proposals for the Stadium and Town Centre North Area, this link will be required as part of these developments.
	Public Realm Improvements (Reducing the need to travel)
	Walk to School Campaigns

Right table:

5 years	
Active Travel intervention	Beryl Bikes
	Transport Hubs - Provision of cycle hire at key transport hubs
	E-bike hire scheme
	Car-free Sundays
	Playstreets
Cycling Corridor	Cycling Corridor - C1 - Lansdowne to Christchurch
	Cycling Corridor - C2 - Bournemouth to Ferndown
	Cycling Corridor - C3 - Wareham to Poole
	Cycling Corridor - C4 - Canford Heath to University
	Cycling Corridor - C5 - Merley to Poole
	Cycling Corridor - C6 - Holes Bay to Fleetsbridge
	Cycling Corridor - C7 - Holes Bay Road to Creekmoor P&R
Enabler	ITSO Compliant Smart Card
	Provision of free bus travel for employees
	Free adult cycle training
	Transport Hubs - Provision of cycle parking at key locations
	Travel App
Policy	Alignment of this mobility strategy with other policies
	Capital Maintenance Programme
	Citizens assembly in BCP area
	Reduction in car parking in new developments
	Political Bravery
	Development of housing close to town centres
	Investment into sustainable travel
	Sustainable land use
Public Realm and accessibility	Consistent quality of cycle routes across the BCP area
	Wayfinding Network
	Improved public realm and access to Bournemouth Station.
	Transport Hubs - Accessibility improvements
	Transport Hubs - Bournemouth Rail and Bus connectivity
	Update to Rights of Way Improvement Plan
	Holes Bay walkway
	Improved walking route between Poole Station and Poole town centre
	Pedestrian/ cycle link from Stadium to the town centre: as part of regeneration proposals for the Stadium and Town Centre North Area, this link will be required as part of these developments.
	Public Realm Improvements (Reducing the need to travel)
Rail	Rail: The Authorities will continue engagement with Network Rail and the Train Operators to develop a pipeline of schemes and improvements, including opportunities to open new stations in Dorset and explore the benefits and issues associated with relocation of others
Safety	Improvements of key junctions
	Enforcement of parking outside of schools
	Roadwork user priority
	20mph speed limit
	Dorset Strategic Road Safety Partnership
	Lansdowne roundabout
	Safe routes to Schools
	Walk to School Campaigns
Travel demand management	Intelligent Transport Systems on the Quality Bus Corridors
	Transport Hubs - Cycle grant scheme for businesses
	Exclusion of cars and bikes on The Quay at Poole Harbour
	Modal filters on side roads
	Road Closures
	EV / Cargo bike last mile deliveries
	Reducing the demand of Workplace Parking
	Businesses to introduce flexible working
	Increase in sustainable travel to/from tourist sites
	Bournemouth Airport and Aviation Park Travel Plan
	Ferndown Industrial Estate Travel Plan
	Hot desk swap shop
	Peak hour spreading
	Promotion of car clubs
	Travel Planning/Smarter Travel Choices Agenda
	Closure of Poole Park to through-traffic

Left — 10 years

Category	Item
Bus	Edge of Town P&R
	Express bus service for journeys in and out of the BCP area
	Express Bus services to Verwood, Ferndown, West Moors, Wimborne, Bournemouth Airport and Ferndown and BA business parks
	Improve frequency of buses on main artery routes
	Improving access to Bournemouth Airport, the Port of Poole and Portland Port
	One bus franchise
	Provision of free bus travel to school children
	Public transport improvements, including bus shelter and bus information improvements
Cycling	Ferndown to West Moors Trailway
Freight	Freight Hubs
Highway Infrastructure / ITS	Bus and Cycle priority on main trunk routes
	Enforcing controlled zones using Geo-fencing
Innovation and New Technology	Congestion Charging
Interchange	Bournemouth Airport interchange / transport hub
	Improved station facilities and building at Poole Station.
	New bus station and associated off-site bus depot element of the Heart of Poole development scheme
	Relocated Poole station that has better, safer accessibility to the town.
	Transport Hubs - Creekmoor Park & Ride Enhancement
	Transport Hubs - Electric bus charging facilities
	Transport Hubs - Lansdowne (Bmth) Travel Interchange
	Transport Hubs - Poole Rail and Bus Station connectivity
Parking	Ban on Pavement parking
	Closure of Bath Road Car Park
	Dynamic / demand based pricing
	Increase cost in parking
	MaaS Parking
	Park and Ride
	Removal of on-street parking on bus routes
Public Transport	Bus/transport partnerships
	Demand Responsive Transport
	Multi-user High Street
	Sustainable Transport Corridor - S1 - Poole to Christchurch
	Sustainable Transport Corridor - S2 - Bournemouth to Ferndown/Wimborne
	Sustainable Transport Corridor - S3 - Wimborne to Christchurch (Bournemouth)
	Sustainable Transport Corridor - S4 - Wallisdown Road/ Talbot Avenue
	Sustainable Transport Corridor - S5 - Poole to Ferndown
	Sustainable Transport Corridor - S6 - North Poole/ North Bournemouth
	Sustainable Transport Corridor - S7 - Poole to Wimborne
	Sustainable Transport Corridor - S8 - Broadstone to A349
Rail	Improved performance and reliability on services through Dorset and the conurbation.
	Improved Sunday rail service frequency between Weymouth, Bournemouth and London,
Safety	Become a Vision Zero town
	Railway improvements to the town centre as part of regeneration proposals: 2) Replacement of Level Crossing at High Street, Poole town centre.
Walking	Development of new pedestrian Cycle Bridge: providing a link from Creekmoor to Upton Park.

Right — 10 years

Category	Item
Bus	Express bus service for journeys in and out of the BCP area
	One bus franchise
	Provision of free bus travel to school children
	Bus/transport partnerships
	Demand Responsive Transport
Cycling Corridor	Ferndown to West Moors Trailway
	Development of new pedestrian Cycle Bridge: providing a link from Creekmoor to Upton Park.
Financial measure	Congestion Charging
	Dynamic / demand based pricing
	Increase cost in parking
Interchange	Edge of Town P&R
	Bournemouth Airport interchange / transport hub
	New bus station and associated off-site bus depot element of the Heart of Poole development scheme
	Relocated Poole station that has better, safer accessibility to the town.
	Transport Hubs - Creekmoor Park & Ride Enhancement
	Transport Hubs - Electric bus charging facilities
	Transport Hubs - Lansdowne (Bmth) Travel Interchange
	Park and Ride
Public Realm and accessibility	Public transport improvements, including bus shelter and bus information improvements
	Improved station facilities and building at Poole Station.
	Multi-user High Street
	Railway improvements to the town centre as part of regeneration proposals: 2) Replacement of Level Crossing at High Street, Poole town centre.
Rail	Improved performance and reliability on services through Dorset and the conurbation.
	Improved Sunday rail service frequency between Weymouth, Bournemouth and London,
Safety	Ban on Pavement parking
	Become a Vision Zero town
Sustainable Transport Corridor	Express Bus services to Verwood, Ferndown, West Moors, Wimborne, Bournemouth Airport and Ferndown and BA business parks
	Improve frequency of buses on main artery routes
	Improving access to Bournemouth Airport, the Port of Poole and Portland Port
	Bus and Cycle priority on main trunk routes
	Removal of on-street parking on bus routes
	Sustainable Transport Corridor - S1 - Poole to Christchurch
	Sustainable Transport Corridor - S2 - Bournemouth to Ferndown/Wimborne
	Sustainable Transport Corridor - S3 - Wimborne to Christchurch (Bournemouth)
	Sustainable Transport Corridor - S4 - Wallisdown Road/ Talbot Avenue
	Sustainable Transport Corridor - S5 - Poole to Ferndown
	Sustainable Transport Corridor - S6 - North Poole/ North Bournemouth
	Sustainable Transport Corridor - S7 - Poole to Wimborne
	Sustainable Transport Corridor - S8 - Broadstone to A349
Travel demand management	Freight Hubs
	Enforcing controlled zones using Geo-fencing
	Closure of Bath Road Car Park
	MaaS Parking

Left — 15 years

Category	Item
Interchange	Improved accessibility at Branksome Station for all passengers.
	Improved accessibility at Christchurch Station for all passengers.
	Improved accessibility at Hamworthy Station for all passengers.
	Improved accessibility at Hinton Admiral Station for all passengers.
	Improved accessibility at Parkstone Station for all passengers.
	Improved accessibility at Pokesdown for all passengers.
Public Transport	Investment in Sandbanks Ferry
Rail	Direct Train between Poole and Portsmouth
	More frequent rail service between Poole and Bournemouth
	Reduced journey time to circa 1 hour 45 mins from Poole / 1 hour 30 from Bournemouth
	Reduce journey times on services between Weymouth and London

Right — 15 years

Category	Item
Interchange	Improved accessibility at Branksome Station for all passengers.
	Improved accessibility at Christchurch Station for all passengers.
	Improved accessibility at Hamworthy Station for all passengers.
	Improved accessibility at Hinton Admiral Station for all passengers.
	Improved accessibility at Parkstone Station for all passengers.
	Improved accessibility at Pokesdown for all passengers.
Rail	Direct Train between Poole and Portsmouth
	More frequent rail service between Poole and Bournemouth
	Reduced journey time to circa 1 hour 45 mins from Poole / 1 hour 30 from Bournemouth
	Reduce journey times on services between Weymouth and London
Travel demand management	Investment in Sandbanks Ferry

20 years	
Rail	Development of Dorset Area Rapid Transit system
	Improved journey times and increased capacity on the West of England Line.
	New journey opportunities from south Dorset to major destinations through the provision of either additional train services or improved interchange at appropriate stations. Journey times should be comparable with road.
	New Railway Station at Talbot Heath to serve the two Universities
	New/ improved journey opportunities from Wool/ Wareham/ Holton Heath to Christchurch/ Bournemouth/ Poole (Dorset Metro)
	New/ improved journey opportunities in areas not served by rail (north Bournemouth/ north Poole/ Ferndown/ Bournemouth Airport/ Verwood/ Wimborne

20 years	
Rail	Development of Dorset Area Rapid Transit system
	Improved journey times and increased capacity on the West of England Line.
	New journey opportunities from south Dorset to major destinations through the provision of either additional train services or improved interchange at appropriate stations. Journey times should be comparable with road.
	New Railway Station at Talbot Heath to serve the two Universities
	New/ improved journey opportunities from Wool/ Wareham/ Holton Heath to Christchurch/ Bournemouth/ Poole (Dorset Metro)
	New/ improved journey opportunities in areas not served by rail (north Bournemouth/ north Poole/ Ferndown/ Bournemouth Airport/ Verwood/ Wimborne

Appendix D – Transport Hierarchy

Walking

Cycling

Public Transport

Car Sharing and Taxis

Cars