

Executive Summary

The South East Dorset (SED) City Region is the 8th largest non-mayoral city region in England. It is comprised of a combination of areas served by both BCP Council and Dorset Councils including the historic and important towns of Bournemouth, Christchurch and Poole, together with key towns including Wareham, Wimborne, Ferndown and Verwood.

The SED City Region has a workday population of 480,000 and growth plans up to 2026 for the creation of 20,000 new jobs and 29,400 new homes. The city region also includes Bournemouth International Airport, an international ferry port at Poole, the largest industrial estate in Dorset at Ferndown, several major employment zones, Poole and Bournemouth Hospitals, Bournemouth University and Arts University Bournemouth.

The City Region is a major tourist destination with attractions including miles of sandy beaches, piers and gardens, one of the largest natural harbours in the world, several areas of heritage and numerous Sites of Special Scientific Interest (SSSI).

Unfortunately, at present the potential productivity of the region is constrained by the following issues:

- Bournemouth is the 3rd most congested city region in UK₁;
- Traffic volumes increased by approximately 4% from 2011 to 2018, whilst at the same time peak hour motor vehicle journey times increased by approximately 20% over the same period;
- East Dorset has the highest car ownership levels in England and Wales;
- 56% of BCP Council residents drive five or more days a week₂;
- Bournemouth 4th worst and Poole 13th worst Local Highway Authority for road cycling casualties 2012 to 2016;
- The condition of the bus stops in Christchurch is poor including limited real time information for passengers;
- Journey times for buses between centres are too long making their use less attractive;
- Tackling Congestion only has a 42% public satisfaction rating within the BCP Council area₃;
- 15% of travel to work journeys by car in the conurbation are less than 2km;
- The public transport journey to work mode share is less than 10%, despite there being seven rail stations and a network of bus routes across the area;
- Buses get delayed at a series of local centre hotspots largely due to poor parking or illegal encroachment onto bus stop clearways;
- East-west rail connection across the region is constrained with low frequencies and limiting potential use by commuters, furthermore, no north south rail routes exist;
- The cost of parking for commuters in town centres is generally less than the cost of a return bus fare;
- Existing cycle facilities are not safe, direct or segregated and therefore unattractive to the majority of potential cyclists;
- Other than Bournemouth Town Centre and some areas of the seafront there is no clear or consistent wayfinding across the SED City Region;
- Bus users are unable to use rival services to take return journeys unless they purchase a more expensive joint ticket in advance of travel;
- A bike share scheme for Bournemouth and Poole has recently been implemented, but there are challenges in extending it to Christchurch and other surrounding communities on a commercial basis;
- Additional 'end of trip' facilities at workplaces and education sites will be needed to facilitate an increase in commuter cycle trips.

1. Tom Tom Congestion Index 2018

2. BCP Travel Survey 2019

3. NHT 2019 Public Satisfaction Survey



Key facts

8th

Largest non-mayoral city region in England



480,000

SED City Region Population

3rd

most congested place in the UK



56th

most congested place in the world

Poor rail speed

into London



4th

Bournemouth is in the top 5 worst nationally for cycle casualties



20,000

new jobs by 2026



29,400

new homes by 2026

7,000

people drive less than 2km to work each day



64%

journey to work - car mode share

12%

of all employment related to tourism



Declared

climate & ecological emergency

85%

bus use increase between 2004/05 & 2016/17



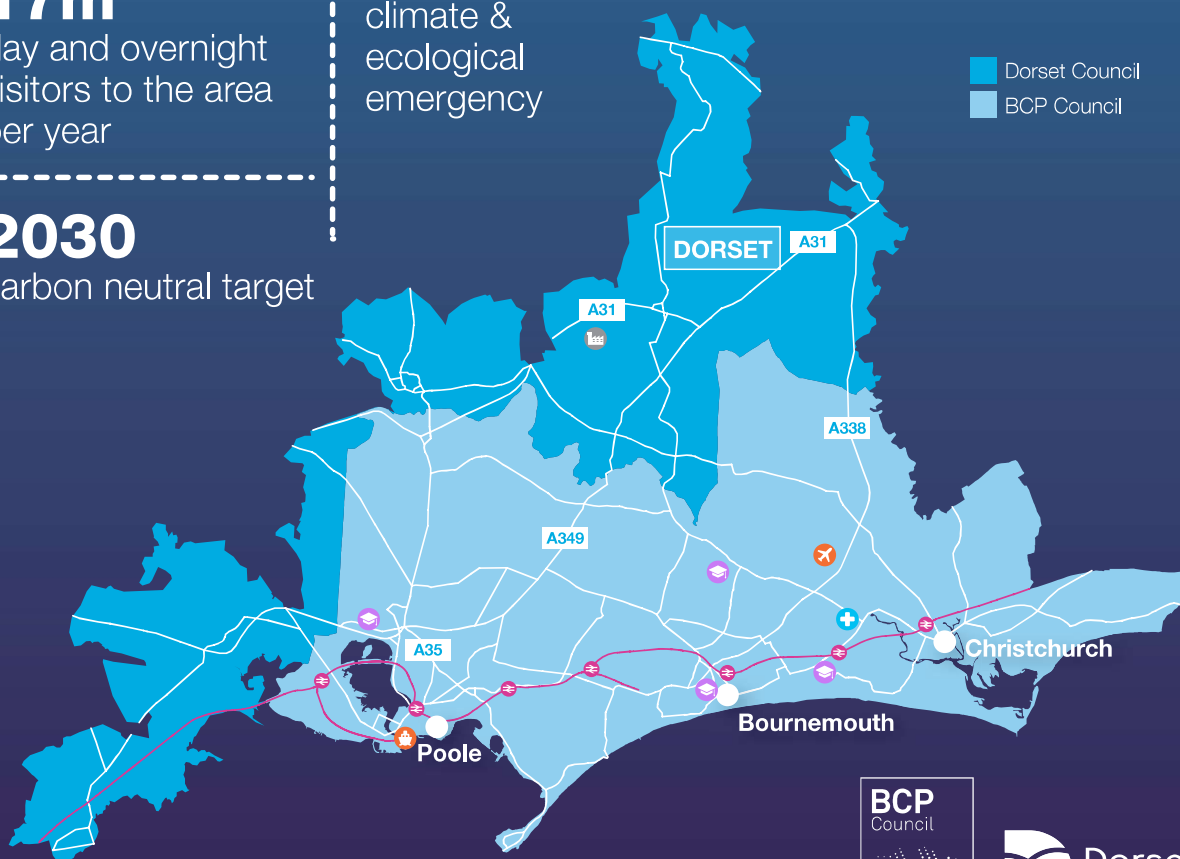
17m

day and overnight visitors to the area per year



2030

carbon neutral target



Dorset Council
BCP Council



SED City Region Proposals

To overcome these challenges the SED City Region is proposing a comprehensive, evidence led, deliverable TCF programme that has been developed in conjunction with a wide range of local partners and the Department for Transport:

- **3 x Connectivity Corridors:**

- Bournemouth to Ferndown (S3)
- Poole to Ferndown (S5)
- North Poole to Christchurch via North Bournemouth (S6)

These comprise improvements to bus, cycle and walking infrastructure (fully aligned with Local Cycling and Walking Infrastructure Plans - LCWIP) to connect homes to jobs and pupils to schools and education centres safely. Journey time savings to buses will be reinvested back into these routes to increase the frequency and the attractiveness of the routes. (TCF/3rd party funded).

- **5 x Cycleways**

- Bournemouth to Christchurch (C1)
- Bournemouth to Ferndown (C2)
- Wareham to Poole (C3)
- Canford Heath to Universities (C4)
- North Poole to Poole Town Centre (C5)

These comprise LCWIP derived improvements to create a network of cycle and walking infrastructure to connect homes to jobs and pupils to schools and education centres safely (TCF/3rd party funded).

- **Improved network management**

- Bus priority at key traffic signal locations
- HGV traffic management system at Longham Bridge (to avoid HGVs becoming stuck on this key freight route into/out of the conurbation).

- **Expansion of bike share scheme** – into the Christchurch area (note Bournemouth and Poole already have a scheme) and the introduction of E-bikes across the region (locally and partner funded).

- **Improvements to workplace/education sites 'end of trip' facilities** – in the vicinity of the Connectivity Corridors and Cycleways to encourage active travel (locally and partner funded).

- **Smart ticketing via app** – will enable users to purchase a multi-modal trip ticket and access a region-wide journey planner app (locally/3rd party funded).

- **Bus interchange improvements** – Gervis Place in the centre of Bournemouth (locally/3rd party funded).

- **Bus infrastructure and public realm** – improvements in Westbourne (locally funded).

- **Wayfinding** – comprehensive network of information totems and signs to enable people to intuitively follow walking and cycling routes both along and to the Connectivity and Cycleway Corridors, key employment/education sites and places of interest/destinations (TCF funded).

- **Safer routes to schools** – to improve infrastructure in the vicinity of schools to encourage active travel (locally funded).

- **Bus infrastructure improvements** – upgrade or introduction of shelters, Real Time Information (RTI) and accessibility kerbs at locations that complement the Connectivity Corridors (TCF/locally funded).

Outcomes

Delivery of this **high to very high value for money** programme alongside other locally led proposals including BCP Council's Strategic Parking Review and respective Climate Change Emergency Action Plans for both Councils will result in significant steps towards the transport related issues being tackled.

The outputs will be:

- increased productivity
- better intra-urban connectivity
- reduced congestion
- fewer road related injuries and deaths
- enhanced travel choice
- significant investment from private sector transport operators
- improved health and wellbeing for the population
- reduced carbon emissions leading to better air quality


The Councils have excellent records of delivery and as such the SED City Region and its supply chain is ready and excited to spearhead delivery of its Transforming Cities Fund programme.

SED TCF Package



- Dorset Council
- ... BCP Council
- Proposed Connectivity Corridors
- Proposed Cycle Freeways

SED City Region TCF Package also includes:

-  Beryl Bike network
-  Bus Priority & Infrastructure Improvements
-  Smart Ticketing
-  Wayfinding & Signage
-  End of Trip Facilities