

Report subject	Our Place and Environment: Bus Service Improvement Plan (BSIP) – Purewell
Meeting date	7 May 2025
Status	Public Report
Executive summary	<p>This report considers the outcome of the public consultation on proposed alterations to parking and restrictions in Purewell. These are aimed at improving reliability / journey times for buses and general traffic whilst balancing the needs of residents and businesses.</p> <p>The report recommends withdrawal of the original proposals, with the advertising of an alternative scheme designed to minimise impact on local businesses.</p>
Recommendations	<p>It is RECOMMENDED that:</p> <p>a. a revised scheme (as per Appendix A) is engaged on with ward councillors, Christchurch Town Council and the community prior to being advertised by way of Traffic Regulation Order (TRO) for future consideration.</p>
Reason for recommendations	<p>Feedback from the public consultation was fully considered. It is recommended that the scheme as originally proposed is withdrawn. A revised scheme would therefore be advertised and this shall:-</p> <ul style="list-style-type: none"> • improve reliability for bus passengers • reduce overall journey times for all road users • reduce congestion and emissions • improve safety for cyclists and pedestrians • safeguard limited wait parking for local businesses whilst balancing the needs of local residents
Portfolio Holder(s):	<p>Councillor Andy Hadley - Portfolio Holder for Climate Response, Environment and Energy</p> <p>Councillor Richard Herrett – Portfolio Holder for Destination, Leisure & Commercial Operations</p>
Corporate Director	Glynn Barton – Chief Operations Officer

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Wards	Christchurch Town
Classification	For Decision and Information

1. Background

- 1.1 BCP Council, in consultation with the bus operators, published the area's first Bus Service Improvement Plan (BSIP) in October 2021. This outlines the vision, objectives and delivery plans to improve bus services across BCP in line with the National Bus Strategy.
- 1.2 The BSIP has a strong emphasis on improving bus journey times, reliability, service frequency and passenger facilities. BCP Council was one of only 31 LTAs in England to be awarded funding as part of the first phase of BSIP, with £8.9m received from Government to deliver a package of measures. Passengers are now benefitting from the delivery of these schemes.
- 1.3 The BCP area suffers from significant traffic congestion and this affects both bus journey times and service reliability overall. Tackling this issue is key to ensure the bus is a viable mode of choice for journeys across the conurbation.
- 1.4 Funding has therefore been secured through the BSIP to review areas that have been identified by Enhanced Partnership members as causing significant delays to bus services. These are Purewell, Pokesdown/Southbourne, Westbourne and Bournemouth Station to the Town Centre. Schemes are therefore being developed for each of these key areas.

2. Purewell Scheme

- 2.1 The project focuses on improving journey times for buses travelling between Christchurch and Somerford, which serve Purewell. The corridor is served by frequent bus routes (1a, 1b, 1c, X1, X2, 70, 125 & 788) providing an excellent service for the passenger of up to 9 buses per hour.
- 2.2 Services are however delayed by the provision of on-street parking in sections along Purewell. This creates additional congestion for all traffic, particularly when reverse parking is undertaken.
- 2.3 The current arrangement also creates difficulties for cyclists on this key link from Somerford- Christchurch.
- 2.4 Following a review (including site visit) and discussion with Ward & Town Councillors the preferred approach was to potentially remove sections of existing on-street parking to create passing places for buses to use.

3. Purewell Public Consultation

- 3.1 The statutory consultation process set out in The Local Authorities' Traffic Order (Procedure) (England and Wales) Regulations 1996 has been carried out as set

out below. A 21-day public consultation was opened on 10 January 2025 and closed 10 January 2025 where:

- A Notice was placed in the Bournemouth Echo.
 - Notification emails were sent to councillors and all statutory consultees (including emergency services, disability groups, local public transport providers, national transport associations and various council departments).
 - Street Notices with consultation details were displayed in relevant locations as well as information card distribution to all directly impacted residents and businesses
 - The Deposited Documents (consultation documents) were published on the council's website
 - 1000 postcards were distributed around the local area
- 3.2 A total of 201 responses were received as follows: Support: 20, Object: 181. In addition, a petition with 900+ signatures against the proposal was received. The Christchurch Town Council, Planning and Regulatory Committee in their meeting of 21 January 2025 considered the proposal and subsequently objected to the scheme. It was noted by the Town Council that BCP Council consulted with them at various stages of the process, including a site meeting, sharing draft copies, and welcoming feedback.
- 3.3 Local BCP ward councillors objected to the proposals as advertised.

4. Proposed Revised Scheme

- 4.1 Following feedback received, a revised scheme has been developed. This aims to create passing places for vehicles (including buses) to use whilst retaining parking by the shops and Church. In addition the proposed restriction for these sections would be 'No Waiting, Mon – Sat, 8am – 6pm', permitting parking in evenings and on Sundays. This is seen as the best solution to meet the needs of residents and businesses whilst reducing congestion overall.
- 4.2 In addition to the above changes, it is the intention to amend the existing parking restrictions of the retained parking bays, currently limited to 30 minutes no return within 30 minutes, to 1 hour, no return within 2 hours. This will support local businesses by permitting increased parking time.

5. Summary of Financial Implications

- 5.1 The scheme is fully funded by the BSIP.
- 5.2 A Study '*The Economic Cost of Congestion in BCP*' published in October 2024 as part of a Transport Background Paper for the BCP Council Local Plan examination indicated that economic impact of traffic congestion in BCP costs £17.32m per annum. It is therefore essential that solutions are developed, including increasing use of public transport.

6. Summary of Legal Implications

- 6.1 In line with the legal requirements the proposed changes to the on-street parking and restrictions have been subject to the Traffic Regulation Order (TRO) statutory consultation process.
- 6.2 The Road Traffic Regulation Act 1984, as amended (RTRA) provides local authorities the power to make Traffic Orders.

- 6.3 Consultation and notice provisions as identified in The Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 have been met and carried out as detailed above in accordance with these regulations.
- 6.4 All representations received have been formally considered as outlined in Appendix B and taken into account in making this recommendation.
- 6.5 Following advertisement and consideration of consultation representations, the options available are to: make the traffic order and implement the provisions as advertised; amend and make the traffic order and implement only some of the advertised provisions/vary some of the advertised provisions to be less restrictive than advertised; not to make the traffic order.
- 6.6 No material negative impacts have been identified in relation to the restrictions to be implemented including to matters such as access to premises, amenities and use of the road by public service vehicles.
- 6.7 It is considered that the Traffic Order will help secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians and cyclists) and the provision of suitable and adequate parking facilities on the highway.
- 6.8 In reaching this recommendation, regard has been had to all relevant statutory provisions. They include, as appropriate, relevant requirements and duties as set out in s1, s32 and s122 of the RTRA 1984 and s16 of the Traffic Management Act 2004.

7. Summary of Human Resources Implications

- 7.1 The BSIP programme and Traffic Team that shall oversee the implementation of the recommended changes (if subsequently approved) is resourced.

8. Summary of Sustainability impact

- 8.1 Decision Impact Assessment 696 completed for BSIP project overall- ranked Green.

9. Summary of Public Health Implications

- 9.1 The Local Transport Plan and associated LTP schemes aim to promote sustainable/active travel and/or minimise congestion and as such aim to deliver improvements to air quality and increase levels of activity.

9. Summary of Equality Implications

- 9.1 An EIA has been produced (see link) and panel is scheduled for 24th April 2025.

10. Summary of Risk Assessment

- 10.1 There are no significant risks associated with these changes.

11. Background Papers

[National Bus Strategy](#)

[BCP Council Bus Service Improvement Plan](#)

[Transport Background Paper - Appendix A: Economic Cost of Congestion in BCP](#)

12. Appendices

- 12.1 Appendix A – Summary of Proposed Changes.
- 12.2 Appendix B – Consultation Outcome and Recommendations
- 12.3 Appendix C – EIA Screening Tool
- 12.4 Appendix D – P110 BSIP Purewell Deposit Document