

Report subject	Our Place and Environment: Bus Service Improvement Plan (BSIP) – Pokesdown and Southbourne
Meeting date	18 June 2025
Status	Public Report
Executive summary	<p>This report considers the outcome of public consultation on proposed alterations to parking and restrictions along Seabourne Road (and adjoining streets), Southbourne Grove and Southbourne Road aimed at improving journey times and reliability for buses and general traffic whilst balancing the needs of residents and businesses.</p> <p>The report recommends full consideration of the consultation outputs and implementation of the measures proposed.</p>
Recommendations	<p>It is RECOMMENDED that:</p> <p>Cabinet approves that the scheme (as per Appendix A) is delivered as proposed.</p>
Reason for recommendations	<p>Feedback from the public consultation was fully considered. It is recommended that the scheme is delivered as proposed.</p> <p>The recommended scheme 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

Report Authors	Richard Pincroft – Head of Transport and Sustainable Travel Andy Brown – Traffic Team Leader Clare Griffiths – Senior Traffic Technician Nick Phillips – Sustainable Transport Operations Team Leader Kevin Brolan – Senior Transport Officer
Wards	Boscombe East & Pokesdown / West Southbourne
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, including:-
 - New bus shelters, real time information displays and CCTV installed throughout BCP and in Poole Bus Station.
 - Improved accessible bus stops in Christchurch High Street and Bargates.
 - Enhanced frequencies of Service 13 Bournemouth-Wimborne and Service 18 Broadstone-Bournemouth.
 - Fares initiatives have included an equalisation of prices across the BCP area, the introduction of child period tickets and the "Commuter Club" aimed at encouraging greater use of buses for journeys to work.
- 1.3 Morebus has invested £13.5m in 49 new Euro 6 Low Emission double deck buses for the BCP area, as part of their commitment to the Enhanced Partnership with the Council.
- 1.4 The BCP area however 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.
- 1.5 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 Pokesdown/Southbourne, Purewell, Westbourne and Bournemouth Station to the Town Centre. Schemes are therefore being developed for each of these key areas.

2. Pokesdown and Southbourne Scheme

- 2.1 Morebus Services m2, U3, 1b, 1c, 33, 755 and 788 operate through Pokesdown and Southbourne, providing an excellent frequency for the passenger of one bus every three minutes.
- 2.2 Services are however delayed by the provision of on-street parking in sections along Seabourne Road and Southbourne Grove. 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 Southbourne- Boscombe.
- 2.4 Following a review (including site visit) and discussion with Ward Councillors the preferred approach is to potentially relocate existing on-street parking from the main roads into adjacent side roads. This will ensure customers of local businesses still have access to short term parking close whilst significantly improving traffic flow for all road users. In addition, the bus stop clearway at Southbourne was seen to be of insufficient length to enable the bus to pull alongside the kerb and permit safe boarding of passengers. An extended bus stop clearway marking was therefore proposed in this location.

3. Pokesdown and Southbourne Public Consultation

- 3.1 A 21-day public consultation entitled BSIP Pokesdown and Southbourne (P109) opened on Friday 10 January 2025 where:
 - A Notice was placed in the Bournemouth Echo.
 - Notification emails were sent to all 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; the highway consultation web page address was included, and in addition a QR code direct to that page.
 - 2000 postcards with consultation details were distributed to residential and business addresses in the area, including all frontages to the affected sections of Seabourne Road, Southbourne Grove and Southbourne Road. These included the highway consultation web page address, and also a QR code direct to that page.
 - The Deposited Documents (**Appendix D**) (consultation documents) were published on the council's website.
- 3.2 Representations were received from a total of 196 respondents: 59 supporters, 110 objectors and 27 general commenters.
- 3.3 Respondents were invited via the Traffweb consultation tool to click on and submit a 'general comment', to 'agree' or to 'object' and they could do this for the entire scheme or by clicking on individual restrictions on the map. This allowed for some respondents to submit multiple objections or expressions of support. A number of responses were also received by email and by post. All comments have been accounted for in the detailed consultation outcome table (**Appendix B**).

4. Summary of Financial Implications

- 4.1 The scheme is fully funded by the BSIP.
- 4.2 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.

5. Summary of Legal Implications

- 5.1 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.
- 5.2 The Road Traffic Regulation Act 1984, as amended (RTRA) provides local authorities the power to make Traffic Orders.
- 5.3 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.
- 5.4 All representations received have been formally considered as outlined in **Appendix B** and taken into account in making this recommendation.
- 5.5 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.
- 5.6 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.
- 5.7 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.
- 5.8 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.

6. Summary of Human Resources Implications

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

7. Summary of Sustainability impact

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

8. Summary of Public Health Implications

- 8.1 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 – P109 BSIP Pokesdown & Southbourne Deposit Document