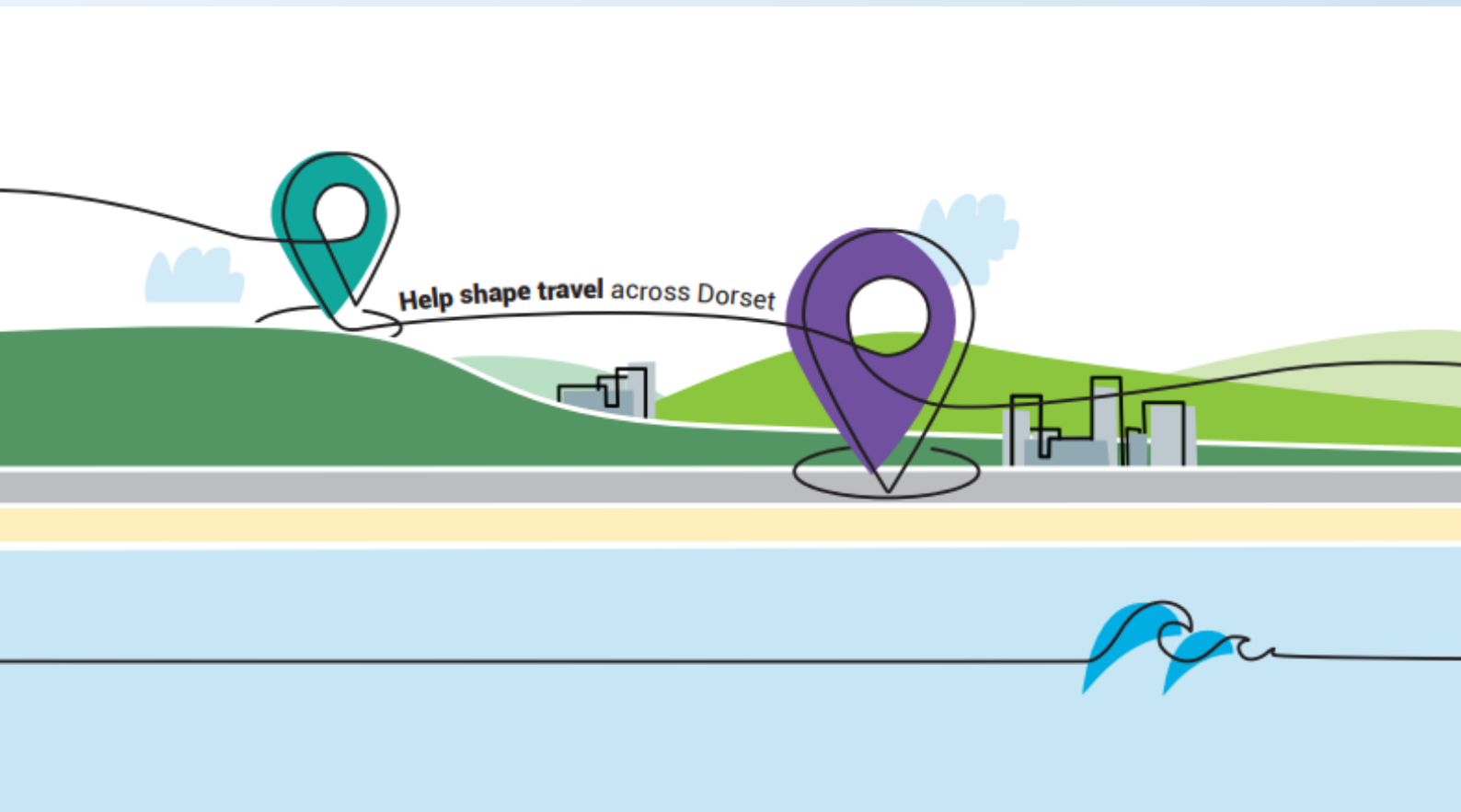




BCP and Dorset Council

LOCAL TRANSPORT PLAN (LTP)

Consultation Report





LTP4 CONSULTATION REPORT (PUBLIC)

PROJECT NO. UK-70119366

LTP – CONSULTATION REPORT

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1 EXECUTIVE SUMMARY

- 1.1.1. Bournemouth, Christchurch and Poole (BCP) Council and Dorset Council consulted on the new Local Transport Plan (LTP) for 2026 to 2041 over a nine-week period between 18 August 2025 and 20 October 2025. This consultation invited residents, businesses, community groups statutory organisations and other stakeholders to comment on the draft vision, objectives, policies and accompanying Implementation Plan.
- 1.1.2. The purpose of this report is to document how the consultation was undertaken, summarise the feedback received and demonstrate how the findings will shape the development of the final LTP.
- 1.1.3. The new LTP sets out a shared long-term strategy for creating a sustainable, inclusive and resilient transport network across both council areas.
- 1.1.4. A comprehensive and accessible consultation approach was adopted. Information was made available online, in libraries and on request in alternative formats, with both standard and easy-read surveys provided. The consultation was promoted through council websites, social media campaigns, newsletters and press coverage. Engagement events were held across both council areas, including 13 Dorset events attended by more than 2,000 people and 12 BCP events targeted at a mix of residents, young people, councillors and local businesses.
- 1.1.5. Feedback was captured through an online questionnaire, easy-read submissions and 146 written responses. In total, the consultation received 1,414 responses, including contributions from 19 parish and town councils and 41 organisations.
- 1.1.6. Overall, the consultation responses indicated strong support for the strategic direction of the draft LTP. Across the six objectives, between 63% and 79% of respondents expressed agreement (strongly agree or agree), with the highest levels of support consistently recorded for public transport, safety and network resilience.
- 1.1.7. Support for the LTP vision was positive overall, with 63% of respondents agreeing to some extent (27% strongly agreed, 36% agreed). However, attitudes varied geographically. Almost three-quarters of respondents (72%) from the Dorset Council area were supportive, while 14% disagreed to some extent. The majority of BCP area-based respondents were also supportive (55%), though the results were more polarised with 43% disagreeing to some extent. This trend was consistent in the responses regarding the individual objectives and policies. While results different between the two council areas, these patterns reflect differing local contexts rather than opposition to the shared direction of the LTP.
- 1.1.8. Agreement with the six LTP objectives followed a similar pattern. The highest levels of support were recorded for:
- Objective F: Public transport that is inclusive and accessible, where 79% of respondents agreed to some extent;
 - Objective E: A resilient and fit-for-purpose transport network, with 79% agreement; and
 - Objective D: Enable a safer transportation system, with 75% agreement.
- 1.1.9. Support was lower, though still positive, for Objective A: Safeguard the climate and environment, where 65% of respondents agreed and 21% disagreed to some extent. This variation reflects

differing views on specific environmental measures rather than opposition to environmental goals overall.

1.1.10. Across individual policy areas, support remained high but varied by topic:

- Bus-related policies attracted some of the strongest support, with over 80% agreement for prioritising bus services to improve reliability and journey times.
- Policies relating to air quality, biodiversity and nature-positive design typically received between 67% and 70% agreement.
- Policies focused on increasing the uptake of zero-emission vehicles showed lower levels of agreement at around 54%, alongside higher levels of neutral responses and disagreement.
- Safety policies, particularly those focused on casualty reduction and school travel, received agreement levels of 75-80%.

1.1.11. Open-text responses and stakeholder submissions reinforce these quantitative findings. Public transport emerged as the most frequently raised issue, with large volumes of comments calling for more frequent, reliable and better-connected bus services, particularly in rural areas. Analysis of coded comments shows that suggestions related to improving bus frequency, reliability and connectivity accounted for over 30% of all bus-related comments, aligning strongly with the high levels of support observed in the survey data for Objective F and related policies.

1.1.12. Similarly, strong support for safety and active travel objectives is reflected in frequent qualitative feedback relating to pedestrian safety, safer crossings, footway quality, lighting and protection for vulnerable users. Concerns raised around climate change and net zero tended to focus less on the principle of environmental action and more on issues of cost, affordability and equitable implementation, which aligns with the more mixed levels of support observed for some environmental policies.

1.1.13. While support for the overall direction of the LTP is clear, questions around deliverability were common in both open-text responses and stakeholder feedback. Concerns about funding, phasing and the risk of rural areas being left behind were raised by approximately 22% of coded 'concern' comments and were echoed by several statutory and organisational stakeholders. These concerns did not generally challenge the objectives themselves but instead relate to confidence in implementation.

1.1.14. Taken together, the results demonstrate that respondents broadly supported the vision, objectives and policy direction of the draft LTP, particularly where proposals focus on improving public transport, safety and accessibility. The findings also highlight the importance of clearly articulating how proposals will be delivered, funded and prioritised in order to strengthen confidence, particularly among BCP respondents and those in rural communities.

1.1.15. The findings from this consultation will directly inform revisions to the LTP and Implementation Plan (IP) ahead of adoption. Feedback will be used to refine policies, strengthen the clarity of proposals, reinforce the importance of accessibility and deliverability and ensure that the plan reflects both urban and rural priorities. The full analysis, including detailed quantitative results, demographic information, thematic coding of comments and summaries of organisational responses, can be found in Sections 2 to 5 and the supporting appendices of this report.

2 INTRODUCTION

- 2.1.1. Local Transport Authorities have a statutory duty to prepare and update a Local Transport Plan (LTP) for their area. The current LTP for Bournemouth, Poole and Dorset was produced in 2011. The new draft Local Transport Plan 2026 to 2041 sets out the long-term goals, strategy and policies for improving transport for the next 15 years.
- 2.1.2. The transport strategy responds to national and regional policy, reflecting it in the local context to guide future transport investment. Aligning with plans and strategies produced by the Department for Transport (DfT) and the Western Gateway Sub-National Transport Body (WGSTB), the draft LTP sets out a shared vision for BCP and Dorset to deliver a sustainable, inclusive and accessible transport network over the next 15 years.
- 2.1.3. Once adopted, BCP and Dorset Councils expect to start implementing the improvements identified in the draft plan from later in 2026.

2.2 ABOUT THE LTP PROPOSALS

- 2.2.1. The proposals present a shared vision for how people will travel across BCP and Dorset from 2026 to 2041. The plan sets out a vision for the future that is inclusive, sustainable and prioritises the development of resilient local communities.
- 2.2.2. The new LTP reflects the ambitions of both BCP Council and Dorset Council. It aligns with the Dorset Council Plan's to protect the natural environment, create stronger, healthier communities and support sustainable economic growth. It supports BCP Council's shared vision of delivering sustainable infrastructure, tackling the climate and ecological emergency and creating safe, healthy and vibrant communities.
- 2.2.3. The transport strategy is designed to meet the challenges of a growing population, building more homes, unlocking economic growth and increasing the demand on the transport network. This plan sets out a plan to provide safer, healthier and more accessible travel options, whether by public transport, walking, cycling or electric vehicles.
- 2.2.4. The aim of the overall plan is to reduce congestion, improve air quality and ensure that regardless of where people live, they can access education, employment and essential services.
- 2.2.5. The delivery and implementation of the plan is dependent on securing the necessary funding. However, it is recognised by BCP and Dorset Council that investment in transport infrastructure is essential to meet the shared goals and priorities.
- 2.2.6. The area spans predominantly rural Dorset (69% rural, population 380,000) and the urban/coastal BCP unitary authority (population 400,000), with key gateways at Poole and Portland ports and Bournemouth Airport. Both areas face challenges of ageing populations, pockets of deprivation, housebuilding needs and constrained digital connectivity.
- 2.2.7. Between 2011 and 2026, more than £400 million was invested in walking, cycling, public transport, safety and major road schemes. The proposed LTP builds on previous successes and shifts from reactive, road-capacity focused planning to a vision led approach which prioritises people, place and low carbon travel.

Implementation Plan

- 2.2.8. The IP, which was published for consultation alongside the draft LTP, set out specific schemes that will be developed to achieve the LTP vision and objectives. The draft IP has been divided into three phases of five years each, with projects that are more readily deliverable in phase 1 (2026-2031), and other schemes categorised in medium (2031-2036) and long-term (2036-2041) phases according to the extent of planning work that would be required and the level of certainty that exists around funding availability to enable delivery.
- 2.2.9. The IP includes five local area plans to reflect the different transport requirements across the Council areas which can be found in **Appendix F**.

2.3 SCHEME OBJECTIVES

- 2.3.1. To achieve the draft LTP, six key objectives have been defined:
- Safeguard the climate and environment
 - Improve health and wellbeing
 - Create accessible and prosperous places
 - Enable a safer transport network
 - Maintain a resilient and fit for purpose transport network
 - Ensure public transport is inclusive and accessible for all
- 2.3.2. The strategy for the plan was developed through:
- A comprehensive evidence base on demographics, travel patterns, emissions, network performance and future challenges
 - Decarbonisation analysis showing the need for a 32% cut in emissions to achieve the net zero pathway
 - Extensive public and stakeholder engagement, which highlighted demands for better frequency, affordability and accessibility of public transport, expanded active travel routes, digital connectivity and equitable rural access

2.4 PREVIOUS ENGAGEMENT

- 2.4.1. In 2024 BCP and Dorset Council asked the public, stakeholders, businesses and community groups for their feedback and suggestions on the most prevalent issues people found with transport in BCP and Dorset. This exercise was to encourage people to put forward suggestions to help shape the future of travel and transport in the area.
- 2.4.2. 3,434 people responded to the online survey, 16 events with 300 attendees took place across the county and 90 local groups responded.
- 2.4.3. The aim of the engagement exercise was to understand the wider transport related issues and opportunities, while recognising the diverse needs of communities that live, work and travel within the LTP area. A summary report of the preliminary engagement is available to download at: [Project: Local Transport Plan 4 | BCP Council](#).
- 2.4.4. In December 2024, a petition was submitted by the BCP and Dorset Motorists group - founded with the aim of improving the experience of motorists across BCP and Dorset. At the BCP Council meeting in June 2025, the petition was reviewed and a resolution was passed to refer the petition to the LTP4 working group for consideration during the development of LTP4. The petition has subsequently been taken into account alongside other feedback received during the consultation.

3 CONSULTATION APPROACH

3.1 CONSULTATION PERIOD

- 3.1.1. The consultation period for the draft LTP took place across BCP and Dorset for nine weeks between 18 August 2025 to 20 October 2025.
- 3.1.2. The primary purpose of the consultation was to seek the views of the local community, key stakeholders, such as elected representatives, statutory bodies and any other interested parties on the proposed vision, strategy and implementation of the LTP.

3.2 ENCOURAGING PARTICIPATION

- 3.2.1. A range of communications channels were used to promote the consultation and encourage participation:

Website

- 3.2.2. BCP and Dorset Council hosted information about the consultation on their individual council websites. The webpage included:

- A summary of the LTP proposals
- The Implementation Plan (full and summarised versions)
- Details of the consultation events
- Databook for LTP consultation
- Integrated Impact Assessment for the LTP
- How peoples feedback would be used
- Next steps
- Contact details of the project team

- 3.2.3. The materials were also available in alternative formats, with consultees encouraged to contact BCP and Dorset Council to request materials if required. A full list of how people could respond to the consultation is provided in Section 3.3.

Social media

- 3.2.4. BCP Council and Dorset Council utilised their official social media channels, including Facebook, X, and Instagram to promote the consultation and associated events. Posts were designed to raise awareness, provide key information about the proposals, and include clear calls to action directing users to the online survey.
- 3.2.5. During the consultation period, a series of posts were published across both councils' accounts, ensuring regular visibility and engagement. The campaign for Dorset Council generated over 200,000 impressions, significantly higher than BCP due to the combined promotion of the Local Plan and LTP consultations running concurrently. This proactive use of social media helped broaden reach and encourage participation across diverse audiences.
- 3.2.6. A targeted paid social media campaign held on Dorset Council's social media channels saw over 1.5 million impressions, with over 13,000 people clicking on to an advertisement.
- 3.2.7. Google adverts were also used by Dorset Council to increase exposure to the consultation, resulting in approximately 784,000 impressions.

- 3.2.8. The organic social media campaign for BCP resulted in 77,339 views and 3,497 clicks through on Facebook. A total of 381 comments were received. Including the newsletter the total views were 106,000. There was significantly less traffic through other social media channels.

Press releases

- 3.2.9. A joint press release was produced by BCP Council and Dorset Council and published on their respective websites to promote the consultation. The release provided an overview of the proposals, details of the consultation period, and included a link to the online survey. It also outlined how residents could request materials in alternative formats or obtain further information by contacting either council directly. To encourage participation in the survey, a further four proactive press releases were promoted in the consultation period to highlight the LTP and how to respond.
- 3.2.10. To maximise reach, the press releases were distributed to local media outlets and subsequently published multiple times across regional platforms. Key outlets that featured the story included the Dorset Echo, Bournemouth Daily Echo and Bournemouth One. This proactive approach ensured that information about the consultation was widely accessible and helped drive participation across both council areas.

Table 3-1: Media Sources

Media outlet	Circulation
Dorset Echo (print and online)	3,869
Bournemouth Daily Echo (print and online)	4,761
Bournemouth One (radio and online publication)	30,000 online listeners

Leaflet

- 3.2.11. Ahead of the consultation launch, an article was featured in the Dorset Council News Magazine, which is delivered to approximately 183,000 households across Dorset. The article provided details of both the Local Plan and LTP consultations, explaining how residents could review the proposals and submit their feedback. Information about the proposals was also included in Dorset's and BCP's weekly e-newsletter.
- 3.2.12. Similarly, BCP Council published an article in Weekly News, distributed to around 24,449 residents in Bournemouth, Christchurch and Poole. Both publications included clear instructions on how to respond to the consultation and highlighted opportunities for residents to have their say, ensuring widespread awareness and accessibility.

3.3 FEEDBACK CHANNELS

- 3.3.1. A number of feedback channels were utilised to ensure that the consultation was accessible.
- 3.3.2. Hard copy versions could either be accessed through the dedicated Dorset and BCP council websites for download, or could be requested by email or telephone, which would be sent out to residents by post. An online survey was also made available via Dorset Council's survey platform, Citizen Space, and could be accessed via both council websites.

- 3.3.3. The documents were also available to view at Dorset and Bournemouth Council libraries and the customer service staff were equipped to assist with providing access to paper copies should assistance be needed.
- 3.3.4. During the consultation, dedicated email addresses were set up for both BCP and Dorset. The email addresses were ltl@bcpcouncil.gov.uk and ltl@dorsetcouncil.gov.uk and these were publicised as alternative methods through which people could respond to the consultation or raise any queries that they may have had.
- 3.3.5. Due to the technical nature of the LTP and implementation plan, summary versions were made available to help people engage with the content more easily. These were available via the Council webpages, while an 'easy to read' version of the online survey was also developed to help ensure that the process was accessible and inclusive.
- 3.3.6. To encourage participation of respondents and to ensure that the LTP was understood and accessible among all ages, 'Easy to Read' surveys and downloadable lesson plans were sent to local schools to capture interest. Tailored resources were created for lower primary, upper primary, secondary and sixth form students.
- 3.3.7. Similarly, telephone numbers for BCP (01202 123456) and Dorset (01305 221000) were also provided to ensure that residents who may not have access to the internet were able to contact the project team to find out more about the project, and to provide their feedback over the phone, or request a hardcopy of the consultation materials.
- 3.3.8. The survey was designed to capture the views of the public and interested stakeholders. Along with a series of closed questions, where respondents were invited to choose from a series of pre-populated options, there were also free text questions to give people the opportunity to leave further comments or suggestions. A copy of the online survey is included at **Appendix A**.

3.4 ENGAGEMENT EVENTS

- 3.4.1. As part of the consultation period, BCP and Dorset both held a series of roadshow events to engage public interest, encourage participation and capture feedback. These events were held within the consultation period and were delivered online and in person.
- 3.4.2. Publicity for the consultation, including the roadshow events, was raised through a range of channels and tactics, these included social media, press releases, newsletter drops and community networks.
- 3.4.3. Dorset Council was consulting on its Local Plan at the same time as the LTP consultation and, as a result, the consultation events hosted by Dorset reflected an opportunity for people to respond to or find out more about both the Local Plan and the LTP plans. This is reflected in the comments and key themes that have surfaced at some of the events and therefore will be considered in as far as they're relevant to this analysis.
- 3.4.4. Dorset Council held 13 events with over 2,000 people attending across the county including Ferndown, Blandford, Bridport, Dorchester, Weymouth, Swanage, Lytchett Matravers, Crossways, Gillingham, Wimborne, Verwood, Shaftesbury and Sherborne. Feedback through discussions had captured recurring themes and location specific concerns:

- 3.4.5. **Public transport:** Residents cited reductions in bus services, especially in rural areas, but also affecting some urban connections, making public transport untenable for daily commutes and increasing reliance on cars.
- **Active travel and inclusivity:** While many supported more active travel, some felt the plan was too focused on non-motorised users, discouraging those with disabilities, vulnerabilities, or older age. There was strong advocacy for safer crossings, traffic calming and 20mph zones near schools and residential areas.
 - **Accessibility and isolation:** Poor transport networks in rural areas drove feelings of isolation, with calls for community buses, increased timetables and better integration to combat loneliness.
 - **Development and infrastructure:** Concerns about new housing developments focused on the strain on existing infrastructure, congestion and delays during construction. Respondents questioned whether new homes would address empty properties or simply add pressure to roads and public transport.
 - **Parking and enforcement:** Town centre parking and enforcement were seen as inconsistent, with no clear or standardised approach.
- 3.4.6. BCP hosted 12 events that included a series of councillor briefings and community drop-ins, as well as including a specific session for businesses. Dedicated sessions with underrepresented groups from previous rounds of engagement, including the BCP Youth Forum, Children in Care and Care Experienced Young People, and the Bournemouth University Travel Plan working group, also took place.
- 3.4.7. The events held by BCP were attended by over 100 people and key themes discussed with those in attendance included:
- **Innovation:** Respondents felt proposals lacked ambition, calling for mobility hubs, water taxis, port expansions and metro-style networks. Digital exclusion was raised as a key issue due to poor public internet bandwidth and signal provision.
 - **Onward travel and bus service provision:** Depleted bus services and inconsistent timetables were a recurring theme, affecting both rural and urban residents. Limited services during early mornings, evenings and weekends result in restricted access to essential destinations.
 - **Impact on employment and connectivity:** Lack of public transport options for work commutes forces people to be reliant on cars, contributing to congestion. Suggestions included developing key interchanges near employment sites and improving cross-conurbation connectivity.
 - **Integration and access to key destinations:** Poor connectivity between bus services and strategic destinations, including hospitals and Bournemouth Airport, was seen as a barrier to reducing car use.
 - **Other emerging themes:** Affordability and accessibility were consistently raised, with calls for discounted resident transport cards and extended concessionary fares for young adults up to 25. Climate and health objectives were strongly supported, alongside requests for

mandatory cycle lanes in new housing developments and improved walking/cycling routes. There was a desire for greater flexibility in funding and local authority resource allocation.

3.5 RESPONSE ANALYSIS METHODOLOGY

- 3.5.1. The online survey consisted of closed (tick-box questions) where respondents could select a choice from the options provided, along with two free text questions to enable respondents to provide additional comments.
- 3.5.2. Raw data from the closed questions was used to create charts that are included in the following sections of the report. The free text responses required further analysis, through a process called 'coding', to identify common themes and enable the categorisation of comments in specific codes. These codes were then analysed quantitatively to determine the most frequently recurring themes. A code frame was created by reviewing a large sample of survey responses and identifying common themes and areas of comment, each of which were given a unique code number.
- 3.5.3. The code frame underwent a series of reviews to ensure that any new themes that emerged in the data were incorporated and included as part of the analysis. The coding of analysis was subject to quality assurance checks to ensure consistency and accuracy throughout the process, including sampling of random coded responses to check for errors or discrepancies. This ensures that the coding rules and guidelines were followed correctly and that the coding analysed followed a uniformed process.
- 3.5.4. Responses received via email or letter were coded by theme with the results of the analysis presented in Section 4 and Section 5.
- 3.5.5. Responses to the question ***“What single thing would assist you most to meet your travel needs?”*** were analysed using a structured qualitative coding approach. Each comment was reviewed and assigned to one or more themes within a tailored coding framework which reflected key transport issues, such as bus services, roads, cycling and rail. Because the question invited respondents to identify a single change that would most support their travel needs, results are presented as the percentage of respondents who mentioned each theme. This differs from other qualitative questions in the consultation where responses often covered multiple issues. In those cases, findings are presented as the percentage of coded comments, reflecting the distribution of all issues raised rather than the number of respondents raising them. The base used for each table is stated clearly to indicate whether percentages refer to respondents or coded comments.
- 3.5.6. For further details on the overall coding results and the full code frame used for the open-ended question, regarding – ***“Do you have any other comments that you wish to make related to the questions in this survey on our transport strategy and Implementation Plan?”***, please refer to **Appendix D**.
- 3.5.7. Two organisations were identified as having submitted a separate written response, in addition to a completed consultation response form. In these instances, any responses that the organisation had provided to free text questions on the consultation response form were analysed alongside their other written response. If any comments were coded in the same way, the codes were de-duplicated and only counted once in the final analysis to avoid any inadvertent distortion of the results.

4 RESPONSES

Overview

- 4.1.1. A total of 1,414 responses were received during the consultation period. Of these 1,385 responses were submitted via the online questionnaire and 29 were handwritten questionnaire submissions, which were scanned and included in the analysis. This figure excludes the three 'easy to read' response forms which have been analysed separately and can be found in Section 4. In addition, there were 146 written submissions via email. Results from the survey analysis are presented in Section 3 onwards with the email response analysis covered in Section 5.
- 4.1.2. 19 local town and parish councils responded to the consultation through email and questionnaire responses. The **Table 44-1** below details those who responded.

Table 44-1: Parish and Town Councils

Local Authorities
• Bradford Abbas Parish Council
• Bradford Peverell Parish Council
• Broadwindsor Group Parish Council
• Charminster Parish Council
• Charmouth Parish Council
• Chesil Bank Parish Council
• Christchurch Town Council
• Colehill Parish Council
• Dorchester Town Council
• Ferndown Town Council
• Hurn Parish Council
• St Leonards and St Ives Parish Council
• Lytchett Matravers Parish Council
• Lytchett Minster & Upton Town Council
• Marnhull Parish Council
• Maiden Newton and Frome Vauchurch Parish Council
• Motcombe Parish Council

Local Authorities

- Shaftesbury Town Council
- Wareham Town Council
- Wiltshire Council
- Winfrith Newbury & East Knighton Parish Council
- Wool Parish Council

4.1.3. In addition, 41 different organisations responded to the consultation either via email or through the online survey. Of these, 23 organisations responded through email, while 18 responded through the online survey.

4.1.4. Further detail is illustrated in the **Table 4-2** below:

Table 4-2: Stakeholders and Organisations

Stakeholders/stakeholder organisations	
Responded by email	Responded by online survey
Bridport Local Area Partnership	Blandford + Neighbourhood Plan Monitoring Group
Dorchester Transport Action Group (x2)	Bloor Homes
Christchurch Environmental Management LTD	Bridport Cycling Club
Dorset Climate Action Network (x 2)	Dorset Area of the Ramblers
Dorset Green Spaces	Dorset Campaign to Protect Rural England
Dorset Police	Dorset Local Nature Partnership
Dudsbury Homes Southern	Ferndown & Uddens Business Improvement District (BID)
East Dorset Friends of the Earth	Loders Transport Group
Fit For walking (x 2)	North Dorset Trailway Network
Go South Coast (MoreBus and Damory)	Poole Harbour Trails Community Group
Guide Dogs	Portland Port
Historic England	Purbeck Community Rail Partnership
Natural England	Space Youth Project
National Highways	Symondsbury Solar Services
Network Rail and Southwestern Railway	The Poole Harbour Trails Community Group
NHS Dorset	The Vale Family Hub
Public Health teams of BCP and Dorset Councils	Uploders Residents' Association
Rail future Wessex (x 2)	Weymouth Transport Action Group
Somerset Bus Partnership	
Swanage Railway	
The society for Poole LTD	
Western Area Transport Action Group (WATAG)	
Yeovil Bus users' group	

Stakeholders/stakeholder organisations

YMCA Bournemouth

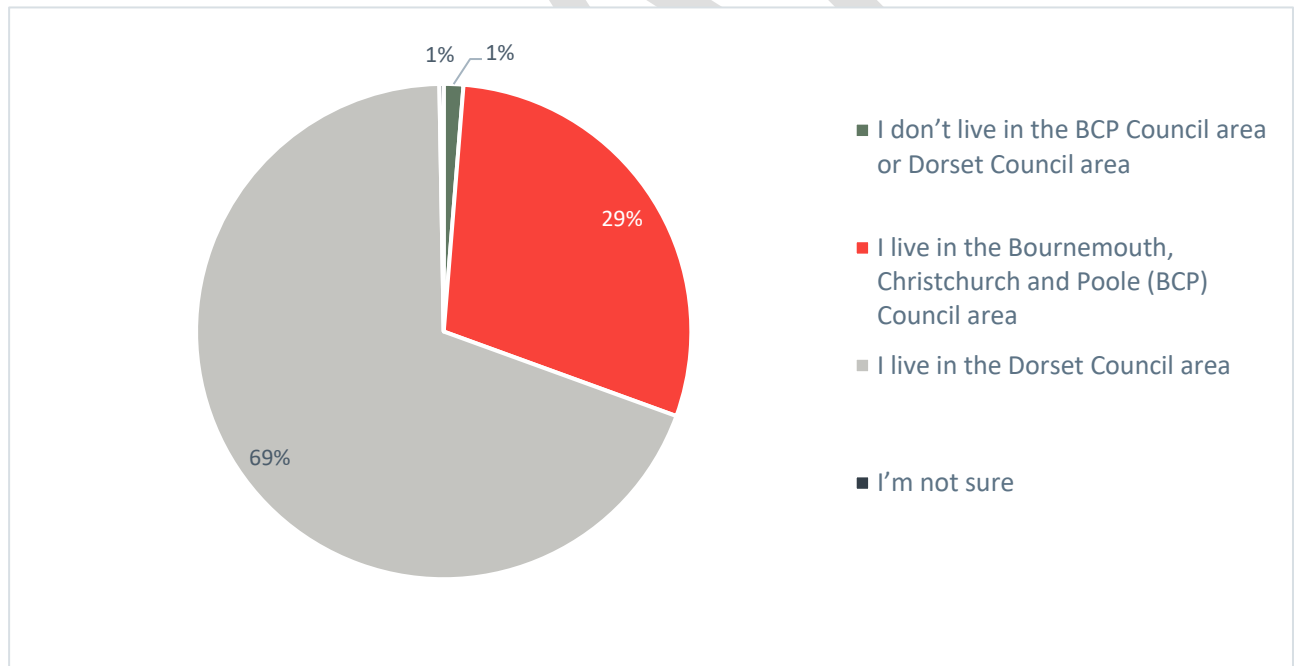
- 4.1.5. Section 5 captures other written responses and Table 5-2 highlights the principal themes identified in stakeholder organisations' feedback, combining information from email responses and submitted documents.

4.2 SURVEY RESPONSE ANALYSIS

About the respondents

- 4.2.1. A total of 1,414 respondents took part in the survey, answering a range of questions about their demographic profile, travel behaviours, and levels of agreement with the transport strategy's vision, objectives, policies, and area plans. The survey also gathered views on specific transport schemes, transport modes used in the last 12 months and free text comments on how the strategy could better meet local travel needs. Percentages presented throughout the report have been rounded and therefore may not always equal 100%.
- 4.2.2. Of the 1,411 respondents, 976 respondents (69%) reported living in the Dorset Council area, and 413 respondents (29%) reported living in the Bournemouth, Christchurch and Poole (BCP) Council area. In addition, 18 respondents (1%) said they live outside both council areas while a small number selected 'I'm not sure' (four respondents; less than 1%).

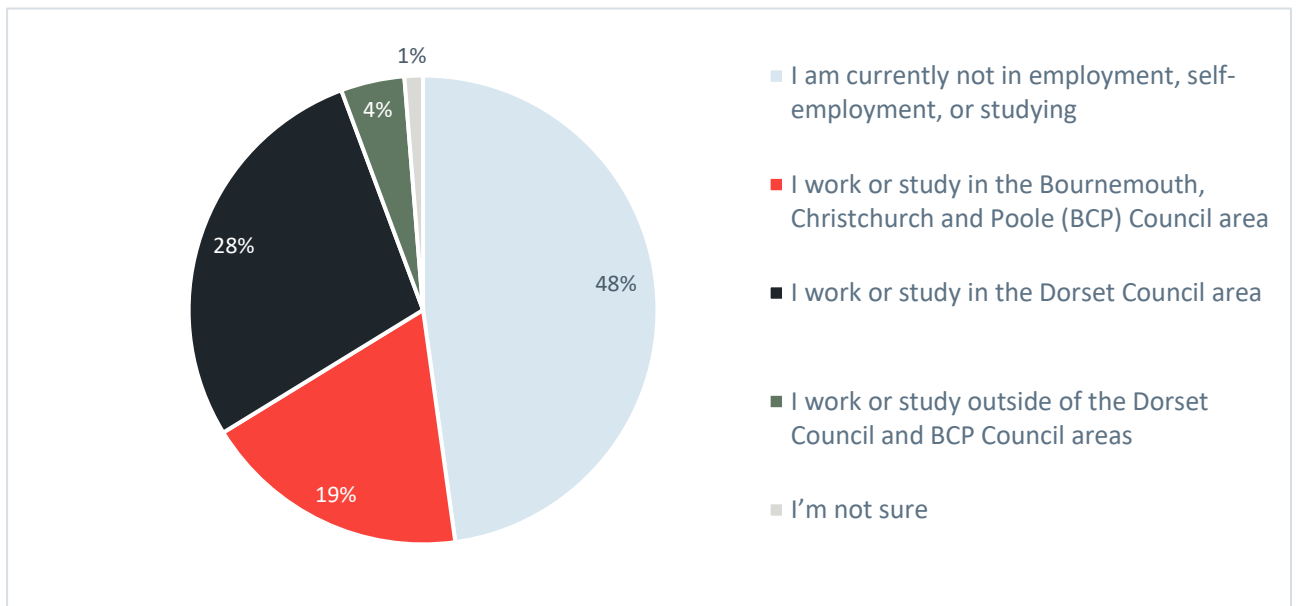
Figure 4-1: Where do you live?



Base: all who responded (n:1,411)

- 4.2.3. Of the 1,410 respondents, 674 respondents (48%) reported that they were not in employment, self-employment, or studying. A further 260 respondents (19%) reported working or studying in the Bournemouth, Christchurch and Poole (BCP) Council area and 396 respondents (28%) reported working or studying in the Dorset Council area. In addition, 62 respondents (4%) reported working or studying outside both council areas, and 18 respondents (1%) reported that they were not sure.

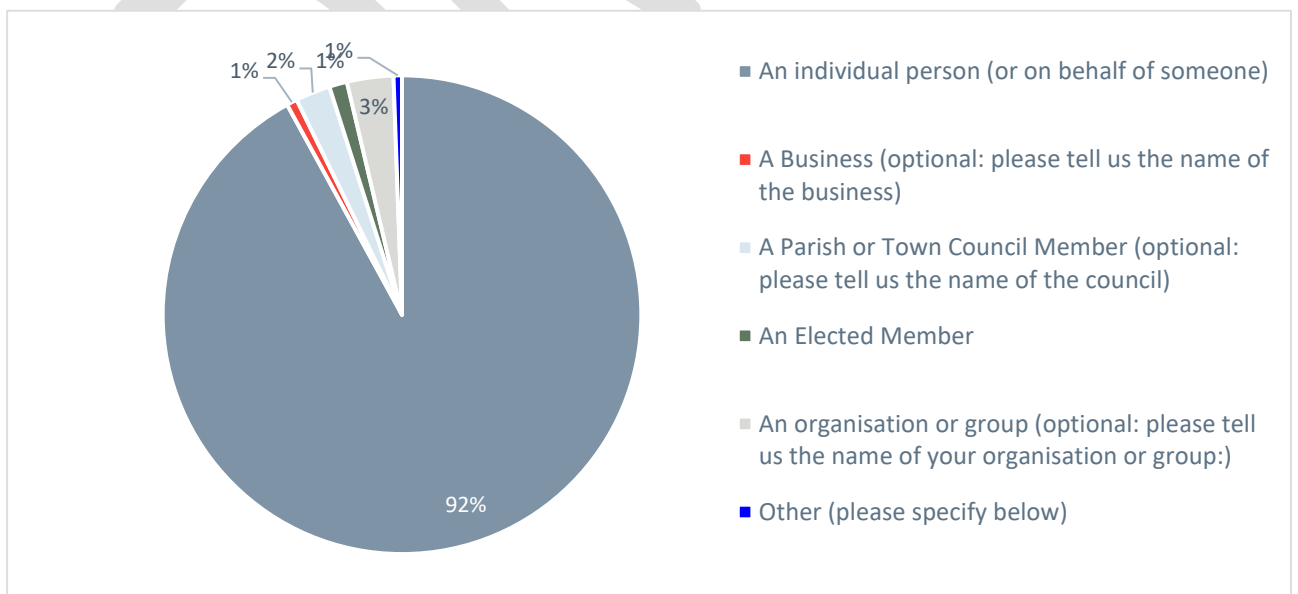
Figure 4-2: Where do you work or study?



Base: all who responded (n:1,410)

Across the 1,406 responses, 1,294 respondents (92.0%) reported responding as an individual person or on behalf of someone. A further 44 respondents (3%) responded on behalf of an organisation or group, 33 respondents (2%) as Parish or Town Council members, and 17 respondents (1%) as elected members. In addition, 10 respondents (0.7%) responded as a business and eight respondents (0.6%) reported responding in another capacity as shown in Figure 4.3 below.

Figure 4-3: I am responding as

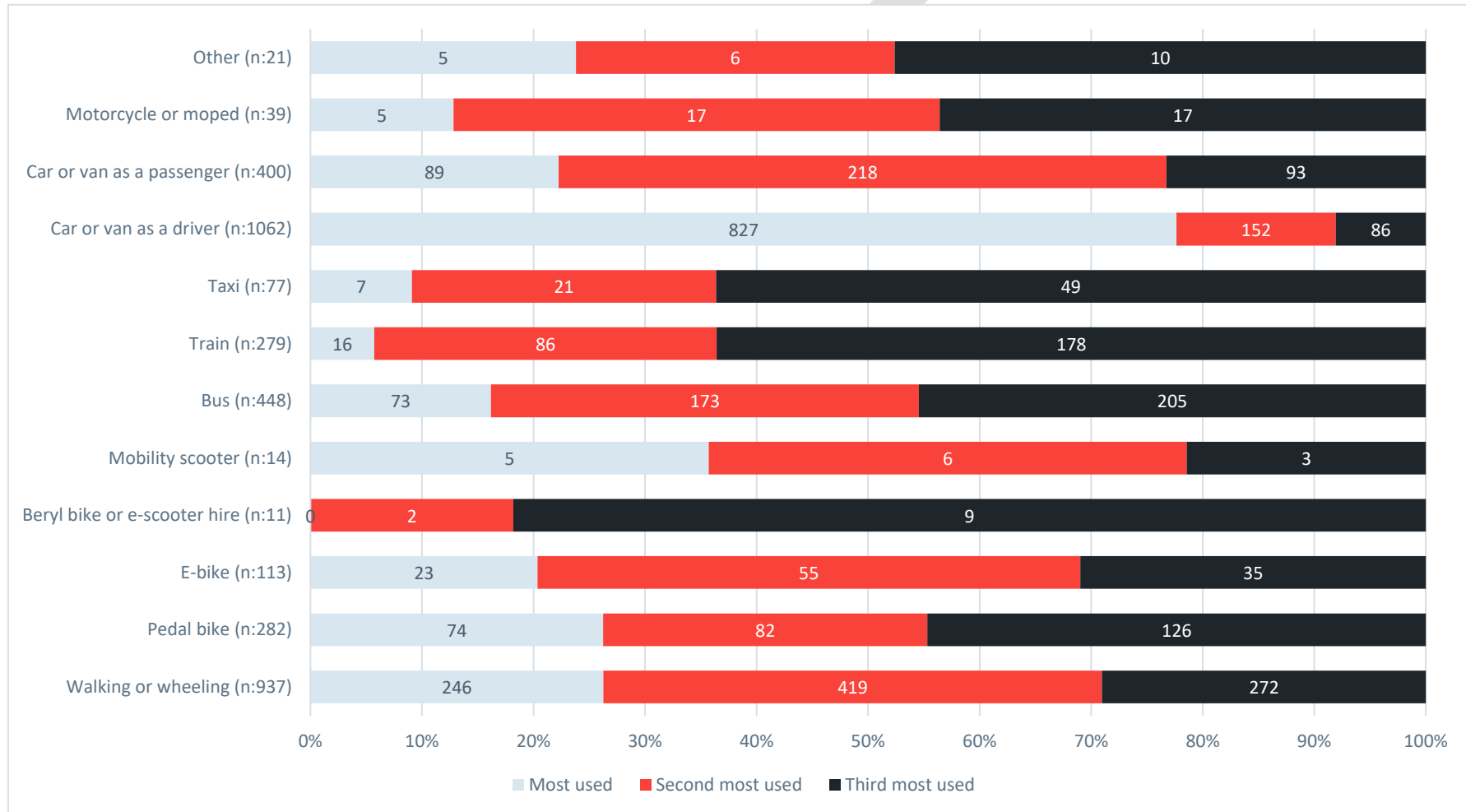


Base: all who responded (n:1,406)

Please select your most often used methods of transport over the last 12 months. - Transport Modes

Figure 4-4 shows that travelling by car or van as a driver is the most common mode of transport, with 827 respondents selecting it as their primary method and 1,062 including it in their top three. Walking and wheeling are the second most popular, appearing in the top three for 937 respondents and ranking as the most frequent second choice (419 respondents). Bus travel is the third most selected mode, with 205 respondents listing it as their third preference, followed by travelling as a car or van passenger, which is most often chosen as a second option (218 respondents). Use of cycling modes (including pedal bikes, e-bikes and hire schemes) was moderate. Combined, these modes were selected 406 times across respondents' top three choices, higher than 'car or van as a passenger' (400) and broadly comparable with bus travel (448). Cycling was less frequently identified as the primary mode of transport but appeared more often as a second or third choice mode. Overall, the data highlights a strong reliance on car travel and walking, with public transport and active travel modes playing important but secondary roles.

Figure 4-4: Transport modes used over last 12 months



Base: all who responded (n: as shown on the chart)

Postcode

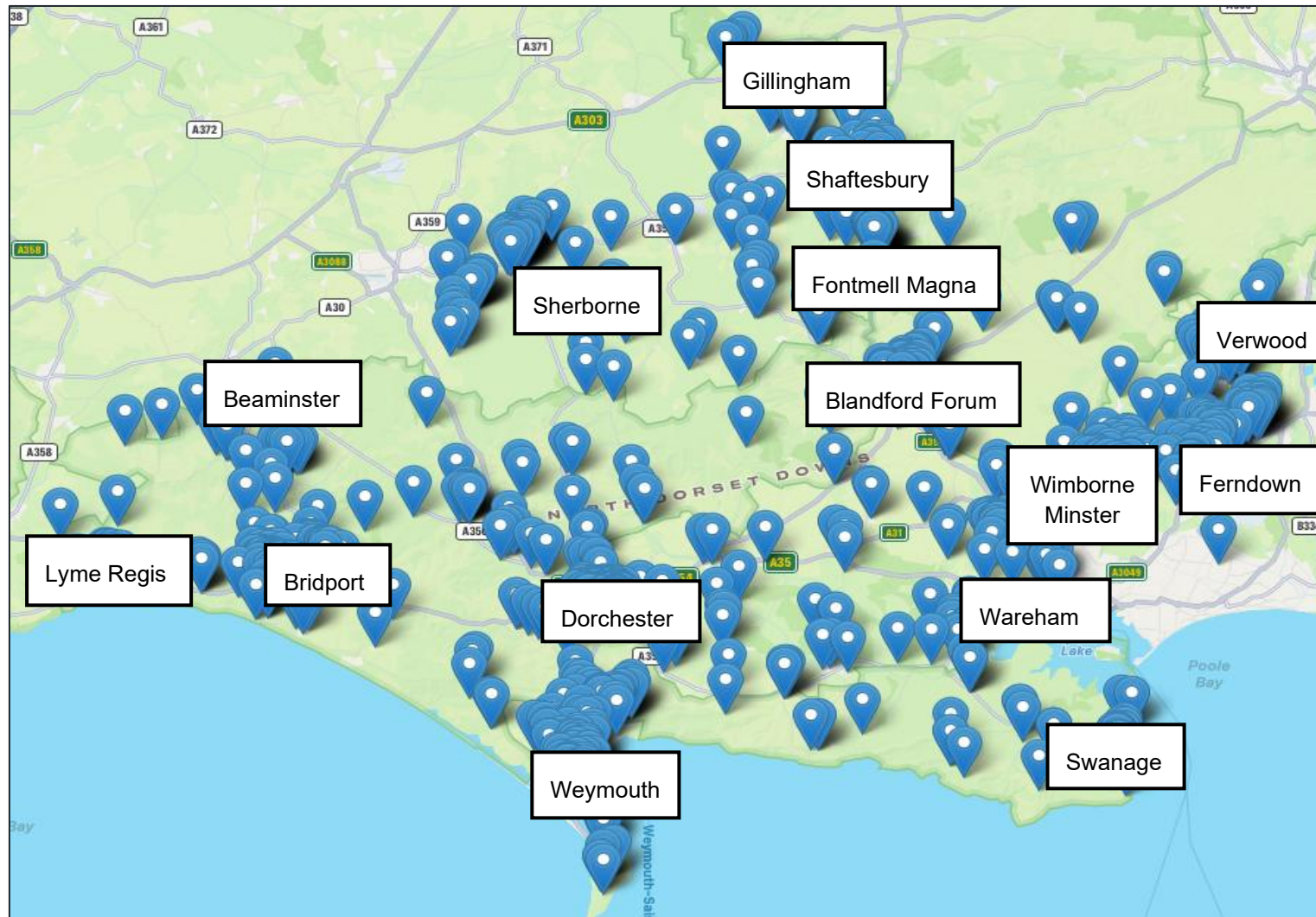
- 4.2.4. A total of 1,370 respondents answered the postcode question. However, a small number provided email addresses instead of postcodes, did not provide a valid response, or entered incorrect data that could not be analysed. This resulted in 1,357 usable postcodes for geographic analysis. Although the survey did not specify whether full or partial postcodes were required, responses included a mix of both. For consistency, the analysis was undertaken using partial postcodes only.
- 4.2.5. The highest concentration of respondents was from Bridport, Wimborne Minster, and Dorchester (central). Other notable locations included Poole town centre, Blandford Forum and Ferndown. A limited number of responses were also received from places such as Trowbridge, Alfreton, Kingswinford, Whitnash and Newbury as seen in the **Table 4-3** below, though these were too few to display individually on the map. A postcode plot is presented in Figure 4-5.

Table 4-3: Postcode Distribution

Postcode	Area/Town Covered	No. of respondents
DT6	Bridport	119
BH21	Wimborne and surrounding areas	92
DT1	Dorchester (central)	83
DT2	Rural areas around Dorchester	72
BH15	Poole Town Centre / Hamworthy	63
DT11	Blandford Forum (North Dorset)	59
BH22	Ferndown (Dorset)	54
DT9	Sherborne	54
BH31	Verwood (East Dorset)	53
BH20	Wareham, Wool, Bere Regis (Purbeck, Dorset)	47
DT3	Weymouth (outskirts: Chickerell, Preston)	46
SP7	Shaftesbury (Dorset)	45
DT4	Weymouth Town Centre / Wyke Regis	42
BH16	Upton / Lytchett Matravers / Lytchett Minster	41
BH19	Swanage (Purbeck, Dorset)	39
SP8	Gillingham (Dorset)	38
BH17	Poole – Canford Heath	37
BH23	Christchurch / Highcliffe / Burton	36
BH12	Poole / Branksome / Alderney	33
BH14	Poole – Lilliput / Parkstone	32
BH18	Broadstone (Poole area)	23
BH9	Bournemouth – Winton / Moordown	22

Postcode	Area/Town Covered	No. of respondents
BH24	Ringwood (Hampshire) / St Ives (Dorset border)	21
DT8	Beaminster	21
BH11	Bournemouth – Kinson / West Howe	18
DT10	Sturminster Newton (North Dorset)	18
DT7	Lyme Regis	16
DT5	Isle of Portland	14
BH10	Bournemouth – Ensbury Park / Northbourne	13
BH6	Bournemouth – Southbourne (east)	13
BH8	Bournemouth – Charminster / Queens Park	13
BH1	Bournemouth Town Centre / East Cliff (Dorset)	12
BH4	Bournemouth – Westbourne	11
BH2	Bournemouth Town Centre / West Cliff	9
BH5	Bournemouth – Boscombe / Southbourne (west)	8
BH7	Bournemouth – Littledown / Pokesdown	8
BH13	Poole – Canford Cliffs / Sandbanks	6
BH3	Bournemouth – Talbot Woods	6
SP5	Salisbury (south) / Downton / Whiteparish	4
SP6	Fordingbridge (Hampshire/Dorset border)	4
BA1	Bath (Somerset)	1
BA14	Trowbridge (Wiltshire)	1
BA21	Yeovil – north/east areas (Somerset)	1
BA22	Yeovil – surrounding villages (Somerset)	1
BA8	Templecombe (South Somerset)	1
CV33	Villages around Leamington Spa (Warwickshire)	1
DE55	Alfreton, South Normanton, Somercotes (Derbyshire)	1
DY6	Kingswinford (West Midlands)	1
RG14	Newbury (Berkshire)	1
SO41	Lymington / Milford-on-Sea (Hampshire)	1
TA20	Chard (Somerset)	1
WA10	St Helens (Merseyside)	1

Figure 4-5: Postcode Response Data for Dorset



Base: all who responded who identified as a resident from the Dorset area (n:929)

Figure 4-6: Heat Map of Postcodes for Dorset

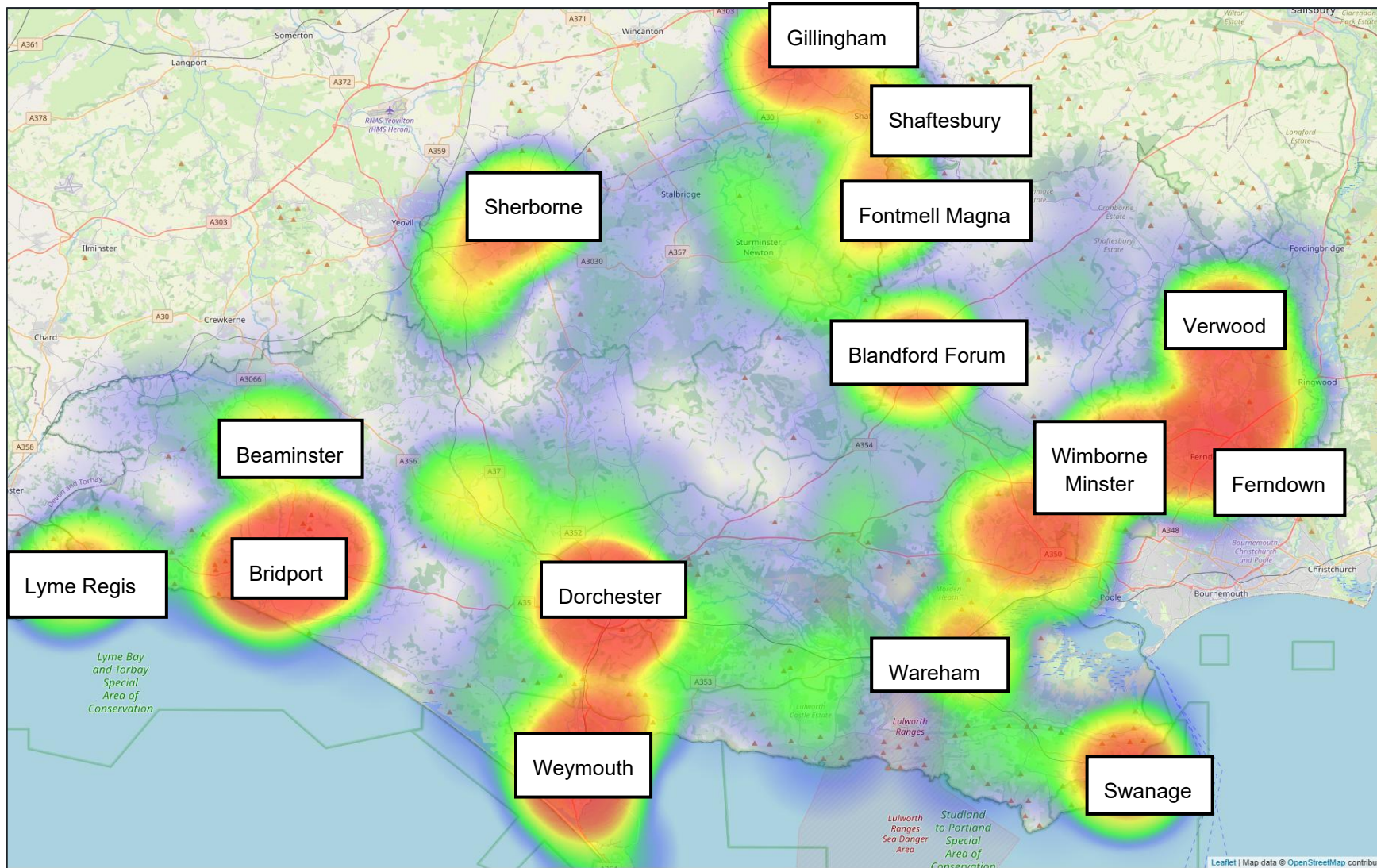
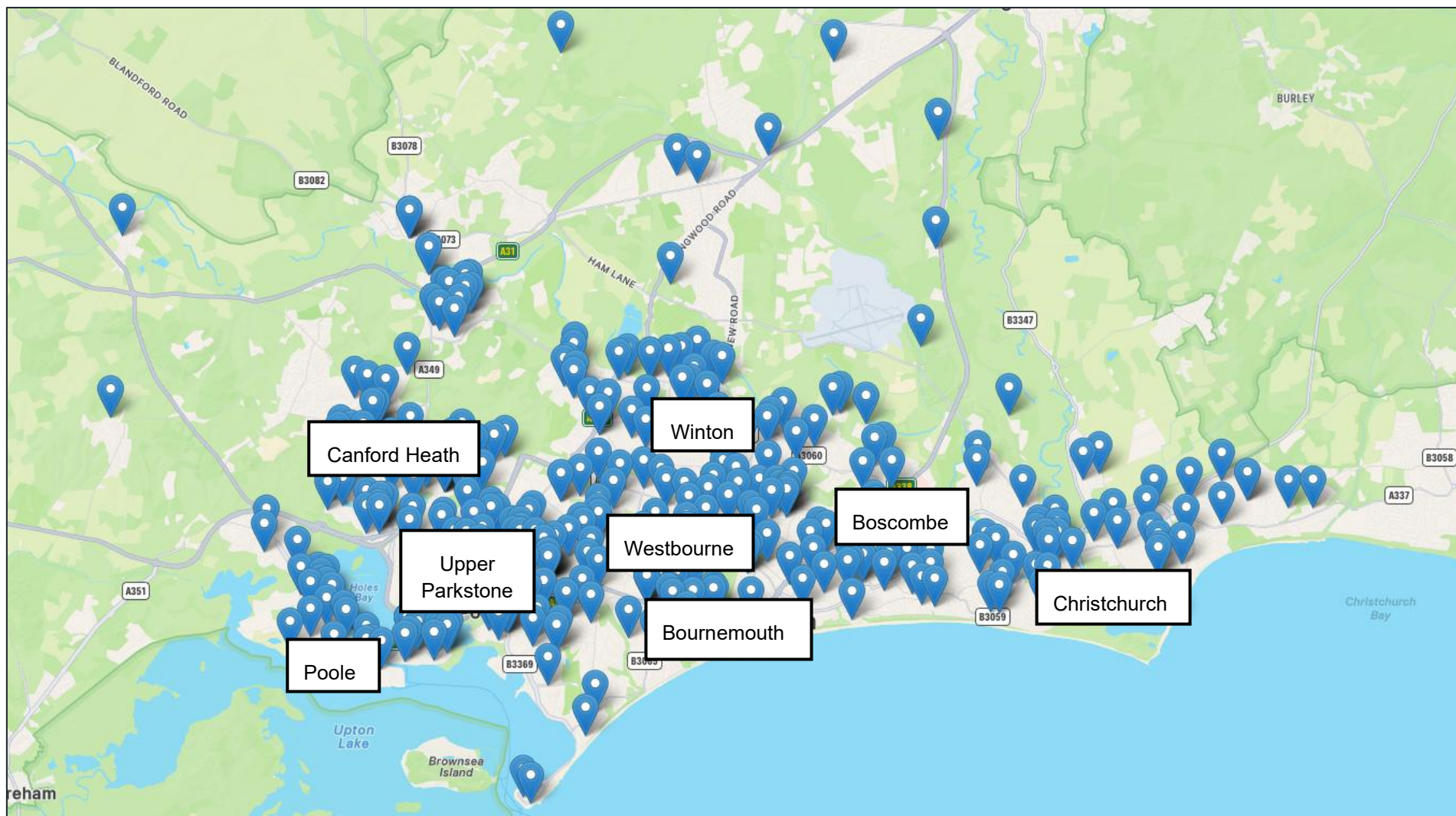
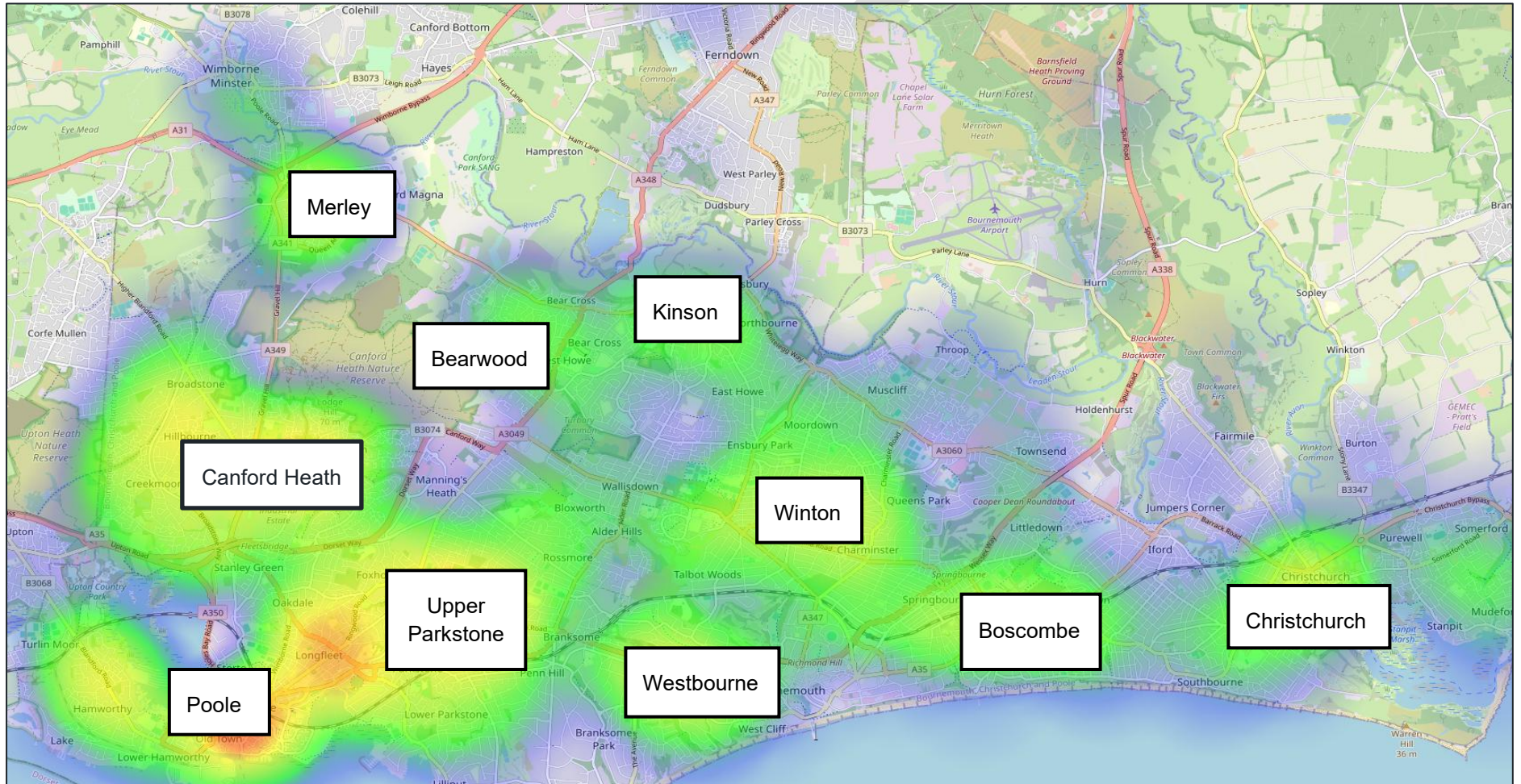


Figure 4-7: Postcode Response Data for BCP

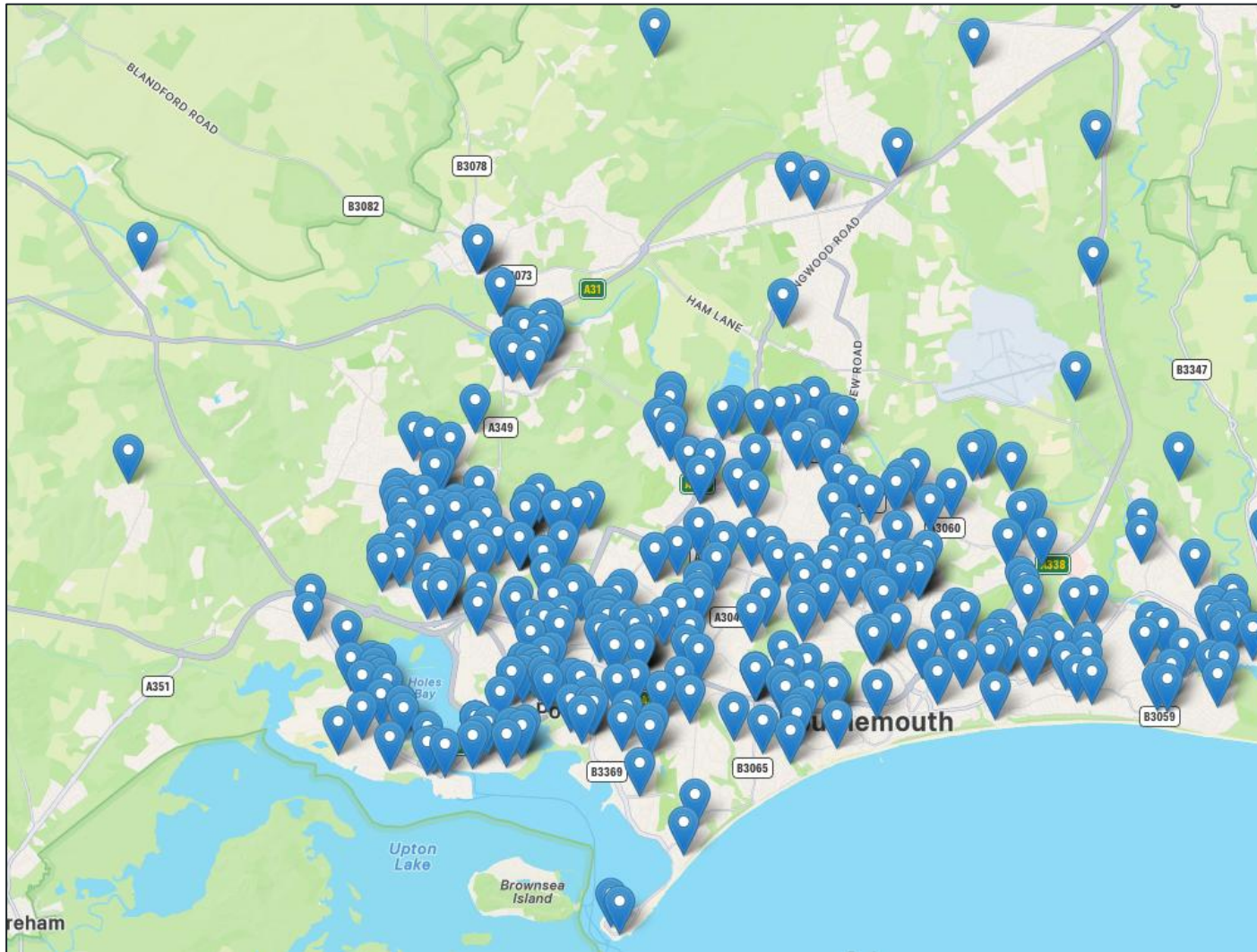


Base: all who responded who identified as a resident from the BCP area (n:396)

Figure 4-8: Heat Map of Postcodes



4.2.6. The heat map in **Figure 4-7**:Postcode Response Data for BCP



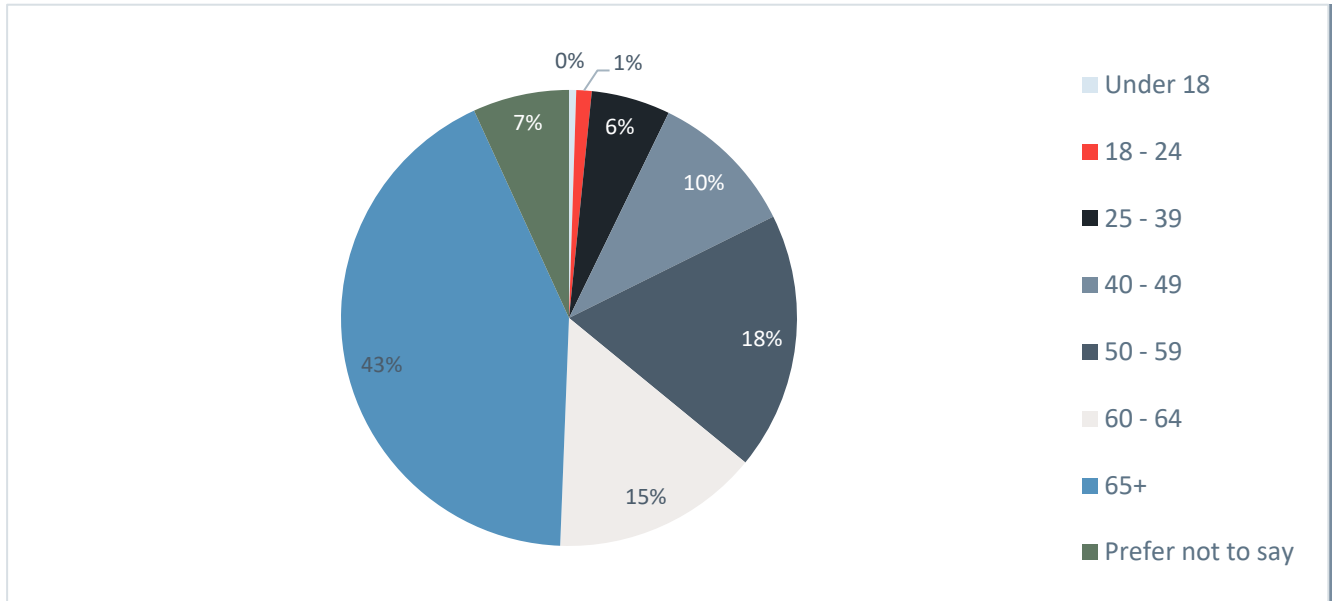
Base: all who responded who identified as a resident from the BCP area (n:396)

- 4.2.7. **-6 and Figure 4-8** above illustrates the geographic distribution of consultation respondents who provided their full postcode. Areas shaded in red and orange indicate higher concentrations of responses, while green and blue areas represent lower levels of participation. The map demonstrates engagement across the region, with notable clusters of responses in and around the main urban centres, including Bournemouth, Poole, Christchurch, Dorchester, Weymouth and several market towns in the north and west of the county.

Age Group

- 4.2.8. Figure 4-8 illustrates the age distribution of 1,375 survey respondents. The highest proportion (43%; 585 respondents) were aged 65 years and above, indicating strong representation from older age groups. Respondents aged 50-59 years and 60-64 years accounted for 18% (251 respondents) and 15% (202 respondents), respectively. One in 10 respondents were in the 40-49 years category, while 6% (77 respondents) fell within the 25-39 years range. Very few respondents were under 25 years of age and a small proportion preferred not to disclose their age (7%, 94 respondents).

Figure 4-8: Age Group

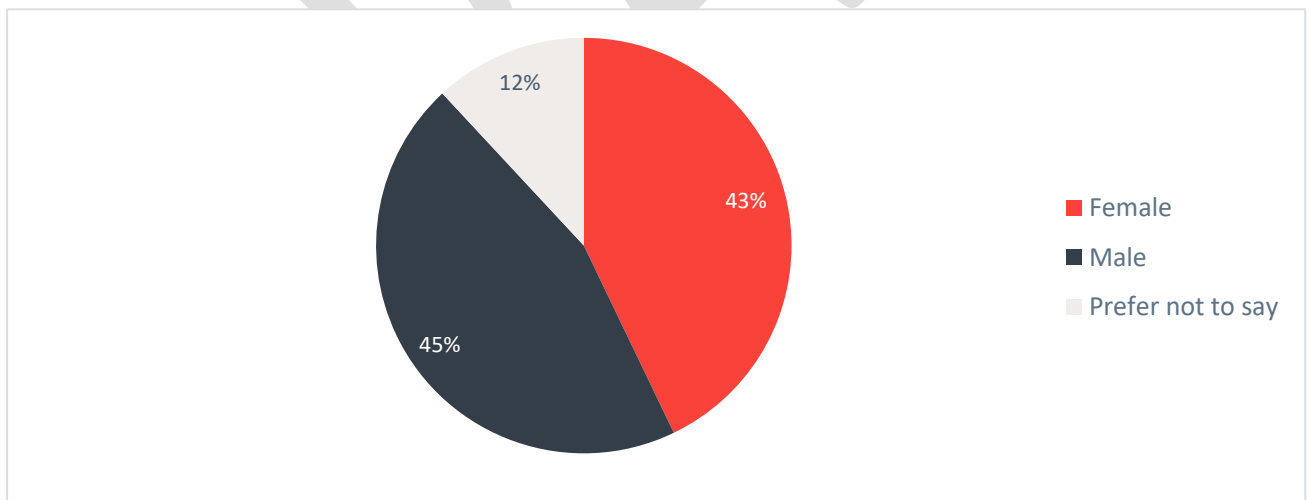


Base: all who responded (n:1,375)

Gender

- 4.2.9. Figure 4-9 presents the gender distribution of 1,367 survey respondents. The responses were almost evenly split between male (45%, 618 respondents) and female (43%, 586 respondents). Overall, 12% of respondents (163 people) preferred not to disclose their gender.

Figure 4-9: Gender

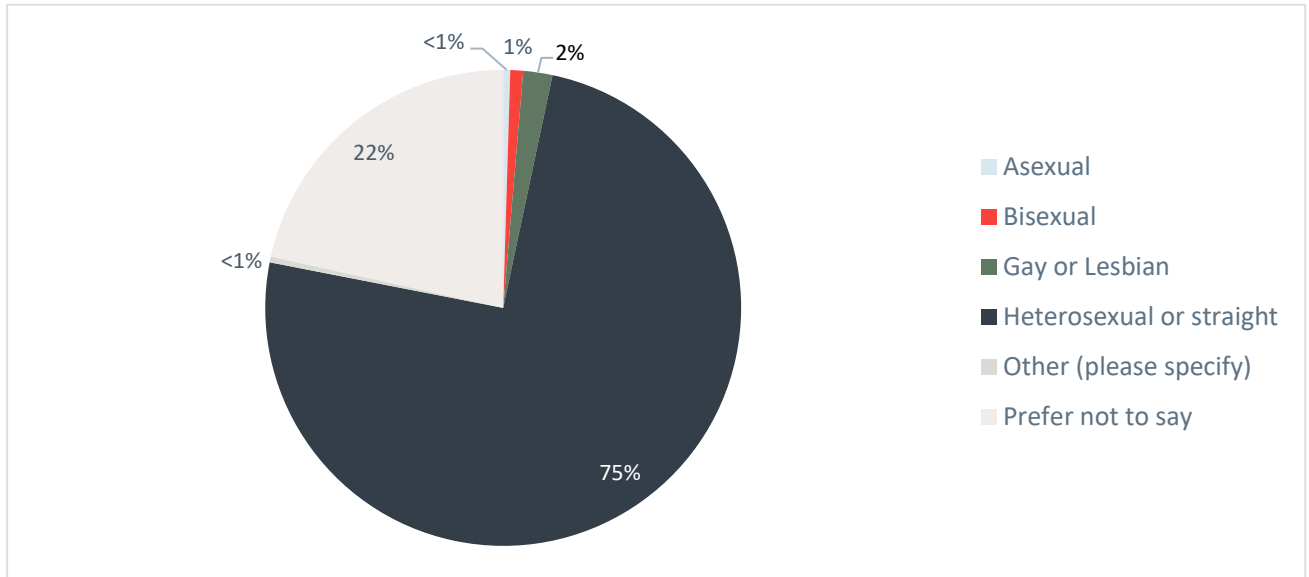


Base: all who responded (n:1,367)

Sexual Orientation

- 4.2.10. Figure 4-10 illustrates the sexual orientation of 1,267 survey respondents. Of the full respondent group, majority (75%, 948 respondents) identified as heterosexual or straight. A small proportion identified as gay or lesbian (2%, 25 respondents), bisexual (1%, 11 respondents), asexual (0.4%, 6 respondents), or other (0.4%, 5 respondents). Additionally, 19% (272) of respondents preferred not to disclose their sexual orientation.

Figure 4-10: Sexual Orientation

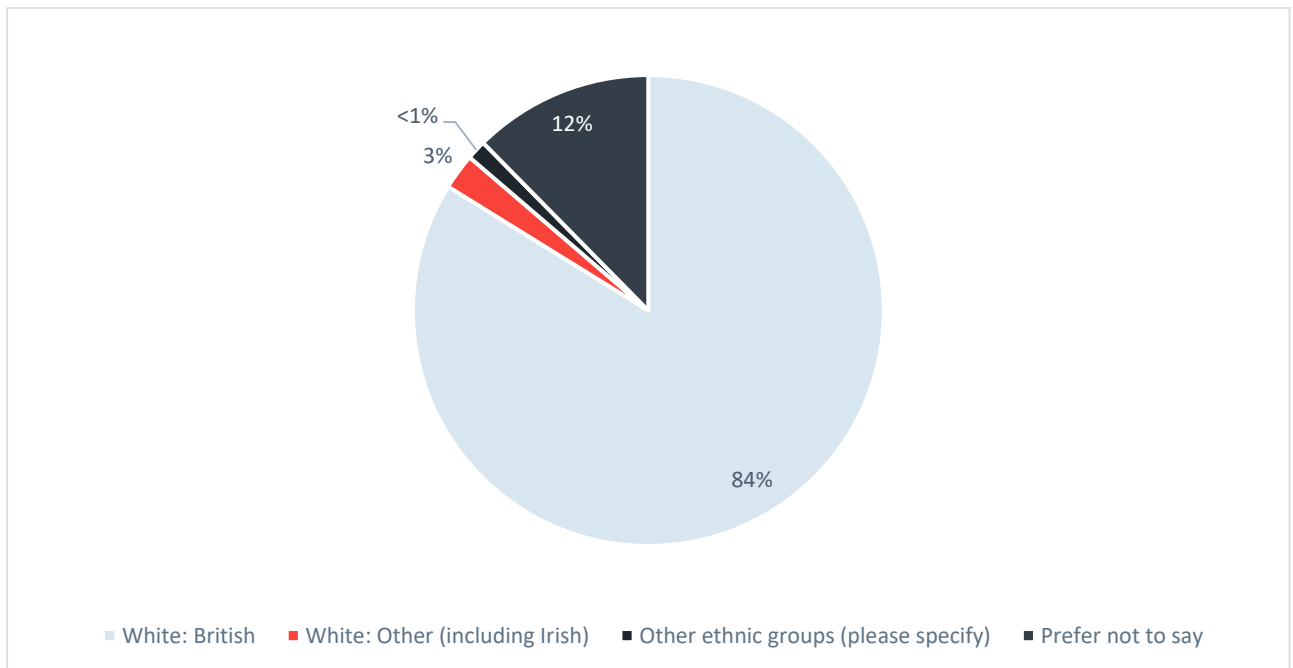


Base: all who responded (n:1,267)

Ethnic Group

- 4.2.11. Figure 4-11 presents the ethnic background of 1,341 survey respondents. The majority of respondents identified as White: British (84%). A further 3% identified as White: Other, including White: Irish, while 13% of respondents preferred not to say.
- 4.2.12. Fewer than 1% of responses were received from individual other ethnic groups. These responses were received from Asian or Asian British - Chinese; Asian or Asian British - Pakistan; Asian or Asian British - Other; Mixed White and Asian; Mixed White and Black African; and Mixed White and Black Caribbean.

Figure 4-11: Ethnic Group

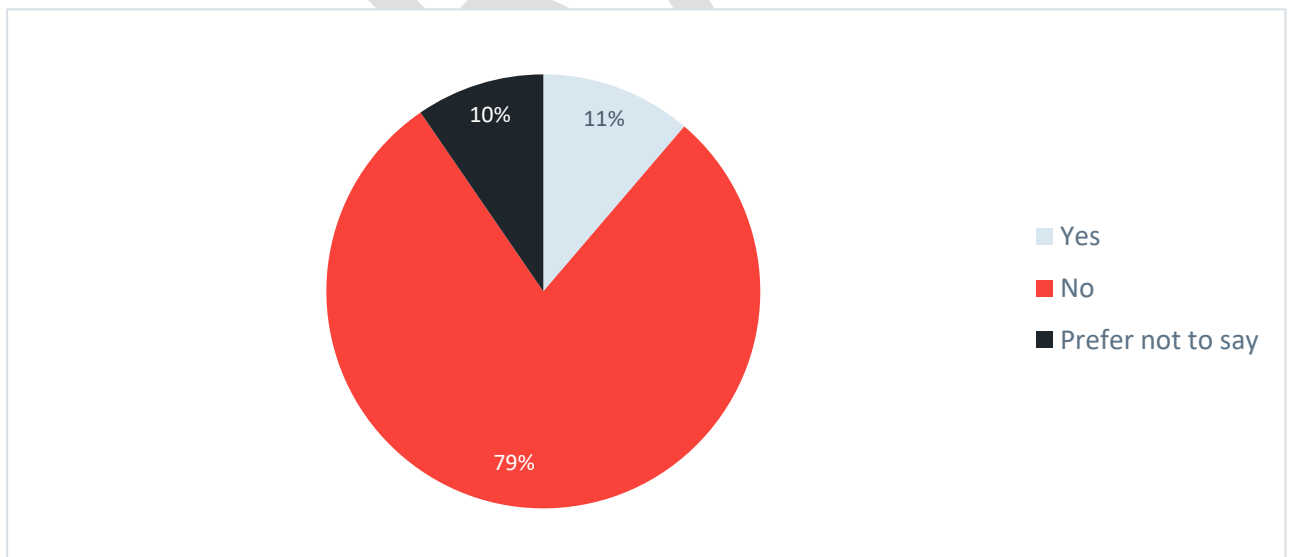


Base: all who responded (n:1,341)

Disability

- 4.2.13. Figure 4-12 presents the distribution of respondents and whether they identify as having a disability. Among the 1,368 respondents, 1,083 (79%) reported not having a disability, while 154 (11%) indicated that they do have a disability. Additionally, 131 respondents (10%) preferred not to disclose this information.

Figure 4-12: Disability



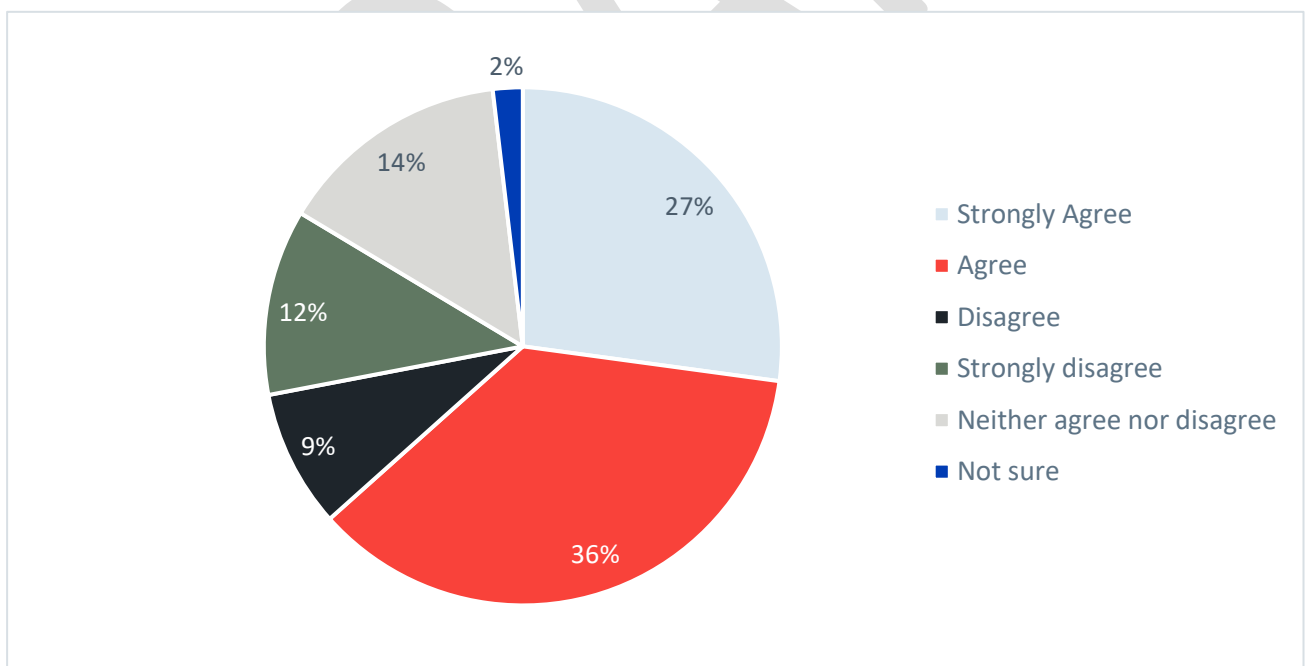
Base: all who responded (n:1,368)

4.3 VIEWS ABOUT THE LTP VISION

How much do you agree or disagree with the vision for the transport strategy?

- 4.3.1. The results in Figure 4-13 indicate that the majority of respondents were supportive of the vision for the transport strategy to some extent, with almost two-thirds of respondents stating that they strongly agreed or agreed (27% strongly agreed; 36% agreed). In comparison, one-fifth disagreed or strongly disagreed with the vision (12% strongly disagreed; 9% disagreed). A further 14% selected neither agreed nor disagreed, indicating a degree of neutrality or uncertainty about the proposals. A small number of respondents were not sure.
- 4.3.2. Support for the vision of the transport strategy was substantially higher among Dorset Council area residents, with 674 out of 942 (72%) expressing agreement to some extent (strongly agree or agree), compared to 195 out of 353 (55%) of respondents from the BCP area. Similarly, the extent of combined disagreement (disagree or strongly disagree), was notably greater in BCP (151 out of 353, 43%) than in Dorset (129 out of 942, 14%), highlighting a clear geographic divide in attitudes toward the overall vision for transport.
- 4.3.3. Agreement with the vision for the transport strategy was highest among older respondents, with more than two-thirds (67%) of those aged 65 and above and 68% aged 60–64 expressing support (agree or strongly agree). Among younger age groups, 59% of the 25–39 age group expressed support to some extent, compared to 64% of 40–49, and 62% of the 50–59. Although only 15 people responded from the 18–24 age group, a substantial majority (80%) were in support of the vision. Strong disagreement (disagree or strongly disagree) was most apparent in the 25–39 and 40–59 brackets, while neutrality (neither agree nor disagree or not sure) remains relatively consistent across all groups.

Figure 4-13: Agreement with the 'Vision'



Base: all who responded (n:1,396)

Some general comments supporting the proposals were:

- *"I support the strategy, I would just like to see it go further, faster and harder in providing safe provision for active travel." (BCP resident)*
- *"I strongly support the emphasis on active travel and improving public transport options. Interconnecting transport hubs is also important and could be improved, for example Bournemouth Station to the town centre." (BCP resident)*
- *"A very positive vision and I hope the policies on the transport strategy will be implemented successfully." (BCP resident)*
- *"I strongly support the overall messaging of the strategy. Whilst I welcome the many references to improving active travel, particularly within the context of new developments, I would like to hear more robust messaging around reducing car use in towns. Behaviour change requires carrot and stick. This strategy seems to contain lots of carrots but could do with some more sticks." (Dorset resident)*
- *I strongly support the overall vision and am excited by specific details of the plan, such as the expansion of the railway, which is such a valuable resource. I'm surprised to see limited mention of the impact of population expansion and urban sprawl. (Dorset resident)*

Some general comments opposing the proposals were:

- *"This is the totally expected proactive travel / anti car local transport plan expected from our ideologically driven Council administrations. It totally ignores the needs of motorists. Who form the vast majority of road users." (BCP resident)*
- *"This survey, just like all the other previous council surveys, has questions that are biased to give the council the results that they want and not addressing the actual problems, a lot of which, the council has created for themselves. As usual, the results of this survey will be ignored and the self-serving councillors will feel justified in also ignoring it." (BCP resident)*
- *"These proposals do not take into account the needs of the majority of people in the BCP and Dorset areas for whom their cars are essential for everyday life." (BCP resident)*
- *"I don't have any faith that Dorset Council can deliver this plan." (Dorset resident)*
- *"There is no detail on how much all these ideas will actually cost which will land on tax payers whether via council or income taxes. All these sustainable green interventions come with large price tags. Based on recent experiences I have no faith that any transport solutions delivered by local council will provide general improvements for all users. Just because you build it (e.g. bike lanes) doesn't mean many will use it!" (Dorset resident)*
- *"Yet again we have another stage in the war on the car by green fanatics. My car is my freedom to travel and live my life as I choose. It is my second most important possession after my house and I take any attack on my right to choose to travel by car as a VERY personal attack on me." (Dorset resident)*

4.4 OBJECTIVE A

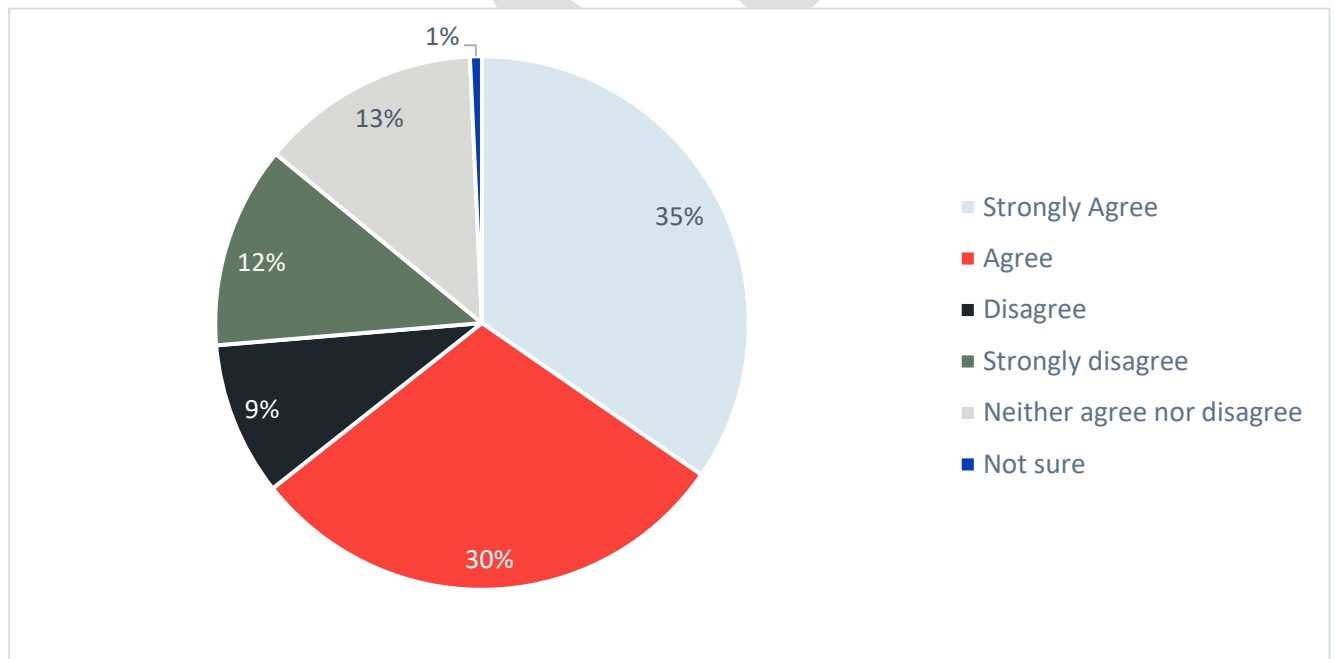
How much do you agree or disagree with each objective of our transport strategy? Objective A: Safeguard the climate and environment

- 4.4.1. Objective A focuses on reducing transport emissions, improving air quality and protecting Dorset's natural environment, including heathlands and National Landscapes. It aims for a shift toward zero

emission vehicles, including better charging infrastructure, while encouraging more people to choose public transport, walking and cycling as modes of travel.

- 4.4.2. As Figure 4-14 illustrates, feedback on this objective was largely positive: 480 respondents (35%) strongly agreed and 412 agreed (30%), while 129 disagreed (9%) and 170 strongly disagreed (12%). A further 185 people neither agreed nor disagreed and 10 were unsure.
- 4.4.3. Support for Objective A was significantly higher among Dorset Council area residents, with nearly three-quarters (691 respondents out of 953 living in Dorset, 73%) expressing agreement to some extent, compared to fewer than half (185 respondents out of 411 living in BCP, 45%) of respondents from the BCP area. Disagreement was notably greater in BCP (40%) than Dorset (14%), highlighting a clear geographic divide in attitudes toward environmental safeguards.
- 4.4.4. Agreement with Objective A tended to be higher among older respondents, peaking at 70% among those aged 65 and above and 65% for the 60-64 group, while younger respondents (18-39 years) showed slightly lower support at around 68%. Respondents who strongly disagreed was most apparent in the 40-59 age brackets, though neutrality remains consistent across all groups. Overall, older respondents and those living in Dorset are the most supportive of climate and environment objectives.

Figure 4-14: Objective 'A' - Safeguard the climate and environment



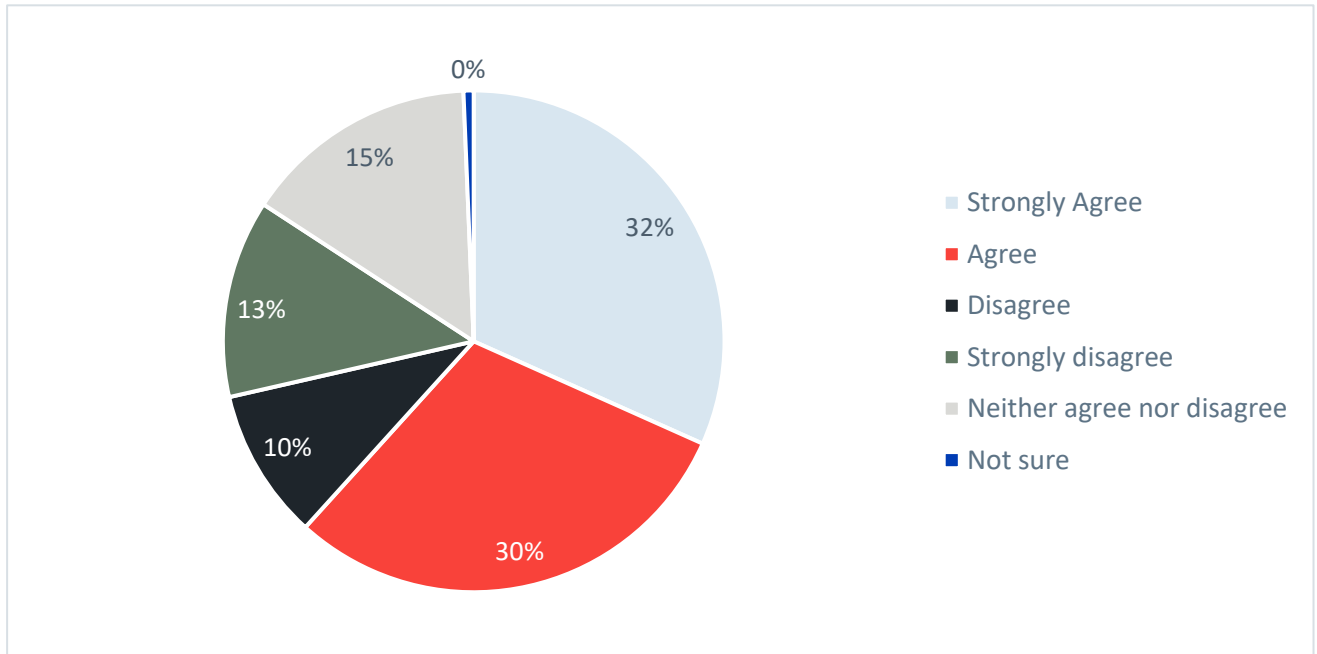
Base: all who responded (n:1,386)

How much do you agree or disagree with Policy A1: Reduce transport carbon emissions on a pathway compatible with national, regional and local budgets and net zero commitments

- 4.4.5. Most respondents were supportive of Policy A1. A total of 437 people (32%) strongly agreed and 414 (30%) agreed that transport carbon emissions should be reduced in line with net zero commitments. In contrast, 134 respondents (10%) disagreed and 176 (13%) strongly disagreed. A

further 209 people (15%) neither agreed nor disagreed, and 9 were unsure (1%). Overall, the majority expressed clear support for the policy, as shown in Figure 4-15 below.

Figure 4-15: Policy A1



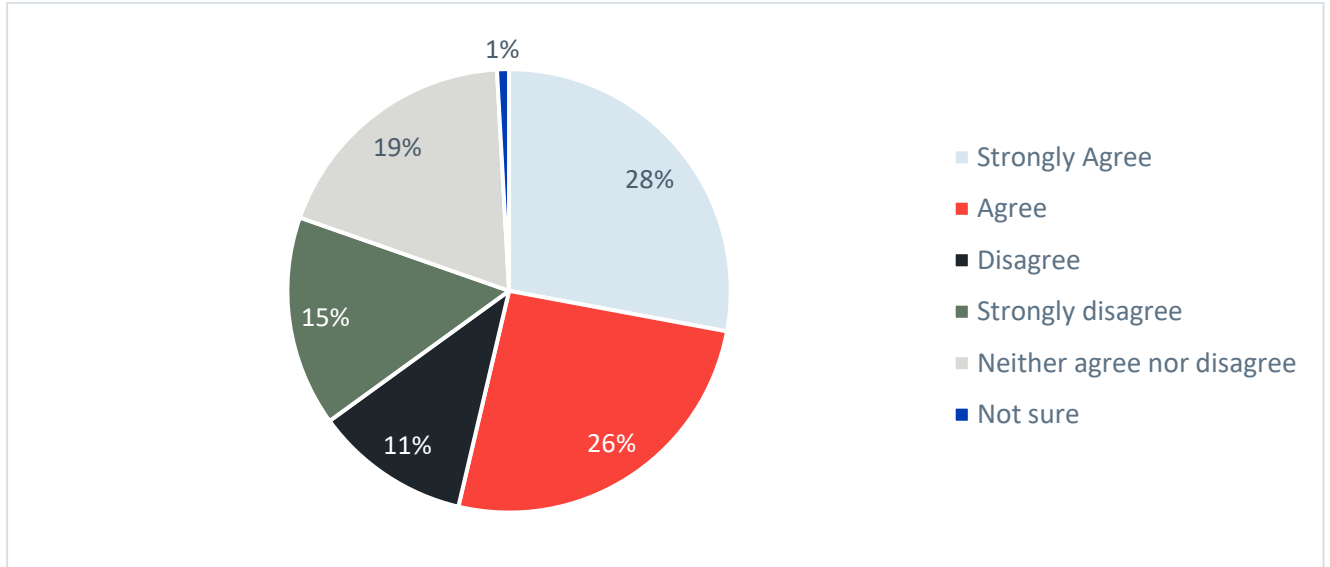
Base: all who responded (n:1,379)

How much do you agree or disagree with Policy A2: Accelerate the uptake of zero-emission vehicles through the delivery of supporting infrastructure

4.4.6. As

4.4.7. **Figure 4-16** shows, most respondents were supportive of Policy A2, although there were higher levels of disagreement than with the other related policies. A total of 384 respondents (28%) strongly agreed and 354 (26%) agreed that uptake of zero-emission vehicles should be accelerated through supporting infrastructure. In contrast, 156 respondents (11%) disagreed and 211 (15%) strongly disagreed. A further 258 respondents (19%) neither agreed nor disagreed, and 12 were unsure (1%). Overall, the results showed mixed but generally positive support for the policy, as illustrated in below.

Figure 4-16: Policy A2

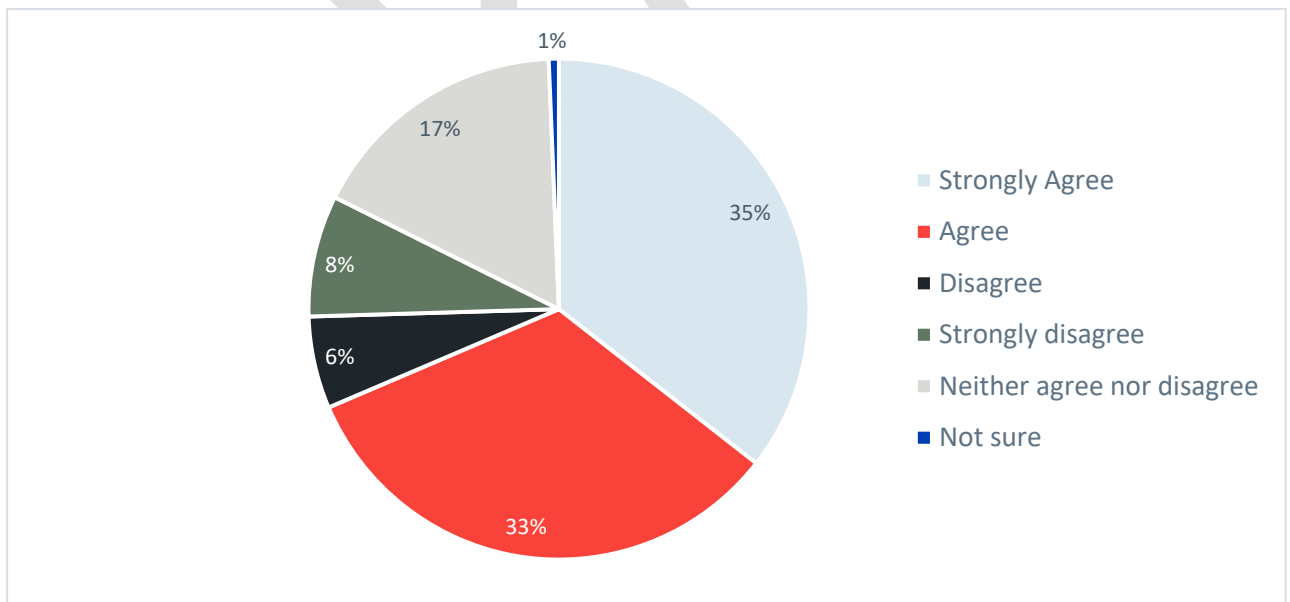


Base: all who responded (n:1,375)

How much do you agree or disagree with Policy A3: Improve local air quality and reduce key sources of pollution from transport to protect our health and the natural and historic environment

- 4.4.8. Policy A3 aims to improve local air quality and reduce pollution from transport to protect public health, the environment and historic areas. Responses show strong support, with 68% agreement (490 strongly agreed, 455 agreed) to some extent. In contrast, 14% disagreed (82 disagreed, 108 strongly disagreed), while 18% were neutral or unsure. **Figure 4-17** shows the results.

Figure 4-17: Policy A3

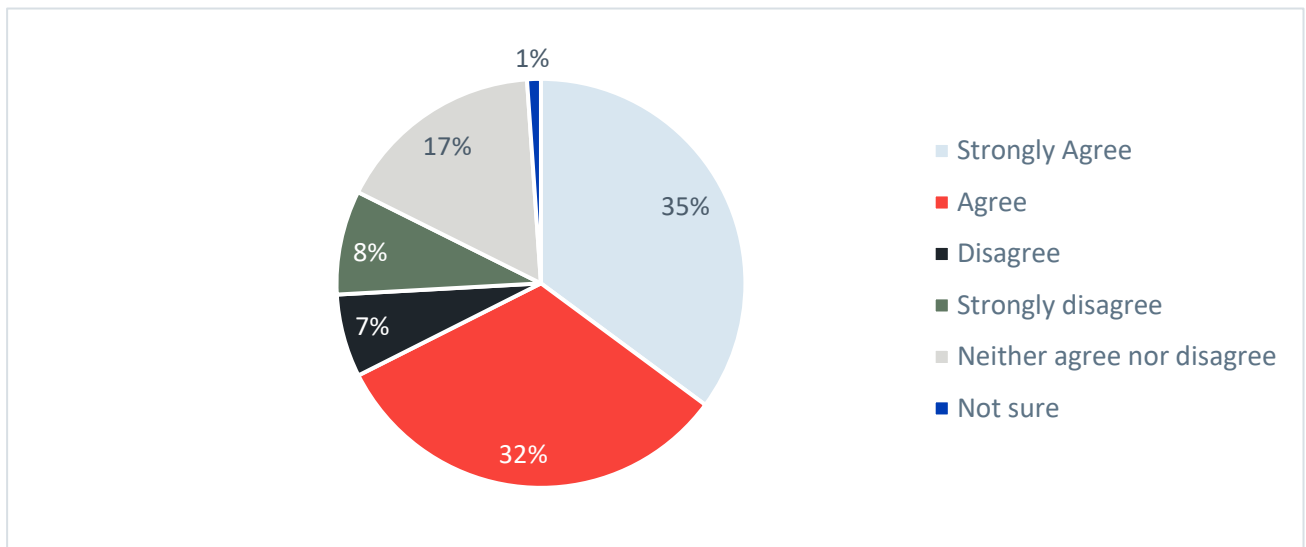


Base: all who responded (n:1,378)

How much do you agree or disagree with Policy A4: Take a nature positive approach to transport design, delivery and maintenance to boost biodiversity

- 4.4.9. Policy A4 focuses on ensuring transport projects take a nature-positive approach, enhancing biodiversity, increasing tree planting and embedding sustainable design and maintenance practices. The results show strong support for this policy, with 482 respondents (35%) strongly agreeing and 445 (32%) agreeing. In contrast, 90 respondents (7%) disagreed and 113 (8%) strongly disagreed. A further 227 (17%) neither agreed nor disagreed and 15 (1%) were not sure. **Figure 4-18** shows the distribution of responses.

Figure 4-18: Policy A4



Base: all who responded (n:1,372)

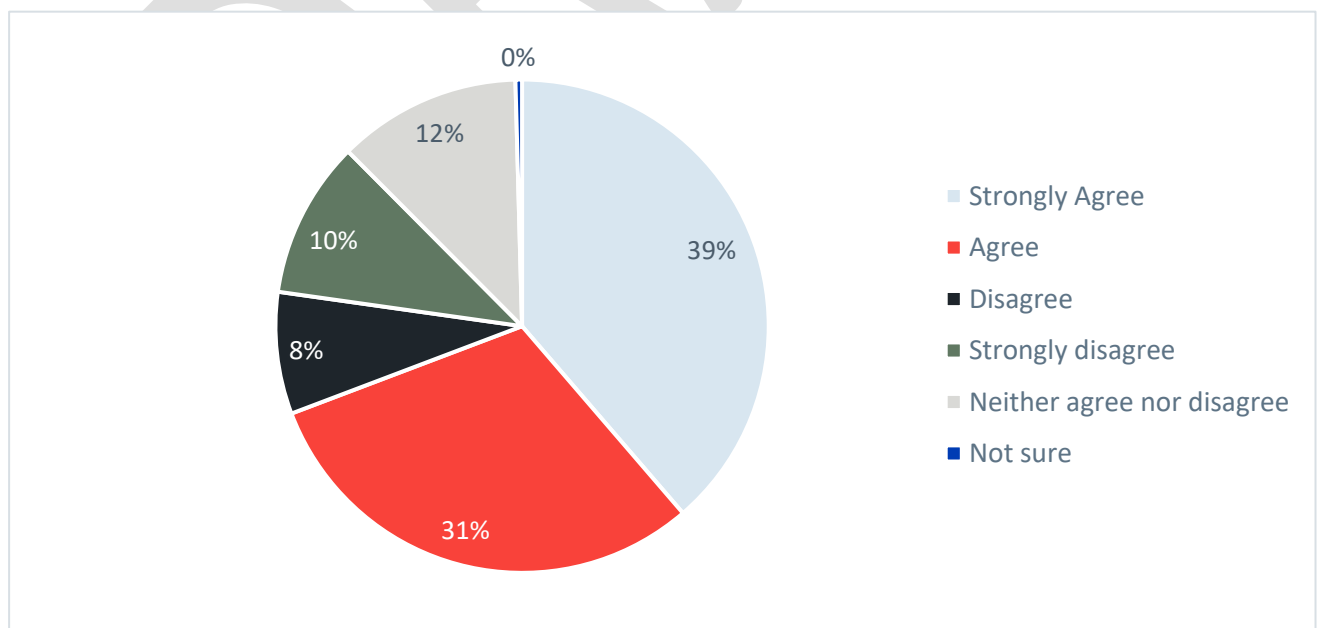
- 4.4.10. The results shown in Figure 4-15 (Objective A) indicate overall support for safeguarding the climate and environment, although levels of agreement vary across the associated policies. Strong endorsement of Policy A3 and A4 (Figures 4.18 and 4.19) demonstrates clear public support for improving air quality and taking a nature-positive approach to transport design and maintenance. These policies attracted some of the most consistent agreement within Objective A, suggesting that respondents readily connect environmental protection with public health and the quality of local places.
- 4.4.11. By contrast, Policy A2 (Figure 4-17), which focuses on accelerating the uptake of zero-emission vehicles through supporting infrastructure, attracted comparatively higher levels of disagreement and neutrality. This pattern indicates that while respondents broadly support climate objectives in principle, there is greater uncertainty around how electric vehicle measures will work in practice. Comments elsewhere in the consultation suggest that concerns around affordability, infrastructure availability and rural viability are likely to be contributing factors.
- 4.4.12. Support for Policy A1 (Figure 4-16) reinforces recognition of the need for transport emissions to reduce in line with net-zero commitments, but the variation across the policies highlights that respondents value a balanced approach to decarbonisation. Overall, the charts suggest that support for Objective A is strongest where environmental benefits are clear, shared and locally tangible, and more conditional where impacts or costs are perceived to fall unevenly across communities.

4.5 OBJECTIVE B

How much do you agree or disagree with each objective of our transport strategy? Objective B: Improve health and wellbeing

- 4.5.1. More than two-thirds of respondents supported the objective of improving health and wellbeing through better walking, wheeling and cycling routes, and safer more inclusive transport networks. In total, 39% (537 respondents) strongly agreed and 31% agreed (424 respondents). Conversely, 8% (111 respondents) disagreed and 10% (143 respondents) strongly disagreed, while a further 12% neither agreed nor disagreed. Figure 4-19 shows the results.
- 4.5.2. Support for Objective B was notably higher among Dorset Council area residents, with 78% expressing agreement (strongly agree or agree) to some extent, compared to 48% of respondents from the BCP area. Similarly, there were stronger levels of disagreement (disagree or strongly disagree) in BCP (36%) than in Dorset (11%), highlighting an apparent geographic divide in attitudes toward this objective.
- 4.5.3. Agreement with Objective B increased with age. Among those aged 65 and above, 439 out of 578 (76%) expressed support, and 138 out of 200 (69%) in the 60-64 group were in favour. There was still relatively high support among younger age groups, albeit at slightly lower levels, with support ranging between 62% among 25-39 year-olds and 70% among the 50-59 age group. A detailed breakdown shows older residents in Dorset are the most supportive, while mid-age groups, 40-59, in BCP are more divided and contribute to higher opposition. Although only 15 respondents were aged 18-24, two-thirds supported the objective.
- 4.5.4. Respondents who disagreed with the objective (disagree or strongly disagree) was most apparent in the 25-39 and 40-49 brackets, while neutrality (neither agree nor disagree or not sure) remains relatively consistent across all groups. Overall, older respondents and those living in Dorset are the most supportive of the health and wellbeing objective.

Figure 4-19: Objective 'B' - Improve health and wellbeing

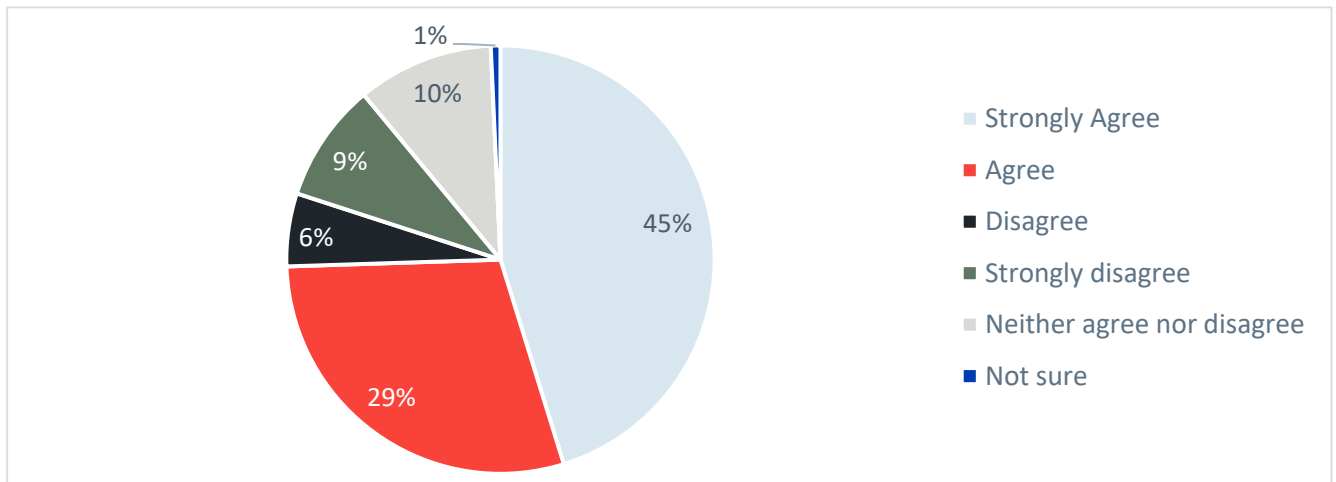


Base: all who responded (n:1,388)

How much do you agree or disagree with Policy B1: Establish a joined up, safe and attractive active travel network supported by appropriate infrastructure

- 4.5.5. Policy B1, which aims to create a joined-up, safe and attractive active travel network, attracted a good level of support. 624 respondents (45%) strongly agreed and 404 (29%) agreed, giving 74% overall support to some extent. Meanwhile, 76 (6%) disagreed and 124 (9%) strongly disagreed, totalling 15% opposition. A further 142 (10%) neither agreed nor disagreed and 10 (1%) were not sure. **Figure 4-20** below illustrates this distribution.

Figure 4-20: Policy B1

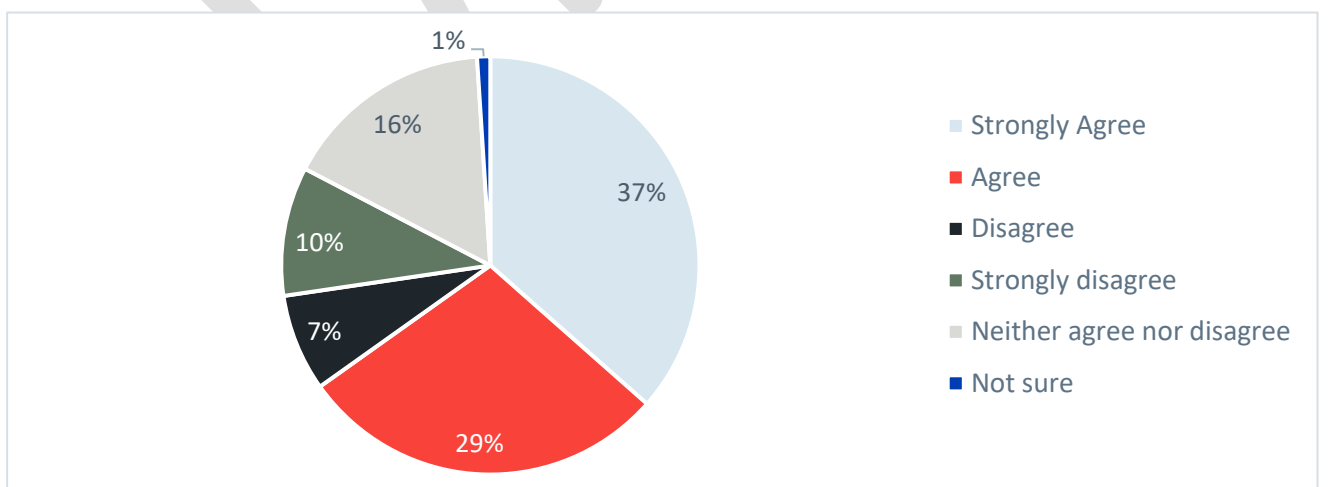


Base: all who responded (n:1,380)

How much do you agree or disagree with Policy B2: Promote the benefits of travelling actively within our communities

- 4.5.6. The results in **Figure 4-21** show generally strong support for promoting active travel. 501 respondents (37%) strongly agreed and 393 (29%) agreed, meaning two-thirds were supportive overall. In contrast, 103 (7%) disagreed and 137 (10%) strongly disagreed, while a similar proportion (224 respondents; 16%) neither agreed nor disagreed.

Figure 4-21: Policy B2

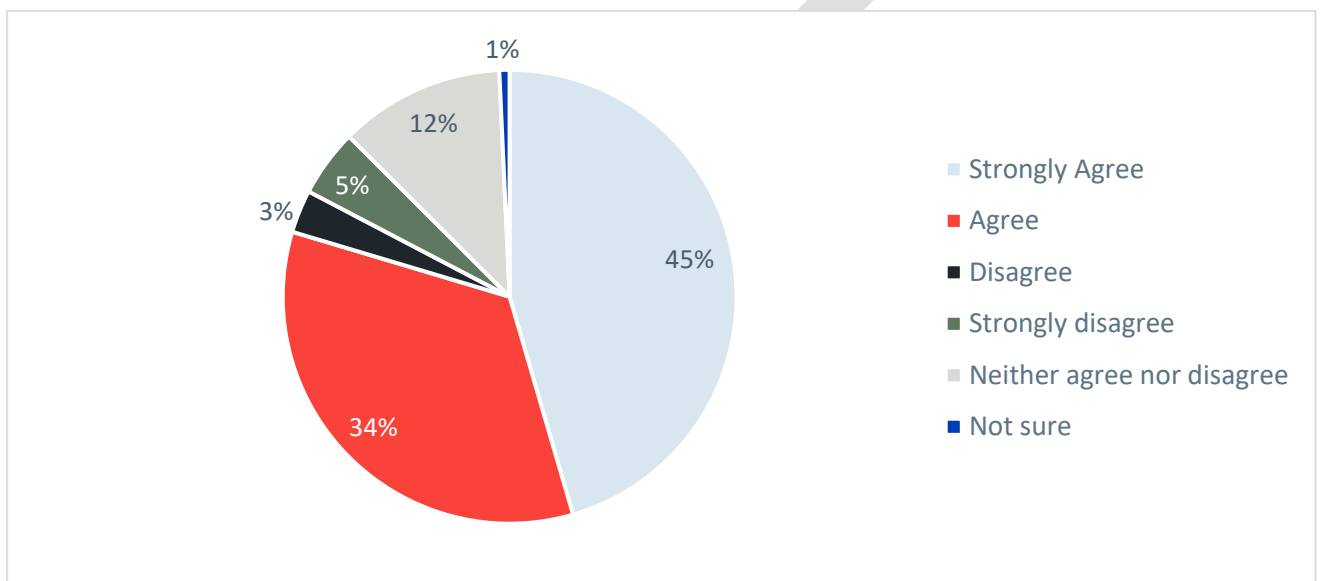


Base: all who responded (n:1,372)

How much do you agree or disagree with Policy B3: Improve local access to health and leisure opportunities, green spaces, public rights of way, tourist destinations and heritage assets

- 4.5.7. More than three-quarters of respondents supported Policy B3, which focuses on improving access to parks, green spaces, leisure facilities, tourist destinations and heritage sites. 625 respondents (45%) strongly agreed and 469 (34%) agreed, showing broad endorsement for the policy. A relatively small proportion disagreed, with 42 (3%) disagreeing and 66 (5%) strongly disagreeing, while 162 (12%) neither agreed nor disagreed and 10 respondents were not sure. **Figure 4-22** illustrates this distribution.

Figure 4-22: Policy B3

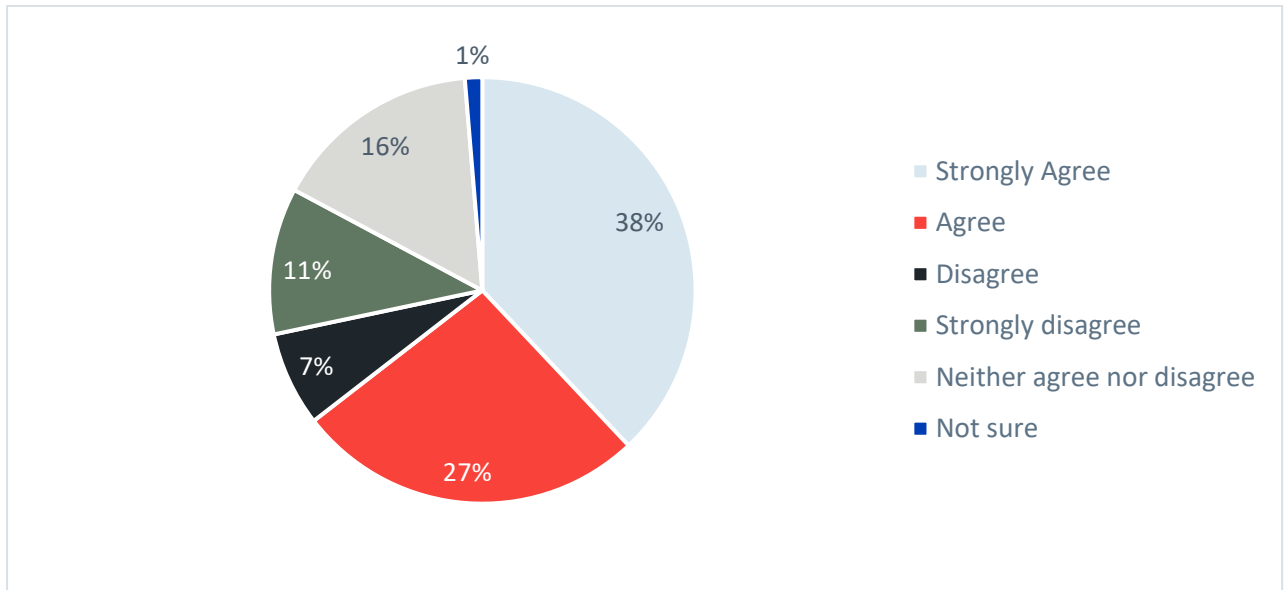


Base: all who responded (n:1,374)

How much do you agree or disagree with Policy B4: Active Travel infrastructure for sustainable development

- 4.5.8.
- 4.5.9. **Figure 4-23** shows that most respondents supported Policy B4, which focuses on ensuring sustainable development by safe, well-connected walking, wheeling and cycling infrastructure. Of the 1,367 respondents, 519 (38%) strongly agreed and 363 (27%) agreed, equating to 65% support to some extent. In contrast, 98 (7%) disagreed and 152 (11%) strongly disagreed. A further 217 (16%) neither agreed nor disagreed and 18 (1%) were not sure.

Figure 4-23: Policy B4



Base: all who responded (n:1,367)

- 4.5.10. As shown in Figure 4-20 (Objective B), there was strong support for improving health and wellbeing through transport, with consistently high levels of agreement across all associated policies. Policy B1 and B2 (Figures 4-21 and 4-22) show particularly strong endorsement for creating a joined-up active travel network and promoting the benefits of walking, wheeling and cycling within communities. This reflects widespread recognition of active travel as a contributor to physical and mental wellbeing.
- 4.5.11. Support was especially strong for Policy B3 (Figure 4-23), which focused on improving access to green spaces, public rights of way, leisure and heritage destinations. This suggests respondents place high value on transport interventions that support everyday quality of life, recreation and social connection, not just commuting.
- 4.5.12. While Policy B4 (Figure 4-24) remains well supported, the slightly higher levels of neutrality and disagreement indicate sensitivity around how active travel infrastructure is delivered in new developments. Comments suggest that support is often contingent on good design, safety and local appropriateness. Overall, the policy-level charts indicate that respondents strongly support the health benefits associated with transport, but expect delivery to prioritise safety, inclusivity and seamless integration with existing communities.

4.6 OBJECTIVE C

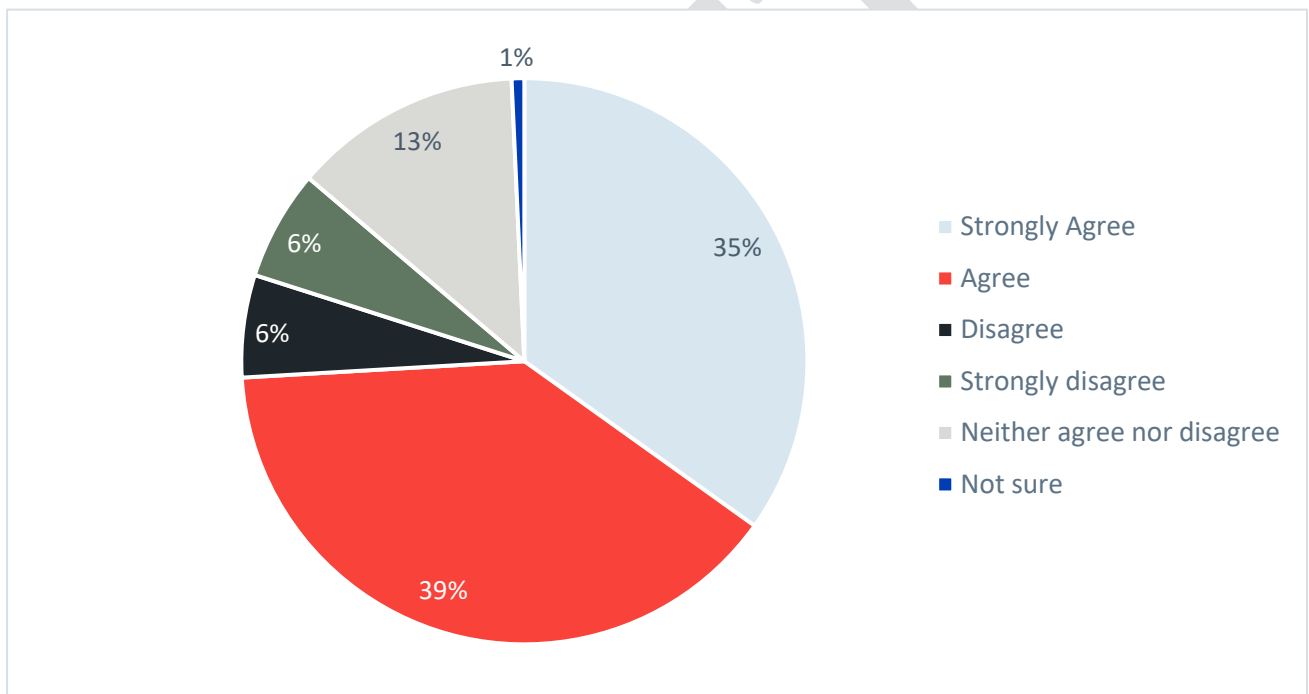
How much do you agree or disagree with each objective of our transport strategy? Objective C: Create accessible and prosperous places

- 4.6.1. As shown in Figure 4-24, almost three-quarters of respondents supported the aim of creating accessible and prosperous places (483 strongly agreed, 35%; 543 agreed 39%). 168 respondents (12%) expressed disagreement, while 181 (13%) neither agreed nor disagreed and 10 (1%) were unsure of the policies and ambitions linked to the LTP plans.
- 4.6.2. Support for Objective C was highest among Dorset Council area residents, with 80% of respondents stating they agreed (strongly agree or agree), compared to 60% in the BCP area. Accordingly, those

who disagreed (disagree or strongly disagree) were notably more apparent in those who responded from in BCP (24%) than in Dorset (7%).

- 4.6.3. Agreement with Objective C was broadly similar across age groups. Among those aged 65 and above, 78% expressed support. Support among younger age groups is similar, with 68% of 25-39 age group supporting the objective. Analysis showed that older residents in Dorset were the most supportive of Objective C; while support among mid-age groups (40-59) in BCP remained positive, it was somewhat lower than in Dorset, and disagreement was more pronounced among younger BCP respondents.
- 4.6.4. Respondents in the 25-39 age bracket were most likely to disagree or strongly disagree, followed by the 40-59 age groups. Overall, older respondents and those living in Dorset are the most supportive of the objective to create accessible and prosperous places.

Figure 4-24: Objective 'C' - Create accessible and prosperous places

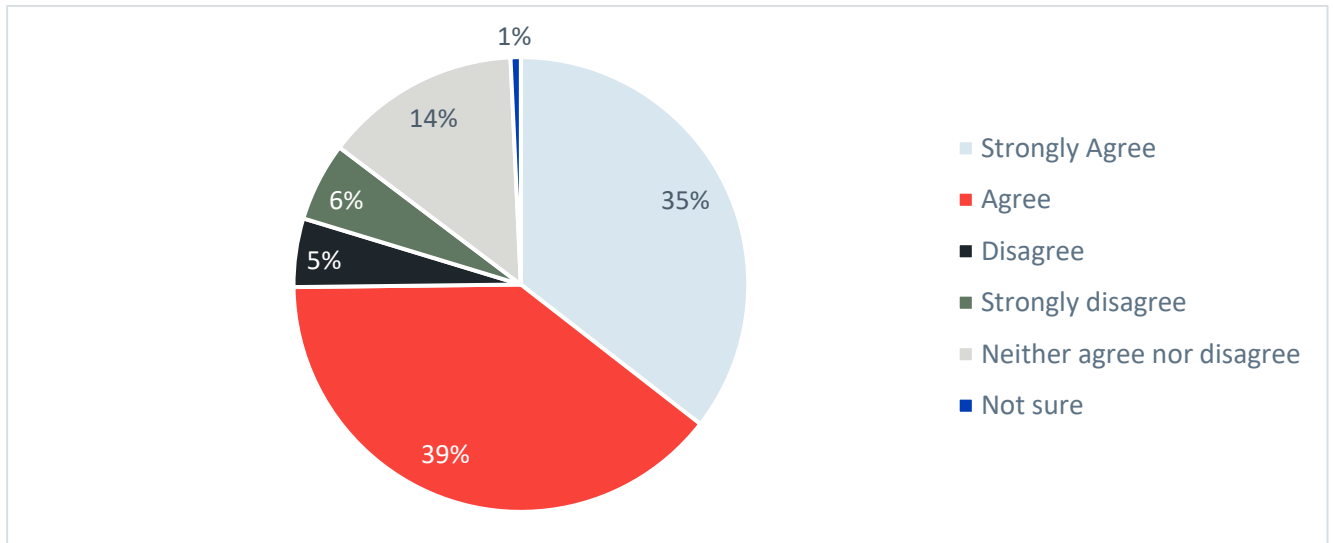


Base: all who responded (n:1,385)

How much do you agree or disagree with Policy C1: Improve sustainable access to our key tourism areas and manage the seasonal peaks in travel demand

- 4.6.5. The responses show strong support for Policy C1, which aims to make tourist destinations easier to reach using sustainable modes of travel while better managing peak season pressures. 488 respondents (35%) strongly agreed and 540 (39%) agreed, meaning that nearly three-quarters of respondents supported the policy overall. Meanwhile, 67 (5%) disagreed and 77 (6%) strongly disagreed. A further 192 respondents (14%) neither agreed nor disagreed and 10 (1%) were not sure. **Figure 4-25** illustrates the distribution of responses across all categories.

Figure 4-25: Policy C1

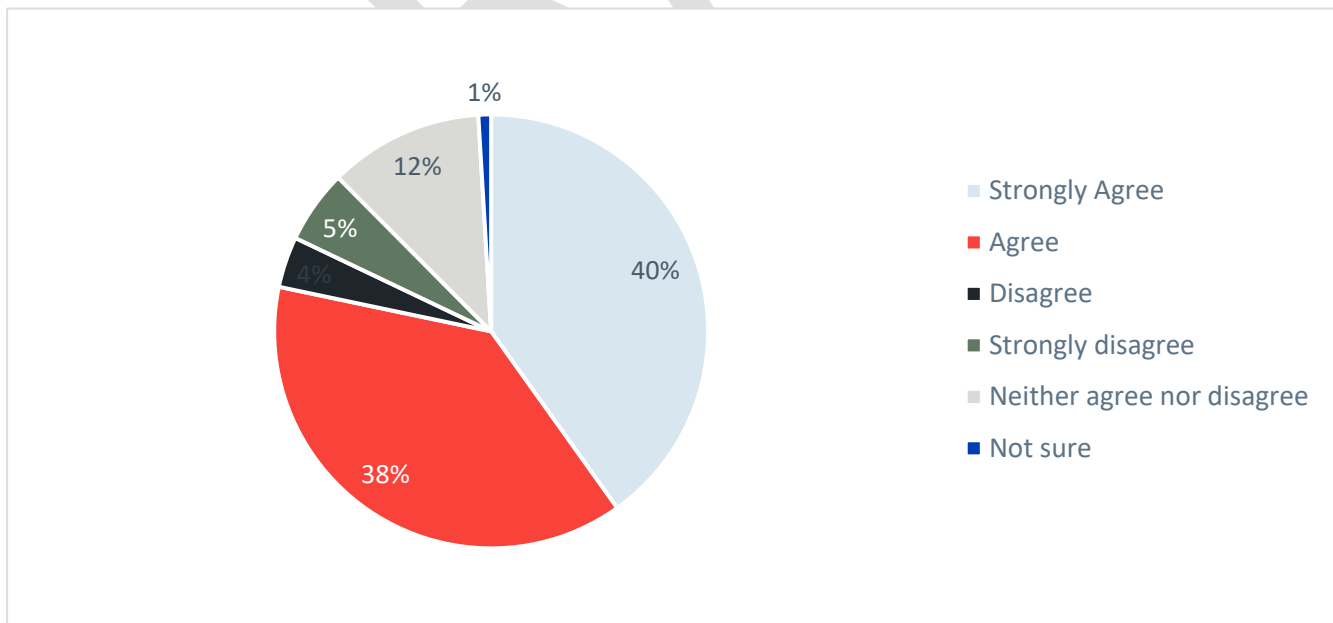


Base: all who responded (n:1,374)

How much do you agree or disagree with Policy C2: Maintain and improve connectivity and sustainable access for goods and people to local, regional, national and international gateways

- 4.6.6. Reflecting the levels of support for the objective, **Figure 4-26** shows that respondents were supportive of Policy C2. 551 people (40%) strongly agreed and 524 people (38%) agreed, meaning 78% overall support. A relatively small proportion disagreed, with 52 (4%) disagreeing and 75 (5%) strongly disagreeing. Meanwhile, 158 respondents (12%) neither agreed nor disagreed and 13 (1%) were not sure. Overall, the results indicate broad support for improving sustainable access and connectivity to key gateways.

Figure 4-26: Policy C2

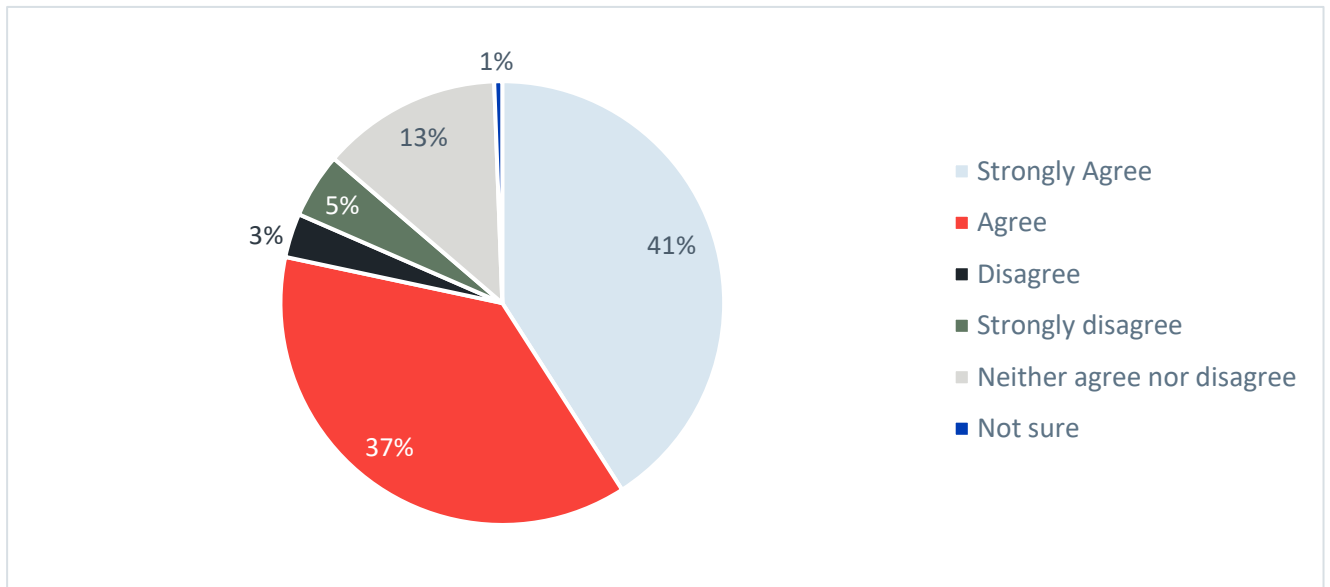


Base: all who responded (n:1,373)

How much do you agree or disagree with Policy C3: Improve access to education, training, employment and leisure/visitor destinations

- 4.6.7. Figure 4-27 shows strong support for Policy C3. Of 1,371 responses, 561 (41%) strongly agreed and 513 (37%) agreed, equating to 78% support to some extent for the policy. Only 44 (3%) disagreed and 65 (5%) strongly disagreed, while 180 (13%) neither agreed nor disagree and 8 (1%) were not sure.

Figure 4-27: Policy C3

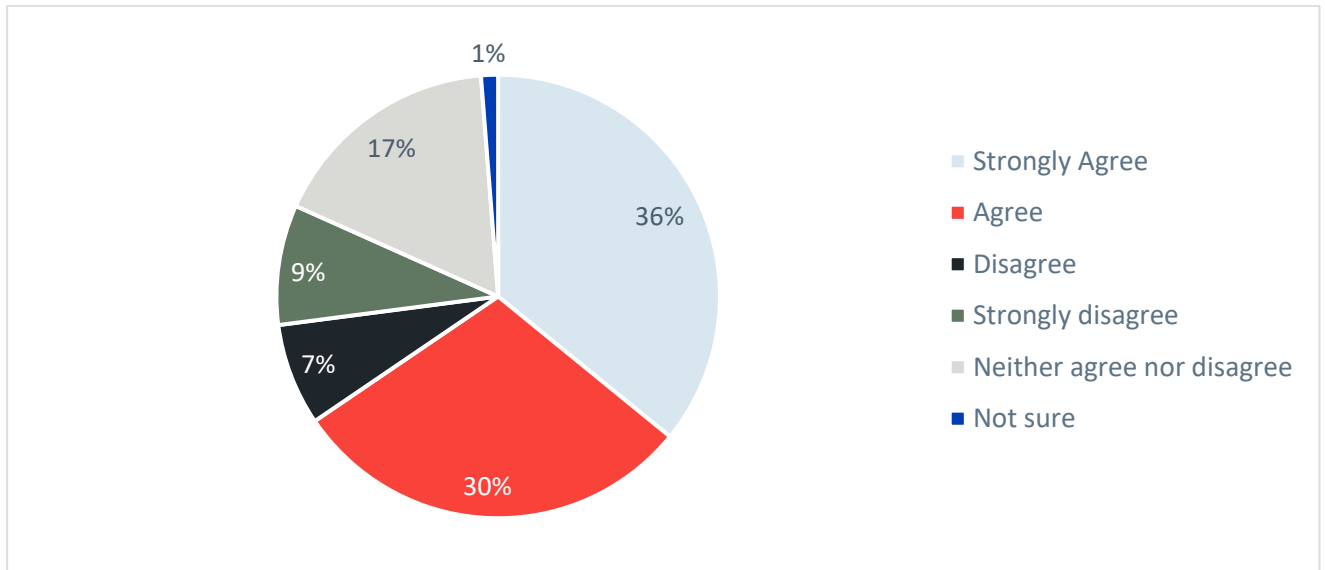


Base: all who responded (n:1,371)

How much do you agree or disagree with Policy C4: Promote sustainable and cost-effective travel options and provision of local facilities in new developments using a ‘vision led’ approach

- 4.6.8. A total of 1,371 respondents answered this question, showing broadly positive support for Policy C4. 492 respondents (36%) strongly agreed, and 406 respondents (30%) agreed, meaning 66% of respondents overall support the policy, which is slightly lower than the support observed for related policies. Meanwhile, 102 respondents (7%) disagreed, and 120 respondents (9%) strongly disagreed. A further 234 respondents (17%) neither agreed nor disagreed and 17 respondents (1.2%) were not sure. **Figure 4-28** illustrates the distribution of support and disagreement across the different response options.

Figure 4-28: Policy C4

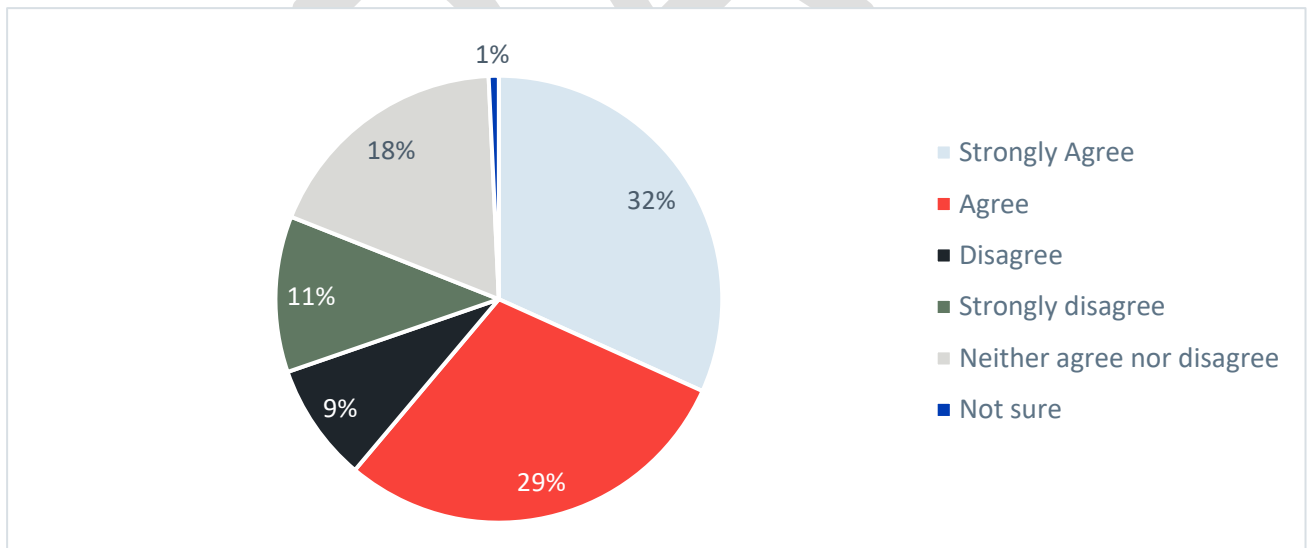


Base: all who responded (n:1,371)

How much do you agree or disagree with Policy C5: Deliver and support residential and business behaviour change initiatives to encourage safe, healthy and greener travel

- 4.6.9. Almost one-third of respondents (433; 32%) strongly agreed with Policy C5. A further (29% (401) agreed with the policy, though one-fifth of respondents disagreed to some extent, with a relatively high proportion (11%; 154 respondents strongly disagreeing. A further 249 respondents (18%) neither agreed nor disagreed, while 10 (1%) were unsure. **Figure 4-29** illustrates the results.

Figure 4-29: Policy C5



Base: all who responded (n:1,364)

- 4.6.10. Figure 4-25 (Objective C) shows broad agreement with the aim of creating accessible and prosperous places, with high levels of support sustained across most of the related policies. Strong support for Policies C1, C2 and C3 (Figures 4-26-4-28) demonstrates that respondents place significant importance on improving sustainable access to tourism areas, maintaining connectivity to key gateways and enabling access to education, employment and leisure opportunities.

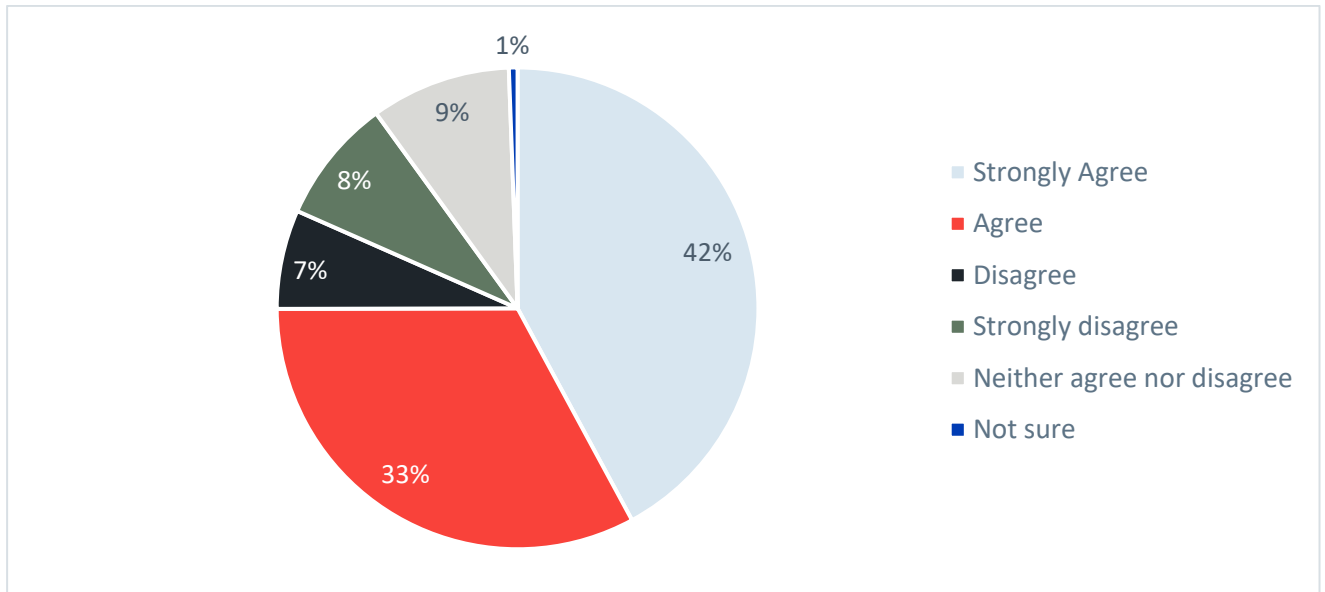
- 4.6.11. These results align with recurring themes in qualitative feedback that emphasised the importance of connectivity for economic vibrancy and social participation, particularly in rural and coastal areas. The strong support suggests that respondents recognise transport as a key enabler of local prosperity and regional connectivity.
- 4.6.12. Support was comparatively more mixed for Policy C4 and C5 (Figures 4-29 and 4-30), which focus on vision-led development and behaviour change initiatives. Higher levels of neutrality suggest that respondents may be less familiar with these concepts or uncertain about how they will be applied in practice. This pattern indicates that while the strategic intent is broadly supported, clearer explanations and local examples may be needed to demonstrate how these policies will shape real-local development and travel behaviour.

4.7 OBJECTIVE D

How much do you agree or disagree with each objective of our transport strategy? Objective D: Enable a safer transportation system

- 4.7.1. A large proportion of respondents supported this objective, with 582 strongly agreeing (42%) and 454 agreeing (33%), reflecting clear backing for measures that improve road safety, reduce collisions and create safer environments for walking, cycling and school travel. 92 disagreed (7%) and 116 strongly disagreed (8%), while 130 neither agreed nor disagreed (9%) and 8 were not sure (1%). Figure 4-30 illustrates the results.
- 4.7.2. Support for Objective D was highest among Dorset Council area residents, with 82% expressing agreement (strongly agree or agree), compared to 57% in the BCP area. Disagreement (disagree or strongly disagree) was higher amongst respondents from BCP (31%) than in Dorset (8%).
- 4.7.3. Agreement with Objective D was strong across all age groups but was highest among older respondents: 81% aged 65 and above, and 72% in the 60-64 group, expressed support. Support among younger age groups was also high, with 72% for 25-39, 69% for 40-49, and 77% for 50-59.
- 4.7.4. Respondents between the ages of 25-49 were more likely to disagree to some extent (disagree or strongly disagree). Overall, older respondents and those living in Dorset are the most supportive of the objective to enable a safer transportation system.

Figure 4-30: Objective 'D' - Enable a safer transportation system

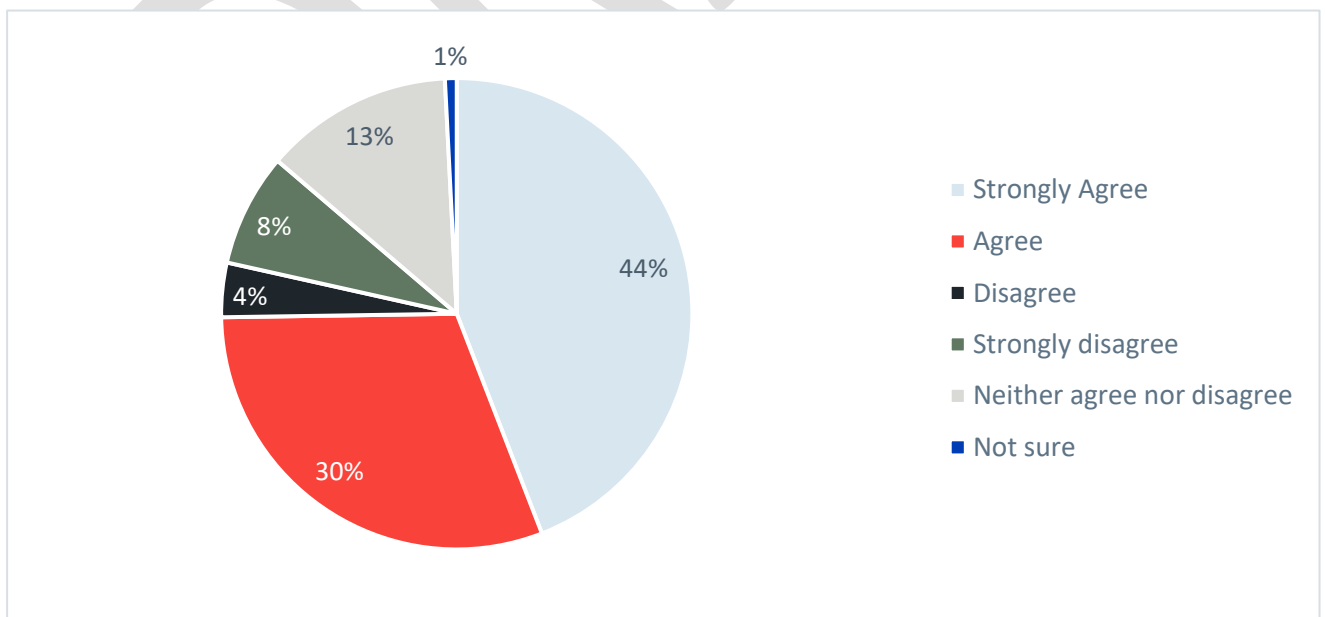


Base: all who responded (n:1,382)

How much do you agree or disagree with Policy D1: Improve the safety of all road users in accordance with the Dorset Road Safety Partnership Strategy and support its vision of zero road casualties by 2050

- 4.7.5. A total of 1,367 people responded to the question on Policy D1, which aims to improve safety for all road users and work towards the Dorset Road Safety Partnership's vision of zero road casualties by 2050. As shown in **Figure 4-31**, 603 respondents (44%) strongly agreed and 419 (30%) agreed. In contrast, 51 respondents (4%) disagreed and 106 (8%) strongly disagreed. 177 respondents (13%) neither agreed nor disagreed, a proportion higher than the combined disagreement, while 11 (1%) were not sure.

Figure 4-31: Policy D1

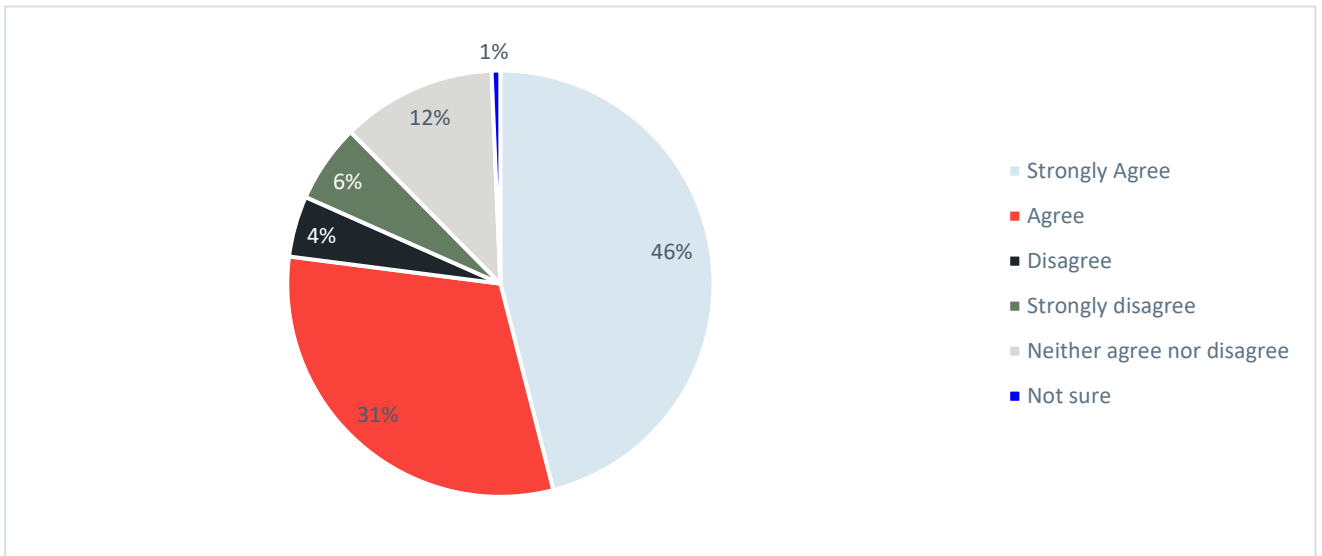


Base: all who responded (n:1,367)

How much do you agree or disagree with Policy D2: Promote and co-ordinate road safety initiatives around schools to encourage sustainable forms of travel

- 4.7.6. A total of 1,363 respondents answered this question. As shown in **Figure 4-32**, there was strong support for Policy D2, with 627 people (46%) strongly agreeing and 423 (31%) agreeing. 10% of respondents disagreed to some extent, (63, 4% disagreed; 81, 6% strongly disagreed), while 160 people (12%) neither agreed nor disagreed and 9 (<1%) were not sure.

Figure 4-32: Policy D2

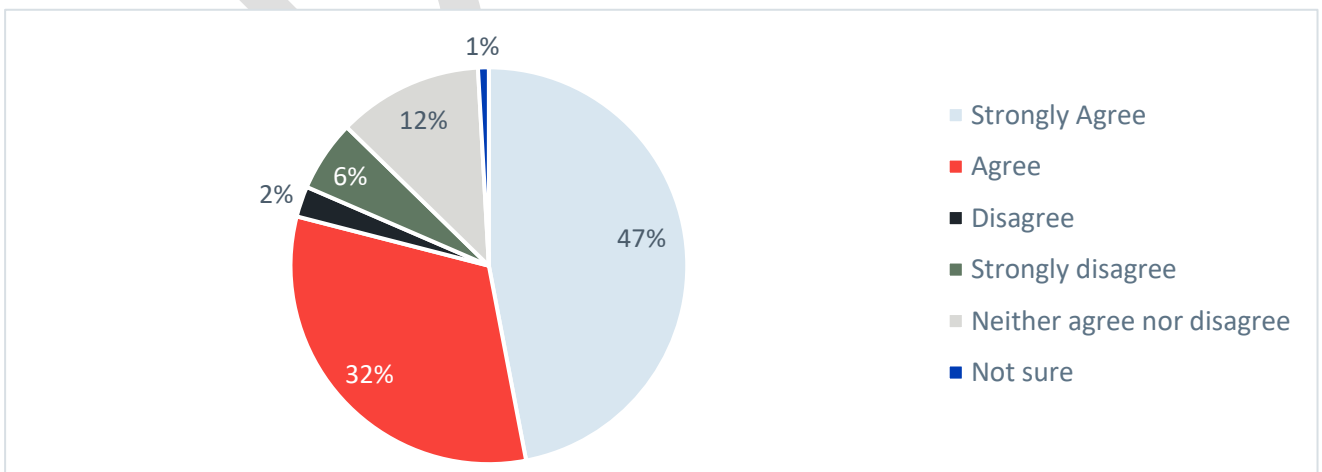


Base: all who responded (n:1,363)

How much do you agree or disagree with Policy D3: Improve personal safety for all journeys to ensure everyone can travel safely and go about their daily lives with comfort and ease

- 4.7.7. A total of 1,362 people responded to this question. The results in **Figure 4-33** show very strong support, with 79% (1,076 respondents) agreeing to some extent that improving personal safety for all journeys is important. 8% (113 respondents) disagreed to some extent, while 13% (173 respondents) were neutral or unsure.

Figure 4-33: Policy D3



Base: all who responded (n:1,362)

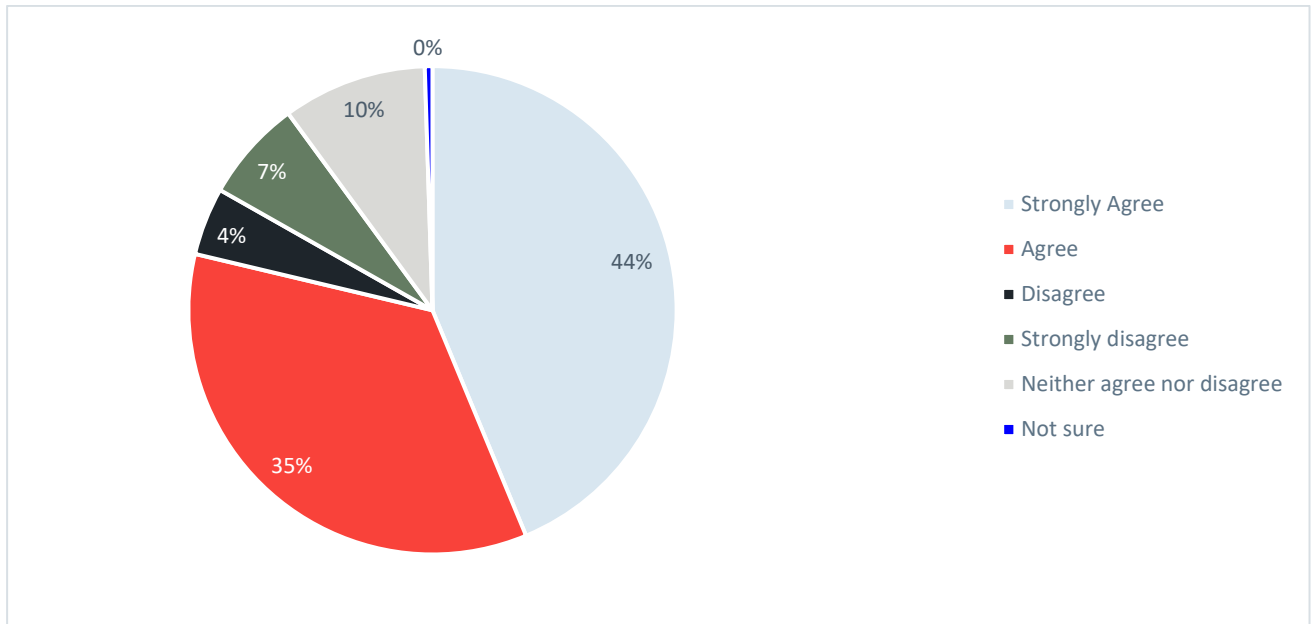
- 4.7.8. Objective D received some of the strongest support across the consultation, as shown in Figure 4-31, reflecting widespread concern about safety for all road users. Very high levels of agreement with Policy D1 and D2 (Figures 4-32 and 4-33) demonstrated strong backing for reducing casualties and improving safety around schools. These policies closely align with recurring consultation themes around speed management, safer crossings and protection for children and vulnerable road users.
- 4.7.9. Support remains high for Policy D3 (Figure 4-34), which focused on personal safety for all journeys. However, the presence of neutral responses suggests that respondents are particularly focused on visible and practical measures, such as lighting, enforcement and street design, rather than abstract safety commitments.
- 4.7.10. Overall, the charts associated with Objective D indicate that safety was seen as a fundamental requirement of the transport system rather than a secondary consideration. Respondents appear to support a comprehensive approach that addresses both perceived and actual risks, with expectations that safety improvements will be mainstreamed across all modes of travel and consistently reflected in scheme design and implementation.

4.8 OBJECTIVE E

How much do you agree or disagree with each objective of our transport strategy? Objective E: A resilient and fit-for-purpose transport network

- 4.8.1. Feedback on this objective was positive. As shown in Figure 4-34, 604 respondents (44%) strongly agreed and 483 (35%) agreed, meaning over three-quarters supported the goal of creating a resilient, well-maintained and well-managed transport network. Only 62 (4%) disagreed and 93 (7%) strongly disagreed, while 132 (10%) neither agreed nor disagreed and 7 (<1%) were unsure. The responses indicate broad confidence in the ambition to build infrastructure that is resilient to climate impacts, minimises disruption, improves journey time reliability and is sustainably planned and maintained.
- 4.8.2. Residents of the Dorset Council area were very supportive of Objective E, with 85% of respondents agreeing or strongly agreeing, while support in BCP was lower at 64%, however, in comparison to other objectives this showed a higher proportion of positive responses. Disagreement was most common among BCP residents (22%) compared to Dorset (6%).
- 4.8.3. The trend of higher support among older age groups continued for this objective. Notably, 82% of those aged 65+ and 78% of those aged 60–64 were in support of the objective, whereas younger groups such as 25-39 years were less supportive (54%).
- 4.8.4. The highest levels of disagreement (disagree or strongly disagree) were found among respondents aged 25-39 and 40-49.

Figure 4-34: Objective 'E' - A resilient and fit-for-purpose transport network

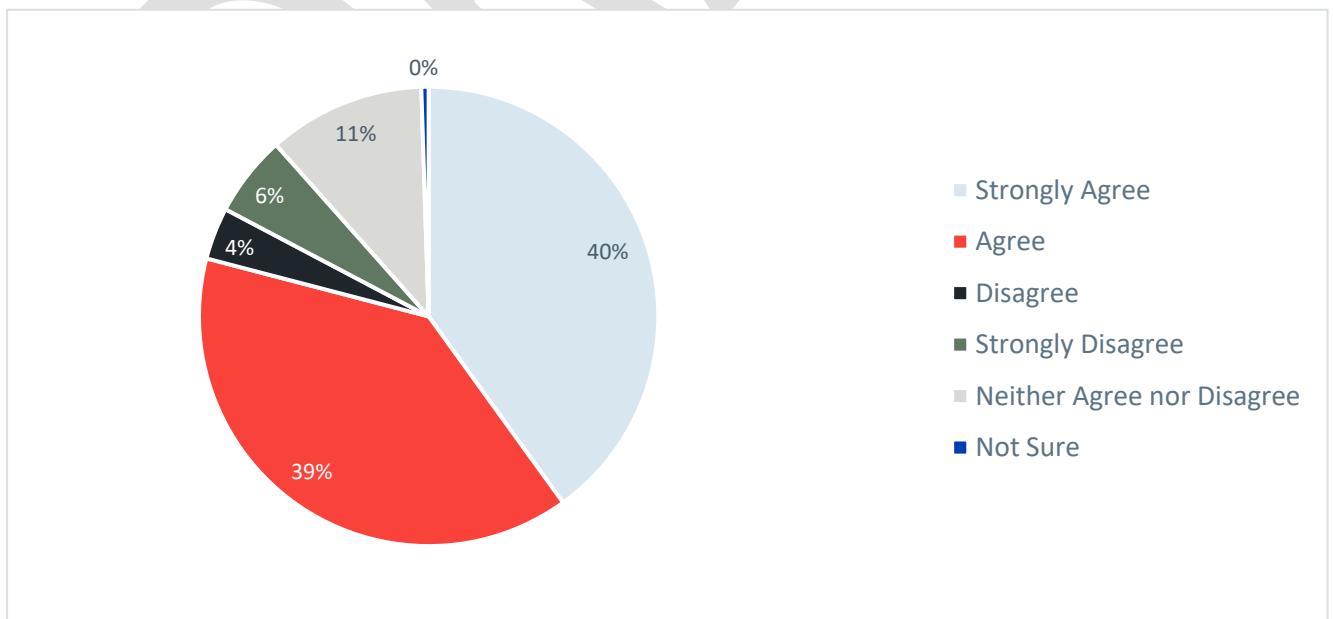


Base: all who responded (n:1,381)

How much do you agree or disagree with Policy E1: Maintain and enhance a resilient transport network that is adaptable and can withstand the impacts of more frequent and extreme weather events and climate change.

A total of 1,366 responded to this question. The results were strongly in favour with 547 (40%) strongly agreeing and 533 (39%) agreeing with the policy, meaning that almost eight out of 10 respondents agreed to some extent. 10% of respondents disagreed to some extent, 6% strongly disagreed;), while a similar proportion (11%) neither agreed nor disagreed with the policy. **Figure 4-35** illustrates the results.

Figure 4-35: Policy E1

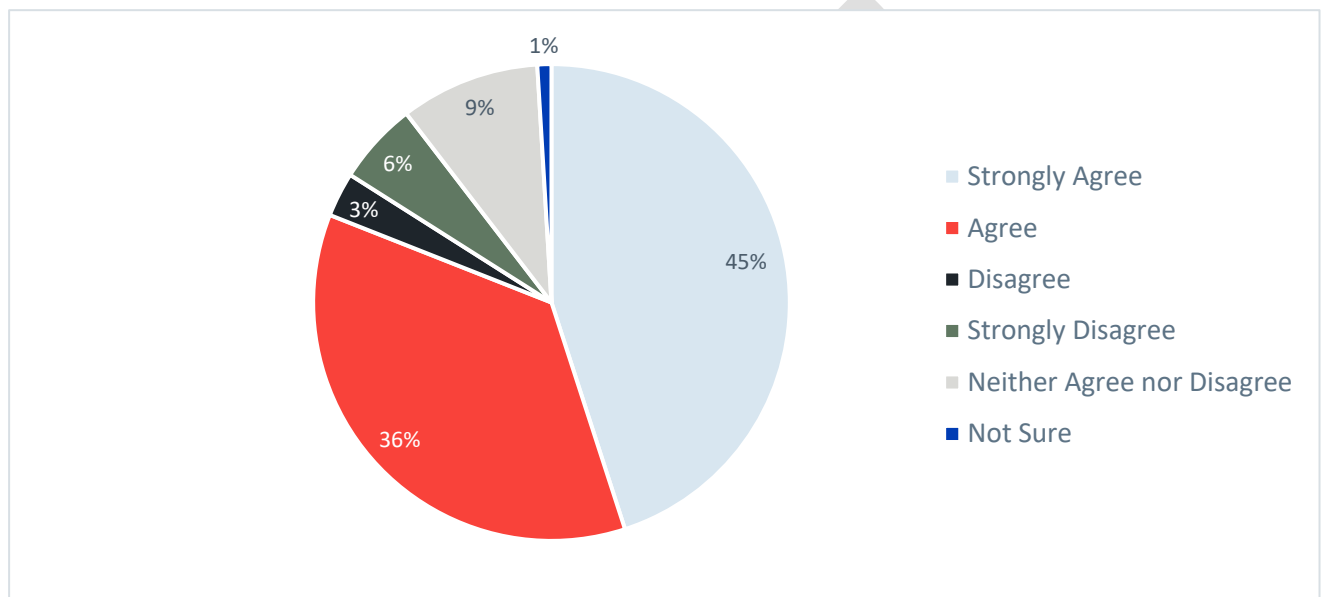


Base: all who responded (n:1,366)

How much do you agree or disagree with Policy E2: Manage our highway infrastructure and make the best use of road space to manage congestion, minimise traffic disruption, and improve journey time reliability for all journeys.

- 4.8.5. A total of 1,362 people responded to this question. As shown in **Figure 4-36**, the results were positive with 613 (45%) strongly agreeing and 490 (36%) agreeing with the policy, equating to 81% agreement to some extent. Only 41 (3%) respondents disagreed, with 76 (6%) respondents strongly disagreed. 129 (9%) respondents neither agreed nor disagreed with the policy and 13 (1%) of respondents were not sure about the policy.

Figure 4-36: Policy E2

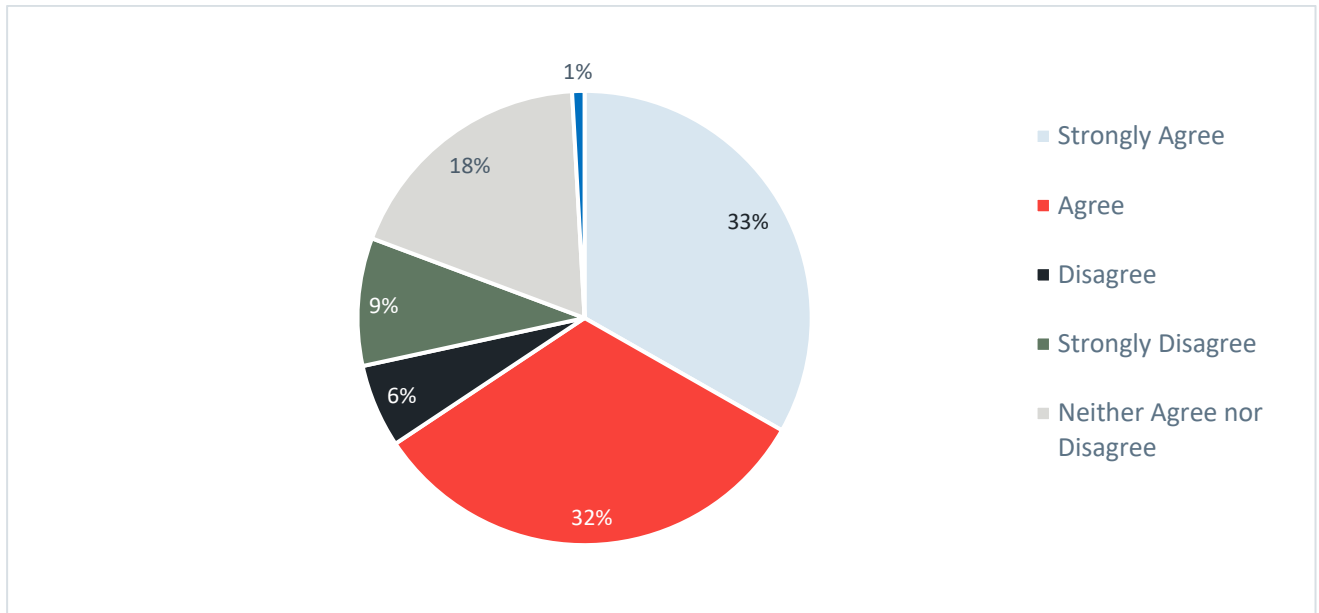


Base: all who responded (n:1,362)

How much do you agree or disagree with Policy E3: Embrace innovations in technology and materials to reduce carbon emissions and improve the effectiveness of network management and monitoring

- 4.8.6. As shown in Figure 4-37, around two-thirds of respondents agreed to some extent, with 453 (33%) respondents strongly agreeing and 442 (32%) of respondents agreeing. There was a higher proportion of strong disagreement (9%; 124 respondents) compared to other policies, while almost one-fifth (18%; 251 responded) neither agreed nor disagreed.

Figure 4-37: Policy E3



Base: all who responded (n:1,363)

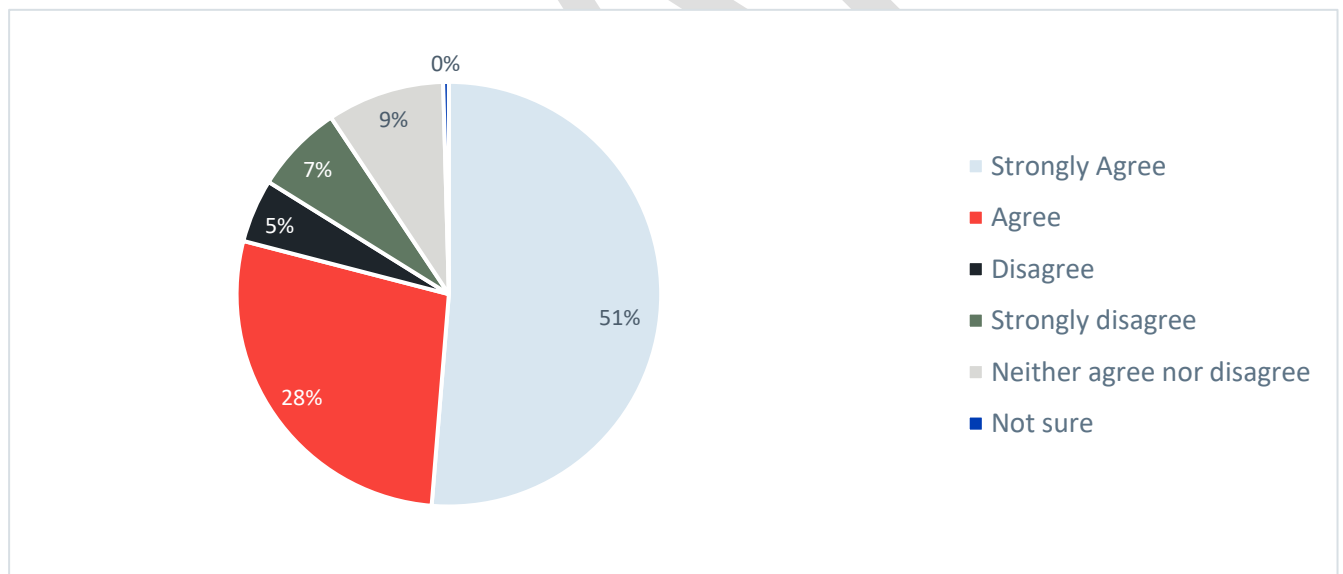
- 4.8.7. The strong levels of agreement shown in Figure 4-35 (Objective E) are reinforced by consistently high support across the policies that underpin this objective. In particular, Policy E1 and E2 (Figures 4-36 and 4-37) show strong support for maintaining a resilient network, managing congestion and improving journey time reliability. This indicates that respondents clearly recognise the importance of a transport network that functions reliably on a day-to-day basis and can withstand pressures from increased demand and more frequent extreme weather events.
- 4.8.8. Support for these policies aligns closely with open-text feedback highlighting concerns about road condition, drainage, flooding and poorly coordinated roadworks. The data suggests that respondents view network resilience not only as a climate-adaptation issue, but as a practical requirement to reduce disruption and improve predictability for everyday journeys by car, bus and other travel options.
- 4.8.9. Policy E3 (Figure 4-38), which focused on innovation and technology, attracted lower support and higher neutrality than E1 and E2. This suggested that respondents are broadly open to innovation, though they are less certain about how technological solutions will translate into tangible benefits. Neutral responses likely reflect uncertainty about what these innovations involve and how they would improve every day experiences. This highlights the importance of clearly explaining how technology will be used to support maintenance, traffic management, incident response and network monitoring, rather than being perceived as abstract or experimental.
- 4.8.10. Overall, the pattern across the Objective E charts indicated that respondents place greatest value on visible, practical outcomes, such as fewer delays, better maintenance and more reliable journeys and that support is strongest where the policies are clearly connected to these everyday experiences.

4.9 OBJECTIVE F

How much do you agree or disagree with each objective of our transport strategy? Objective F: Public transport that is inclusive and accessible

- 4.9.1. Objective F was well supported, with the majority of respondents (712; 51%) strongly agreeing. A further 28% (385 respondents) agreed, while 12% disagreed to some extent (7% strongly disagreed; 5% disagreed). Figure 4-38 illustrates the results.
- 4.9.2. As with other objectives, respondents from the Dorset Council area were very supportive: 85% agreed or strongly agreed. Of BCP area respondents, almost two-thirds (65%) agreed to some extent meaning that this was the most supported objective among BCP residents. In line with the other objectives, disagreement was more prevalent in BCP (22%) than in Dorset (7%).
- 4.9.3. The pattern of support from older age groups continued for this objective. Notably, 86% of those aged 65+ (498 of 579 respondents) and 82% of those aged 60-64 (162 of 198 respondents) are in support, whereas those aged 25-39 was less supportive at 50%. The data showed that older Dorset residents are especially positive about inclusive public transport, where support is somewhat lower among younger and mid-aged BCP residents, particularly those aged 25-39.
- 4.9.4. The highest levels of disagreement (disagree or strongly disagree) are observed among respondents aged 25-39 and 40-49, with moderate disagreement in the 50-59 group. In summary, support for Objective F was most common from older age groups and Dorset residents.

Figure 4-38: Objective 'F' - Public transport that is inclusive and accessible



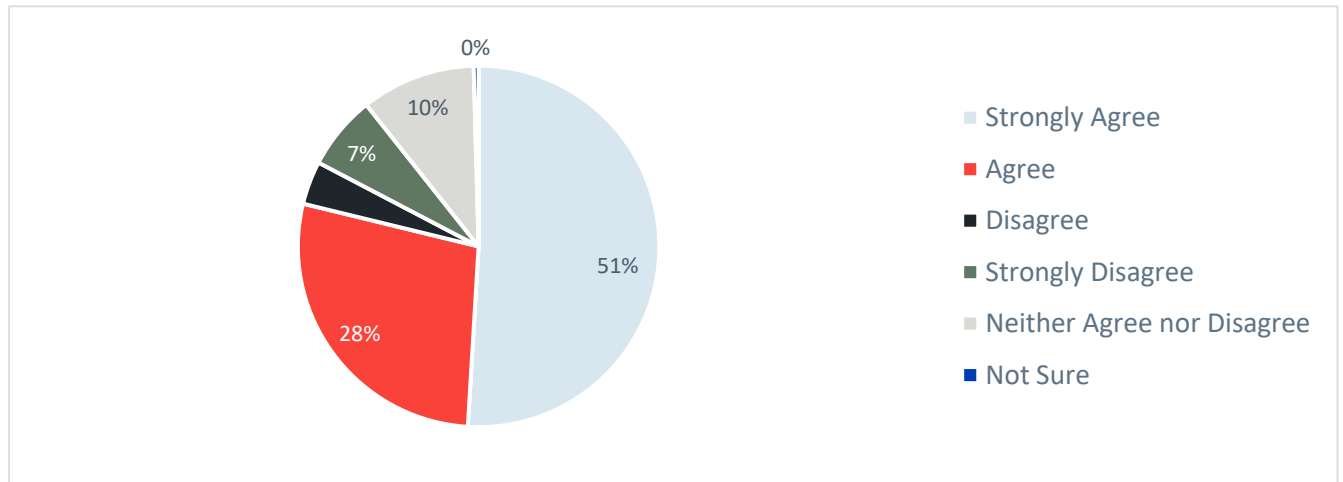
Base: all who responded (n:1,388)

How much do you agree or disagree with Policy F1: Work with partner organisations to improve the connectivity within and between rural and urban areas and attractiveness of public transport as a travel choice

- 4.9.5. A total of 1,368 people responded to this question. As with Objective F, more than half of respondents (697; 51%) strongly agreed with the policy, while a further 28% (381 respondents) agreed. Conversely, as shown in Figure 4-39, 53 (4%) respondents disagreed and 91 (7%) strongly

disagreed with the policy, while 10% (140) neither agreed nor disagreed to the policy and six respondents weren't sure.

Figure 4-39: Policy F1

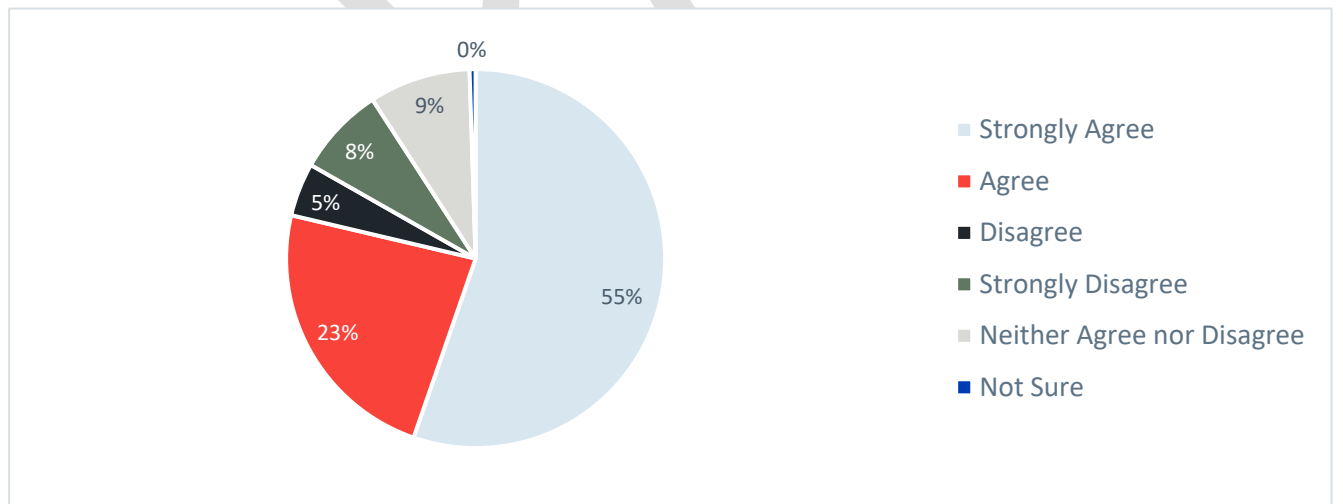


Base: all who responded (n:1,368)

How much do you agree or disagree with Policy F2: Prioritise local bus services to make journeys quicker and more reliable

- 4.9.6. A total of 1,365 people responded to this question, with 55% of respondents (755) strongly agreeing and 23% (319 respondents) agreeing with the policy to prioritise local bus services. As Figure 4-40 shows, 62 (5%) respondents disagreed and 104 (8%) strongly disagreed with the policy while 9% (118) neither agreed nor disagreed to the policy and 7 respondents weren't sure.

Figure 4-40: Policy F2



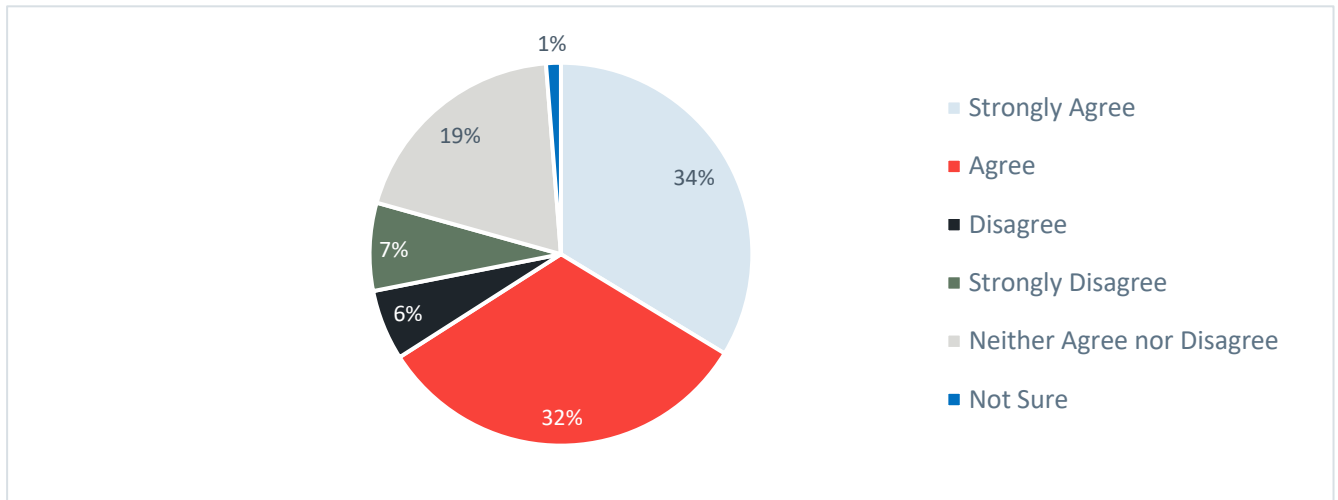
Base: all who responded (n:1,365)

How much do you agree or disagree with Policy F3: Embrace new technologies, digital data and shared mobility models to transform how people access and use public transport

- 4.9.7. As shown in Figure 4-41, two-thirds of respondents agreed with the policy to some extent, with similar proportions agreeing and strongly agreeing (34% strongly agreed; 32% agreed). Almost one-

fifth neither agreed nor disagreed (264 respondents; 19%) while 7% (101 respondents) strongly disagreed with the policy.

Figure 4-41: Policy F3

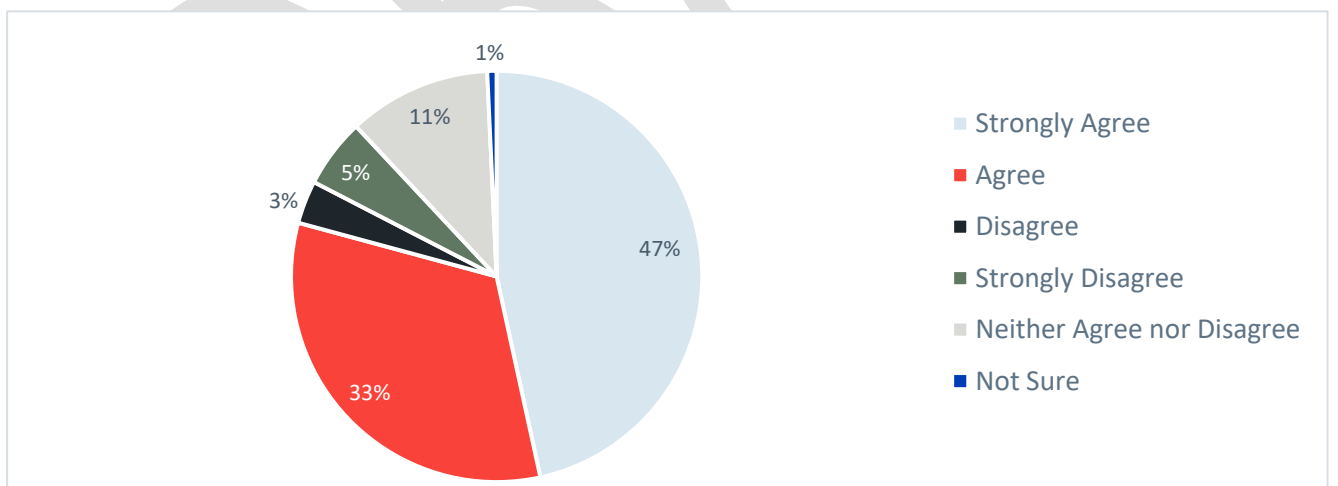


Base: all who responded (n:1,360)

How much do you agree or disagree with Policy F4: Deliver high quality transport interchanges and clear passenger information to improve journeys involving more than one form of transport.

- 4.9.8. Of the 1,361 respondents to this question, 634 (47%) respondents strongly agreed and one-third (444) agreed. In contrast, 74 (3%) of respondents disagreed and 153 (5%) strongly disagreed with the policy, while around one in 10 (153) neither agreed nor disagreed with the policy. Figure 4-42 shows the results.

Figure 4-42: Policy F4



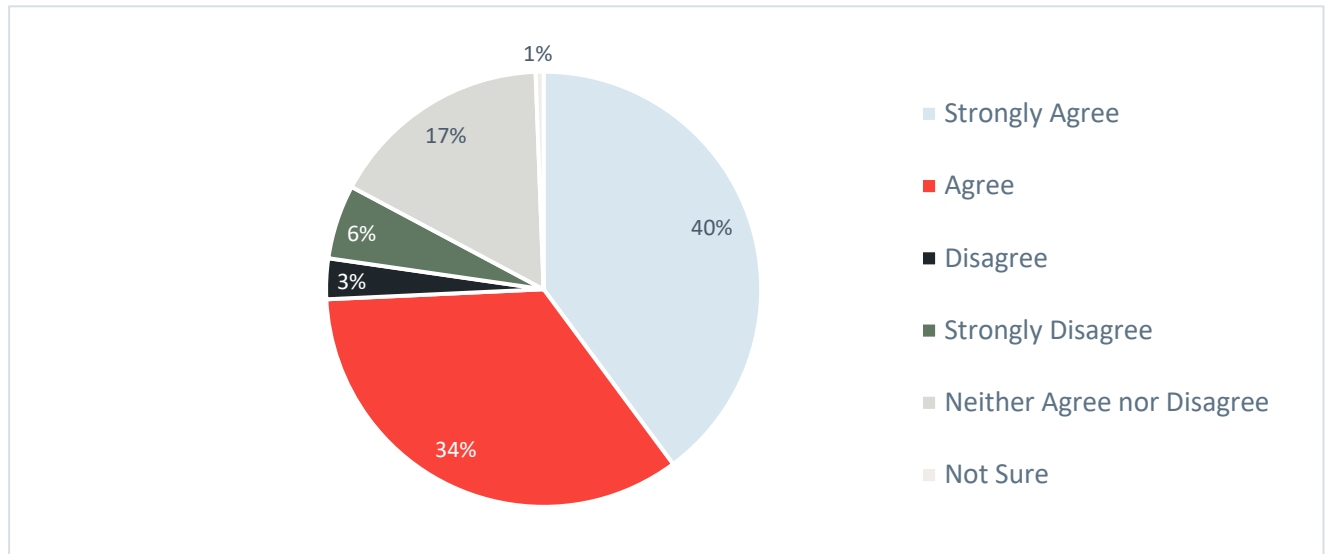
Base: all who responded (n:1,361)

How much do you agree or disagree with Policy F5: Deliver inclusive design that improves the travel experience of people with specific needs.

- 4.9.9. Of the 1,361 respondents, almost three-quarters agreed with the policy to some extent (40% strongly agreed and 34% agreed, respectively). As shown in Figure 4-43, 76 (6%) strongly

disagreed, while a further 3% disagreed with the policy. 226 (17%) respondents neither agreed nor disagreed and 8 (1%) respondents were not sure.

Figure 4-43: Policy F5



Base: all who responded (n:1,361)

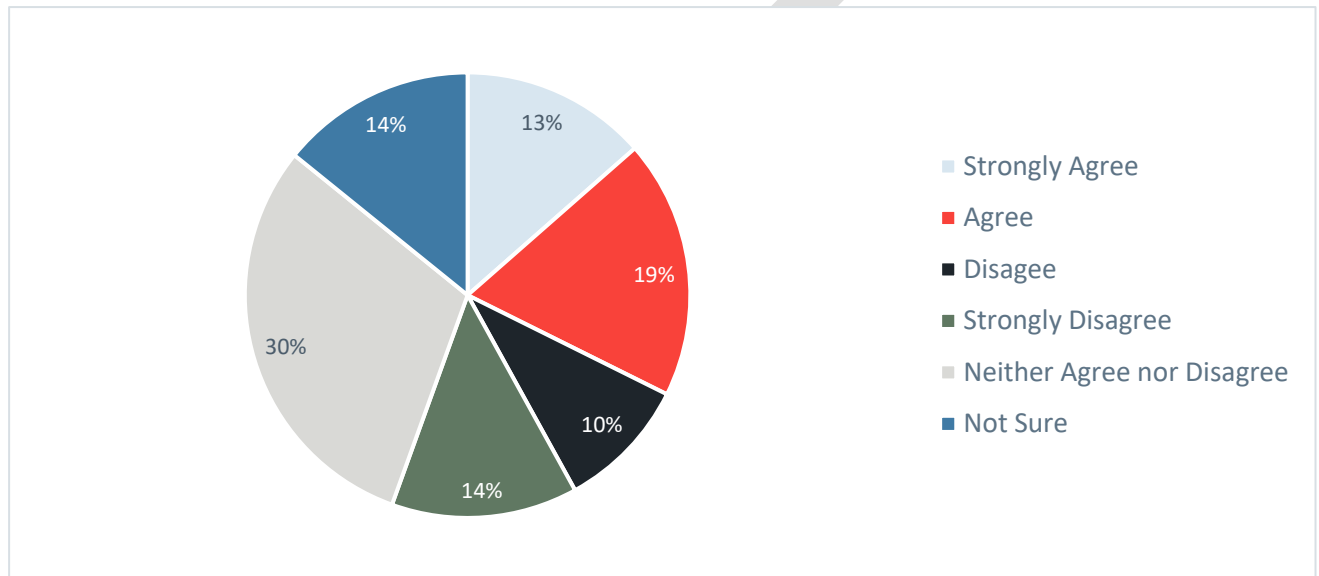
- 4.9.10. Objective F received some of the highest levels of agreement in the consultation, as shown in Figure 4.39, and this is consistently reflected across all associated policy charts. In particular, Policy F1 and F2 (Figures 4-40 and 4-41) attracted very high levels of agreement, demonstrating clear public support for improving connectivity between rural and urban areas and prioritising local bus services to improve reliability and journey times.
- 4.9.11. This pattern directly aligns with open-text analysis and stakeholder responses, where improved bus frequency, reliability and coverage, especially in rural areas, emerged as one of the most dominant themes. The charts indicate that respondents view investment in buses not as a marginal improvement, but as a prerequisite for making public transport a viable alternative to the private car.
- 4.9.12. Support remains positive, though more mixed, for Policy F3 (Figure 4-42), which focused on digital technology and shared mobility. The higher proportion of neutral responses suggests some uncertainty around accessibility, digital exclusion and how these tools would work in practice, particularly for older residents or those without reliable internet access. This reinforces the need for digital solutions to complement, rather than replace, traditional access to public transport services.
- 4.9.13. Strong agreement with Policy F4 and F5 (Figures 4-43 and 4-44) demonstrates that respondents place significant importance on the quality of interchanges, passenger information and inclusive design. These policies are closely linked to concerns raised by disabled people, older residents and parents, reflecting expectations that improvements to public transport must address physical accessibility, safety, affordability and ease of use.
- 4.9.14. Taken together, the Objective F charts show that while there is strong strategic support for improving public transport, this support is often conditional on clear improvements to service quality, coverage and accessibility. The data suggests that confidence in wider modal shift policies is closely tied to the successful delivery of these public transport improvements.

4.10 IMPLEMENTATION PLAN

How much do you agree or disagree with the schemes and interventions included within the Bournemouth Christchurch and Poole (BCP) Area Plan.

- 4.10.1. Views regarding the proposed BCP Area Plan were mixed. As shown in Figure 4-45, the largest proportion of respondents (32%; 349 respondents) agreed or strongly agreed with the proposals. A further 30% (327 respondents) neither agreed nor disagreed, while just under a quarter disagreed to some extent (14% strongly disagreed; 10% disagreed). Around 14% of respondents were unsure, which may reflect the fact that many respondents were not residents of the BCP area. Table 4-4 shows the results when responses from outside the BCP area are excluded.

Figure 4-44: BCP Area Plan



Base: all who responded (n:1,079)

Table 4-4: Views on the BCP Area Plan from BCP area respondents

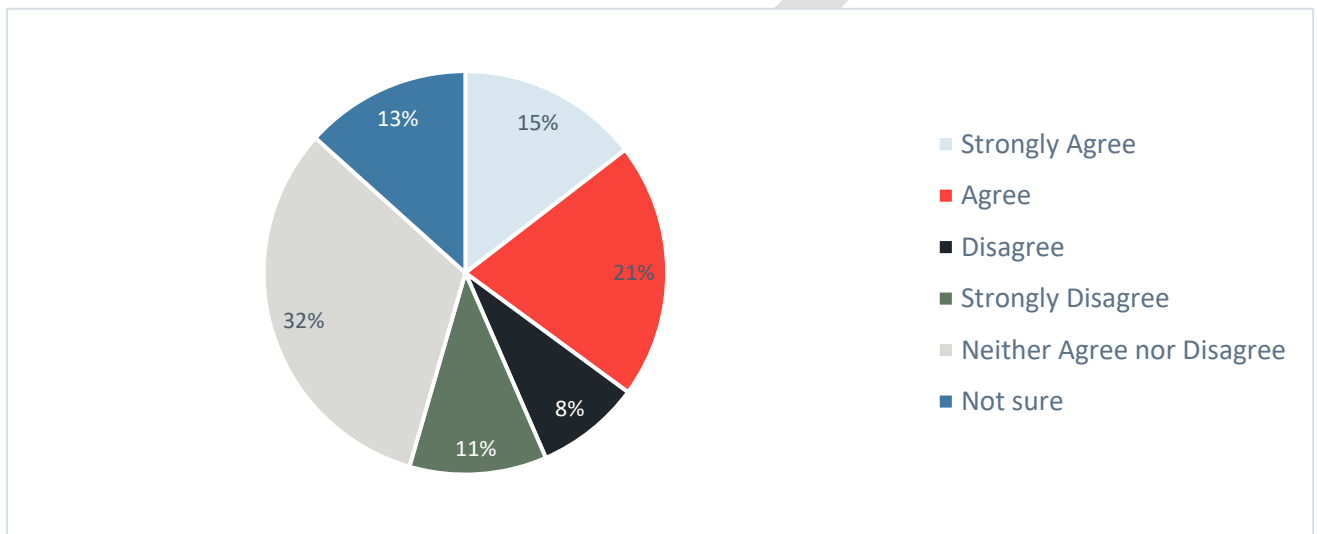
Response	Percentage of respondents
Strongly agree	20%
Agree	19%
Neither Agree nor Disagree	17%
Disagree	16%
Strongly Disagree	27%
Not Sure	3%

Base: Respondents who identified themselves as living in the BCP area (n:392). Total exceeds 100 due to rounding.

How much do you agree or disagree with the schemes and interventions within the South Eastern Dorset Area Plan

- 4.10.2. Views on the South Eastern Dorset Area Plan were varied among a total of 1,072 respondents. As shown in Figure 4-45, 156 (15%) respondents strongly agreed and 220 (21%) agreed, suggesting a reasonable level of approval for the proposed schemes and interventions. The results indicate that 90 (8%) respondents disagreed and 118 (14%) strongly disagreed. A majority of 345 (32%) respondents neither agreed nor disagreed to the policy and 143 (13%) respondents weren't sure. While there is general agreement when combining those who strongly agree and those who agree, a significant proportion of respondents neither agree nor disagree with the schemes and interventions outlined in the South Eastern Dorset Area Plan. The proportion of respondents who are impartial may reflect that they do not reside in or have any association with the area, however, there was no available option to filter for these individuals.

Figure 4-45: South Eastern Area Plan



Base: all who responded (n:1,072)

Table 4-5: Views on the South Eastern Dorset Area Plan from Dorset area respondents

Response	Percentage of respondents
Strongly agree	15%
Agree	24%
Neither Agree nor Disagree	32%
Disagree	7%
Strongly Disagree	6%
Not Sure	15%

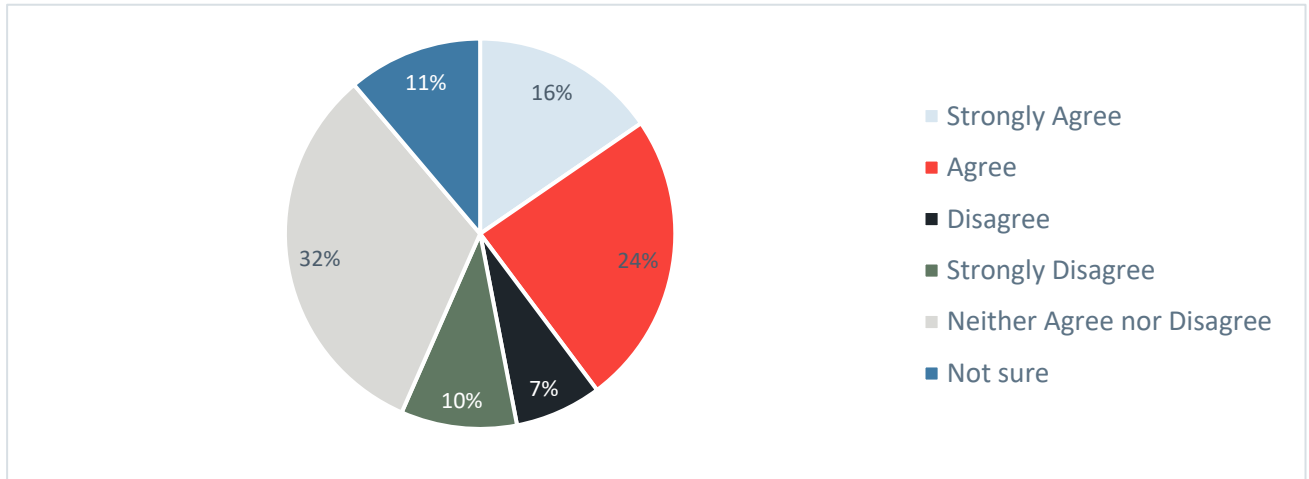
Base: Respondents who identified themselves as living in the Dorset area (n:696). Total exceeds 100 due to rounding.

How much do you agree or disagree with the schemes / interventions included within the Central Dorset Area Plan?

- 4.10.3. Analysis of 1,100 responses showed mixed views on the proposed schemes and interventions for Central Dorset. Around two in five respondents expressed support, including 16% who strongly agreed (178) and 24% who agreed (281) indicating a reasonable level of support for the plans. Opposition was relatively modest, with 83 (7%) respondents disagreeing and 111 (10%) strongly

disagreeing. The largest share of responses, 372 (32%) respondents neither agreed nor disagreed to the policy and 129 (11%) respondents weren't sure. The proportion of respondents who are impartial may reflect that they do not reside in or have any association with the area. Overall, the responses point to moderate support tempered by a significant proportion of impartial views which can be seen in Figure 4-46 below.

Figure 4-46: Central Dorset Area Plan



Base: all who responded (n:1,100)

Table 4-6: Views on the Central Dorset Area Plan from Dorset area respondents

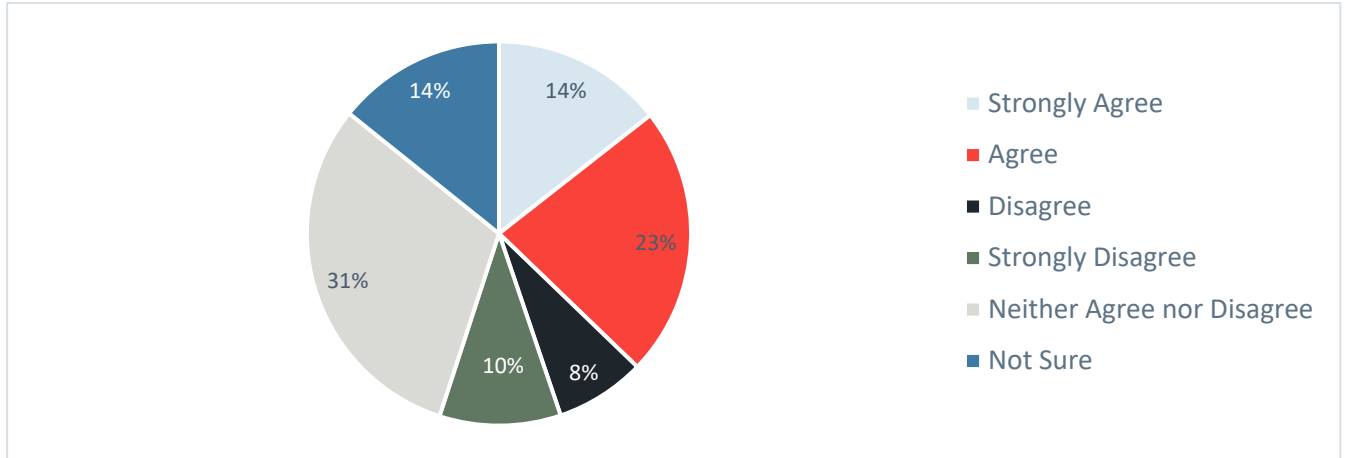
Response	Percentage of respondents
Strongly agree	18%
Agree	29%
Neither Agree nor Disagree	27%
Disagree	7%
Strongly Disagree	7%
Not Sure	13%

Base: Respondents who identified themselves as living in the Dorset area (n:617). Total exceeds 100 due to rounding.

How much do you agree or disagree with the schemes / interventions included within the Northern Dorset Area Plan?

- 4.10.4. As shown in Figure 4-47, responses to the Northern Dorset Area Plan showed a mixed response. Out of 1,067 respondents, around one-third expressed support, including 14% who strongly agreed (154) and 23% who agreed (243). Opposition was relatively low, with 18% overall, 8% disagreed (81) and 10% strongly disagreed (109). The largest share, 31% (328) neither agreed nor disagreed, while one in seven (152) were unsure. This high level of neutrality may suggest that many respondents do not live in or have direct links to Northern Dorset, although the survey did not include an option to filter for this.

Figure 4-47: Northern Dorset Area Plan



Base: all who responded (n:1,067)

Table 4-7: Views on the Northern Area Plan from Dorset area respondents

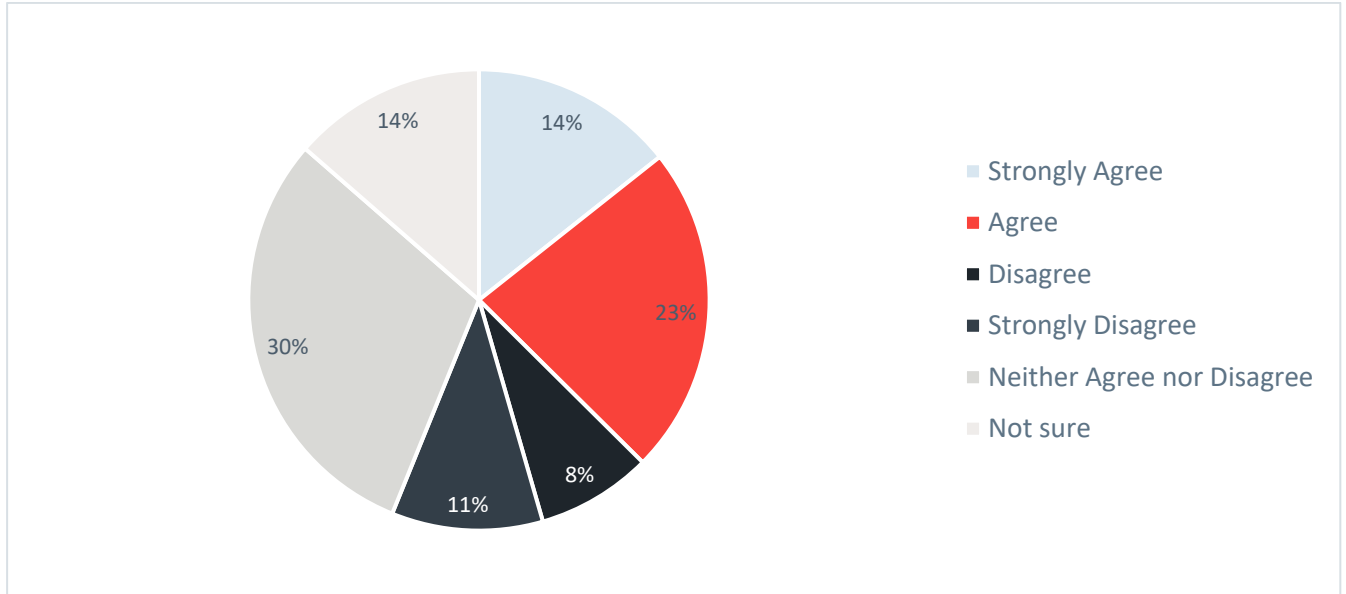
Response	Percentage of respondents
Strongly agree	15%
Agree	24%
Neither Agree nor Disagree	30%
Disagree	7%
Strongly Disagree	7%
Not Sure	17%

Base: Respondents who identified themselves as living in the Dorset area (n:576).

How much do you agree or disagree with the schemes / interventions included within the Western Dorset Area Plan?

- 4.10.5. As shown in Figure 4-48, responses to the Western Dorset Area Plan showed a mixed response. Out of 1,387 respondents, 703 of those identified as living in the Dorset area. 37% of respondents expressed that they strongly agreed or agreed with the schemes and interventions included, whereas only 18% of respondents strongly disagreed or disagreed with the plans. 45% of respondents were either unsure or neither agreed nor disagreed showing a high proportion of neutrality. This however is explained by the number of people who responded to the question but lived outside of the Western Dorset area.

Figure 4-48: Western Dorset Area Plan



Base: all who responded (n:1,387)

Table 4-8: Views on Western Dorset Area Plan from Dorset area

Response	Percentage of respondents
Strongly agree	17%
Agree	26%
Neither Agree nor Disagree	28%
Disagree	8%
Strongly Disagree	7%
Not Sure	13%

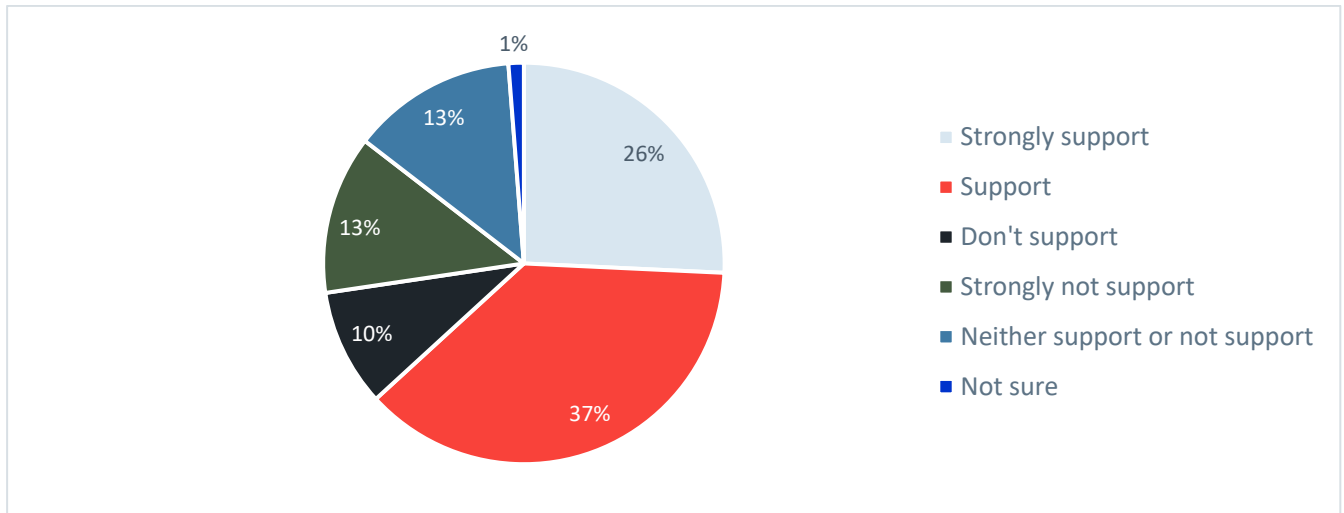
Base: Respondents who identified themselves as living in the Dorset area (n:703).

4.11 ADDITIONAL COMMENTS

To what extent do you support the transport strategy?

- 4.11.1. The results in the **Figure 4-49** below show that respondents were generally supportive of the transport strategy. 62% expressed support, with 26% and 37% of respondents strongly supporting or supporting the strategy. In contrast, 23% did not support the strategy, including 10% who did not support and 13% who strongly did not support. A further 13% selected neither support nor do not support, indicating a neutral stance. Small proportions were not sure or did not answer the question.

Figure 4-49: Extent of support for 'transport strategy'



Base: all who responded (n:1,412)

What single thing would assist you most to meet your travel needs?

- 4.11.2. A free text box was provided at the end of the survey to allow respondents to answer in short, what one thing would assist them in their travel needs. A tailored code frame (Appendix E), was developed in accordance with the longer free text question to ensure that the full analysis process captured the most prominent themes.
- 4.11.3. A total of 1,278 respondents provided an answer to the free-text question, resulting in 1,535 coded comments. Analysis of these responses shows that improvements to bus services were mentioned most frequently, with 48% identifying better frequency, reliability and coverage as the single change that would most improve their ability to travel. This was followed by 26% who highlighted issues relating to road condition, congestion and delays and 22% who raised comments about cycling infrastructure. Other themes included public transport integration (12%), rail services (11%), and accessibility and mobility needs (3%).
- 4.11.4. When comparing results by area, clear differences emerged in what respondents prioritised. Among the 886 Dorset Council-area residents who answered this question, over half (52%) mentioned improvements to bus services as their top travel need, reflecting the limited frequency, operating hours and coverage of existing services, especially in rural areas. In contrast, 30% of the 385 BCP Council-area residents made comments about bus services. Instead, a higher proportion of BCP Council-area residents raised concerns about the road network: one-third (33%) mentioned issues such as congestion, junction delays and potholes, compared with a fifth (20%) of Dorset residents.
- 4.11.5. The prominence of cycling themes also varied between the two areas. 27% of BCP respondents mentioned cycling infrastructure, often raising concerns about road space, congestion or safety, compared with 17% in Dorset, where comments more commonly related to the availability of safe rural routes. Dorset residents were also more likely to refer to public transport integration (13%) and rail improvements (12%) than BCP residents (9% and 7%, respectively), perhaps reflecting the greater distances between key settlements and the reliance on different travel options in rural areas. Mentions of accessibility were relatively low but slightly higher among BCP residents (4%) than in Dorset (2%).

- 4.11.6. Overall, while there was broad agreement about the importance of improving public transport and managing the wider transport network, the results tend to reflect the differing travel needs between the more urban BCP area and more dispersed, more rural Dorset area.

Table 4-9: What single thing would assist you most in your travel needs?

Code Theme	No. of coded comments	Percentage of coded comments	Percentage of respondents
Bus services	628	40%	49%
Roads, traffic and congestion	335	22%	26%
Cycling infrastructure	279	18%	22%
Rail services	144	9%	11%
Public transport integration	111	7%	9%
Accessibility	38	3%	3%

Base n: 1,278 respondents who provided a valid answer to this question. Percentages are shown as the proportion of respondents and the percentage of all 1,535 coded comments.

Do you have any other comments that you wish to make related to the questions in this survey on our transport strategy and Implementation Plan? – Comments

- 4.11.7. A free text box was provided at the end of the survey to allow respondents to leave comments on the transport strategy and implementation plan. A code frame was developed as part of the reporting and analysis process to capture the most prominent themes and discussions as to which are explained below. Not every person who responded to the survey left comments and therefore the totals reflected do not necessarily account for the full number of respondents. A complete version of the code frame can be found at Appendix D.
- 4.11.8. To analyse the qualitative feedback, all open-text responses were reviewed and coded against an agreed framework developed from the consultation data. In total, 1,414 responses generated 7,634 individual coded comments, which were categorised into specific themes. The code frame was designed to reflect recurring issues and suggestions identified during the consultation, ensuring consistency and transparency in how feedback was grouped.
- 4.11.9. Each comment was assigned to one or more relevant themes, allowing for detailed analysis of the most frequently raised topics.
- 4.11.10. The proportions/percentages referenced in each theme table are calculated by each individual base, not the total number of survey responses.

General

- 4.11.11. Analysis of the open-ended responses revealed several recurring themes reflecting support for elements of the proposed strategy, while others had concerns about the delivery of the proposed strategy and whether it would be effective for the area. These themes highlight the issues respondents felt most strongly about, ranging from the adequacy of the proposals in addressing local challenges, to supporting the transport strategy, their views on climate objectives and the value for money of the suggested measures. The
- 4.11.12. Table 4-10: General themes below summarises the main themes identified and the proportion of respondents who mentioned each.

Table 4-10: General themes

Code theme	No. of coded comments	Percentage of coded comments
Proposals do not address the key issues in BCP and Dorset	160	20%
Support the transport strategy (general)	130	16%
Support for net zero/climate change	99	12%
Oppose Transport Strategy (general)	88	11%
Poor value for money/waste of money	68	9%
Oppose EV promotion/people don't use EV	56	7%
Oppose Net Zero/Climate Agenda	60	8%
Suggest that the policy should address environmental measures such as biodiversity to mitigate adverse effects of travel	32	4%
Oppose EV due to cost (doesn't save money/too expensive to use)	32	4%
Oppose 20mph expansion	22	3%
Proposals are needed and overdue	21	3%
Suggests that there is a car club/car share website to help reduce car usage	15	2%
Suggest travel card system to be used for those who can't drive/under a certain age (access to services should not be limited to a certain timeframe)	13	2%

Base: 796 coded comments: 'General' theme

- 4.11.13. **Table 4-10** shows that general support for the transport strategy was mentioned 130 times. Comparatively, there was a level of opposition to the proposals contributing to 518 mentions against the promotion of more sustainable uses of travel, with respondents feeling like the strategy does not support the key issues represented in BCP and Dorset. While the combined level of opposition contrasts with the results of the closed questions, it's worth noting that respondents are often more inclined to provide free text comments if they have specific issues to raise.
- 4.11.14. Some of the key quotes from the top themes raised are:
- 1. Proposals do not address key issues in BCP and Dorset**

- *“More important is the ability to travel quickly, efficiently, safely between town centres, employment, services, amenities etc. We are an impoverished nation, and funds should be directed to this objective first and foremost.”* (Dorset resident)
- *“The structure of the whole plan is unduly weighted on initiatives to reduce carbon emissions and not enough to help residents and visitors who live, work or have leisure priorities.”* (BCP resident)

2. Support for the transport strategy (general)

- *“I agree with everything, I just hope it can be done faster and go further. I know budget is a big constraint but making active travel easier and the primary option for the majority of short journeys will go a long way to improving traffic, air pollution, population health and quality of life. This should be of the highest priority for the council and I think will have such a positive impact on the area. The work already done by BCP has massively improved my life and I would like this to continue and to extend to more people and into other areas.”* (BCP resident)
- *“Go for it, I fully support the vision. Good luck.”* (BCP resident)

3. Support for net zero / climate change

- *“A reduction in air pollution, and more enforcement of driving offences would be very welcome. The Canford Bottom roundabout is often jammed; perhaps some intelligent camera/traffic light system can be installed to reduce vehicles entering the roundabout if the exit onto the A31 is congested.”* (Dorset resident)
- *“I support transitioning to net zero and encouraging use of EV and hybrid vehicles. You must ensure on street EV charging accessible to everyone affordable and in line with people who have access to driveway EV charging at the same cost as it will create a two tier society of those who are able to access EV charging at home and those who because of where they live could be discriminated because of public policy.”* (Dorset resident)

Suggestions/changes to buses

- 4.11.15. Analysis of open text responses relating to bus services revealed a wide range of suggestions aimed at improving public transport provision across BCP and Dorset. The most frequently cited themes included the need for more frequent services, better connectivity to key destinations, such as hospitals, schools, train stations and town centres, and improved reliability, particularly in rural areas where services are currently limited.
- 4.11.16. Respondents emphasised the importance of extending bus operating hours, calling for earlier morning and later evening services to accommodate work and leisure travel. There was also a strong demand for new routes to serve currently unconnected communities, ensuring equitable access to essential services.
- 4.11.17. Public transport emerged as one of the most discussed and contentious issues throughout the consultation. Many respondents expressed concern in the reduction in bus services, noting that this decline has disproportionately affected rural communities. For some, the lack of reliable and frequent services has resulted in public transport being an impractical option, effectively forcing greater reliance on private vehicles and contributing to congestion. Though this was an emerging

and frequent response, the LTP does address this and will provide relief to this as part of its implementation plan.

Table 4-11: Themes on suggestions/changes to buses

Code theme	No. of coded comments	Percentage of coded comments
Suggest buses run more frequently (in general)	174	11%
Suggest provision of better bus connections to hospitals, schools, colleges, stations, airport, town centres, tourist spots	173	11%
Criticise existing bus connections/network	151	9%
Suggest buses run more frequently in rural areas	160	10%
Suggest new bus routes to unserved areas	139	9%
Suggest more reliable/punctual bus services are needed (e.g. run on time / not being cancelled etc.)	110	7%
Suggest extended hours of service (buses running later in the evening/starting earlier in day)	99	6%
No bus service in my area	76	5%
Suggest having direct buses/less interchanges/quicker journeys	79	5%
Suggest buses should be timed to link with rail services (connections with trains)	60	4%
Suggest cheaper/affordable bus tickets	60	4%
Suggest introducing On-Demand Bus Service / Demand Responsive Transport/community small buses	49	3%
Suggest buses should run on weekends	45	3%
Suggest reinstating withdrawn rural bus routes	36	2%
Suggests the use of EV buses to minimise harm to the environment	28	2%
Suggest routes catering to school and young population needs (affordable, safe routes)	33	2%
Suggest better availability of service information and timetables (inc. publicity, marketing of services)	26	2%
Suggest reconsider plan to remove / cut back bus service	27	2%
Suggest infrastructure of buses/bus stops needs to be improved (seats, better heating, regular maintenance, cycle carry facilities)	23	1%
Suggest integrated tickets should be available (e.g. to use on trains too)	22	1%
Suggest better accuracy of service information	14	1%
Suggest introducing bus priority measures (lanes/junction priority)	12	1%

Base: 1,604 coded comments: 'Themes on suggestions/changes to buses'

4.11.18. There were a mix of supportive suggestions and critical comments about bus services as per **Table 4-11**. Most suggestions for new routes focused on improving connections between Bournemouth town centre, Wimborne, Poole, Weymouth and Dorchester.

4.11.19. Some verbatim quotes from the occurring top themes are:

1. Suggest buses run more frequently (in general)

- *“We need more buses to and from Bridport to link to the surrounding towns and villages and especially to rail stations. More buses and a later service too. Current provision is inadequate.”* (Dorset resident)
- *“We’d like to use the bus more but there’s only one near us (BCP 36) and it only goes hourly and stops in Bournemouth; we need better connectivity to use the bus more.”* (BCP resident)

2. Suggest provision of better bus connections to hospitals, schools, colleges, stations, airport, town centres, tourist spots

- *“Better and affordable links to further education are desperately needed in Weymouth, Yeovil, and Dorchester from Sturminster Newton.”* (Dorset resident)
- *“I live in Bridport and work in Weymouth and your new proposal for first bus to start at 1010 and arrive in Weymouth for about 1110 is not far, especially when your start time is 9am. Now it’s not just me its other people the rely on services for days out, shopping, hospital appointments the list is endless, Not everyone can car share and rely on this as well.”* (Dorset resident)

3. Criticise existing bus connections/network

- *“Whilst I would like to use public transport to get to work in Bournemouth, the current options are restrictive. There are no direct bus routes, so the journey time is too long. The other option by train is too expensive, and the Bournemouth train station is not in the centre, requiring another form of transport to complete the journey.”* (BCP resident)
- *“Public transport on the roads is in a dire state and needs radical improvement. Many “improvements ” are ignoring the non-online population, from medical services to transport timetables and routes. There needs to be far easier access by telephone and paper.”* (Dorset resident)

Suggestions/changes on trains

4.11.20. Feedback on rail provision was mentioned less frequently than for buses but still highlighted important gaps and opportunities for improvement across BCP and Dorset as shown in **Table 4-12** below. Respondents expressed concerns about the limited frequency and reliability of train services and called for better connectivity. Suggestions included re-linking previously used lines and improved integration with other modes of transport to promote onward travel.

Table 4-12: Themes on suggestions/changes on trains

Code theme	No. of coded comments	Percentage of coded comments
Suggest more frequent trains	56	16%
Suggest more reliable train service	52	14%
Suggest new/additional trains stations, better links	52	14%
Suggest better rural connections	43	12%
Suggest new trainline routes	37	10%
Suggestions on introducing metro/trams/underground proposals	34	9%
Suggest cheaper, more affordable train fares	28	8%
Suggest reinstating withdrawn stations/trains	24	7%
Suggests quicker trains	22	6%
Suggest extended hours of service (trains running later in the evening/starting earlier in day)	10	3%

Base: 359 coded comments: 'Themes on suggestions/changes on trains'

4.11.21. Most suggestions for new routes focused on improving connections to Weymouth, Yeovil, Exeter, Bridport, Blandford, Ferndown and Wimborne.

4.11.22. Some example quotes from the top themes raised are:

1. Suggest more frequent trains

- *“There is a route that runs from Yeovil to Weymouth. There are only three or four trains a day. To get there from Gillingham means changing at Yeovil Junction, getting up to Yeovil Pen Mill, then waiting an hour for the train to Weymouth.”* (Dorset resident)
- *I strongly agree with the need to increase the frequency of trains along the 'Heart of Wessex Line' to reduce overreliance on the South West mainline and encourage a less London centric approach to public transport. Please encourage Great Western Railway to operate connecting services to Exeter, Taunton, Reading and London via Castle Cary.* (Dorset resident)

2. Suggest more reliable train service

- *“The railway track west of Salisbury is a single track which is laid on clay. When the weather is dry or wet, movement occurs and regularly results in speed limit reductions, cancellations and revised timetables. It has become a less resilient and reliable mode of transport.”* (Dorset resident)
- *“Whilst I fully agree that both Gillingham and Sherborne have a train line - that train line is far from reliable. Whilst this is outside of the remit of DC it is still a consideration.”* (Dorset resident)

3. Suggest new/additional trains stations, better links

- *“What is missing: Re-linking the branch-line to Swanage for a Community link 7 am - 7 pm. A strong local following and aspiration of the Swanage Railway Trust from its inception and backing of the Purbeck Community Rail Partnership {PCRP} A no-brainer with the electronic connection on the line with NR at Basingstoke from Corfe Castle signal box.” (Dorset resident)*
- *‘Western Dorset is not directly served by a railway station, with the nearest rail stations located in Axminster, Dorchester and Crewkerne.’ Why have you ignored the train station at Maiden Newton which gives access to Dorchester and Weymouth but also to Bruton, Bath and Bristol and connections to London, Salisbury etc.’ (Dorset resident)*

Suggestions on active travel

4.11.23. More than 1500 coded comments were related to active travel. Overall, comments mainly focused on calls for better pavements, safer pedestrian facilities, improved and more continuous cycle infrastructure and stronger links to stations and town centres as shown in **Table 4-13** below. Meanwhile, critical comments tended to focus on respondents expressing concerns that cycle lanes were underused, poorly designed, unsafe, or a waste of money, and that the strategy is too biased toward active travel. Additional feedback included calls for better enforcement of cyclist and e-bike behaviour, improved cycle storage and suggestions around e-bikes and scooter schemes.

Table 4-13: Themes on suggestions on active travel

Code theme	No. of coded comments	Percentage of coded comments
Better pavements and pedestrian facilities (safer facilities)	174	11%
Suggest improving cycle infrastructure (e.g. junction layouts / new lanes / lighting) / Safer cycle routes needed	151	10%
Support for active travel/cycle lanes	143	9%
Oppose strategy as it is anti-car/biased to active travel	119	8%
Suggest more/better cycle lanes (general)	104	7%
Criticise cycle lanes as a waste of money	79	5%
Cycle lanes are underused by the public	83	5%
Criticise cycle lanes as being dangerous	71	5%
Proposals will not encourage active travel	70	5%
Segregated cycle lanes- safe from motor vehicles, pedestrians, etc	81	5%
Benefits of cycling are overstated, with cyclists seen as a small minority	61	4%
Better walking/cycling links to stations and town centres	62	4%
Better enforcement of cyclist / e-bike / scooter behaviour needed / Poor cyclist behaviour is a problem	65	4%

Code theme	No. of coded comments	Percentage of coded comments
The cycle network lacks continuity	53	3%
Proposals will encourage active travel/decrease car use	57	4%
Cycle infrastructure has design issues (width, surfacing, junctions, signage)	51	3%
Suggestions related to e-scooters / e-bikes / bike hire (active travel only)	28	2%
Secure cycle storage/parking facilities	27	2%
Support Maiden Newton–Bridport railway as trailway	16	1%
Criticise cycle lanes causing obstruction to properties, reducing access for vehicles	12	1%
Oppose Maiden Newton–Bridport railway as trailway	14	1%

Base: 1,524 coded comments: 'Themes on suggestions on active travel'

4.11.24. Some example quotes from the top themes raised include:

1. Better pavements and pedestrian facilities (safer facilities)

- *“Need as an absolute priority a laser fixed focus on vastly improving conditions for active travel, e.g. widening pavements in towns and villages, making a more pleasant walking environment, greatly enhancing the inter and intra town and village safe cycle facilities and improving public transport.”* (BCP resident)
- *“I would like to see a plan for footpaths along the river stour to be added along much more of its length. There are some great sections currently, but they are few and far between, if these could be linked up then again it would be of great benefit to local people.”* (Dorset resident)

2. Suggest improving cycle infrastructure (e.g. junction layouts/new lanes/lighting) / Safer cycle routes needed

- *“A safe cycle route between Poole and Wareham would make such a massive positive difference and would mean my partner could safely cycle to work: He currently does cycle but he is risking his life every day on the road between Holton Heath and Sandford.”* (BCP resident)
- *“I applaud the improvement in the cycle path network and would like to see the route along Ham Lane improved to remove the need to cross Ham Lane twice between the roundabouts at Longham and Cranford bottom and improve the cycle lanes around the Longham roundabouts where there currently are no cycle lanes.”* (BCP resident)

3. Support for active travel/cycle lanes

- *“I like the vision to create sustainable active travel.”* (Dorset resident)

- “The work done so far in regard to cycle ways is to be commended. However, you now need to “join up the dots” by ensuring that everything is complete and as a cyclist you don’t suddenly find the cycleway comes to an abrupt end.” (BCP resident)

Suggestions on road infrastructure

4.11.25. A total of 1,270 comments related to road infrastructure as shown in **Table 4-14**. Suggestions of possible improvements largely featured with respondents requesting road safety measures, better-maintained roads, improved junctions and capacity enhancements, strategic road planning and provision of EV charging. In contrast, critical comments included respondents raising concerns about congestion, pollution, poor existing road conditions, flooding issues and the impact of cycle lanes or road schemes on available road space. Additional feedback highlighted problems with signage, accessibility for wheelchair users and visually impaired people, and frustration with uncoordinated roadworks and delays in previously proposed schemes.

Table 4-14: Themes on suggestions on road infrastructure

Code theme	No. of coded comments	Percentage of coded comments
Suggest provision of road safety measures (speed enforcement, 20mph, traffic calming, cameras)	168	13%
Housing growth and overdevelopment are happening without supporting infrastructure	167	13%
Suggest road capacity improvements (junctions, bypasses, slip roads, motorways)	149	12%
Criticism of increased congestion/pollution from schemes	115	9%
Criticism of existing road infrastructure (potholes, lack of road markings)	112	9%
Suggest improvements to road infrastructure	118	9%
Suggest strategic road planning (re-routing freight/A road upgrades)	79	6%
Criticism regarding limited road space to add cycle lane	51	4%
Suggest provision of EV charging infrastructure	52	4%
Previously proposed schemes (e.g. LCWIP, TCF) have not been implemented	37	3%
Suggest coordination of roadworks/utilities	34	3%
Wheelchair / mobility access failures in planning (new developments without access, blocked pavements)	50	4%
Suggest verge/hedge/greenery management on roadsides	33	3%
Road signage is inadequate, better road signs needed	28	2%
Criticism of flooding issues due to lack of adequate infrastructure, drain maintenance, resilient transport network	24	2%
Criticism regarding accessibility for blind/visually impaired/disabled at bus stops/buses	24	2%

Code theme	No. of coded comments	Percentage of coded comments
Improved journey times due to provision of better road infrastructure	18	1%
Criticism of school street initiatives (closure doesn't reduce congestion, just moves the problem etc.)	11	1%

Base: 1,270 coded comments: 'Themes on suggestions on road infrastructure'

4.11.26. Some example verbatim quotes from the top themes raised are:

1. Suggest provision of road safety measures (speed enforcement, 20mph, traffic calming, cameras)

- *"Traffic calming and tackling unsilenced motorbike sound pollution on West Bay Road would improve the lives of hundreds of West Dorset residents. Calming measures would also help with increasing coach speed in such areas."* (Dorset resident)
- *"Dorset Council should implement a 20mph speed limit across Fontmell Magna, including the A350. The A350 is not fit for purpose and combined with the 30mph extant limit through the village, all road users are subjected to heightened collision risk."* (Dorset resident)

2. Housing growth and overdevelopment are happening without supporting infrastructure

- *"Blandford Camp is a remote military site comprising 516 houses. Recently, housing has been opened up to long-term relationships, which has led to a younger generation of occupants, many of whom face challenges due to not being able to drive. The camp is home to a significant Gurkha community and includes a primary school that caters to children up to 11 years old. Transport links are notably poor. A previously available bus service from the camp to the town was discontinued, and there is no footpath, making the roads particularly dangerous for pedestrians."* (Dorset resident)
- *"The projected increase in housing outlined in the Local Plan will inevitably increase the pressure on an already creaking transport system. It is there for vital that infrastructure in all forms matched any growth."* (Dorset resident)

3. Suggest road capacity improvements (junctions, bypasses, slip roads, motorways)

- *"BCP / Dorset council should be engaging with HM Gov / National Highways to get a motorway built into Dorset. The M3 should be extended right through to Weymouth. Further connection to Poole Port for is terrible. There should be a dual carriageway connecting Poole port to the main motorway network."* (BCP resident)
- *"The road alignment and width is completely inadequate for larger vehicles endangering other road users including horse riders, children and elderly pedestrians and those who wheel through the village. The A350, far from being a true "strategic" road, cuts through the heart of the community with residential frontages and has numerous blind bends."* (Dorset area, Fontwell Magna resident)

Traffic and parking

4.11.27. More than 400 comments related to traffic and parking. Of these, more than half reflected respondents' views on current congestion levels and suggestions of what can/needs to be done in order to improve traffic flow. As shown in Table 4-15, other comments categorised as part of this theme included suggestions for more parking provision, more cost-effective parking facilities and extended park and ride services.

Table 4-15: Themes on traffic and parking

Code theme	No. of coded comments	Percentage of coded comments
Reduce traffic congestion/traffic management/improve vehicle flow/fewer delays	217	52%
Suggest provision of parking (general)	61	14%
Suggest parking enforcement/permits for residents	43	10%
Suggest provision of Park and Ride services	30	7%
Proposals will increase parking congestion, making it more difficult to park	28	7%
Suggest cheaper parking facilities	21	5%
Criticism of increased parking costs	15	4%
Improvement to public realm/low traffic neighbourhoods including ULEZ	6	1%

Base: 421 coded comments: 'Themes on suggestions on traffic and parking'

4.11.28. Example quotes from the top themes raised are:

1. Reduce traffic congestion/traffic management/improve vehicle flow/fewer delays

- *"As Dorset is a predominantly rural area it is unrealistic to try to force residents to walk or cycle to make their journeys. Instead, it would be better to enhance vehicular traffic flow, provide more affordable car parks and co-ordinate 'the digging up of roads' to limit congestion and inconvenience. The verges should be cut regularly to increase visibility and safety."* (Dorset resident)
- *"Living in Dorset (sic) and the amount of traffic around that crazy junction at The Junction is silly. Surely there has to be a better way of managing it around there for a quick win."* (Dorset resident)

2. Suggest provision of parking (general)

- *"More support for motor vehicle drivers, i.e. more cheap and easily accessible car parking, day and night (as driving a car is the safest, fastest, easiest, option especially for women) less investment into cameras and other mechanisms to trap and fine drivers only as a snidey way to create additional revenue."* (BCP resident)
- *"Improved parking without rip off prices, especially in key locations."* (BCP resident)

3. Suggest parking enforcement/permits for residents

- *“Parking - if all your car parks operated on a camera system it would enable prosecution of those not adhering to the rules.” (BCP resident)*
- *“I would like to be able to buy a parking permit for just one car park. I don't need to be able to park anywhere in Dorset. I would also like Durngate Street car park to be resident only (visitors can use Charles Street car park) and for the parking attendants to ticket selfish drivers who park across two spaces.” (Dorset area, Dorchester resident)*
- *“We need far more parking enforcement as many drivers, including delivery drivers, completely flout the double yellow lines, bus stops etc and park wherever they like. This adds considerably to the traffic gridlock and causes huge resentment in residential areas where dangerous parking around junctions become very dangerous for both drivers and pedestrians, particularly children, older people and those with mobility challenges. Parking on pavements restricts access and the uneven, broken and sloping pavements make many places out-of-bounds for people with mobility restrictions.” (Dorset resident)*

Policy or strategy

4.11.29. 453 comments were categorised under the theme of ‘policy or strategy’ as seen in Table 4-16 below. Of these, one-quarter questioned the rationale behind the proposals, with concerns such as greenwashing, profit-driven intentions, or a perceived bias against motorists being mentioned. A further 83 responses expressed dissatisfaction with the consultation process itself, highlighting fears that public feedback would be disregarded. Other, less frequent but notable themes included concerns about potential negative impacts on BCP and Dorset if the strategy were implemented, as well as general criticism of the questionnaire, its length and design. Though these proportions may seem high, when compared to the number of overall responses throughout the consultation, overwhelming support for the IP and its objectives remain apparent.

Table 4-16: Themes on policy or strategy

Code theme	No. of coded comments	Percentage of coded comments
Criticism of motives (e.g. greenwashing / money making / war on the motorist)	115	25%
Criticism of consultation/won't be listened to	83	18%
Policy and strategy will have a negative impact on BCP and Dorset if implemented	57	13%
Criticism of questionnaire/survey	52	11%
Criticism the policy isn't forward thinking or innovative enough (technological advancements etc.)	40	9%
Criticism of length of document/complexity deterring responses	34	8%
Criticism of consultation materials (website, maps, brochure etc.)	28	6%
Criticism of jargon used / lack of plain English	27	6%
Policy and strategy will have a positive impact on BCP and Dorset if implemented	17	4%

Base: 453 coded comments: ‘Themes on suggestions on policy or strategy’

4.11.30. Some example verbatim quotes categorised as part of the policy and strategy theme include:

1. Criticism of motives

- *“This ‘consultation’ is strongly weighted against motorists and many of the questions are misleading.”* (BCP resident)
- *“The transport strategy, implementation plan and the whole policy read well and tick all the boxes for green policies and what the council wish to achieve BUT realistically the only area that will achieve it is BPC Council area where there is good road connectivity, cycle routes, bus service and green areas.”* (Dorset resident)

2. Suggestions that consultation won’t be listened to

- *“I have completed the survey but have little hope that my answers will be taken on board after our experiences with BCP council ignoring ‘consultations’.”* (BCP resident)
- *“This town is a bloody mess, and regardless of what people say, you will do what you want. This survey is ‘box ticking’. Honestly make me mad I’m forced to pay council tax, for what?”* (BCP resident)

3. Policy and strategy will have a negative impact if implemented

- *“So far everything I have experienced with the new travel schemes, is having a negative effect on my travel around town. The roads are being narrowed, preventing vehicles passing, especially when others are parked partly on pavements.”* (BCP resident)
- *“This is not a true consultation; you have already made up your minds to reduce highway capacity for cars. Congestion is already having a substantial detrimental effect on my social and leisure pursuits, and your policies will result in increasing social isolation reduced leisure activity.”* (Dorset resident)

Concerns

4.11.31. Table 4-177 below shows that there were 911 coded comments categorised under the theme of ‘Concerns’. Among these, more than one-fifth raised issues around funding and the feasibility of delivering the strategy. A further 184 responses suggested that the transport strategy does not adequately consider the needs of disabled individuals, older adults, pensioners or young people. Safety concerns were also prominent, with 147 responses specifically referencing risks for women, children and other vulnerable groups.

Table 4-17: Themes on concerns

Code theme	No. of coded comments	Percentage of coded comments
Concern regarding funding/deliverability	196	22%
Transport Strategy does not consider needs for disabled/elderly/pensioners/young people	184	20%
Safety concerns especially for women, vulnerable groups	147	16%
Concern regarding increased risk of collisions/road rage, etc.	124	14%
Concerns regarding rural isolation	115	13%
Concern regarding impact on local economy, business	68	7%

Code theme	No. of coded comments	Percentage of coded comments
Safety of children using active travel routes	54	6%
Concern regarding digital exclusion (apps not usable, poor signal, for elderly)	23	3%

Base: 911 coded comments: 'Themes on concerns'

4.11.32. Some example verbatim quotes categorised under the 'concerns' heading include:

1. Concern regarding funding and deliverability.

- *"It all sounds wonderful, and I agree with policies but very doubtful how it will be achieved. Very concerned that the large towns will get all, when they already have good transport links and the smaller villages and hamlets will yet again get nothing."* (Dorset area, Wareham resident)
- *"There is much focus on the vision and strategy but little in the way of how it will be delivered and where agreement has been achieved to do so, for example with bus or rail operators."* (Dorset area, Weymouth resident)

2. Transport strategy does not consider the needs for disabled/elderly/pensioners/young people.

- *"When I use my mobility scooter, the pavements are a nightmare and dangerous and trying to find a drop-down kerb is very difficult and often impossible. This is all part of travelling and should be addressed urgently."* (Dorset area, Sherborne resident)
- *"This plan is all very laudable, but it seems to me that the elderly are forgotten. Bike lanes, e bikes, electric busses etc are all very well but are no help to those who have limited mobility for whatever reason and cannot walk a long way to a bus. So many elderly are getting more and more isolated because bus "service" providers will only operate routes that are profitable leaving many with no option but to pay for taxis to get to appointments, socialise etc. Many cannot afford this. What are the concrete plans for ensuring all population areas have easy access to a bus route?"* (Dorset resident)

3. Safety concerns especially for women and young groups

- *"If the streets were safe to walk more people would walk on them."* (BCP resident)
- *"With regard to cycle and walking routes. There are some walking routes that I will not use now as they might be safe from the road traffic but they are certainly not safe places for loan females. If one cannot be seen then they are places where those who prey on women and children will be. If the walk routes and cycle routes are to be shared spaces there needs to be a speed limit in the cyclists and the cyclists must have a warning bell. It is very alarming having a cyclist rushing past you very fast with no warning in a shared space."* (BCP area, Poole resident)

Others

4.11.33. Table 4-188 shows that there were a total of 296 coded comments categorised under the theme of 'Others'. Of these, 68 responses were classified either as No/No comment/NA or as requiring more information. This includes responses that did not express a particular view, as well as those where respondents felt they did not have enough information to make a judgement. In contrast, 170 responses accounted for where respondents had expressed general anger with the proposals and criticised the councils, reflecting a strong emotional response to the proposals. Additionally, 41 responses raised queries or questions, indicating a desire for further clarity.

Table 4-18: Other themes

Code theme	No. of coded comments	Percentage of coded comments
General anger/insults	120	41%
Need more information	56	19%
Criticism of Council	50	17%
Query/question	41	14%
No/No Comment/NA	12	4%
Suggest council should be investing elsewhere (e.g. logistics, healthcare, housing, crime)	9	3%
WFH/remote working as transport solution	8	3%

Base: 296 coded comments: 'Themes on suggestions on others'

4.11.34. Some key quotes raised in this theme are:

1. Criticism of Council

- *"I am sick to death of the attitude from this council. You pretend to support change and improvements and do nothing but disrupt local communities and making a mockery of your constituents."* (BCP resident)
- *"This is the totally expected proactive travel / anti car local transport plan expected from our ideologically driven Council administrations. It totally ignores the needs of motorists. Who form most road users."* (BCP resident)
- *"I have strongly disagreed with most of these proposals. Not just to cause annoyance but because it is purely the wrong thing for the council to be focused on."* (BCP resident)
- *"Too much emphasis on sustainability, let's work with what we have."* (Dorset resident)

5 OTHER WRITTEN RESPONSES

5.1.1. 146 responses were received via email. No responses were received via letter. Of the 146 emails, 99 were from individual respondents and 47 were from local authorities, statutory bodies or other organisations. Email responses were coded according to a tailored code frame to capture common themes. A total of 668 of coded comments were identified under the themes in the code frame. All themes from these responses have been considered and are summarised in the table below.

Table 5-1: Email response themes

Theme	Number of coded comments	Percentage of coded comments
Traffic Congestion Concerns	62	9%
Safety Concerns (risk of collisions/safety suggestions e.g. speed reductions)	56	8%
Road Infrastructure Improvements	49	7%
Deliverability Concerns	48	7%
Housing Development Concerns/ lack of alignment with Dorset Local Plan	47	7%
Better Pedestrian links/crossings	45	7%
Bus Improvements (more stops, increased frequency, weekend services)	43	6%
Increased Connectivity (Both regional and between neighbourhoods and town centres)	36	5%
Environmental Concerns/Support Environmental goals	33	5%
Integration of transport modes/Multimodal transport hubs/Park and ride	32	5%
General Support	28	4%
Rail Improvements (more stops, increased frequency)	27	4%
Support for active travel	25	4%
More cycle lanes/better management/segregated cycle lanes	23	3%
Accessibility and Inclusion	23	3%
Plan doesn't address key issues	19	3%
Need more EV infrastructure	11	2%
E-Bike & E-Scooter safety concerns	11	2%
General Against	10	2%
Parking Suggestions/Concerns	9	1%
Light Rail/Metro	8	1%
Against Trailway extension	7	1%
Plan is anti-car/restricts private vehicle use	6	1%

Theme	Number of coded comments	Percentage of coded comments
Modes of transport not mentioned	4	1%
Against EVs	3	0%
Coordination of roadworks	3	0%

Base: 146 email responses, accounted for 668 coded comments

Email response key themes were:

1. Traffic and congestion concerns

62 respondents noted traffic and congestion as concerns, linking them to housing growth and suggesting new housing developments may exacerbate existing issues. Example comments include:

- "...traffic congestion is a major issue on the single carriage way A31 going past Wimborne and the Canford Bottom Roundabout."
- "I was surprised that no mention was made of the excessive traffic coming into Dorset during school holidays or the weekends when we experience sunny weather."

2. Safety concerns (risk of collisions/safety suggestions e.g. speed reductions)

56 respondents raised safety concerns, identifying high-risk roads and recommending measures such as 20mph speed limits. Examples include:

- "My main worries relate to road safety, environmental damage and potential anti-social behaviours resulting from the implementation of the proposal."
- "It's very scary to think I am now sharing the footpath with a motorised vehicle when it should be a safe space for me. The increase in the number of e-scooters in my area has made me more nervous and I'm now more cautious and don't want to go out on my own with my long cane in case something bad happens."

3. Road infrastructure improvements

Respondents called for upgrades to road infrastructure and increased capacity. Some key quotations from these respondents are listed:

- "Flooding concerns regarding Baker's arms, A530 junctions, Speed Reduction Signs."
- "We need a dual carriage way right across Dorset to take through traffic in and out as quickly as possible. Little bits of poorly maintained dual carriageway just cause blockages as evidenced continually at Dorchester and Bere Regis"

4. Deliverability concerns

Respondents voiced concerns about how the transport plan will be funded and delivered. Some key quotations from these respondents are listed:

- *"There's a lot contained within the plan, which I fear may detract focus and funding from the two most impactful areas contained within the plan: improving public transport and facilitating more active transport."*
- *"Although this all sounds great, it is so dependent on funding. There is little in the way of contingency plans if this funding does not come through. Also, rural areas like West Dorset will be lower priority forcing an ever-greater reliance on the car."*

5. Housing development concerns/lack of alignment with Dorset Local Plan

47 respondents questioned how the transport plan aligns with the Dorset Local Plan and proposals for new housing developments. Some key quotations from these respondents are listed:

- *"The rebalancing of transport priorities so communities become more 'inclusive', 'sustainable' and 'resilient'; and the reversal of the bio-diversity losses attributable to transport. Plan doesn't integrate well enough with Dorset Local Plan"*
- *"The transport plan does not appear to be linked with the Dorset Local Plan. Much of the planned development sites in Dorset are in rural locations (Tier 3 villages), yet the transport plan does not address the need for improved transport links to these villages."*

5.1.2. The table below captures the principal themes identified in feedback taken from stakeholder responses combining information from emails and submitted documents.

Table 5-2: Stakeholder response summaries

Stakeholders/stakeholder organisation	Summary of response
Blandford and Neighbourhood Plan Monitoring Group	Blandford and Neighbourhood Plan Monitoring Group (BNPMG) stated that while the LTP's aims and objectives are laudable, the plan lacks clear delivery mechanisms, measurable targets and bold strategies, instead repeating existing approaches without addressing Dorset's inadequate transport network for the 21st century. BNPMG suggested that priorities should include improving north-south connectivity, investing in roads and rail for freight and public transport, introducing realistic active travel measures and providing reliable, frequent bus services including a Blandford-Wimborne route and later evening services. BNPMG commented that the implementation plan should reflect Blandford's alignment with Northern Dorset, address rural transport challenges, support volunteer schemes, and explore major innovations such as reinstating the Somerset & Dorset Railway to improve accessibility and connectivity.
Bloor Homes	Bloor Homes stated that it supports the vision-led approach of LTP4 but highlighted the need for flexibility to reflect the mix of rural and urban settlements, ensuring proportionality and avoiding restrictions on justified growth in local communities. The response suggested that the current vision-led proposition lacks clarity and guidance on implementation, recommending alignment with WebTAG methodology for consistency and inclusion of car parking policy as a key component of the vision, tailored to site-specific opportunities. Bloor Homes stated that while LTP4 aligns with NPPF aspirations, additional detail is required on how policies will be delivered, including

Stakeholders/stakeholder organisation	Summary of response
	clear regional strategies within the Infrastructure Delivery Plan and flexibility in parking ratios to support sustainable travel without compromising practicality.
Bridport Cycling Club	Bridport Cycling Club (BCC) stated that there is a need to encourage walking and cycling for short journeys and provide safe links from villages such as Loders and Burton Bradstock to Bridport, enabling children to cycle safely to schools. BCC maintained that the plan should include dedicated cycle paths or shared-use paths connecting these villages to Bridport to improve accessibility and promote active travel. Suggestions were also provided regarding the Sustrans old railway line from Loders to Toller Porcorum, which BCC felt should be expanded to create a traffic-free route to nearby villages and extended to Maiden Newton train station for better connectivity.
Bridport Local Area Partnership	Bridport Local Area Partnership welcomed the ambition and high-level objectives of LTP4 but expresses concern about the lack of detail on delivery, funding and timescales. The Partnership noted that the previous LTP delivered limited benefits in west Dorset and stressed the need for this Plan to address long-standing infrastructure deficits, particularly in the context of planned housing growth in the emerging Dorset Local Plan. The Partnership highlighted priorities for west Dorset including more frequent and longer-hour bus services to Dorchester, Weymouth and Yeovil, improved and more secure community transport for rural parishes, regeneration of Bridport bus station as a transport hub, congestion management on the A35 and expansion of off-road walking and cycling links to nearby villages. While welcoming early recognition of some of these needs in the first five years of the Plan, the Partnership called for faster progress on community transport and the bus station proposals. They also raised specific policy points, including the need to better reflect dispersed rural deprivation, extend 20mph zones beyond schools and support demand-responsive or community transport where conventional bus services are unviable.
Christchurch Environmental Management LTD	Christchurch Environmental Management (CEM) stated that the Christchurch to New Forest Link will enhance walking, cycling and equestrian connections between BCP and the New Forest, supported by survey evidence and funding commitments. CEM stated that the project involves installing modal filters to reduce rat-running and excessive speeds on rural roads, creating safer and quieter routes for active travel while maintaining essential local access. CEM stated that the proposal aligns with BCP LTP objectives, local neighbourhood plans and LCWIP and has minimal negative traffic impacts according to professional transport assessments.
Dorset Area Ramblers	Dorset Area Ramblers (DAR) stated that the Local Transport Plan should better integrate active travel and countryside recreation, ensuring rights of

Stakeholders/stakeholder organisation	Summary of response
	way and trailways are prioritised alongside public transport to enable safe, sustainable access to rural areas for both residents and visitors. There were also concerns that the plan lacks clarity on how a fully connected active travel network will be achieved and calls for urgent improvements such as extending the North Dorset Trailway, developing the Maiden Newton–Bridport route and addressing dangerous rural roads without footways. DAR stated that Rights of Way Improvement Plans must be included in the strategy framework and public transport should link with walking routes through initiatives like rail-based walking schemes and seasonal bus services, which will help reduce car dependency and support health and wellbeing.
Dorset Campaign to Protect Rural England	Dorset CPRE stated that while it supports the vision for a cleaner, safer, and inclusive transport system, the LTP must move beyond aspiration to delivery by setting firm requirements, measurable targets, prioritisation, and real investment in public, community and active transport options. Dorset CPRE felt that the strategy and implementation plan lack ambition and concrete proposals, relying on vague aspirations and incremental changes. It called for stronger links with climate and health objectives, integration of transport planning with new developments and behavioural change initiatives to reduce car dependency. The response suggested that urgent improvements are needed in active travel infrastructure, public transport provision (including bus and rail upgrades), and road safety measures such as adopting a “Vision Zero” approach, alongside clear annual targets for emissions reduction and accessibility.
Dorset Climate Action Network	Dorset Climate Action Network (DCAN) stated that while supporting the LTP vision and objectives, the plan lacks ambition, measurable targets and prioritisation. DCAN urge Dorset Council to commit to firm requirements and greater community involvement in shaping implementation. DCAN urged that priorities should include annual carbon reduction targets, integration of transport planning with new developments, investment in active travel infrastructure and behavioural change measures to reduce car dependency, alongside improved public transport and cross-border connectivity. DCAN concluded that the LTP should adopt a “Vision Zero” approach for road safety, strengthen rail links such as the Heart of Wessex line and promote inclusive, place-based planning through collaboration with local councils and community organisations.
Dorchester Transport Action Group	Dorchester Transport Action Group (DTAG) supported the overall vision but considered the LTP4 to be overly aspirational and lacking clear priorities, measurable targets and firm delivery commitments. They were concerned that the strategy and implementation plan contain vague ambitions rather than specific proposals, particularly in relation to carbon reduction, congestion and growth. The group called for stronger integration between transport, climate, health and new development planning; greater emphasis on public

Stakeholders/stakeholder organisation	Summary of response
	transport, active travel and behavioural change; improved bus and rail services, particularly in rural areas; adoption of a Vision Zero safety approach; and greater ambition in trialling innovative rural transport solutions.
Dorset Local Nature Partnership	Dorset Local Nature Partnership (DLNP) stated that the strategy should explicitly include nature recovery alongside climate and biodiversity goals, highlighting opportunities such as using transport networks for biodiversity corridors and investing in green infrastructure like green roofs on bus shelters. DLNP stated that the vision and objectives strongly support a nature-positive approach and wellbeing benefits through active travel, but recommend clearer references to biodiversity loss, inclusion of the Dorset Local Nature Recovery Strategy and measures to address issues like runoff pollution and wildlife disturbance. DLNP stated that the implementation plan should prioritise partnerships working to increase biodiversity investment across all Dorset areas, clarify landscape designations and integrate Rights of Way and Green Infrastructure development.
Dorset Police	Dorset Police stated that crime prevention principles must be embedded in the LTP, ensuring safety through measures such as well-lit routes, CCTV, emergency call points and Secured by Design accreditation for transport hubs and car parks. Dorset Police suggested that secure cycle infrastructure, including SBD-accredited parking and facilities at hubs and workplaces, is essential to encourage cycling and reduce theft, alongside incentives and employer engagement. Dorset Police stated that public realm improvements should follow Crime Prevention Through Environmental Design principles, avoid creating opportunities for antisocial behaviour and integrate digital surveillance and safety considerations for vulnerable groups into all infrastructure projects.
Dudsbury Homes Southern	Dudsbury Homes felt that while the LTP sets out strong objectives for sustainable transport, better alignment with spatial planning is needed to ensure housing and transport strategies work together, particularly regarding strategic sites like Alderholt and Green Belt considerations. DHS stated that uncoordinated development risks creating car-dependent patterns, undermining modal shift and transport sustainability objectives, and calls for integrated planning frameworks, joint evidence bases and cross-boundary collaboration to avoid fragmented growth. Strategic opportunities should include focusing growth in well-connected settlements, linking Green Belt release to transport improvements and prioritising sites that support public transport and active travel, ensuring implementation aligns development phasing with supporting infrastructure.
East Dorset Friends of the Earth	To progress a Zero emissions fleet - how the electricity is generated and particulate matter from tyres/break pads will be more prevalent due to heavy vehicle batteries. Plan needs to expand on restrictions of the use of private vehicles.

Stakeholders/stakeholder organisation	Summary of response
	Land use policies need to enable a reduction in the need to travel. More emphasis on local rail and connecting Swanage fully to the national rail network. Noted BCP one of largest conurbations in UK without a tram network. Detailed comments made about each of the objectives.
Ferndown and Uddens Business Development District (BID)	The Ferndown & Uddens BID Board fully supported the need for substantial improvements to the A31 corridor, particularly at Canford Bottom, recognising its importance for regional connectivity. The Ferndown & Uddens BID Board commented that these improvements are critical for economic growth and transport efficiency in the area, though were sceptical that national priorities will reflect this need, raising concerns about whether the necessary investment will be secured in the foreseeable future.
Fit For Walking	Fit for Walking Bournemouth (FFWB) stated that walking should be central to the LTP, with improved pedestrian infrastructure across all journeys, better data representation, and greater focus on smaller district centres and shopping areas. Measures such as default 20mph speed limits, banning pavement parking, more pedestrian crossings and equitable waiting times at signals are essential to improve safety and accessibility for pedestrians. FFWB concluded that implementation plans should prioritise station access, reject on-street EV charging, avoid shared cycling facilities on footways and include additional measures such as narrowing junctions, enforcing parking rules and improving crossing facilities along desire lines.
Go South Coast (MoreBus and Damory)	Go South Coast stated that it strongly supports the LTP's objectives and priorities, emphasising that substantial mode shift to buses and active travel is essential to address congestion, carbon emissions and social inclusion, but warns that success depends on improving bus journey times and reliability above all else. The plan should align more clearly with Local Plan strategies, prioritise bus priority schemes, roadside infrastructure upgrades and depot capacity for fleet electrification, while taking bold, evidence-based action to make sustainable modes more attractive than car use. The policies implemented should explicitly recognise public transport as integral to active travel, strengthen commitments to collaborative delivery under Enhanced Partnerships and ensure Implementation Plans focus on cost-effective measures that deliver measurable outcomes, including strategic bus corridor improvements and targeted demand management.
Guide Dogs	Guide Dogs stated that people with sight loss in Dorset and BCP rely on inclusive walking infrastructure and accessible public transport and any digital solutions must not disadvantage those who are digitally excluded. Active travel and EV charging infrastructure must be designed inclusively to avoid hazards for blind and partially sighted pedestrians and urges

Stakeholders/stakeholder organisation	Summary of response
	councils to adopt the ‘Hierarchy of Road Users’ and consider research recommendations on safer street designs. Improvements are needed in public transport accessibility, including audio-visual bus announcements, unrestricted concessionary travel and better enforcement of taxi access rights, alongside mandatory disability equality training for drivers.
Historic England	Historic England (HE) stated that the LTP should include a clear commitment to conserving and enhancing heritage assets, with specific policies on how historic environments will be considered in highway design and transport planning. The plan should minimise impacts on historic places, improve public access and integrate heritage considerations into placemaking, supported by early engagement with heritage teams and compliance with national planning requirements. HE commented that a vision-led approach to transport planning must address heritage explicitly, ensuring success indicators include heritage outcomes and that scenario planning and placemaking principles are strengthened within the LTP.
Loders Transport Group	Loders Transport Group (LTG) stated that the LTP should include a safe, traffic-free non-road route between Loders and Bradpole, as the current road is hazardous and the connection would reduce car dependency, improve safety, and support active travel. LTG stated that this route would deliver significant benefits aligned with LTP objectives, including reducing emissions, improving health and wellbeing, enhancing accessibility to Bridport’s jobs and services, and creating safer school journeys for children. LTG commented that the project has strong community backing from residents, parents and school leaders, and is a low-cost, high-impact solution that Dorset Council should prioritise in the IP.
Natural England	Natural England (NE) supported the overall content and aspirational direction of LTP4, particularly its emphasis on addressing climate change, supporting housing delivery and improving integrated public transport. NE welcomed the plan’s recognition of air quality impacts on protected sites, including Dorset Heathlands and National Landscapes and support objectives relating to climate and environment, health and wellbeing and safety, including policies that address air quality and encourage modal shift. NE highlighted growing congestion pressures, particularly in the BCP area, and recommended a more evidence-led and potentially more radical approach to reducing private vehicle use, especially for visitors. They stressed the importance of understanding behavioural barriers to modal shift, improving public perceptions of safety, engaging younger people in public transport use, partnering with innovative local businesses and managing vehicle speeds on parts of the highway network to reduce air pollution and improve health outcomes.

Stakeholders/stakeholder organisation	Summary of response
National Highways	National Highways (NH) welcomed the LTP's focus on connectivity, active travel, climate change, health, and resilience, alongside commitments to rail services and integrated networks. The LTP should adopt a robust strategic approach, including greater collaboration on growth in Local Plan areas, safeguarding the Strategic Road Network and ensuring demographic and geographic considerations are reflected in proposals. NH stated that priorities should include multi-modal connectivity, addressing challenging step changes in travel patterns and realistic phasing of plans based on funding availability and designated funding streams.
Network Rail and Southwestern Railway	Network Rail and Southwestern Railway in their combined response broadly supported the LTP's objectives and alignment with national and regional strategies, including Dorset Metro and multimodal integration, but recommended clearer integration of rail priorities such as the Heart of Wessex Line and Strategic Station Plans. The LTP should provide greater clarity on funding mechanisms for rail schemes, publish prioritisation criteria and incorporate railway industry data for monitoring, alongside stronger collaboration with transport operators throughout implementation. Network Rail and Southwestern Railway stated that key opportunities include enhancing Dorset Metro connectivity, improving station accessibility, integrating mobility hubs and resolving deliverability issues for Poole Station relocation, ensuring balanced investment across rail and road upgrades.
NHS Dorset	NHS Dorset stated that while supporting the LTP's vision for accessible and inclusive travel, there is a critical need to prioritise transport connectivity for rural communities to ensure equitable access to healthcare services. Transportation is a key social determinant of health, and the lack of viable public transport options for rural GP practices and future Neighbourhood Health Centres contributes to worsening health inequalities. NHS Dorset stated that improving rural transport links will enhance wellbeing, reduce isolation and support integrated care models.
North Dorset Trailway Network	North Dorset Trailway Group (NDTG) welcomed the LTP's commitment to improving trailways and expanding walking, wheeling, and cycling routes and urges that all new and existing trailways be dedicated as public rights of way with bridleway status. NDTG expressed that the extension of the North Dorset Trailway along the former Somerset & Dorset railway line is vital for climate, health and accessibility objectives and calls for partnership funding from Sustrans, National Highways and WGSTB, as well as developer contributions through Section 106 and CIL agreements. NDTG stated that Dorset Council should safeguard disused railway land, accelerate delivery of Trailway extensions, and use legal powers where necessary, while also upgrading the Castleman Trailway to Hamworthy to

Stakeholders/stakeholder organisation	Summary of response
	create a regionally significant traffic-free active travel route linking key rail stations.
Portland Port	Portland Port supported the Draft Plan strategy and its objectives, particularly the recognition of international gateways and improved access to key tourist sites, which aligns with the port's role in cruise operations. While policies and objectives are welcomed, the implementation falls short, in the Port's view, as Portland Port is not included in specific schemes under Objective C, unlike Bournemouth Airport and the Port of Poole, leaving significant connectivity challenges unaddressed. Despite substantial investment in infrastructure, such as the £26 million Deep Water Berth, no targeted highway improvements have been delivered and the port seeks a collaborative approach with Dorset Council to identify and resolve connectivity issues.
Public Health teams of BCP and Dorset Councils	Public Health teams of BCP and Dorset Councils stated that the LTP should explicitly address health inequalities by recognising transport as a key social determinant of health, include data on physical inactivity, and strengthen commitments to improving health and wellbeing through active travel and inclusive design. Public Health teams of BCP and Dorset Councils stated that policies should incorporate "proportionate universalism", prioritise areas with high vulnerability, and link transport planning with NHS initiatives and community organisations to promote walking, wheeling, and cycling, alongside confidence in public transport use. The Public Health teams stated that resilience measures must address climate impacts and ensure active travel infrastructure remains usable during extreme weather, while monitoring progress should include Sport England activity data and indicators on reducing inactivity and improving accessibility for all.
Purbeck Community Rail Partnership	Purbeck Community Rail Partnership (PCRP) suggested that reinstating regular train services between Swanage and Wareham should be explicitly included in the LTP, as existing infrastructure can support this and the Dorset Metro SOBC indicates potential sustainability. PCRP urged that further assessment of this scheme should be undertaken as part of a multi-modal study in the Purbeck area to ensure integrated transport planning happens across Dorset. PCRP welcomed the proposed Mobility Hub at Wareham Station and is keen to participate in developing this proposal collaboratively
Railfuture Wessex	Railfuture Wessex (RW) believed that the LTP should support railway decarbonisation through upgrades to power supplies, improved resilience and eventual electrification or battery charging solutions, alongside strategic energy planning. Key priorities should include implementing the Dorset Metro concept, enhancing Heart of Wessex Line services with infrastructure improvements, reinstating the Yeovil Junction chord and improving station accessibility across Dorset and BCP.

Stakeholders/stakeholder organisation	Summary of response
	RW stated that additional measures should include better bus-rail integration, rail-link coach services, addressing climate resilience for rail infrastructure, promoting rail freight opportunities and supporting sustainable travel routes for tourism.
Space Youth Project	<i>Space Youth Project responded in support to the consultation but did not provide additional comments.</i>
Somerset Bus Partnership	Somerset Bus Partnership welcomed engagement on LTP4 and supports its recognition of cross-boundary travel patterns between Dorset and Somerset. They stress that transport needs extend beyond local authority boundaries and call for regular liaison and joint working between Dorset and Somerset Councils to support and jointly fund cross-boundary bus services. The Partnership highlighted the limited frequency, operating hours and usefulness of key services (CR4, CR5 and CR6) linking north-west Dorset with Yeovil and wider Somerset, and urges improvements to reduce car dependency, in line with Policy F1. They recommend amendments to LTP policy wording to better reflect cross-boundary destinations, strengthen engagement with regional transport bodies, and include actions on bus-rail connectivity through improved timetable coordination and through-ticketing. They also advocated greater service stability through fixed timetable change dates and improved coordination on roadworks affecting cross-boundary routes. In addition, they support enhanced rail provision on the Heart of Wessex Line, including inclusion of a specific LTP aspiration for an hourly service to encourage modal shift.
Swanage Railway	Swanage Railway strongly supported LTP policies on integrated networks, sustainable tourism access, rural connectivity and high-quality interchanges. They identified the operational Swanage-Wareham rail link (Norden Purbeck Park to Worgret Junction) as an under-used strategic asset and request that increased use of this line, including re-establishing a through service to/from Swanage, is included as a specific LTP aim. Swanage Railway is willing to partner with Dorset Council and other operators to deliver this, noting that revenue subsidy may be required. They also requested inclusion of a new Blue Pool Halt as a specific South Eastern Dorset proposal to support car-free visitor access, alongside shuttle services and increased service frequencies between Norden and Corfe. Swanage Railway supports the introduction of mobility hubs and asks that Norden Purbeck Park and Swanage Station be identified as hub locations, subject to funding. They further highlight opportunities to integrate their services with proposed Dorset Metro and potential Park & Ride facilities near Wareham, including land west of Wareham under consideration in the Local Plan.
Symondsburry Solar Services	Symondsburry Solar Services (SSS) stated that the Local Transport Plan lacks specific projects but proposes a major hub at Miles Cross featuring a park-and-ride with solar panels, EV charging, battery storage and facilities for HGVs, aiming to create the first non-fossil fuel rest area in the country. The hub could serve as a key transport interchange, supporting express coach services to London and Exeter, demand-responsive transport with

Stakeholders/stakeholder organisation	Summary of response
	AI coordination and improved connectivity for cyclists and pedestrians through infrastructure such as a bridge over Miles Cross Roundabout. The response suggested that support of this development would deliver multiple benefits including employment opportunities, local retail outlets, sustainable housing and reduced carbon emissions, while freeing up Bridport Bus Station for redevelopment and minimising visual impact on the landscape.
The Poole Harbour Trails Community Group	Poole Harbour Trails Community Group (PHTCG) stated that it welcomes the inclusion of objectives to improve trailways and expand walking and cycling routes, recommending that all trailways be dedicated as public rights of way with bridleway status to allow cycling, aligning with climate, health and accessibility goals. Partnership working with organisations such as Sustrans, Network Rail and WGSTB is essential to extend strategic cycle networks, complete missing links like Poole–Wareham and prioritise projects such as shared-use paths, bridges and Castleman Trailway extensions to improve safety and connectivity. PHTCG commented that housing developments should contribute to active travel infrastructure through Section 106 or CIL agreements and calls for reconsideration of certain bypass schemes, completion of Poole Harbour Trails and proactive support for extending train services to Corfe Castle and Swanage under the Dorset Metro initiative.
The society for Poole LTD	The response argued that transport planning must be integrated with wider infrastructure needs such as water, energy, education and health services. The society for Poole LTD stated that if housing provision exceeds local needs, additional employment opportunities and supporting infrastructure will be required, making transport planning even more critical. The society for Poole LTD stated that greater clarity on likely population centres and densities is needed to enable realistic transport planning, with a focus on removing public transport deserts, promoting active travel, and reducing commuting from dormitory villages.
The Vale Family Hub	The Vale Family Hub (TVFH) stated that affordable housing must be located on transport links to prevent families, particularly single-parent households, from being stranded in remote areas without access to cars, which increases reliance on charities. There is an urgent need for better and affordable transport connections to further education from Sturminster Newton to Weymouth, Yeovil and Dorchester to ensure accessibility for students. TVFH outlined that the current approximate cost of sending a child to further education estimated at £750-£1000 is unaffordable for many families, highlighting the need for improved and cost-effective transport solutions.
Western Area Transport Action Group (WATAG)	While welcoming the LTP's ambition and principles, WATAG suggested that the plan lacks integration with the draft Local Plan and needs tighter performance indicators for greenhouse gas emissions, including those from infrastructure construction and maintenance.

Stakeholders/stakeholder organisation	Summary of response
	WATAG were concerned that the first Implementation Plan (2026–31) for Western and parts of Central Dorset contains very few specific commitments, and future plans are even less detailed, risking failure to deliver meaningful modal shift to active travel and public transport. WATAG stated that Dorset Council should engage more with local councils and third-sector organisations and prioritise schemes such as the Bridport Region Integrated Links network to provide high-quality public transport and active travel corridors for Tier 2 settlements.
Weymouth Transport Action Group	Weymouth Transport Action Group (WTAG) stated that while the plan is ambitious, its delivery is at risk due to reliance on uncertain financing, ongoing austerity and election cycles, which could make implementation fragmented or undeliverable. WTAG suggested that while Dorset Council already has insight into residents' transport needs, joined-up thinking across departments is lacking, resulting in housing and new developments being poorly served by sustainable transport options. WTAG concluded that reliance on private sector partners is problematic due to profit-driven limitations and although digital connectivity is highlighted positively, Dorset Council's low digital and architectural maturity pose a significant barrier to enabling integrated delivery across partners and associated plans.
Yeovil Bus users' Group	Yeovil bus users group stated that the LTP should include a clear policy on conserving and enhancing heritage assets, ensuring highway design and transport planning minimise impacts on historic places and improve public access to them. A vision-led approach to transport planning should be adopted to integrate heritage considerations, placemaking principles and scenario planning to strengthen the robustness of the LTP and deliver high-quality outcomes. Success indicators should be applied to reflect heritage-related goals and consultation processes should involve heritage teams earlier on in the process to ensure that they align with national planning requirements, while maximising social, economic and environmental benefits.
YMCA Bournemouth	YMCA Bournemouth suggested that young people believe rules on air pollution should be fully enforced, questioning whether current regulations are being followed. YMCA Bournemouth indicated that young people believe that achieving zero deaths or injuries on roads by 2050 seems challenging and asked how this will be made a reality. YMCA Bournemouth found that while they agree with the objectives of the LTP, they are unsure how many of them can realistically be achieved.

6 CONCLUSION

- 6.1.1. The consultation on the LTP generated a significant level of engagement across Bournemouth, Christchurch and Poole (BCP) and Dorset, reflecting widespread public interest in the future of transport across the two council areas. There was broad support for the overall vision, objectives and strategic direction set out in the draft LTP. Most policy areas attracted high levels of agreement, particularly those focused on improving public transport, enhancing safety, supporting active travel and improving the resilience and reliability of the transport network.
- 6.1.2. The feedback also highlighted a number of clear priorities that communities and stakeholders felt the LTP must address. Strong and consistent themes emerged around the need for more reliable, affordable and better-connected public transport, safer and more continuous walking and cycling routes, and targeted improvements to road and junction safety. Rural communities emphasised concerns about isolation, reduced access to essential services and the need for better inter-urban bus connectivity. Safety, accessibility and inclusivity were recurring issues raised by disabled people, older residents, young people and those responsible for children's travel.
- 6.1.3. Participants also raised concerns regarding funding and deliverability. While respondents broadly supported the ambition and strategic intent of the plan, many were uncertain about whether the proposals could be fully delivered without long-term, sustained investment. Several felt that the IP required greater clarity to establish confidence in how, when and where interventions would be funded and delivered. Stakeholders also emphasised the importance of alignment with wider planning, economic development and environmental strategies to ensure joined-up delivery.
- 6.1.4. Geographically, the majority of comments reflected localised transport challenges, particularly congestion hotspots, rural access barriers, the condition of walking and cycling infrastructure and concerns regarding the adequacy of public transport provision. Levels of agreement were generally higher among respondents living in the Dorset Council area than those in the Bournemouth, Christchurch and Poole area, reflecting both differing local contexts and the larger proportion of responses received from Dorset. The consultation highlighted differing priorities between urban and rural communities and between residents and organisations.
- 6.1.5. Overall, the consultation demonstrated that the public and stakeholders recognise the need for a long-term shift towards more sustainable, reliable and equitable transport. The feedback provides a strong evidence base to refine the LTP to ensure it responds directly to community priorities and improves confidence in the deliverability of the plan.

Appendix A

ONLINE SURVEY



Dorset and BCP Councils Local Transport Plan Survey

Overview

We're creating a new Local Transport Plan (LTP) that will guide how people and goods move around Dorset and the Bournemouth, Christchurch and Poole (BCP) area from 2026 to 2041.

This joint plan between Dorset Council and BCP Council sets out a long-term vision to make travel easier, safer and more inclusive. The plan looks at how we can improve travel choices, reduce congestion, cut pollution, and make it easier for people to get to work, school, health care and leisure. It also supports our goals to tackle climate change, protect the environment, and help our communities thrive.

This new plan helps us:

- Support a growing population
- Respond to climate change
- Reflect how people live and work today
- Make everyday journeys easier and more reliable

Ensure everyone can access jobs, services and opportunities

Section 1– About You

This section will help us identify the groups of people responding to our survey. Please tick one option for each question.

Question 1.1 – Where do you live? (required)

I live in the Dorset Council area	
I live in the Bournemouth, Christchurch and Poole (BCP) Council area	
I don't live in the Dorset Council area or BCP Council area	
I'm not sure	

Question 1.2 – Where do you work or study? (required)

I work or study in the Dorset Council area	
I work or study in the Bournemouth, Christchurch and Poole (BCP) Council area	
I work or study outside of the Dorset Council and BCP Council areas	
I am currently not in employment, self-employment, or studying	
I'm not sure	

Question 1.3 - I am responding as

An individual person (or on behalf of someone)	
An organisation or group (please tell us the name of your organisation or group below)	
A Business (optional: please tell us the name of the business below)	
A Parish or Town Council Member (please tell us the name of the council below)	
An Elected Member	
Other (please specify below):	



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Section 2 – Our Vision

We have a plan for how people will get around from 2026 to 2041. We want to make travel easier, safer, and better for everyone—whether you walk, bike, take the bus, or drive. Over the next 15 years, we'll work on giving people more ways to travel, making roads and paths safer, helping people stay healthy, and cutting down on pollution. We made this plan by listening to people who live and work in our area, including families, businesses, and local groups.

Our transport plan contains a vision, or big idea, which shows what we want travel to be like by 2041:

*Our travel will be transformed through **innovation** and **digital connectivity**, creating accessible and **inclusive** travel choices for our residents, workers and visitors. Our transport network will support **sustainable economic growth** in our urban and rural communities, contribute to our **decarbonisation** targets and **protect** our unique local environment.*

In other words, we want travel to be **smarter** and **easier** for everyone. We will use **new technology** to help people get around in ways that are **simple**, **fair**, and work for everyone — whether you live here, work here, or are just visiting. Our transport plan will help towns and villages grow in a good way, keep the air clean, and take care of the special places in our environment.

We would like to hear how much you agree or disagree with the vision for our transport plan. Please tick one option for each question.

Question 2: Our Vision

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
2. How much do you agree or disagree with the vision for the transport strategy?						

Section 3 – Our Objectives

To achieve our vision, our transport plan includes six objectives. We would like to know how much you agree or disagree with these objectives being part of our transport plan.

We would like to know how much you agree or disagree with each objective being part of our transport strategy. The objectives and a brief description of each is included below.

The objectives are not presented in any order of priority.

Question 3: Our Objectives

A: SAFEGUARD THE CLIMATE AND ENVIRONMENT

We will significantly reduce local transport emissions to achieve our locally set Net Zero target by 2045. We will improve local air quality and protect and enhance the local environment, including Dorset Heathlands and our designated National Landscapes, and increase biodiversity.

What does success look like?



- By the end of the LTP period carbon emissions from transport will be reduced in line with local and government targets.
- A comprehensive and accessible charging/refuelling network that supports a faster transition to zero-emission vehicles.
- Improved choice, allowing people to get to where they need to go by zero emission transport options.
- Public transport, walking, wheeling and cycling are the preferred option for many journeys.
- Digital technologies have reduced the need to travel.
- National air quality limits for nitrogen dioxide (NO₂) and particulate matter (PM) concentrations in the LTP area are fully met.
- A nature positive approach to transport design, delivery and maintenance, including increasing tree planting and installing sustainable drainage systems.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
3.1 How much do you agree or disagree with objective A being in our transport strategy?						

B: IMPROVE HEALTH AND WELLBEING

We will enable active lifestyles by providing comprehensive walking, wheeling and cycling routes, and deliver safe, inclusive and integrated sustainable travel networks. We will unlock a shift in travel behaviour by providing healthy transport options, particularly for short distance urban trips. We will increase transport choice to reduce social deprivation and inequality and provide greater access to local services.

What does success look like?

- More journeys are undertaken using active modes or public transport using high quality transport networks.
- Our streets prioritise active travel, provide an attractive and safe environment for making healthy travel choices.
- A connected network of walking, wheeling and cycling routes make travelling safer, inclusive and easy to access by everyone.
- Communities are healthier and happier from having access to a wide variety of transport options with high quality supporting infrastructure.
- Residents are benefiting from increased levels of physical activity and improved mental health, and this has reduced the burden on health care resources over time.
- There are more frequent transport services improving access to local facilities.



- The adverse impacts of road transport emissions on public health have been minimised.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
3.2 How much do you agree or disagree with objective B being in our transport strategy?						

C: CREATE ACCESSIBLE AND PROSPEROUS PLACES

We will improve access to goods, services, employment, education opportunities, and visitor attractions. We will improve connectivity within and between rural and urban areas. We will support the delivery of sustainable and well-connected development to meet the housing and employment needs of the area. We will improve access to local, regional, national and international gateways including Portland Port, Port of Poole and Bournemouth Airport.

What does success look like?

- Successful and vibrant places with economic growth and activity focused on locations that are accessible by a range of sustainable transport options, while essential car journeys can be undertaken easily and reliably.
- Improved access to opportunities and services across the whole of the LTP area and a more equitable transport offer for those areas with the greatest need.
- Economic hubs and international gateways are well connected to the local, regional and national transport network via reliable routes, promoting enhanced travel opportunities by a range of sustainable transport modes.
- New developments are located in accessible and well-connected places, serviced by a range of transport options. More people are choosing to walk, wheel, cycle or use public transport.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
3.3 How much do you agree or disagree with objective C being in our transport strategy?						

D: ENABLE A SAFER TRANSPORTATION SYSTEM

We will reduce the number of casualties, non-injury collisions and fear of danger on our transport network. We will support the Dorset Road Safety Partnership towards its goal of zero people killed or seriously injured on our roads by 2050. We will provide a safe environment for children travelling to school, leading to more journeys being made by sustainable forms of travel, and reducing congestion associated with the school run.

What does success look like?



- Our streets will be safer and favour moving people rather than motorised vehicles, with space prioritised for walking, cycling and public transport modes.
- Considerable progress is made in working towards zero deaths and serious injuries by the end of the LTP period.
- There is a significant increase in the number of schools actively engaging in travel planning, travel training and there are more school streets. More older children travel independently to school.
- People will feel increasingly safe and comfortable travelling independently using all forms of transport at all times of the day and night.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
3.4 How much do you agree or disagree with objective D being in our transport strategy?						

E: A RESILIENT AND FIT FOR PURPOSE TRANSPORT NETWORK

We will plan and adapt to improve the resilience of our transport systems and infrastructure. Our transport network will be well managed, resilient and well-maintained. We will reduce congestion and disruption to improve journey time reliability for all journeys. We will reduce the carbon emissions from construction and maintenance of transport infrastructure.

What does success look like?

- Infrastructure is planned, designed, delivered and maintained to be resilient to the effects of climate change, extreme weather, and incidents.
- Services and routes return to normal as quickly as possible after incidents on the network and the impact of any disruption on people and businesses is managed.
- All assets are planned and sustainably managed.
- All new infrastructure is resilient and sustainably constructed.
- Funding opportunities are maximised to ensure the network can operate efficiently and effectively.
- The councils are working more collaboratively with utility companies and developers ensuring that emergency and planned road works and disruption is kept to a minimum.
- The network can adapt to changing travel demands and traffic patterns (including any changes in the makeup of road users and introduction of new travel modes and technologies) during the LTP period.



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
3.5 How much do you agree or disagree with objective E being in our transport strategy?						

F: PUBLIC TRANSPORT THAT IS INCLUSIVE AND ACCESSIBLE

We will improve our public transport networks to widen opportunities to access local facilities. Services will be attractive, safe, inclusive and reliable. We will work with partners to increase service frequency and improve connectivity within and between urban and rural locations.

What does success look like?

- Local bus services will operate at higher frequencies, with extended operating hours, becoming a more viable option for getting around without the need to drive.
- More people will use public transport to get to work, school and other key services like hospitals, and user satisfaction will increase.
- Social deprivation will be reduced across the area as more people feel confident and able to access bus and rail services.
- Transport services will be fully integrated so people can make seamless connections between public transport, active travel and sustainable car use.
- Mobility hubs will consolidate services including deliveries, travel information, charging facilities and social spaces to transform our transport interchanges into places that benefit the whole community.
- Digital technologies will make travelling by public transport easier and simpler for everyone and improve the user experience.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
3.6 How much do you agree or disagree with objective F being in our transport strategy?						

Section 4: Our Policies

We would like to know how much you agree or disagree with each policy in our transport strategy. Pages 28-53 of our transport plan show the policies in full or a summary of them are included below. Please tick one option for each question.



Question 4: Our Policies

How much do you agree or disagree with each policy being in our transport plan?	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
4.1 Objective A: Safeguard the climate and environment						
Policy A1: Reduce transport carbon emissions on a pathway compatible with national, regional and local budgets and net zero commitments						
Policy A2: Accelerate the uptake of zero-emission vehicles through the delivery of supporting infrastructure						
Policy A3: Improve local air quality and reduce noise and light pollution to protect our health and the natural environment						
Policy A4: Take a nature positive approach to transport design, delivery and maintenance to boost biodiversity						
4.2 Objective B: Improve health and wellbeing						
Policy B1: Establish a joined up, safe and attractive active travel network supported by appropriate infrastructure						
Policy B2: Promote the benefits of travelling actively within our communities						
Policy B3: Improve local access to health and leisure opportunities, green spaces, public rights of way and tourist destinations						
Policy B4: Active Travel Infrastructure for Sustainable Development						



How much do you agree or disagree with each policy being in our transport plan?	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
4.3 Objective C: Create accessible and prosperous places						
Policy C1: Improve sustainable access to our key tourism areas and manage the seasonal peaks in travel demand						
Policy C2: Maintain and improve connectivity and sustainable access for goods and people to local, regional, national and international gateways						
Policy C3: Improve access to education, training, employment and leisure/visitor destinations						
Policy C4: Promote sustainable and cost effective travel options and provision of local facilities in new developments using a 'vision led' approach						
Policy C5: Deliver and support residential and business behaviour change initiatives to encourage safe, healthy and greener travel						
4.4 Objective D: Enable a safer transportation system						
Policy D1: Improve the safety of all road users in accordance with the Dorset Road Safety Partnership Strategy and support its vision of zero road casualties by 2050						
Policy D2: Promote and co-ordinate road safety initiatives around schools to encourage sustainable forms of travel						



How much do you agree or disagree with each policy being in our transport plan?	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
Policy D3: Improve personal safety for all journeys to ensure everyone can travel safely and go about their daily lives with comfort and ease						
4.5 Objective E: A resilient and fit for purpose transport network						
Policy E1: Maintain and enhance a resilient transport network that is adaptable and can withstand the impacts of weather and climate change						
Policy E2: Manage our highway infrastructure and make the best use of road space to manage congestion, minimise traffic disruption, and improve journey time reliability for all journeys						
Policy E3: Embrace innovations in technology and materials to reduce carbon emissions and improve the effectiveness of network management and monitoring						
4.6 Objective F: Public transport that is inclusive and accessible						
Policy F1: Work with partner organisations to improve the connectivity within and between rural and urban areas and attractiveness of public transport as a travel choice						
Policy F2: Prioritise local bus services to make journeys quicker and more reliable						
Policy F3: Embrace new technologies, digital data and shared mobility models to transform how people access and use public transport						



How much do you agree or disagree with each policy being in our transport plan?	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
Policy F4: Deliver high quality transport interchanges and clear passenger information to improve journeys involving more than one form of transport						
Policy F5: Deliver inclusive design that improves the travel experience of people with specific needs						

Section 5 – Implementation Plan

We have a plan for better travel, and now we need to put it into action. That's what the Implementation Plan is for—it's like a step-by-step guide to help us get things done over the next five years from 2026-2031.

Our plan will:

- List the jobs we need to do first, next, and later.
- Show who's doing what – like which teams or groups are in charge.
- Set timelines – so we know when things should be finished.
- Check progress – to make sure everything is going well.

We have five local area plans to meet the different transport needs of each part of Dorset and BCP. This helps us focus on what each area needs most, tailored to local people, places, and priorities.

You can just answer questions related to the areas plans you have reviewed or are interested in, maybe for example the ones where you live, work or visit – you can skip the others and just leave them blank.

If you have specific comments on the area plans, there is an opportunity to add these in section 6. The full Implementation Plan can be found at dorsetcouncil.gov.uk/local-transport-plan or bcpcouncil.gov.uk/local-transport-plan.

Please tick one option for each question.

Question 5: Area Plans

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
How much do you agree or disagree with the schemes / interventions included within the BCP area plan?						

5.2 South Eastern Dorset Area Plan

	Strongly Agree	Agree	Neither agree	Disagree	Strongly disagree	Not sure
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This is where **your journey begins...**



			nor disagree			
How much do you agree or disagree with the schemes / interventions included within the South Eastern Dorset area plan?						

5.3 Central Dorset Area Plan

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
How much do you agree or disagree with the schemes / interventions included within the Central Dorset area plan?						

5.4 Northern Dorset Area Plan

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
How much do you agree or disagree with the schemes / interventions included within the Northern area plan?						

5.5 Western Dorset Area Plan

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
How much do you agree or disagree with the schemes / interventions included within the Western area plan?						

Section 6 – Your opinion and additional comments

We'd like to know what your overall support is for our transport strategy, as well as any comments you wish to make.

	Strongly support	Support	Neither support nor don't support	Don't support	Strongly don't support	Not sure
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This is where **your journey begins...**



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6.1 To what extent do you support or not support our Transport Strategy?						
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6.2 What single thing would assist you most to meet your travel needs?	
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6.3 Do you have any other comments that you wish to make related to the questions in this survey on our transport strategy and Implementation Plan? Your comments may relate to the vision, themes, objectives, or policies; or you may have general comments on the transport strategy or Implementation Plan. Please let us know what you are commenting on within your response, by referencing the relevant question number, or topic area listed above. You can comment on as many or few areas as you wish. (Up to 1250 words or 5 pages of text – you can write on the back of this survey or email us at ltf@dorsetcouncil.gov.uk or ltf@bcpcouncil.gov.uk	
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Section 7 – Your Preferred Mode of Transport

7.1 - Please select your most often used methods of transport over the last 12 months.

Tick one option for each column.

	Most used	Second most used	Third most used
Walking or wheeling			



This is where **your journey begins...**



Pedal bike			
E-bike			
Beryl bike or e-scooter hire			
Mobility scooter			
Bus			
Train			
Taxi			
Car or van as a driver			
Car or van as a passenger			
Motorcycle or moped			
Other (please specify below)			

Section 8 - About You (Additional Details)

We collect diversity information to help ensure that any changes we make do not unfairly affect specific community groups. It also helps to make sure our consultation responses come from a representative sample of residents.

8.1 Please tell us your postcode. This will help us understand if there are different views from residents in different areas.

8.2 Please select your age group

Under 18	
18 - 24	
25-39	
40-49	
50-59	
60-64	
65+	
Prefer not to say	

8.3 – Do you consider yourself to be disabled as set out in the Equality Act 2010?

Yes	
No	
Prefer not to say	

The Equality Act 2010 describes a person as disabled if they have a longstanding physical or mental condition that has lasted or is likely to last 12 months; and this condition has a substantial adverse effect on their ability



to carry out normal day-to-day activities. People with some conditions (cancer, multiple sclerosis and HIV/AIDS for example) are considered to be disabled from the point that they are diagnosed.

8.4 – What is your sex?

Male	
Female	
Prefer not to say	

A question about gender will follow to answer if you are aged 16 or over

If you are one or more of non-binary, transgender, have variations of sex characteristics, sometimes also known as intersex, the answer you give can be different from what is on your birth certificate.

If you're not sure how to answer, use the sex registered on your official documents, such as passport or driving licence, or whichever answer best describes your sex.

The next question gives the option to tell us if your gender is different from your sex registered at birth, and, if different, to record your gender.

8.5 Is your gender the same as the sex you were registered at birth?

Yes	
No	
If you answered no, please enter the term you use to describe your gender. This is voluntary, so you can leave it blank if you prefer.	

If your gender is not the same as the sex recorded on your birth certificate when you were born (for example, you are transgender or non-binary), tick "No".

If you answered no, please enter the term you use to describe your gender. This is also voluntary, so you can leave it blank if you prefer.

If you would like to record that you have variations of sex characteristics, sometimes also known as intersex, you can use this write-in box. If you would like to, you can also write-in your gender (for example: 'intersex, non-binary').

8.6 What is your sexual orientation?

Please only answer this question if you are 16 years old and over. This question is voluntary, so you can leave it blank if you prefer.

Heterosexual or Straight	
Gay or lesbian	
Asexual	
Bisexual	
Other	
Prefer not to say	
Other please specify	



"Heterosexual or Straight" means that a person is attracted to people of the opposite sex

"Gay or Lesbian" means that a person is attracted to people of the same sex

"Bisexual" means that a person is attracted to more than one sex

"Asexual" means that a person experiences little or no sexual attraction to others.

"Other" – enter your answer

8.7 – What is your ethnic group?

White: British	
White: Irish	
White: Gypsy	
White: Irish Traveller	
White: Other	
Mixed: White and Black Caribbean	
Mixed: White and Black African	
Mixed: White and Asian	
Mixed: Other	
Asian or Asian British: Indian	
Asian or Asian British: Pakistan	
Asian or Asian British: Chinese	
Asian or Asian British: Other	
Black or Black British:	
Arab	
Other ethnic group (please specify below)	
Prefer not to say	

8.8 Please provide your email address if you would like to be contacted for any follow-up questions to your responses.

Your contact details will be stored securely and disposed of once the consultation is completed.

Thank you for your response. After the consultation closes, we'll review all the feedback and make changes where needed before the plan is finalised in 2026. Once adopted, the plan will help us secure funding and start delivering improvements in your area.



Appendix B

‘EASY TO READ’ SURVEY





Local Transport Plan

2026 - 2031



Tell us what you think.



About this plan



This plan has been written by Dorset Council and BCP Council.

We want travelling in Dorset, Bournemouth, Christchurch and Poole to be:

- easy and safe for everyone
- better for the environment



We will tell you about the things we want to achieve: our **objectives**.

Tell us if you agree with the objectives.



Then we will tell you about the guidelines we will use to make decisions: our **policies**.

Tell us if you agree with the policies.



We would like to know more about the people who fill in the survey.

Tell us about yourself.

How to do the survey



Read each question and fill in your answers.

Send your answers back to us:

By post:



Local Transport Plan
Dorset Council
County Hall
Colliton Park
Dorchester
Dorset
DT1 1XJ



By email:

ltl@dorsetcouncil.gov.uk



We must get your answers by the
end of the 13th October.

Our vision

Our **vision** is about how we want the future to be:



We want traveling to be easy, safe and reliable.

**We want transport to be better for people who live here, work here, or are visiting.
We will use new technology to help us.**

Our Local Transport Plan will:

- **help towns and villages to grow**
- **help people to be safe and healthy**
- **look after our environment**

Do you agree with our vision?

☐

I agree

☐

I do not agree

☐

I don't know

Our objectives



Our objectives are the things we want to do.

Good transport plans can help us to achieve all of these things. There are 6 objectives:



A. Protect nature and stop climate change

B. Improve people's health



C. Improve towns, villages and businesses

D. Make travelling safer



E. Make sure transport is reliable

F. Make public transport easy to use

Our objectives

Tell us if you agree with our 6 objectives:

A. Protect nature and stop climate change


☐

I agree

☐

I do not agree

☐

I don't know

B. Improve people's health


☐

I agree

☐

I do not agree

☐

I don't know

C. Improve towns, villages and businesses


☐

I agree

☐

I do not agree

☐

I don't know

Our objectives

D. Make travelling safer



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

E. Make sure transport is reliable



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

F. Make public transport easy to use



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Our policies



Policies are guidelines to help us to make day-to-day decisions.

We have written policies to help us with each objective.



Tell us if you agree with them.

A. Nature and climate change

Policy 1: follow all the rules about how much pollution can be put into the air.

☐

I agree

☐

I do not agree

☐

I don't know

Policy 2: help people to use cars, vans and buses that do not pollute the air.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 3: reduce air pollution and unwanted noise and light.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 4: look after plants and animals.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

B. Improve people's health

Policy 1: make it easy and safe to walk, wheel and cycle.

☐

I agree

☐

I do not agree

☐

I don't know

Policy 2: give people information about why it is good to walk, wheel and cycle.

☐

I agree

☐

I do not agree

☐

I don't know

Policy 3: make it easier to travel to GP surgeries, hospitals, leisure centres and parks. Improve footpaths.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 4: make sure there are routes for walking, wheeling and cycling, in the places where they are most useful.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

C. Towns, villages, businesses

Policy 1: make sure tourists can travel to the places they want to see.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 2: make sure that people and goods can travel easily around:

- dorset
- the south west
- to other parts of the UK
- to other countries



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 3: make sure people can get to school, college and work.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 4: help people use cars less often.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 5: encourage people to choose travel that is safe, healthy and better for the planet.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

D. Make travelling safer

Policy 1: aim for no deaths or injuries on the roads by 2050.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 2: work with schools to make travel safe and sustainable.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 3: make sure everyone is safe, every time they travel.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

E. Reliable transport

Policy 1: make sure that transport is not affected by bad weather and climate change.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 2: make journeys faster, and less affected by roadworks and traffic jams.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 3: use technology to reduce pollution and to manage transport.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

F. Make transport easy to use

Policy 1: work with other organisations to make it easier to get to places by bus and train.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 2: make bus journeys fast and reliable.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 3: use new technology to change how people use buses and trains.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 4: improve bus and train stations.
Give people clear information to help them plan their journeys.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Policy 5: make travelling easier for people who need extra help.



- ☐ I agree
- ☐ I do not agree
- ☐ I don't know

Your comments

Overall, do you agree with our ideas?


☐

I agree

☐

I do not agree

☐

I don't know



Is there anything else you would like to say about our objectives and policies?

Think about the things you do, and the places you need to go.



Tell us about 1 thing that would make travelling to these places better and easier for you:



About you

Answer the first 2 questions.
The rest of the questions are optional.

Where do you live?



- ☐ Dorset Council area
- ☐ Bournemouth, Christchurch and Poole council area
- ☐ Outside these 2 areas

Where do you work or study?



- ☐ Dorset Council area
- ☐ Bournemouth, Christchurch and Poole Council area
- ☐ Outside these 2 areas
- ☐ I don't work or study

I am filling this survey in as:



- ☐ an individual person
- ☐ an organisation or group
- ☐ a business
- ☐ a parish or town council
- ☐ an elected member of a council
- ☐ none of these

If you are filling this in for an organisation, business or council, tell us more here:

How have you travelled in the past year?

Tick up to 3 that you use the most:


☐

walking


☐

wheelchair

☐

pedal bike

☐

electric bike

☐

Beryl bike or scooter hire


☐

mobility scooter

☐

bus

☐

train


☐

taxi

☐

car or van


☐

motorcycle or moped

☐

other:

DT9

Your postcode (just the first part is fine)



Your age

Do you have a disability or health condition?


☐

yes

☐

no

Your sex when you were born


☐

male

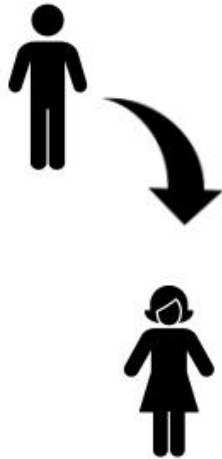
☐

female

☐

other

Your gender



Your **gender** is about how you feel, and how you see yourself.

For example, you may have been born a boy, but now you live as a woman. Your **sex** at birth is male, your **gender** is female.

Is your gender the same as your sex when you were born?

☐ yes

☐ no

Sexual orientation

Are you attracted to people who are the:



☐ opposite sex - “heterosexual”

☐ same sex - “gay” or “lesbian”

☐ any sex - “bi” or “pan sexual”

☐ other:

Your ethnic group



☐ White English, Welsh, Scottish, Northern Irish, British

☐ White Irish



☐ White other

☐ Gypsy, Irish Traveller, Roma



☐ Mixed ethnic groups

☐ Asian or Asian British

☐ Black or Black British, Caribbean or African



☐ Arab

☐ Other:



Your email address - if you want us to contact you about your answers



We will keep your personal information safe.

It will be deleted when the consultation is finished.



www.claretarling.co.uk

Appendix C

CODE FRAME AND FREQUENCY OF RESPONSES



	General	No. of coded comments
A01	Support the transport strategy (general)	130
A02	Support for net zero/climate change	99
A03	Oppose Transport Strategy (general)	88
A04	Oppose Net Zero/Climate Agenda	60
A05	Poor value for money/waste of money	68
A06	Oppose 20mph expansion	22
A07	Oppose EV promotion/people don't use EV	56
A08	Proposals are needed and overdue	21
A09	Proposals do not address the key issues in BCP and Dorset	160
A10	Suggest travel card system to be used for those who can't drive/under a certain age (access to services should not be limited to a certain timeframe)	13
A11	Suggest that the policy should address environmental measures such as biodiversity to mitigate adverse affects of travel	32
A12	Oppose EV due to cost (doesn't save money/too expensive to use)	32
A13	Suggests that there is a car club/car share website to help reduce car usage	15
	Suggestion/changes to buses	
B01	Suggest buses run more frequently (in general)	174
B02	Suggest buses run more frequently in rural areas	160
B03	Suggest more reliable/punctual bus services are needed (e.g. run on time / not being cancelled etc.)	110
B04	Suggest new bus routes to unserved areas (capture any specifics in details sheet)	139
B05	Suggest reinstating withdrawn rural bus routes	36
B06	Suggest reconsider plan to remove / cut back bus service	27
B07	Suggest provision of better bus connections to hospitals, schools, colleges, stations, airport, town centres, tourist spots	173
B08	Suggest cheaper/affordable bus tickets	60
B09	Suggest infrastructure of buses/bus stops needs to be improved (seats, better heating, regular maintenance, cycle carry facilities)	23
B10	Suggest extended hours of service (buses running later in the evening/starting earlier in day)	99
B11	Suggest buses should run on weekends	45
B12	Suggest introducing On-Demand Bus Service / Demand Responsive Transport/community small buses	49
B13	Suggest introducing bus priority measures (lanes/junction priority)	12

B14	Suggest enforcement of bus priority measures (e.g. fines)	2
B15	Suggest routes catering to school and young population needs (affordable, safe routes)	33
B16	Suggest better availability of service information and timetables (inc. publicity, marketing of services)	26
B17	Suggest better accuracy of service information	14
B18	Suggest integrated tickets should be available (e.g. to use on trains too)	22
B19	Suggest buses should be timed to link with rail services (connections with trains)	60
B20	Criticise existing bus connections/network	151
B21	Suggest having direct buses/less interchanges/quicker journeys	79
B22	No bus service in my area	76
B23	Suggests the use of EV buses to minimise harm to the environment	28
B24	Suggests buses should run by Local Authority, not private bus companies	6
Suggestion on trains		
C01	Suggest more frequent trains	56
C02	Suggest more reliable train service	52
C03	Suggest new/additional trains stations, better links	52
C04	Suggest cheaper, more affordable train fares	28
C05	Suggest better rural connections	43
C06	Suggestions on introducing metro/trams/underground proposals	34
C07	Suggest reinstating withdrawn stations/trains	24
C08	Suggest new trainline routes (capture any specifics in details sheet)	37
C09	Suggests quicker trains	22
C10	Suggest extended hours of service (trains running later in the evening/starting earlier in day)	10
C11	Suggest trains should run on weekends	1
Suggestions on active travel		
D01	Support for active travel/cycle lanes	143
D02	Suggest more/better cycle lanes (general)	104
D03	Segregated cycle lanes- safe from motor vehicles, pedestrians, etc	81
D04	Suggest improving cycle infrastructure (e.g. junction layouts / new lanes / lighting) / Safer cycle routes needed	151
D05	Secure cycle storage/parking facilities	27
D06	Better pavements and pedestrian facilities (safer facilities)	174
D07	Better walking/cycling links to stations and town centres	62
D08	Suggestions related to e-scooters / e-bikes / bike hire (active travel only)	28

D09	Better enforcement of cyclist / e-bike / scooter behaviour needed / Poor cyclist behaviour is a problem	65
D10	Oppose strategy as it is anti-car/biased to active travel	119
D11	Criticise cycle lanes as being dangerous	71
D12	Criticise cycle lanes as a waste of money	79
D13	Cycle lanes are underused by the public	83
D14	School transport does not fit well with timetables	3
D15	The cycle network lacks continuity	53
D16	Cycle infrastructure has design issues (width, surfacing, junctions, signage)	51
D17	Benefits of cycling are overstated, with cyclists seen as a small minority	61
D19	Proposals will encourage active travel/decrease car use	57
D20	Proposals will not encourage active travel	70
D21	Criticise cycle lanes causing obstruction to properties, reducing access for vehicles	12
D22	Support Maiden Newton–Bridport railway as railway	16
D23	Oppose Maiden Newton–Bridport railway as railway	14
Suggestions on Road Infrastructure		
E01	Suggest verge/hedge/greenery management on roadsides	33
E02	Suggest road capacity improvements (junctions, bypasses, slip roads, motorways)	149
E03	Suggest provision of road safety measures (speed enforcement, 20mph, traffic calming, cameras)	168
E04	Suggest strategic road planning (re-routing freight/A road upgrades)	79
E05	Suggest provision of EV charging infrastructure	52
E06	Improved journey times due to provision of better road infrastructure	18
E07	Suggest coordination of roadworks/utilities	34
E08	Suggest improvements to road infrastructure	118
E09	Road signage is inadequate, better road signs needed	28
E10	Housing growth and overdevelopment are happening without supporting infrastructure	167
E11	Wheelchair / mobility access failures in planning (new developments without access, blocked pavements)	50
E12	Criticism of existing road infrastructure (potholes, lack of road markings)	112
E13	Previously proposed schemes (e.g. LCWIP, TCF) have not been implemented	37
E14	Criticism of increased congestion/pollution from schemes	115
E15	Criticism regarding accessibility for blind/visually impaired/disabled at bus stops/buses	24
E16	Criticism regarding limited road space to add cycle lane	51
E17	Criticism of flooding issues due to lack of adequate infrastructure, drain maintenance, resilient transport network	21

E18	Criticism of school street initiatives (closure doesn't reduce congestion, just moves the problem etc.)	11
	Traffic and Parking	
F01	Reduce traffic congestion/traffic management/improve vehicle flow/fewer delays	217
F02	Suggest provision of parking (general)	61
F03	Suggest parking enforcement/permits for residents	43
F04	Suggest provision of Park and Ride services	30
F05	Suggest cheaper parking facilities	21
F06	Criticism of increased parking costs	15
F07	Proposals will increase parking congestion, making it more difficult to park	28
F08	Improvement to public realm/low traffic neighbourhoods including ULEZ	6
	Policy or Strategy	
I01	Criticism of motives (e.g. greenwashing / money making / war on the motorist)	115
I02	Criticism of questionnaire/survey	52
I03	Criticism of Consultation/won't be listened to	83
I04	Criticism of length of document/complexity deterring responses	34
I05	Criticism of jargon used / lack of plain English	27
I06	Criticism of consultation materials (website, maps, brochure etc.)	28
I07	Policy and strategy will have a positive impact on BCP and Dorset if implemented	17
I08	Policy and strategy will have a negative impact on BCP and Dorset if implemented	57
I09	Criticism the policy isn't forward thinking or innovative enough (technological advancements etc.)	40
	Concerns	
J01	Safety concerns especially for women, vulnerable groups	147
J02	Transport Strategy does not consider needs for disabled/elderly/pensioners/young people	184
J03	Concern regarding digital exclusion (apps not usable, poor signal, for elderly)	23
J04	Concerns regarding rural isolation	115
J05	Concern regarding funding/deliverability	196
J06	Concern regarding impact on local economy, business	68
J07	Safety of children using active travel routes	54
J08	There are no concerns	0
J09	Concern regarding increased risk of collisions/road rage, etc.	124
	Others	
9993	General anger/insults	50
9994	WFH/remote working as transport solution	9
9995	Criticism of Council	120

9996	Query/question	41
9997	Suggest council should be investing elsewhere (e.g. logistics, healthcare, housing, crime)	56
9998	No/No comment/NA	8
9999	Need more information	12

Appendix D

SUGGESTED BUS AND TRAIN ROUTES



Bus Route Suggestions	Total Mentions
Suggest new bus routes to Bournemouth/Bournemouth town centre	17
Suggest new bus route to Dorchester	15
Suggest new bus routes to Wimborne	13
Suggest new bus routes to Poole	13
Suggest new bus routes to Weymouth	12
Suggest new bus routes to Yeovil	10
Suggest new bus routes to Salisbury	8
Suggest new bus routes to Wareham	8
Suggest new bus routes to Blandford	7
Suggest new bus route to/from Bournemouth Airport	6
Suggest new bus routes from Blandford to Wimborne	6
Suggest new bus route to Bridport	6
Suggest new bus routes in North Dorset	5
Suggest new bus routes to Ringwood	5
Suggest new bus routes between Bridport, Lyme Regis, Seaton and Axminster	5
Suggest a new bus route to Sherbourne	5
Suggest new bus route to Shaftesbury	5
Suggest new bus routes from Blandford to Dorchester	4
Suggest increased bus route between Bridport and Dorchester	4
Suggest new bus routes in West Dorset	4
Suggest bus route to Gillingham	4
Suggest new bus route to/from Verwood	4
Suggest new bus routes from Lytchett Matravers to Wimborne	4
Suggest new bus routes from Lytchett Matravers to Dorchester	4
Suggest new bus routes from Blandford to Poole	3

Suggest new bus to Castlepoint Shopping centre	3
Suggest new bus routes to Winbourne	3
Suggest a new bus route to Bovington Camp	3
Suggest new bus route from Christchurch to Bournemouth airport, Aviation Park	3
Suggest new bus route from Lyme Regis	3
Suggest new bus routes from Blandford to Bournemouth	2
Suggest new bus routes from Blandford to Weymouth	2
Suggest new bus routes to Ferndown	2
Suggest new bus routes to Lulworth Cove	2
Suggest direct bus to RBH	2
Suggest new bus routes to Purbeck	2
Suggest new bus route from Bournemouth to Tower Park	2
Suggest new bus route from Poole to Verwood	2
Suggest new bus route to Exeter or Taunton	2
Suggest a new bus route from Bidport to Exeter	2
Suggest a new bus route from Blandford to Yeovil	2
Suggest a new bus route from Harmans Cross to Swanage and Corfe Castle	2
Suggest a new bus route to Maiden Newton	2
Suggest new bus route to Woolsbridge Industrial Estate	2
Suggest new bus route from Blandford to Bournemouth airport, Aviation Park	2
Suggest new bus route to Bath	2
Suggest new bus routes from Lyme Regis to Yeovil	2
Suggest new bus routes from Lyme Regis to Southampton	2
Suggest new bus routes from Wool to Dorchester	2
Suggest new bus route to Sturminster	2
Suggest new bus route to Christchurch Town	2
Suggest new bus routes from Stalbridge to Sturminster Newton, and Blandford	2

Suggest new bus routes from North Dorset to Lyme Regis	1
Suggest new bus routes from North Dorset to Swanage	1
Suggest new bus routes from Sherbourn to Yeovil	1
Suggest new bus routes to Alderholt	1
Suggest new bus routes from Wimborne to Ringwood	1
Suggest new bus routes from Cerne Abbas to Dorchester	1
Suggest new bus routes to Sydling St Nicholas	1
Suggest new bus routes to Frampton	1
Suggest new bus routes from Blandford to Wareham	1
Suggest new bus routes from Lytchett Matravers to Organford	1
Suggest new bus route from West Moors to Winton	1
Suggest new bus route from Bournemouth to Southampton	1
Suggest new bus route from Poole to Bournemouth	1
Suggest new bus routes to Bradford abbas	1
Suggest new bus routes from north Dorset to west bay, Durdle door	1
Suggest new bus route from Chickerell to Wyke Regis	1
Suggest new bus route from Ferndown to Castlepoint, Christchurch	1
Suggest new bus route to Lerret Road	1
Suggest new bus route to Cranborne	1
Suggest new bus route to Woolsbridge road	1
Suggest new bus route from Yeovil from Dorchester	1
Suggest new bus route from Yeovil to Bournemouth	1
Suggest new bus route from Yeovil to Taunton	1
Suggest a new bus route to Littlesea Estate	1
Suggest a new bus route from Kimmeridge, Wareham, Dorset to the bus or train net work	1
Suggest a new bus route from Westham/Southill to Chickerell via the Aldi by army camp	1
Suggest a new bus route to through Harmans Cross	1

Suggest a new bus route from Motcombe to Shaftesbury/Blandford	1
Suggest a new bus route to Swanage-Bournemouth	1
Suggest new bus route from Bournemouth to Verwood	1
Suggest new bus route to Kington Magna	1
Suggest new bus route to Fifehead Magdalen	1
Suggest new bus route to West Stour	1
Suggest new bus route to Buckhorn Weston	1
Suggest new bus route from Thornford to Dorchester	1
Suggest new bus route between Beaminster and Bridport	1
Suggest new bus route from Gillingham to Wincanton	1
Suggest new bus route from Gillingham to Bournemouth	1
Suggest new bus route from Gillingham to Weymouth	1
Suggest new bus route from Winton to Barrack Rd Christchurch	1
Suggest new bus route from central Dorset	1
Suggest new bus route from Wimborne to Christchurch	1
Suggest new bus route to Portesham and Abbotsbury	1
Suggest new bus route from Poole to Bournemouth airport, Aviation Park	1
Suggest new bus route to Bere Regis	1
Suggest new bus routes from Corfe Mullen going to Bournemouth	1
Suggest new bus routes from Bourton and Gillingham	1
Suggest new bus routes from Bourton and Wincanton	1
Suggest new bus route to Bryanston	1
Suggest new bus route to Netherbury	1
Suggest new bus route to Stoborough	1
Suggest new bus routes from Beaminster directly to Dorchester	1
Suggest new bus routes from P&R to Sandbanks, Poole Park	1
Suggest new bus routes from P&R to Blandford	1

Suggest new bus routes to Poole Quay	1
Suggest new bus routes to Worth Matravers	1
Suggest new bus routes to Church Knowle	1
Suggest new bus routes to Thornford	1
Suggest new bus routes from Dorchester to Poole	1
Suggest new bus routes from Dorchester to Wareham	1
Suggest new bus routes from Wimborne to Bournemouth	1
Suggest new bus routes from Wimborne to Poole	1
Suggest new bus routes from Wimborne to Ferndown Industrial Estate	1
Suggest new bus routes from Colehill to Bournemouth	1
Suggest new bus routes from Colehill to Poole	1
Suggest new bus routes from Colehill to Ferndown Industrial Estate	1
Suggest new bus route to Corfe Mullen	1
Suggest new bus route to Frampton	1
Suggest new bus route to Corscombe	1
Suggest new bus route between Wool and Bovington	1
Suggest new bus route to/from Bere Regis to and from Poole, Bournemouth, Wareham or Wool	1
Suggest new bus route to/from Lenthay area	1

Rail Route Suggestions	Total Mentions
Suggest rail route between Bridport, Blandford, Ferndown and Wimborne	3
Suggest rail route to Corfe Castle and Swanage.	3
Suggest rail route between Weymouth, Yeovil, Exeter	3
Suggest rail route to Sturminster Newton	2
Suggest rail route between Weymouth Bournemouth and London	2
Suggest rail route to Salisbury	2

Suggest a Weymouth Park and Ride	2
Suggest rail route between Poole and Bournemouth	1
Suggest rail route between Sherborne to Dorchester or Weymouth	1
Suggest rail route to Gillingham bypassing Yeovil	1
Suggest rail route to Axminster	1
Suggest rail route between Gillingham and Shaftsbury	1
Suggest rail route between Yeovil Pen Mill and Junction to provide an alternative rail connection to London and intermediate locations.	1
Suggest rail route between South Dorset and the Westcountry.	1
Suggest rail route to Wool	1
Suggest rail route to Wareham	1
Suggest rail route to Dorchester	1
Suggest rail route to Exeter	1
Suggest rail route to Exeter, Taunton, Reading and London via Castle Cary.	1
Suggest connection to East-West rail services	1
Suggest rail route to West Moors	1

Appendix E

CODE FRAME – WHAT SINGLE THING WOULD ASSIST YOU MOST IN YOUR TRAVEL NEEDS?



Theme	Description	Frequency
Buses		
General	General bus improvements, but not specific to sub-theme.	139
Coverage	Missing routes, lack of coverage, rural gaps and direct links	225
Frequency	More frequent services, evening/weekend buses, timetable issues	137
Reliability	Cancellations, lateness, unreliable services	106
Cost	High fares and affordability	15
Accessibility	Wheelchair access, ramps, boarding issues	6
Roads		
General	General road issues without a clear sub-theme	153
Congestion	Traffic build-up, delays, traffic flow at peak times	119
Safety	Concerns regarding roundabouts, crossings and traffic lights	23
Surfacing	Potholes, road resurfacing quality	21
Capacity	Narrow roads, calls for widening or dualling following the introduction of active travel measures	19
Cycling		
General	General cycling comments not tied to a sub-theme	133
Infrastructure	Condition/continuity of cycle lanes, need to consider shared-use areas, or segregated lanes	86
New cycle routes	Requests for safe, connected cycle routes	38

Theme	Description	Frequency
Safety	Feeling unsafe cycling on road, driver behaviour issues	14
Opposition to cycle lanes	Concerns about cycle lanes and road space	8
Rail		
General	General rail improvements	98
Access	Difficulty accessing stations, poor connectivity	39
Cost/affordability	High ticket prices and concerns of affordability	2
Frequency	Requests for more train services	4
Reliability	Delays and cancellations	1
Integration travel network		
General	General connectivity problems for onward travel	24
Timetable	Poor connections between modes of travel, mismatched timetables	83
Ticketing	Requests for integrated ticketing for onward travel options	4
Accessibility/mobility		
General	General accessibility comments	8
Mobility	Needs of older/disabled people ignored	28
Environmental factors	Pavements, gradients and infrastructure to aid travel for disabled residents	2
Total of coded comments		1,535

Appendix F

IMPLEMENTATION AREA PLANS



Implementation Area Plans

Area	Priorities include, but are not limited to:
Bournemouth, Christchurch and Poole	Improving connections between the three towns: A movement strategy is being developed to prioritise travel options between Bournemouth, Christchurch, and Poole, as well as their district centres. This includes town centre movement strategy improvement packages, such as the Christchurch Transport Network Improvements Package, which will prioritise space for walking, cycling, and public transport and reduce pressure at strategic river crossings. The Bournemouth Town Centre Sustainable Access Package will improve transport options along key corridors, linking the Travel Interchange to the town centre and seafront. Poole Travel Interchange is set for redevelopment, with options to relocate the rail station to the heart of the town centre, reconnecting the high street and improving access by bus and rail. Expanding EV charging: BCP will deliver a network of low-powered on-street public EV charge points, especially in residential areas lacking off-street parking, using LEVI funding and private charge point operator investment. Community charging schemes (e.g., Co-Charger) and the expansion of the CoWheels car club are being promoted, alongside decarbonising the existing fleet. There are plans for a Zero Emission Vehicle Infrastructure Strategy to address future needs for commercial freight, private vehicles and workplace charging. Upgrading bus and rail stations: Bus priority measures will be delivered, including the Bournemouth Station to Town Centre bus priority scheme and improvements at Branksome Roundabout. Poole Bus Station, Boscombe Bus Station, and Bournemouth Travel Interchange will be upgraded with new shelters, accessible boarding kerbs, real-time information screens and enhanced CCTV. Accessibility improvements are planned for all railway stations in BCP, including Hamworthy, Parkstone, Branksome, Pokesdown and Christchurch, in partnership with Network Rail and the Western Gateway STB. Making school journeys safer: A Child Friendly Streets scheme will improve conditions for walking, wheeling, scooting and cycling within a one-mile radius around each secondary school, aiming for 90% of children to make safe and active journeys. The Sustainable Modes of Travel to School (SMOTS) strategy will promote sustainable travel to schools and colleges, supported by Bikeability training for children and free cycle training for adults. Priority school crossing patrol replacements and new pedestrian crossings are also planned.
Central Dorset	Upgrading to key roads: Strategic corridor improvements are planned for the A35 (Dorchester bypass), A354 (Dorchester to Weymouth and Portland) and A37 (northwards to Yeovil and Bristol). These include junction upgrades, bus priority measures and active travel enhancements. The A37 package will address flooding and safety issues, while the A354 corridor will benefit from multi-modal enhancements and a new mobility hub at Weymouth Park and Ride. Improving access to Portland Port:

Area	Priorities include, but are not limited to:
	A package of access and traffic management interventions will improve connectivity to Portland Port, including rearrangement of Wyke Road junction for HGVs, active travel links from Fortuneswell/Castletown to Easton and safety improvements on Portland Beach Road. The port's expansion will facilitate goods movement by rail and support local economic growth. Expanding e-bike scheme: The Dorchester, Weymouth and Portland e-bikeshare scheme will be expanded, increasing the number of bikes and docking bays to improve access for residents and visitors. This complements new and improved active travel routes connecting residential areas with town centres, business parks, schools, hospitals and railway stations.
Northern Dorset	Enhancing rural transport: The IP focuses on enhancing rural mobility through improved bus service frequency and reliability on strategic inter-urban routes (e.g., Blandford–Shaftesbury–Gillingham, Yeovil–Sturminster Newton–Blandford). Saturday bus services will be extended and zero-emission buses introduced. Community transport schemes, such as minibus and dial-a-ride services, will continue to play a vital role, especially for older residents and those in isolated areas. Extending the North Dorset Trailway: Improvements to the Rights of Way network include extending the North Dorset Trailway north from Sturminster Newton and south towards Poole, enhancing long-distance active travel opportunities and linking communities along the former railway line. Improving access to rail and bus services: Accessibility upgrades are planned for Gillingham and Sherborne stations, including step-free access, improved signage and better integration with local bus and active travel networks. Mobility hubs will be introduced in Sherborne, Gillingham and Shaftesbury, supporting interchange between modes of travel.
South Eastern Dorset	Improving links to the BCP area: A strategic sustainable travel network will connect South East Dorset to the BCP conurbation, including active travel routes and bus corridor improvements. Bus priority measures segregated active travel infrastructure and traffic management will reduce congestion and promote healthy travel option. New cycle routes: Regional cycle network routes will be developed to connect gateways, major centres and employment hubs between Dorset, BCP and Hampshire. Improvements will focus on gaps in the network, such as river crossings and busy junctions, to enhance cycling connectivity and accessibility. Improving bus services: Bus service frequency will be increased on core inter-urban routes, aiming for at least hourly services, with enhancements to reach a 30-minute frequency where commercially viable. Evening and weekend services will be extended and mobility hubs introduced in Blandford, Wimborne, Ferndown and Wareham.

Area	Priorities include, but are not limited to:
	• A pilot scheme to improve rural mobility: The South East Dorset Rural Mobility Pilot, a joint initiative with BCP, will improve transport links between rural communities and urban centres, increasing bus frequencies, developing mobility hubs and introducing feeder on-demand services to combat isolation and support sustainable travel choices.
Western Dorset	• Improving bus routes: Bus services will be enhanced through increased frequency and extended weekend operations on key routes such as Bridport to Axminster to Dorchester and Bridport to Yeovil. The introduction of zero-emission buses will modernise the fleet and improve passenger experience. Mobility hubs will be developed in Bridport to support seamless interchange between modes. • Improving walking and cycling infrastructure: Town centre traffic management and access improvements in Bridport and Lyme Regis will reduce traffic, improve air quality and create safer environments for walking and cycling. Enhancements to the rights of way network, including developing the Maiden Newton to Bridport Trailway, will support healthier lifestyles and access to green spaces • New measures to manage seasonal congestion: Targeted improvements along the A35 corridor will enhance safety, reduce congestion and improve resilience, particularly in areas prone to flooding and seasonal traffic pressures. Traffic management and public realm improvements will be delivered in key town centres to reduce congestion and improve accessibility, supporting vibrant and well-connected communities.



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