

# SUSTAINABLE TRANSPORT

REF.	ACTION (and outcome)	PARTNERS	PRIORITY	YEAR	RESOURCES	FUNDING	COMMENTS
RESEARCH & FEASIBILITY WORK							
<b>ST 1</b>	<p><b>Complete Jurassic Coast Transport audit and gap analysis, including :</b></p> <ul style="list-style-type: none"> <li>- leisure related bus services</li> <li>- demand responsive transport</li> <li>- coastal landing facilities</li> </ul> <p><i>Outcome: Specific schemes and initiatives identified for implementation in next few years</i></p> <p>i) Investigate potential for a regular seasonal coastal bus/minibus service e.g. Swanage - Durlston</p> <p><i>Outcome: Reduced impact of cars on local communities. Increased opportunities to enjoy the coast, also benefits local communities.</i></p>	<p><b>Dorset CC</b> <b>AONBs</b> Devon CC JCWHT Transport Operators</p> <p><b>JCWHT</b> DorsetCC SWCP SWRDA YHA AONB Bus Operators</p>	<p>High</p> <p>Urgent</p> <p>Medium</p> <p>Not Urgent</p>	<p>2009</p> <p>09-14 And beyond</p>	<p>Consultants £20k+</p> <p>Staff Time</p>	<p>Via partner funding</p> <p>Partner contributions</p>	<p>Identify priorities and likely resources required for 2009-14</p> <p>Research &amp; assess best practice from elsewhere. Provide incentives for private sector, joint ticketing etc. Encourage local entrepreneurs to join in.</p>
<b>ST 2</b>	<p><b>Investigate feasibility of park and ride facilities, including incentive schemes, and seek to establish low key seasonal facilities where possible.</b></p> <p><i>Outcome: Reduced traffic, more people using sustainable transport, less conflict with local communities</i></p>	<p><b>Dorset CC</b> <b>Devon CC</b> EDDC AONBs JCWHT NT Operators</p>	<p>High</p> <p>Not urgent</p>	<p>2010</p>	<p>Staff time and consultants, links to Transport gap analysis work</p>	<p>Via partner contributions</p>	<p>Review range of incentives successfully working elsewhere</p>
<b>ST 3</b>	<p><b>Investigate potential for integrated marine transport network</b></p>	<p><b>AONBs</b> <b>JCWHT</b></p>	<p>High</p>	<p>09-12</p>	<p>Staff time and consultants.</p>	<p>Via partner contributions</p>	<p>Develop Marine Strategic Plan from</p>

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	<i>Outcome: New options created for coastal tourism and sustainable transport</i>	Operators	Not urgent				recommendations of study
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ST 4	<p><b>Research likely sustainable transport requirements in connection with visitors to Olympics sailing events in 2012</b></p> <p><i>Outcome: Car free options established, routes agreed, and mechanisms in place</i></p>	<p><b>Dorset CC</b> Dorset C JCWHT Olympics 2012 Bus and rail operators</p>	<p>Medium</p> <p>Urgent</p>	09-12	£20k	Olympics budget	Olympics strategies in preparation – cycling 2008, pedestrians 2009. Ensure sustainable long term legacy
INFORMATION							
ST 5	<p><b>Provide effective coordinated and consistent transport information across whole corridor – at bus stops and internet based, easy to understand, integrated, mobile phone access to timetables, provide coastal information inside buses and actively promote services which serve the coast.</b></p> <p><i>Outcome: Locals and visitors fully aware of the range of options, with increased use of sustainable travel</i></p> <p>i) Implement recommendations from Access &amp; Walks Study in relation to physical and information improvements to bus stops e.g. stop names, timetables, directions to coast path, distances etc.</p> <p><i>Outcome: Improved customer care and information, resulting in further awareness and use of car free options</i></p>	<p><b>Dorset CC</b> <b>Devon CC</b> JCWHT AONBs Bus and rail operators Etc</p> <p>WHTransport Group Bus Operators</p>	<p>High</p> <p>Not urgent</p> <p>High</p> <p>Not Urgent</p>	<p>2010</p> <p>2009</p>	<p>Staff time plus temporary support, say £20k</p> <p>To be determined</p>	<p>LTP Operators</p> <p>Partner contributions</p>	<p>Appoint temporary project officer to research and promote corridor wide approach, including work to prove achievability</p>

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<b>TRAVEL PLANS</b>							
<b>ST 6</b>	<p><b>Work with communities and holiday parks in key honeypot sites to develop and promote travel plans and sustainable transport.</b>                      Sites may include Otterton, Weston, Branscombe, Beer, Abbotsbury, Lulworth, Ringstead and others as identified.                      Outcome: <i>Increased awareness and use of public transport, minimising impacts of traffic, congestion and parking whilst enabling increased visitor access</i></p>	<p><b>Devon CC</b>  <b>Dorset CC</b>                      AONBs                      Transport providers                      Local communities                      Holiday Parks</p>	<p>High                       Not urgent</p>	<p>09 – 14                      And beyond</p>	<p>Staff time plus consultant support, say £10k plus</p>	<p>Carbon Trust grants programme and partner contributions LTPs</p>	<p>Develop pilot project with one community and one holiday park operator. Establish simple cost effective priorities. Share experiences and best practice by 2014. Ensure Durlston travel planning continues as per HLF project</p>
<b>CYCLE FACILITIES</b>							
<b>ST 7</b>	<p><b>Develop initiatives to increase cycling options for visitors in the coastal corridor.</b>                      Outcome: <i>Increased options to make use of sustainable transport.</i>  <i>Innovative sustainable tourism boat/walk/cycle/train – could attract new visitors.</i></p> <p>i) Consider boat/walk/cycle options, particularly linking to coast path, and future WHS visitor centres. Investigate combined ticket options too</p> <p>ii) Provide cycle hire at suitable venues and locations, e.g., caravan sites, railway stations, visitor centres with linking circular routes</p> <p>iii) Investigate cycle carriage on appropriate bus</p>	<p><b>JCWHT</b>                      Tourism bodies                      EDDC,NT                      Dorset CC                      Operators</p> <p><b>Devon CC</b>  <b>Dorset CC</b>                      Bus operators</p> <p><b>Cycle hire businesses</b>                      DAONB                      Network Rail</p>	<p>Medium                       Not urgent                       Medium                       Not urgent                       Medium                       Not urgent                       Low</p>	<p>2009 –                       2009                       2009                       12-14 and</p>	<p>Staff Time                       Staff Time                       Staff Time                       To be Determined</p>	<p>Partner contributions                      External funding bids                      LTP's                      Operators</p>	<p>Follow up recommendations, key proposals, etc in Transport gap analysis. Establish marine transport group, including operators</p> <p>Initial discussions with operators required</p> <p>Audit existing</p>

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	services .	DorsetCC Devon CC Bus Operators	Not urgent	beyond			provision. Engage private operators or entrepreneurs
<b>ST 7</b>	iv) Investigate opportunities for improved cycle carriage on rail to Wareham, E.Devon & Exmouth and cycle carriage on steam train to Swanage  v) Provide cycle parking and appropriate signage where National Cycleway Network Route 2 meets linking routes. Priorities: Bridport to West Bay West Bay – cycle parking in car park Charmouth to Wootton Fitzpaine Lyme Regis – Lim Valley Hardy Monument (NCN follows minor road which crosses coast path) South Haven Point – Chain Ferry Seaton – incorporate with proposed Visitor Centre	Dorset CC Rail operators  Sustrans WDDC, PDC, Dorset CC Devon CC EDDC, NT	Low  Not Urgent  Low  Not Urgent	09-10  12-14	To be determined  To be determined		Commence discussions with rail operators.  Identify key locations along and within full corridor.
<b>ST 8</b>	<b>Support implementation of stop on lineway north from Seaton and provision of cycle hub at proposed visitor centre.</b>	Devon CC EDDC	Medium  Urgent	10-11	To be determined – dependant upon Tram stop.	Devon CC Private sector Sea Change bid	Part of larger package for visitor centre

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<b>PARKING PROVISION</b>							
<b>ST 9</b>	<p><b>Work within framework of car park design guidelines to improve appearance and visual impact of coastal car parks.</b>  <i>Outcome: Attractive environment as important gateways to coast</i></p> <p>Priorities include :                      Maer Road, Exmouth                      Eype                      Charmouth Road, Lyme Regis                      West Bexington                      Burton Bradstock                      Portland Bill</p>	<p><b>AONB's</b>                      Dorset CC                      Devon CC                      EDDC                      WDDC                      PDC                      Landowners                      DCC Arts officer</p>	<p>High</p> <p>Not urgent</p>	<p>09-14                      and                      beyond</p>	<p>To be                      determined</p>	<p>Local                      authority and                      partner                      contributions</p>	<p>Local authorities to prepare action plans to outline planned improvement and investment                      Appoint an artist to work on concept design with engineers.                      NT completed                      B.Bradstock car park and could be used as exemplar.</p>
<b>ST 10</b>	<p><b>Resolve parking issues and management of associated problems (e.g. fly tipping) at coastal sites.</b>                      Sites include:                      Castle Lane (Exmouth &amp; Budleigh Parish)                      Mortice Farm entrance and                      Dunscombe Manor (Sidmouth)                      Berry Barton                      Weston (Branscombe)                      Burton Bradstock NT car park                      West Bexington                      DCC Countryside managed sites                      Hardy's Monument</p>	<p><b>AONB's</b>                      Clinton Devon Estates                      Dorset CC                      NE</p>	<p>Medium</p> <p>Low</p>	<p>09-10</p>	<p>£10k</p>	<p>EDDC</p>	<p>Prepare solutions and cost options</p>