



Dorset and East Devon Coast World Heritage Site

Jurassic Coast Sustainable Transport Improvements and Actions (2009 – 2014)

(WORKING DOCUMENT, April 2010)



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Ref: Jurassic Coast Transport Improvements and Actions, April 2010, Final draft

1. Introduction

World Heritage Sites are places of global significance, recognised by UNESCO as having 'Outstanding Universal Value'. The Dorset and East Devon Coast World Heritage Site (commonly known as the Jurassic Coast) is England's only natural World Heritage Site and was designated in 2001 due to its unique and internationally significant geology and geomorphology. The Site stretches from Orcombe Rocks near Exmouth in the west, to Old Harry Rocks near Swanage in the east. Within this 95 mile (155 km) stretch lies a near continuous sequence of Triassic, Jurassic and Cretaceous exposures, representing approximately 185 million years of Earth history.

In addition to its designation as a World Heritage Site, the coast and its adjacent coastal corridor are included in both the Dorset and East Devon Areas of Outstanding Natural Beauty (AONB). A wealth of further designations demonstrate the national and international significance of the coast and adjacent land in terms of its landscapes, wildlife, geology and heritage. Designations include three Heritage Coasts, Special Areas of Conservation (SAC's), Special Protection Areas (SPA's), RAMSAR, National Nature Reserves (NNR's), Sites of Special Scientific Interest (SSSI's), Regionally Important Geological sites (RIGS) and Scheduled Ancient Monuments (SAM's), amongst other forms of special protection. The area is truly of global importance and attractive to visitors on many levels.

A significant amount of work took place over several years to achieve World Heritage Site status and an equally significant amount of work continues to take place since the Site was designated. The work is steered by the World Heritage Site Steering Group and undertaken by the Jurassic Coast team in partnership with a broad range and breadth of partners. The team and partners work to the Dorset and East Devon Coast World Heritage Site Management Plan (2nd edition, 2009-2014).

A Transport Working Group was established in 2004 to develop an integrated approach to sustainable transport across the Jurassic Coast. An initial strategy was devised. From this, consultants have been commissioned to develop several specialist areas of work. Since 2008, the Jurassic Coast team and Dorset Area of Outstanding Natural Beauty (AONB) team in particular have taken a lead on progressing initiatives and have attempted, through the Jurassic Coast Transport Working Group, to develop an integrated approach which recognises the need for joint working with both Dorset and Devon County Council transportation services.

In 2007, Halcrow Group Limited were commissioned by the Jurassic Coast Transport Working Group to produce a Transport Infrastructure Gap Analysis report, highlighting 'gaps' along the World Heritage Site both in terms of physical infrastructure and presentation of information. The Halcrow report, which was published in November 2008, included recommendations for improvements. The Halcrow report concentrated on five topics:

- i) Potential rural car-bus interchange sites (e.g. locations for park and ride)
- ii) Bus services to serve camping and caravan sites
- iii) Demand responsive transport services
- iv) Rail- bus interchange audits
- v) Presenting public transport information: good practice

Much of this plan deals with the Halcrow recommendations and suggests positive actions. It should be read alongside the *Jurassic Coast Transport Infrastructure Gap Analysis Report, November 2008* (described as the *Halcrow report* throughout this document).

Other transport priorities which need to be delivered within the timeframe 2009 – 2014 have also been tabulated. One of the main purposes of this document is to ensure all relevant Jurassic Coast transport priorities are fed into the emerging new Dorset and Devon Local Transport Plan 3s, which will be effective from April 2011. Task and Finish, or Working Groups may be required to implement some of the identified actions.

2. Policy context

All recommendations within this Plan are backed up by policies within strategic documents relating to the Dorset and East Devon Coast, in particular the Dorset and East Devon Coast World Heritage Site Management Plan, the Dorset AONB Management Plan, the East Devon AONB Management Plan and the Coastal Corridor Action Plan (covers the Dorset and East Devon Coast).

i) Dorset and East Devon Coast World Heritage Site Management Plan

Aim 5: To improve appropriate and sustainable access to the Site and its setting

Aim 6: To enable visitors to the Site and its setting to enjoy a welcoming experience and high quality facilities

Aim 7: To raise public awareness of the Site, its Outstanding Universal Value and of the values of World Heritage, locally to globally

Aim 8: To demonstrate exemplary World Heritage Site management

Relevant policies within Dorset and East Devon Coast World Heritage Site Management Plan Aims 5, 6, 7 and 8 include:

Policy number	Policy
5.3	A collaborative approach will be taken by the key stakeholders in order to improve visitor management and access along the coastal corridor
5.8	Improve access to the coast by cycling, particularly through Sustrans routes
5.9	Promote sustainable marine transport as an alternative to using the car
5.11	Commercial boat operators will be advised against landing in sensitive parts of the Site without permission
5.12	Encourage visitors to the World Heritage Site to make sustainable choices and informed decisions about how they get there, how they get around, how long they stay and what they do when they get there
5.13	Maintain and improve existing bus services serving the coast, including associated infrastructure such as bus stops and shelters, and information provision
5.14	Support the development of bus services in the coastal corridor where provision is currently limited
5.15	Develop and promote more effective transport interchanges and encourage joint ticketing operations

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5.16	Encourage the development of appropriate and sensitively located seasonal and permanent park and ride facilities
5.17	Signage and information panels, virtual information sources and other gateways will give consistent and clear information about the Site, how to access it and how to move around it sustainably
5.18	Information for the general public about transport services will focus on alternatives to car use, and will be consistent (particularly across county borders), accurate, high quality, up to date, accessible and widely promoted
5.19	Support efforts to de-clutter coastal access routes following the Dorset Rural Roads Protocol and emerging Devon guidance, with transport interchanges and Park and Rides highlighted
5.20	Discourage the siting of non essential signage or information panels within the natural landscape
5.21	High quality, sensitive and creative design will be encouraged in improvements to signage, outdoor furniture and other infrastructure
5.22	Target access-related research at locations where specific problems are highlighted and are directly related to issues identified in Management Plan
6.4	Support, maintain and improve visitor physical infrastructure in Gateway Towns and other access points on a year round basis, including car parks ... public transport interchanges
6.5	Identify and maintain tranquil areas along the coastal corridor
7.8	Encourage, and where possible, ensure that promotion of access to the World Heritage Site is sensitive to the differing pressures on coastal communities
8.2	Increase accountability and transparency of decision making affecting the Jurassic Coast World Heritage Site
8.13	Undertake ongoing monitoring and periodic evaluation of progress against the Jurassic Coast Management Plan

ii) The objectives and policies within the respective statutory management plans of both the Dorset Area of Outstanding Natural Beauty (AONB) and the and East Devon AONB also support the actions within this document.

Dorset AONB Management Plan 2009- 2014 A Framework for the Future

Objective A2: Access and travel in the AONB are managed within environmental limits

Objective C1: Greater involvement and participation by local people in actions to conserve and enhance the AONB

Objective PD1: Conserve and enhance the special qualities of the rural landscape and historic settlements of the AONB

Objective PD4: Reduce the growth and impacts of traffic on the AONB

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Relevant policies include:

A2e	Develop and promote integrated sustainable access and travel options in the coastal corridor. Actions – improve information for all transport services to ensure that demand responsive transport, timetables and links (eg walking routes) to visitor destinations are more user friendly. Improve park and ride facilities for the coast. Improve walking links between the coast path and access points including coastal towns and villages and public transport stops
A2f	Support the development of small scale marine based transport along the coast to provide an alternative to the car
C1c	Support greater local involvement in actions to conserve and enhance the AONB
C1e	Involve local people in monitoring and recording landscape change
PD1a	Ensure that any necessary development affecting the AONB is sensitively located and sympathetic in style, scale and materials to local character
PD1d	Protect the AONB's panoramic views, tranquillity and remoteness
PD4c	Promote and develop measures to reduce traffic in the AONB Action – Deliver Local Transport Plan to improve public transport, walking/cycling & access to services.
PD4d	Reduce urbanisation and other negative impacts of highway management on the AONB. Action: Deliver Rural Roads Protocol

East Devon AONB Management Plan 2009- 2014 Making the Landscape Work

Objectives:

-The impact on the landscape, environment and enjoyment of the AONB is considered in the planning and provision of transport networks and services.

-A sustainable access, recreation and tourism sector that is in keeping with AONB purposes and does not harm the conservation of natural beauty or the needs of agriculture, forestry and other uses.

Relevant policies include:

T1	Promote the development of high quality, integrated sustainable transport services and initiatives in and around the AONB where compatible with conserving natural beauty and the conservation objectives of European sites
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T2	Work to ensure road and transport schemes within the AONB have regard to the purposes of AONB designation
ART1	In partnership with others, encourage and support the provision of high quality, sensitive physical access for as wide a range of users as possible and the on-going sustainable development of key recreational routes where this does not conflict with the conservation of internationally protected sites and species

iii) In addition, all the actions within this document are specified within the *Coastal Corridor Action Plan (CCAP) "Sustainable Transport"* section (actions ST1 – ST10) and *"Monitoring"* (actions M1, M3 and M6)

iv) Recommendations from a subsequent study (carried out in February 2009 for Purbeck Heritage Committee) to investigate the potential for Norden Park and Ride site to become an integrated transport hub have also been included in this document. The Norden study fits well with the policy context of both the World Heritage Site Management Plan and Dorset and East Devon AONB Management Plans and needs to be considered within the overall visitor management context for the Jurassic Coast World Heritage Site.

3. Jurassic Coast Sustainable Transport Improvements and Actions (2009 – 2014) – table of recommendations and proposed actions

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RECOMMENDATIONS	ACTION REQUIRED	LINK WITH OTHER EXISTING STRATEGIES / SCHEMES	LEAD PARTNER	OTHER PARTNERS	PRIORITY HIGH MEDIUM LOW	RESOURCES	COMMENT AND PROGRESS
Action Area 1: RURAL CAR-BUS INTERCHANGE							
<p><i>Summary:</i> <i>In essence, park and ride facilities. However, unlike P&R in the traditional sense, also to include seasonal options and smaller sites (e.g. fields, school car parks, large lay-bys etc). Full list of potential sites in Halcrow report</i></p>							
1.1. Market and promote use of existing car parks which could act as to interchange to bus services. Promote use of car-bus interchanges in publicised circular walks	<ul style="list-style-type: none"> i) Investigate feasibility of using bus services close to car parks in Exmouth, Sidmouth and Lyme Regis (inc P&R site) ii) 2 pilots with signs/panels, literature, packaged and branded walks ("park car, catch bus, walk/boat/bus to return") iii) Review pilot sites 	<p>JCMP 5.16</p> <p>DAONB MP A2e, PD4c</p> <p>EDAONB MP T1, T2, ART1</p> <p>CCAP ST2</p>	DorCC, DevCC	WHT, AONBs	Medium	LTP2 and 3 DevCC LTP3 DorCC	Devon – 2 possible locations linking to X53: Car park on A3052 nr Sidmouth. Also layby at the Bowd. Both planned for 2010
1.2. Investigate temporary, new, seasonal P&R locations and further investigation of potential permanent facilities	<ul style="list-style-type: none"> i) Plot current P&R on map, identify gaps ii) Identify potential sites (seasonal) e.g. schools, village halls, fields, pubs iii) Undertake feasibility of sites and pilot likely options iv) Review need for new permanent sites 	<p>JCMP 5.16</p> <p>DAONB MP A2e, PD4c</p> <p>EDAONB MP T1, T2, ART1</p> <p>CCAP ST2</p>	DorCC, DevC C	WHT, AONBs	Medium	LTPs: DorCC, DevCC	P&R at Sidmouth
1.3. Widen use of	i) Audit links to X53 bus stops	JCMP 5.16	DorCC, DevC	WHT, AONBs,	High	LTP3 -	

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Lyme Regis P&Rs to include encouragement to use X53 (and other passing) bus services. Links to 1 & Action Area 5	<ul style="list-style-type: none"> ii) Info into car parks re. bus service info, maps etc iii) Improve infrastructure & info at bus stops iv) Promote the “package” and ensure on all relevant literature, websites etc 	<p>DAONB MP A2e, PD4c</p> <p>CCAP ST2</p>	C	Lyme Regis Town Council, LR Development Trust		DorCC, DevCC; Lyme Regis Town Council	
1.4. Norden Park & Ride Study (Halcrow Feb 2009) explores how the site can expand its role to better include travel by bus, cycle and foot and how it can work for residents as well as visitors. Explore and consider how recommendations from the report can be funded and implemented	Establish working group to explore how recommendations can be implemented including funding options	<p>JCMP 5.16</p> <p>DAONB MP A2e, PD4c, PD4d</p> <p>CCAP ST2</p>		Purbeck DC, Purbeck Heritage Committee, DorCC, DAONB	Medium	LTPs: DorCC (£20k), £10k Development Committee funding, external funding	Steering & Working Group established. Signage within Norden and from Norden – Corfe being addressed. New cycling and walking routes planned. £30k funding in place to commence actions and further funding sought from LTP 2010/11 budget

Action Area 2: BUS SERVICES

Summary:
Looking at improvements and maintenance of bus services along Jurassic Coast generally and in addition, concentrating on larger holiday parks – assumption that with more

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<i>visitors, a better bus service would be well used. Aim to bring bus services and bus stops closer to holiday parks; improve routes (e.g safe footpaths to bus stop); improve awareness of services. Halcrow found that, "majority of holiday parks are within 100m of a bus stop and the majority have access to an hourly service"</i>							
2.1. Maintain and improve existing bus services along the Jurassic Coast	X53 and linking services such as 157 maintained or enhanced and encourage adoption of Jurassic Coast branding	JCMP 5.13 DAONB MP A2e, PD4c EDAONB MP T1, T2, ART1	First Group, Stagecoach, Wilts and Dorset, DoCC, DeCC	WHT, AONBs, Purbeck DC	High	Bus companies, DorCC, DevCC LTPs, Purbeck DC	Possible extension of X53 to Swanage. Branded Wilts and Dorset buses, service extended to ½ hourly. 2011/12
2.2. Investigate future of X53 service	<ul style="list-style-type: none"> i) Determine future plans for service ii) If no increase in frequency planned, discuss potential and options for funding iii) Determine plans for "extension" to Swanage and practical usage from passenger point of view 	JCMP 5.13, 5.14 DAONB MP A2e, PD4c EDAONB MP T1, T2, ART1		DorCC, DevCC First Group, Wilts and Dorset	High	Kick start bid?, First Group, Wilts and Dorset, LTPs DorCC, DevCC	Devon - there may be another Kickstart opportunity in 2010. The section of route which requires the additional capacity is Beer to Weymouth which is mostly in Dorset. The bid, which would be supported by Devon, should come from Dorset CC
2.3. Provide bus stops/bus stop infrastructure where currently absent See also Action Area 5 See also Action	Stage 1 <ul style="list-style-type: none"> i) Use Coast Road Project (B3157 Chickerell to Bridport) as pilot ii) Develop audit sheet for bus stop infrastructure and information using Access and Walks Study (Halcrow) to provide best practice 	JCMP 5.13 DAONB MP A2e, PD4c, PD4d EDAONB MP T1, ART1		Coast Road Project Group (initially) DorCC DAONB WHT DevCC and EDAONB for stage 2	High	DorCC £500k; DfT £500k (Coast Road specific) DevCC and EDAONB for stage 2	Devon will be implementing the suggestions made in the Halcrow report regarding bus stop infrastructure, including stop improvements and audit along X53 route in Devon. However there is no possibility of Stagecoach extending their Otterton service to Ladram Bay

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Area 10	<p>examples</p> <p>iii) Audit bus stops along Coast Road</p> <p>iv) Develop and design best practice stop-specific information template for bus stops. Link to Topic 1 and Topic 5</p> <p>v) Install at bus stops along route</p> <p>vi) Review success</p> <p>Stage 2</p> <p>vii) Complete for rest of route (Dorset)</p> <p>viii) Complete for Devon section</p>	CCAP ST5					HA upgrading bus stops on A35 but not provision of information
2.4. Provide Travel Planning advice to medium & large holiday parks	<p>Stage 1</p> <p>i) Use Coast Road Project as pilot in conjunction with 1 (above) - infrastructure improvements</p> <p>ii) Discuss & develop project with Chris Hook (Green Travel Plans) and Devon officer</p> <p>iii) Provide advice to holiday parks, publicise & implement. Time to run parallel with Stage 1</p>	<p>JCMP 5.13</p> <p>DAONB MP A2e, PD4c, PD4d</p> <p>EDAONB MP ART1</p> <p>CCAP ST6</p>	DesDor VisDev/ ATP	Coast Rd Proj Grp (initially), DorCC, DAONB, WHT DevCC and EDAONB for stage 2	High	LTPs, DorCC DevCC and EDAONB for stage 2	<p>Destination Dorset and Visit Devon should take this on? Integrate with DNFTP: Jurassic Coast Quality Business Scheme and GTBS</p> <p>Stage 3 would build confidence and awareness amongst accommo providers – then more likely to recommend car free opportunities to guests</p>

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	(above) iv) Review success Stage 2 v) Complete for rest of route inc Devon. Stage 3 (vi) encourage transport operators to offer free/ discounted travel pass to accommo providers in low season						
2.5. Conduct audit of routes from medium and large holiday parks to bus stops and improve walking routes and waiting facilities See also Action Area 5	Stage 1 i) Use Coast Road Project as pilot in conjunction with 1 & 2 (above) and link to Topic 1 (3) and Topic 5 ii) Audit routes to bus stops and waiting facilities iii) Investigate potential for improvements where iv) Necessary (eg path improvement, new permitted path/ROW, move bus stop etc) v) Implement where possible, publicise at holiday parks vi) Review success Stage 2 Complete for rest of route inc Devon	JCMP 5.13 DAONB MP A2e, PD4c, PD4d EDAONB MP ART1 CCAP ST6		Coast Rd Proj Grp (initially), DorCC, DAONB, WHT DevCC and EDAONB for stage 2	Medium	LTPs: DorCC DevCC and EDAONB for stage 2	Walking routes from holiday parks to bus stops is something Devon plan to look at but not programmed yet

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2.6. Service to connect Golden Cap Holiday Park (Seatown) and holiday parks in Eype to Bridport See also Action Area 5	i) Work with HP owners to investigate potential service ii) Develop pilot if feasible iii) Assist with publicity and marketing iv) Monitor usage	JCMP 5.13 DAONB MP A2e, PD4c, PD4d CCAP ST6		DoCC, West Dorset Leisure Holidays, DAONB, WHT	High	LTP, holiday parks	Upgrading of walking and cycling routes to Bridport proposed
2.7. Support Durlston Shuttle Bus service		JCMP 5.13 DAONB MP A2e, PD4c, PD4d CCAP ST6	Dorset CC	JCWHT, Purbeck DC	High	Dorset CC LTP Purbeck DC	Summer 2010 – bus service between Swanage station and Durlston
Action Area 3: RAIL-BUS INTERCHANGE AUDITS							
<i>Summary: Halcrow audited Axminster, Honiton and Exmouth stations, looking at info provision, quality of walking routes between stations and bus stops, quality of waiting environments, 'usefulness' of the interchange.. The template could be used to complete an audit of Dorset stations.</i>							
3.1. Audit rail-bus interchanges in Dorset using Halcrow "template" used at Devon interchanges	i) Audit Weymouth, Dorchester, Wareham, Swanage, Wool, Poole ii) Implement improvements where necessary – to include 2,3,4,5,7 below	JCMP 5.14, 5.15 DAONB MP A2e, PD4c, PD4d		DorCC, South West Trains, DAONB, WHT	High	LTP DorCC, SWTrains?, Olympic Transport Package	Weymouth station enhanced through Olympic Transport Package Improvements undertaken at Axminster in conjunction with

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		CCAP ST5					hourly rail services Honiton improvements planned 2011/ 12
3.2.Work to improve connection times (both supported and commercial services)	i) Discuss inclusion of action within LTP	JCMP 5.14, 5.15 DAONB MP A2e, PD4c, PD4d EDAONB MP T1		DorCC, DevCC, First Group, SWTrains, Wilts&Dorset, other independent operators	High	LTPs DorCC, DevCC, bus and train operators	Axminster bus times revised to allow passengers to meet trains
3.3.Provide additional information on bus and rail connections in printed and web based material See also Action Areas 1 & 5	i) Discuss inclusion of action within LTPs ii) Ensure links made with Topics 1 & 5	JCMP 5.17 DAONB MP A2e, PD4c, PD4d EDAONB MP ART1 CCAP ST5		AONBs, WHT, First Group, SWTrains, Wilts&Dorset, other independent operators, DorCC, DevCC	High	LTPs DorCc, DevCC, bus and train operators	JC East Devon map with timetable info completed Nov 2009 Revamp of X53 timetable required.
3.4. Provide stop-specific bus timetable information at rail-bus interchanges See also Action Areas 1 & 5	Ensure rail stations and nearest bus stops are included in actions in Topics 1 & 5	JCMP 5.17 DAONB MP A2e, PD4c, PD4d EDAONB MP	.	First Group, SWTrains, Wilts&Dorset, other independent operators, DorCC,	High	LTPs DorCc, DevCC, bus and train operators, Dorset Passenger Transport	Axminster improvements undertaken Axminster bus/ rail information is being prepared

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		ART1 CCAP ST5		DevCC, AONBs, WHT			
3.5. Improve bus waiting environments	See actions 1.i) and 1.ii) above	JCMP 5.13 EDAONB MP ART1 CCAP ST5		Bus operators, DorCC, DevCC, AONBs, WHT	High	LTPs, DorCC, DevCC	The improved bus facilities at Axminster rail station are almost complete There is a major revamp of Honiton rail station in the pipeline but not 2009/10. Improved passenger facilities and access to the station for persons with disabilities. The bus interchange in the forecourt will be retained
3.6. Increase bus frequencies to improve connection times with trains	i) Identify where rail enhancements are planned ii) Investigate where better connection times may be possible	JCMP 5.13 DAONB MP A2e, PD4c, PD4d EDAONB MP T1 CCAP ST5		SWTrains, DorCC, DevCC	High	Rail operators, LTPs DorCC, DevCC	Following dualling of line at Axminster, hourly rail service introduced December 2009
3.7 Support upgrading required to reinstate Swanage – Worgret	Upgrading of re-signalling required for route to be commercially viable	JCMP 5.15 DAONB MP A2e, PD4c, PD4d		Swanage Rail Partnership	Medium		

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junction rail link		EDAONB MP T1 CCAP ST5					
3.8.Negotiate potential for joint ticketing arrangements (e.g. buy ticket at Waterloo which includes train, bus, boat ... Similar concept to London Travelcard)	i) Identify and confirm where connections exist (e.g. opportunity at Exmouth – rail, bus and boat connections) ii) Speak to operators to investigate opportunities	JCMP 5.15 DAONB MP A2e, PD4c, PD4d EDAONB MP ART1 CCAP ST5		Rail, bus, boat operators, DorCC, DevCC, WHT, AONBs, (GOSW interested in concept for SW)	Medium	Rail, bus, boat operators, LTPs DorCC, DevCC, GOSW?	Stuart Line Cruises link with First buses – joint ticket available Use Waterborne Transport pilot (Sidmouth – Seaton – Lyme) to link 157, X53 and boat transport?
Action Area 4: DEMAND RESPONSIVE TRANSPORT SERVICES - Currently only applies to Dorset							
<i>Summary: Halcrow identified opportunities and constraints within the existing Door To Dorset service in relation to the needs of the travelling visitor</i>							
4.1. Improve service awareness by ensuring printed and on-line material available	Recommendations require speaking to Dorset DPT to clarify long term plan for DRT and to agree recommendations	JCMP 5.12, 5.13 DAONB MP A2e, PD4c, PD4d		DorCC WHT, DAONB	High	DorCC - DPS	Not looking for any schemes in Devon. Not identified any suitable areas to implement a scheme

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		CCAP ST5					
4.2. Service should be simple and info clear and easy to understand		JCMP 5.12, 5.13 DAONB MP A2e, PD4c, PD4d CCAP ST5		DorCC	High	DorCC - DPS	
4.3. Scheme registration requirement should be removed – off putting for visitors		JCMP 5.12, 5.13 DAONB MP A2e, PD4c, PD4d CCAP ST5		DorCC	High	DorCC - DPS	
4.4. Key visitor destination bus stops should be fixed without need for pre-booking		JCMP 5.12, 5.13 DAONB MP A2e, PD4c, PD4d CCAP ST5		DorCC	High	DorCC - DPS	
4.5. Where pre-booking necessary, should be possible closer to time of		JCMP 5.12, 5.13 DAONB MP		DorCC	High	DorCC - DPS	

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travel		A2e, PD4c, PD4d CCAP ST5					
4.6. Service, usage and types of user should be monitored and reviewed regularly		JCMP 5.12, 5.13 DAONB MP A2e, PD4c, PD4d CCAP ST5		DorCC	High	DorCC - DPS	
Action Area 5: GOOD PRACTICE IN PRESENTING PUBLIC TRANSPORT INFORMATION							
<p><i>Summary:</i> <i>Halcrow report concentrated on bus info – at stops, printed, and online. Should, however, apply to all public transport info</i></p>							
5.1. At Bus Stops i) Roll out stop specific timetables with larger font size ii) Include route maps & “you are here” maps at bus stops iii) Add place/	i) Use Access & Walks Study to provide best practice examples. Open dialogue with CC officers producing bus timetables and information. ii) Work to implement recommendations iii) Consider also adding 7 and connecting modes	JCMP 5.12, 5.13, 5.17 DAONB MP A2e, PD4c, PD4d EDAONB MP ART1		DorCC, DevCC, WHT, AONBs	High	LTPs, DorCC, DevCC	Weymouth is priority in Dorset due to 2012 – bus stop improvements, upgraded facilities in sea front Devon -refresh of the bus stop signs/ poles etc on the X53 route where appropriate – audit then replace if necessary

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location name to flag at bus stop iv) Add bus stop locations to Services around the Jurassic Coast map and town maps in Area Timetable Booklets See also Action Area 1	Ensure links are made with other topic actions	CCAP ST5					
5.2. Produce Jurassic Coast Public Transport map for East Devon	Consider new transport map for Devon	JCMP 5.12, 5.15, 5.18, 7.8 EDAONB MP ART1 CCAP ST5		WHT, DevCC, DorCC	High	DevCC, WHT	Completed Nov 2009 Funding of reprints needs to be agreed and maintained
5.3. WHT work with DevCC/DorCC to produce examples of public transport information provision using best practice	New East Devon map style to be adopted by Dorset	JCMP 5.12, 5.15, 5.18, 7.8 DAONB MP A2e, PD4c, PD4d CCAP ST5		WHT, DorCC, DevCC, DAONB	High		DoCC tied into current contract with FWT until 2011/12

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5.4. Ensure printed publicity is distributed to tourists attractions and accommodation providers	<ul style="list-style-type: none"> i) Investigate current distribution locations ii) Discuss how wider, more targeted distribution can be achieved (holiday parks, attractions, B&B's, self catering cottages) iii) Set up mechanism for future wider targeted distribution 	<p>JCMP 5.12</p> <p>DAONB MP A2e, PD4c, PD4d</p> <p>EDAONB MP ART1</p> <p>CCAP ST5</p>		WHT, DorCC, DevCC, AONBs	High	WHT, DorCC DPS, DevCC	Update of current DPT distribution database required
5.5. Provide indicative fare information in printed publicity See also Action Area 1	<ul style="list-style-type: none"> i) Identify publications and websites where indicative fare info would be beneficial ii) Consider additional info on connecting modes of transport in printed info iii) Seek agreement with producers and agree wording 	<p>JCMP 5.12</p> <p>DAONB MP A2e, PD4c, PD4d</p> <p>EDAONB MP ART1</p> <p>CCAP ST5</p>		DorCC, DevCC, WHT, AONBs	High	N/a	
5.6. Online information needs to be comprehensive and easy to find	<ul style="list-style-type: none"> i) "Mystery shopper" audit based on study findings (see Halcrow report, page 136-137, section 6.10) ii) Develop best practice checklist for information iii) Work with partners to ensure websites can be used as exemplars 	<p>JCMP 5.12</p> <p>DAONB MP A2e, PD4c, PD4d</p> <p>EDAONB MP ART1</p>		DorCC, DevCC, WHT, AONBs, NT, Local Transport Action Groups?	High		N/a

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		CCAP ST5					
5.7. Future RTIP (real time information provision) development along the Jurassic Coast should focus on mobile phone text messaging	i) Investigate feasibility of recommendation including pros and cons ii) Be aware of future developments and respond accordingly	JCMP 5.12, 5.13 DAONB MP A2e, PD4c, PD4d EDAONB MP T1, T2, ART1 CCAP ST5		DorCC, DevCC, Transport operators, WHT, AONBs	High	?	SMS texting arrangement now available at X53 bus stops
5.8. Ensure branding is consistent, clear and effective	Work together to ensure branding is effective and will not confuse/ alienate passengers	JCMP 5.18 DAONB MP A2e, PD4c EDAONB MP T1, T2, ART1 CCAP ST5		DorCC, DevCC, WHT, AONBs	High	N/A	If one brand eclipses another, passengers can lose confidence as to whether a bus stop is serviced by a particular service
5.9. Tap into existing communication channels to reach visitors (i.e. getting them to the bus stop etc in the first place ...)	Work with SWT, VisDev/ ATP and DesDor to reach visitor market: (i) key messages into destination and tourism businesses' websites (ii) bed-room browsers	JCMP 5.18 DAONB MP A2e, PD4c EDAONB MP T1, T2, ART1	VisDev/ ATP DesDor	JCWHT, SWT	High	N/a	Work required to get visitors to be aware of and consider sustainable transport as a viable alternative to using their car

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		CCAP ST5					
5.10 Highlight locations for car free holidays	Highlight accommodation providers and locations where a car free holiday is possible on websites, brochures etc	JCMP 5.18 DAONB MP A2e, PD4c EDAONB MP T1, T2, ART1 CCAP ST5	VisDev/ ATP DesDor	JCWHT, SWT	Medium	N/a	Encourage businesses to 'sell' their location as somewhere to stay where a car is unnecessary
5.11 'Explore What's on Your Doorstep' concept	Encourage visitors and locals to decrease touring time and increase dwell time – through websites, publications etc	JCMP 5.18 DAONB MP A2e, PD4c EDAONB MP T1, T2, ART1 CCAP ST5	VisDev/ ATP DesDor SWT	JCWHT	High, ongoing	N/a	
Action Area 6: WATERBORNE TRANSPORT							
<i>Summary: Where appropriate, marine access to be promoted as an alternative to using the car, with aim of reducing traffic congestion on coastal roads and offering one of the best ways of seeing and understanding the Jurassic Coast</i>							
6.1. Undertake a feasibility study into the potential for	Commission consultant to undertake feasibility study	DAONB MP A2e, A2f, PD4c, PD4d		DAONB, WHT, DorCC, DevCC	High	LTPs DorCC, DevCC, DAONB,	Phase 1 completed; funding for phase 2 secured – Fisher Associates commissioned

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leisure and functional marine transport along the coast		JCMP 5.9, 5.11, 5.12, 6.5 CCAP ST3				WHT	
6.2. Implement outcomes and recommendations of Phase 2 pilot studies	Ensure funding is available for pilot projects	DAONB MP A2e, A2f, PD4c, PD4d JCMP 5.9, 5.11, 5.12, 6.5 EDAONB MP T1, T2 CCAP ST3		DAONB, WHT, DorCC, DevCC	Medium	LTPs DorCC, DevCC, DAONB, WHT	Await outcomes of Phase 2
Action Area 7: 2012 SUSTAINABLE TRANSPORT LEGACY							
<i>Summary: Influence visitor management information in relation to 2012 sailing events to be consistent with principles of responsible and sustainable travel</i>							
7.1. Involvement in 2012 Transport and Visitor Management	Jurassic Coast Visitor Manager to attend meetings and ensure clear communication between	JCMP 5.12 CCAP ST4		DorCC, Team Dorset, LOCOG, WHT	High		Ongoing Influence visitor management

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Groups	JCTrWG and 2012 Transport and VM Groups						information in relation to 2012 to be consistent with World Heritage Site principles of sustainability
Action Area 8: CYCLING							
<i>Summary: Encourage cycling where appropriate as an option for accessing the coast</i>							
8.1. Increased promotion of Sustrans National Cycle Network routes	(i)Ensure routes publicised as appropriate (ii)Support new SW Protected Landscapes interactive cycling webiste	JCMP 5.8, 5.12 DAONB MP A2e, PD4c, PD4d ED AONB MP ART1 CCAP ST7		Sustrans, WHT, DorCC, DevCC, SWPL	Medium	SWPL (for ii)	Ongoing
8.2. Develop initiatives to increase cycling options for visitors in Dorset and East Devon Coastal	i) consider walk/ cycle/ bus/ boat options particularly linked to the SWCP and future WHS visitor centres. Investigate combined ticket options	JCMP 5.8, 5.12 DAONB MP A2e, PD4c,		Sustrans, Districts, DorCC, DevCC, AONBs, WHT, National Trust,			Action not yet commenced although elements fall within existing/ future initiatives within and external to this Plan

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Corridor	ii) provide cycle hire at suitable locations eg holiday parks, railway stations, visitor centres with linking circular routes iii) investigate cycle carriage on appropriate bus and train services iv) provide cycle parking and appropriate signage where NCN 2 meets linking routes	PD4d ED AONB MP ART1 CCAP ST7		bus operators, cycle hire businesses, rail operators, tourism operators			Key action should be to identify where and within whose plan these initiatives will be implemented
8.3. Completion of Stop Line Way NCN No. 33 Seaton, Axminster to Devon border	Negotiations on route need to be completed	JCMP 5.8 ED AONB MP ART1 CCAP ST8		DevCC, EDDC, EDAONB	High	DevCC, EDDC	
8.4. Provide cycle hub facilities at Seaton Interpretation Centre	Centre planned for completion 2011	JCMP 5.8 ED AONB MP ART1 CCAP ST8		DevCC, EDDC, EDAONB		DevCC, EDDC	Outline planning permission obtained Sept 09
Action Area 9: CAR PARK DESIGN							
<i>Summary: Ensure new car parks landscaped sensitively and in keeping with the surrounding land and seascape. Work towards all car parks being examples of best practise along the Jurassic Coast</i>							
9.1. Improve design, visual impact and	Adhere to new car park guidelines produced by WDDC	JCMP 6.4		AONBs, District councils,	Medium	Districts, landowners,	West Dorset District Council Car Park Guidelines consultation now

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physical infrastructure at Jurassic Coast car parks (where appropriate)		DAONB MP PD1a, PD4d EDAONB MP T1, T2 CCAP ST9		private landowners		DorCC and DevCC highway authorities	closed (Jan 2010). Working Group will revise doc in line with comments and seek adoption through Heritage Committees (Dorset and similar process (EDevon) Emphasis should be on visual impact on Jurassic Coast and quality of design
9.2. Resolve parking issues and management of associated problems at coastal sites	Prepare solutions and cost options for Castle Lane (Exmouth and Budleigh), Mortice Farm entrance and Dunscombe Manor (Sidmouth), Berry Barton, Weston (Branscombe), Burton Bradstock, West Bexington and Hardys Monument	JCMP 6.4 DAONB MP PD1a, PD4d EDAONB MP T1, T2 CCAP ST10		AONBs, District councils, private landowners	Medium	Districts, landowners, DorCC and DevCC highway authorities	
Action Area 10: DORSET RURAL ROADS PROTOCOL AND DEVON PROTECTED LANDSCAPES HIGHWAYS MANAGEMENT GUIDELINES							
<i>Summary: Ensure Dorset and Devon highway authorities adhere to Dorset Rural Roads Protocol and Devon Highways Management Guidelines</i>							
10.1. Support efforts to de-clutter coastal access routes		JCMP 5.19, 5.20 DAONB MP PD4d		DorCC, DevCC, AONBs, Highways Agency, WHT	High	DorCC, DevCC	Ongoing Reduction in signage will reduce cost of maintenance budget

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10.2. Finalise Devon Highways Management Guidelines to complement Dorset Rural Roads Protocol	Final version awaited following consultation	JCMP 5.19 EDAONB MP T1, T2		DevCC, Devon AONBs and NPs	High	DevCC, SWPL	Guidelines to be agreed by March 2010 Reduction in signage will reduce cost of maintenance budget
10.3. Coast Road Project B3157 (Chickrell to Bridport) used as an example to address safety and speed issues using principles of Dorset Rural Roads Protocol See also Action Area 2	Support project and share best practise lessons learnt	JCMP 5.19, 5.20 DAONB MP PD4d		DorCC, DAONB, Highways Agency, Communities, WHT	High	DfT £500,000 DorCC £500,000	Wider environmental actions will be included. E.g. bus stop improvements, path links to Holiday Parks etc
Action Area 11: MONITORING AND CARRYING CAPACITY							
<i>Summary: Tranquil areas of the coast should remain so; realities or perceptions of capacity should be taken into account and stakeholders encouraged to find solutions if necessary</i>							
11.1. Traffic counts on coastal roads and roads leading to the coast	CCs to continue with traffic counting on key routes and benchmark over time	JCMP 5.22 DAONB MP PD4c EDAONB MP ART1		DorCC, DevCC	High	DorCC, DevCC	Ongoing – with benchmark since pre designation 2001 Use evidence to identify specific research questions and work in partnership to achieve solutions

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		CCAP M1, M3					
11.2. Areas of tranquillity mapped and maintained	Investigate concept of zoned management of coastal corridor to define and maintain tranquil areas	JCMP 6.5 DAONB MP PD1d, PD4c EDAONB MP ART1 CCAP M6		AONBs, NT, Parish Councils, landowners, WHT	High		Start 2011? Use Durlston as a pilot?
11.3. More regular surveys with local communities	Ensure transport issues regularly communicated to local communities	JCMP 8.2, 8.13 DAONB MP C1c, C1e CCAP M6		WHT, AONBs	High		Ongoing
Action Area 12: SOUTH WEST UNESCO SITES JOINT SUSTAINABLE TRANSPORT SOLUTIONS							
<i>Summary: Working together to jointly market sustainable transport options to, between and within the South West's 4 World Heritage Sites and 2 UNESCO sites</i>							
12.1. Create a sustainable transport website linking the 4 World Heritage Sites and 2 UNESCO sites in the SW	Work commissioned to web designer, input required from all WHSs and UNESCO Sites	JCMP 5.12, 5.18, 7.8		SWRDA, 4 SW WHSs, North Devon Biosphere Reserve and English Riviera	High	SWRDA, 4 SW WHSs and North Devon Biosphere Reserve	SW World Heritage Sites sustainable transport website created www.worldheritagesouthwest.org.uk and funding secured for ongoing maintenance til 2011

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				Geopark			
12.2. Future partnership working with regard to sustainable transport to be agreed by SW WHSs	Group to progress	JCMP 5.12, 5.18, 7.8		4 SW WHSs, North Devon Biosphere Reserve and English Riviera Geopark	Medium	SW WHSs, Biosphere, Geopark, RDPE?	