

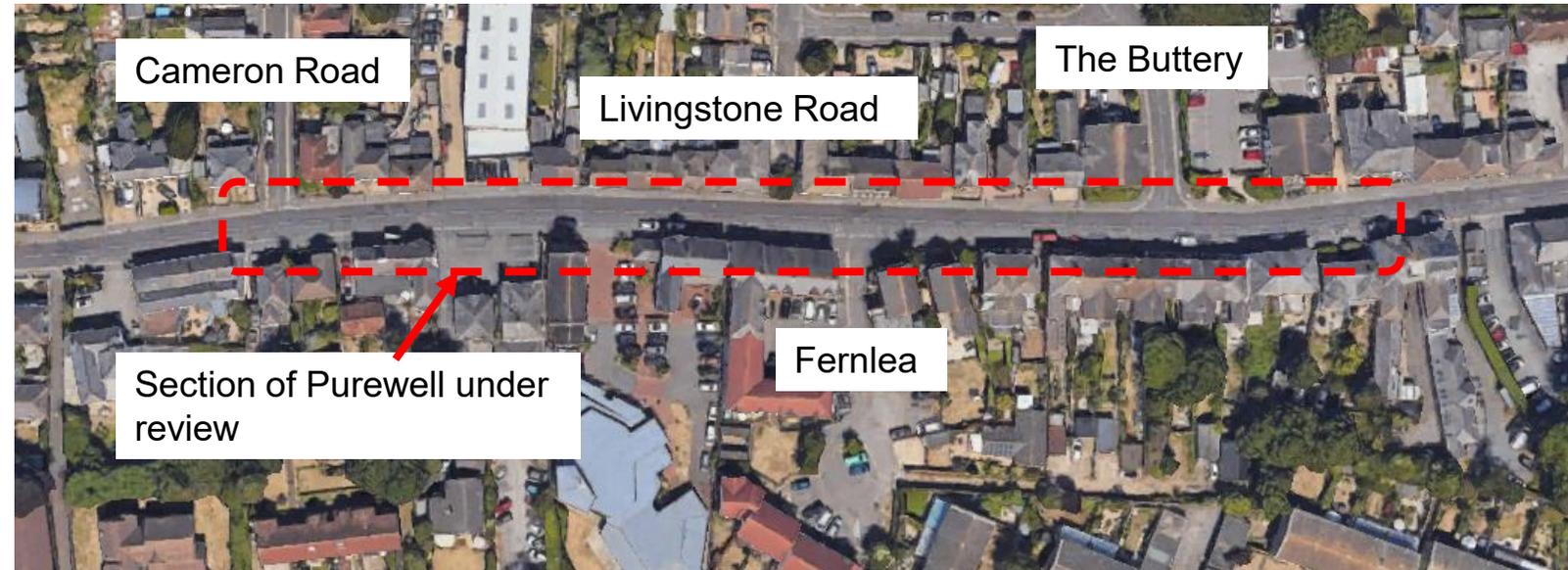
Bus Service Improvement Plan

Purewell Parking Engagement

Introduction

Purewell is a key part of the local bus network with five bus services operating up to nine journeys per hour, offering links for residents to areas such as Burton, Boscombe, Bournemouth, Christchurch Town Centre, Highcliffe, Royal Bournemouth Hospital and to areas outside of the conurbation such as New Milton and Lymington in Hampshire. There is also a service from Ringwood to Christchurch three days a week, a school service to Bournemouth School for Girls, and an 'open top' service operating in the summer months. This equates to over 46,000 bus journeys per year passing through this stretch of road network.

Bus operators identified Purewell as being an area where services are regularly delayed. The journey time from Purewell Cross Roundabout to Stony Lane should take 2 minutes, however studies showed some journeys taking in excess of 13 minutes. A report by Transport Focus identified reliability of bus services as a key indicator for passenger satisfaction, stating "***The biggest influence on satisfaction with bus services remains whether or not buses run on time...***". This scheme therefore looks to review and amend existing parking provision along Purewell in the daytime with the aim to provide passing places for bus services. This will improve the reliability of bus services and reduce congestion in the area.

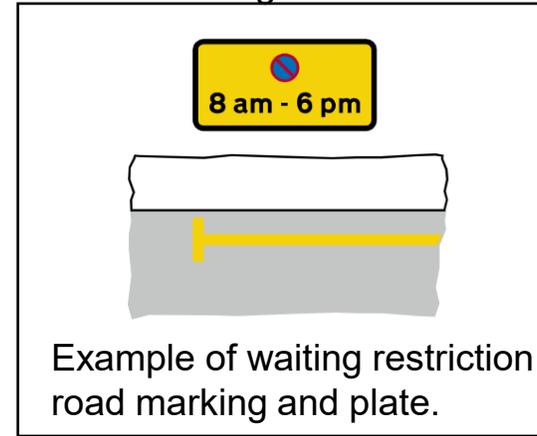


Parking sections reviewed for daytime removal

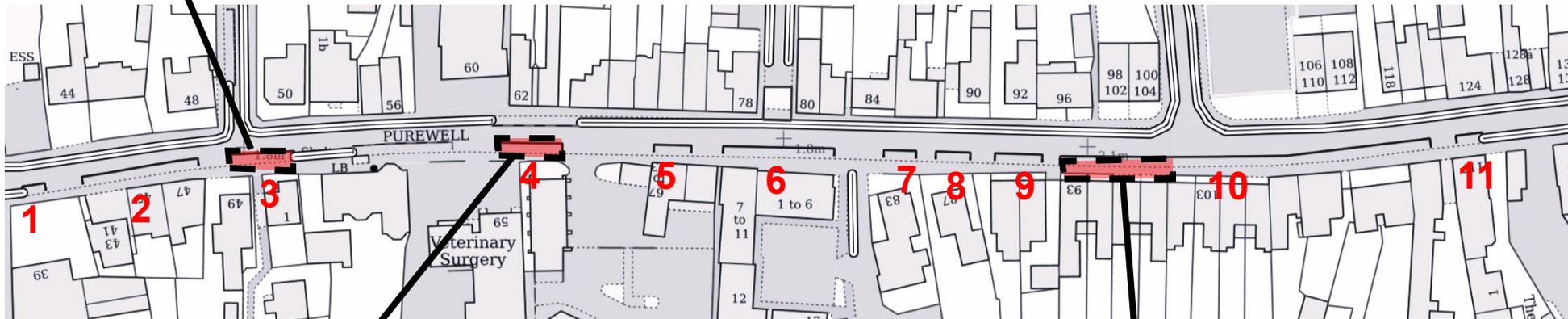
A parking survey was undertaken which identified the following parking sections as having low levels of usage. It is recommended that these are removed to provide 'passing places' to help improve traffic flow.

Where parking sections are considered for removal, these are recommended to be replaced by 'No Waiting Monday - Saturday, 10am - 6pm' restriction, marked by a single yellow line and yellow plate as shown in this example.

Note, these sections can be used for parking during times outside of the advertised restriction, ensuring that evening parking provision for residents is unchanged.



Parking section 3 (2 spaces) removed replaced with 'No Waiting' restriction

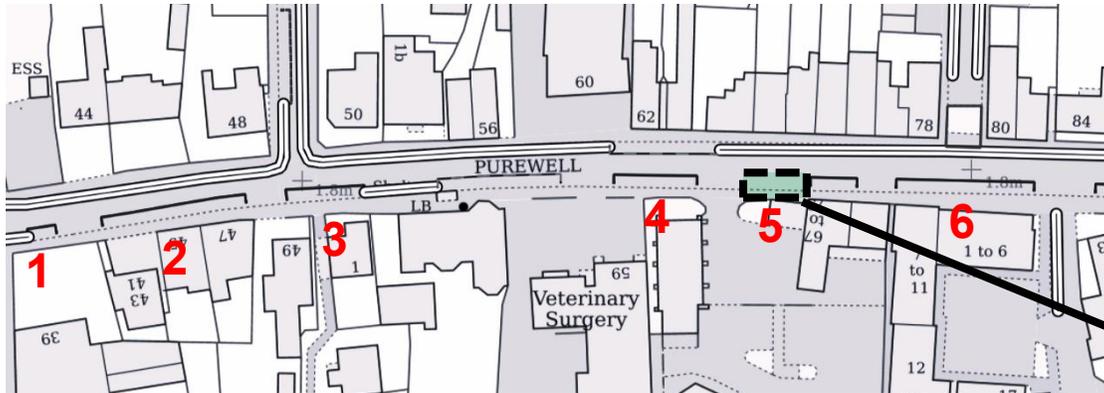


Parking section 4 (2 spaces) removed, replaced with 'No Waiting' restriction.

Parking section 10 (15 spaces) reduced by 23m (5 spaces) at western end, replaced with 'No Waiting' restriction

Parking sections reviewed for additional parking

Section 5 currently has capacity for around one vehicle. It is adjacent to an Access Protection Marking (APM) which is no longer required. It is recommended that the APM is removed allowing for parking section 5 to be increased in length which can provide extra parking provision for at least one additional vehicle.



Additional considerations

For remaining parking sections, **time restricted parking** is enforced Monday – Saturday, 10am – 6pm, with duration of parking limited to 30 minutes, with no return within 30 minutes. It is being considered whether to increase the length of parking during this time to provide longer duration of parking which could benefit local businesses.

Feedback has been received regarding consideration of **controlling the type of traffic** which regularly uses Purewell. This could be achieved through implementation of Traffic Regulation Order to prohibit certain types of vehicle, for instance prohibiting use by 'Goods Vehicles' except for access.

Feedback has also been received to consider implementing **measures to regulate rate of traffic flow**. This could be in the form of a reduction in speed limit and/or implementation of physical measures to prevent excess speed.

No decision has been made on these points, and we welcome comments on these or any other suggestions residents may have.

Proposed Next Steps

- Review feedback from Engagement and refine proposal
- Consultation stage – Advertise Traffic Regulation Order with notices on street, advertisement in Press
- Consider Consultation responses & review as appropriate with key stakeholders