



BUS SERVICE IMPROVEMENT PLAN (BSIP) - PUREWELL

April 2026

Research and Consultation Team

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1 Executive summary

Bournemouth, Christchurch and Poole (BCP) Council consulted on the updated proposals for the Purewell Bus Service Improvement Plan (BSIP) between 2 March and 29 March 2026. The scheme aims to improve bus reliability, reduce congestion and enhance journeys for all road users by reviewing and amending existing parking provision along Purewell, particularly during day time hours, to provide passing places for buses.

Proposals were developed following previous feedback and discussion with key stakeholders and included both removal and adjustment of parking sections, with mitigations for evening and Sunday parking as permitted.

A total of 84 responses were received during the consultation period with views split between support and opposition. The data shows a polarised response with nearly equal numbers supporting and opposing the proposals. Key issues identified were traffic congestion, road safety, local business access and parking availability.

1.1 Key findings

Parking Section 3 (opposite Cameron Road)

- 49% of respondents supported or strongly supported the proposed daytime removal of parking.
- 40% opposed or strongly opposed the change.

Parking Sections 4 and 5 (outside St Joseph's Church)

- 49% supported or strongly supported the updated parking arrangements.
- 42% opposed or strongly opposed the changes.

Parking Section 10 (opposite The Buttery)

- Views on the proposed reduction in parking length were divided, with responses reflecting similar levels of support and opposition to those expressed for Parking Sections 4 and 5.

Overall support for the updated Purewell BSIP proposals

- 48% supported or strongly supported the proposals overall.
- 44% opposed or strongly opposed the proposals.

Issues that matter most when thinking about Purewell

- Traffic congestion: 55%
- Road safety: 54%
- Local business access: 40%
- Parking availability: 36%

Evening and Sunday parking provision

- 62% supported or strongly supported maintaining existing evening and Sunday parking where daytime restrictions are proposed.

Daytime parking duration (30-minute limit)

- 51% preferred to maintain the current time limit.
- 27% would like to see the permitted stay increased.

Support for additional safety and traffic management measures

- Weight restrictions for larger vehicles: 61%
- 20 mph speed limit: 46%
- Improved crossings: 33%

Overall, the consultation shows strongly held and divided views, with responses varying by parking location and by the issues respondents prioritise most when thinking about Purewell.

2 Information and background

Purewell is a key part of the local bus network, with five 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 areas outside the conurbation. Over 46,000 bus journeys per year pass through this stretch of the road network.

Bus operators identified Purewell as an area where services are regularly delayed due to the restricted flow of traffic which happens along this travel corridor. The journey time from Purewell Cross roundabout to Stony Lane should take approximately two minutes, but studies and traffic data showed some journeys taking in excess of 13 minutes.

Reliability of bus services is a key indicator for passenger satisfaction and the scheme aims to provide passing places for buses by amending parking provision, thereby improving reliability for bus users, while reducing congestion for other motorists or road users travelling on the corridor. The plans consulted on were developed in agreement with key stakeholders including elected representatives, local business groups and transport operators.

This consultation represents a Stage 1 (non-statutory) consultation, intended to gather early views on the emerging Purewell BSIP proposals and to understand how these could be refined in light of local feedback. The purpose of this stage was to seek comments, concerns and suggestions from residents, businesses and other stakeholders before any formal decisions are made, allowing the proposals to be reviewed and, where appropriate, adjusted in response to the feedback received.

Subject to further development and decision-making, a Stage 2 consultation would follow in the form of a statutory Traffic Regulation Order (TRO) consultation. The TRO stage provides a formal opportunity for the public to support or object to the finalised proposals under statutory procedures. Feedback received as part of this Stage 1 consultation will help inform whether and how proposals progress to that formal stage.

2.1 Methodology

The BSIP consultation was designed to ensure that a wide range of local voices could be heard and that feedback would be both representative of regular users and accessible to affected stakeholder groups. The consultation period ran from 2 March 2026 to 29 March 2026, with the engagement period carefully chosen to maximise participation, avoiding any school holidays or the pre-election period.

The consultation was promoted via a variety of different channels to ensure that the process was inclusive to different people. A leaflet campaign to residents and local businesses within the scheme area was undertaken during the consultation to invite participation.

Stakeholders (elected members, town council and local chamber of trade) were involved in the design of the proposals. Posters were also placed on lampposts and well-used walking routes along the scheme to provide further reach to those visiting the area and to those who might not engage online, mitigating any chance of digital exclusion. The consultation was also promoted via social media to extend its reach beyond the immediate radius of those residing in Purewell.

Survey design was evidence-led and transparent. The engagement survey was structured to capture both quantitative and qualitative feedback. It included a mix of closed questions (single choice, multiple choice and multi-select) and open-text boxes for comments. The survey covered travel frequency, purpose, mode, views on specific parking changes by section, overall support, issues of concern and demographic information about the respondents.

The survey was available both online and in hard copy, with clear instruction for completion and return. The survey was available to be collected from Christchurch Library should residents or those travelling locally needed an alternative method of taking part. Hard copy responses were scanned and entered into the dataset alongside online submissions for analysis.

2.2 Reporting and analysis

All responses were collated into a single dataset, with a total of 84 valid submissions (76 online, eight hard copy). Quantitative data was analysed using counts, percentages and cross tabulation to understand whether the demographic of the respondents affected travel behaviour. Qualitative data (open-text responses) was thematically coded, with quotes grouped by theme and linked to the relevant survey

question. Each findings subsection in this report shows the survey question asked, how it was answered and any associated comments.

While the consultation was open to all, the sample is self-selecting and not statistically representative of the wider population. Not everyone who participated in the survey responded to every question, therefore the base may differ dependent on the number of respondents for each individual question.

2.3 Engagement

The consultation website served as the primary digital platform for information and feedback. During the consultation period, the site attracted 620 unique visitors and 868 total visits, with an average visit duration of 1 minute 58 seconds and an average of 3.59 pages viewed per visit. These metrics indicate strong local interest and engagement, with visitors spending time reviewing the proposals, FAQs, and survey materials. While not all visitors submitted formal responses, the website analytics demonstrate that the consultation reached a broad audience and provided accessible information to both residents and stakeholders.

3 Findings

The following section presents a detailed analysis of the feedback received during the Purewell BSIP consultation. Each subsection begins with the exact survey question asked, followed by a summary of responses, interpretative commentary, and, where relevant, verbatim quotes to illustrate key themes. The analysis draws on both quantitative and qualitative data, with explicit base sizes shown for each result to ensure transparency. While the findings provide valuable insight into the views and priorities of those who participated, it is important to note that the sample is self-selecting and not statistically representative of the wider population. The results should therefore be interpreted as indicative of the perspectives of engaged stakeholders and regular users of the Purewell corridor, rather than as a definitive measure of community-wide opinion.

3.1 Travel frequency and purpose

How often do you travel along Purewell? (Base: n = 84)

- **Daily**
- **Several times a week**
- **Weekly**
- **Monthly**
- **Rarely**
- **I don't know**
- **No answer**

Responses show that 76% of respondents travel along Purewell either daily or at least several times a week. This indicated that feedback gathered as part of the survey responses is as a result of frequent travel, rather than occasional use. The high frequency provides confidence that responses reflect day-to-day experiences of travel along the Purewell corridor.

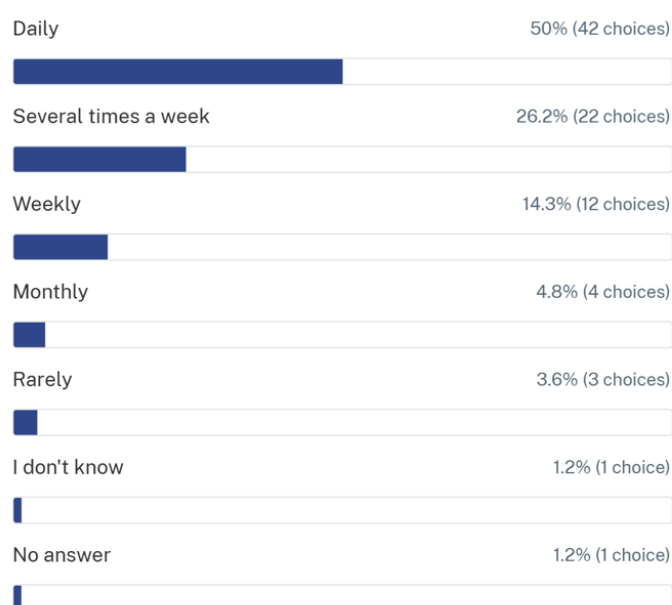


Figure 3-1 - How often do you travel along Purewell?

Why do you travel along Purewell? (Base: n = 84)

- Live nearby
- Shop/use local services
- Leisure/visiting
- Travel through for work
- Work in local area

The most common reasons chosen to why people travelled along Purewell were living nearby, shopping or using local services, while some used it for leisure or visiting friends and family. This highlights the corridors importance to daily local activity.

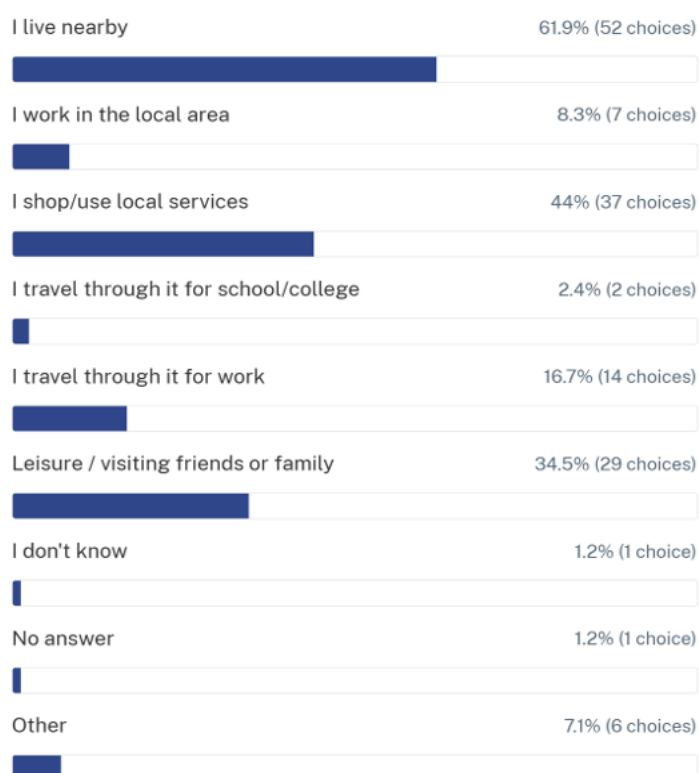


Figure 3-2 - Why do you travel along Purewell?

How do you typically travel along Purewell? (Base: n = 84)

- Car or van
- On foot
- Bus
- Bicycle/e-bike/e-scooter

While 75% of people who responded to the survey were motorists, a substantial proportion of respondents, 89%, also travelled by bus or on foot, reflecting the mixed-use nature of Purewell.

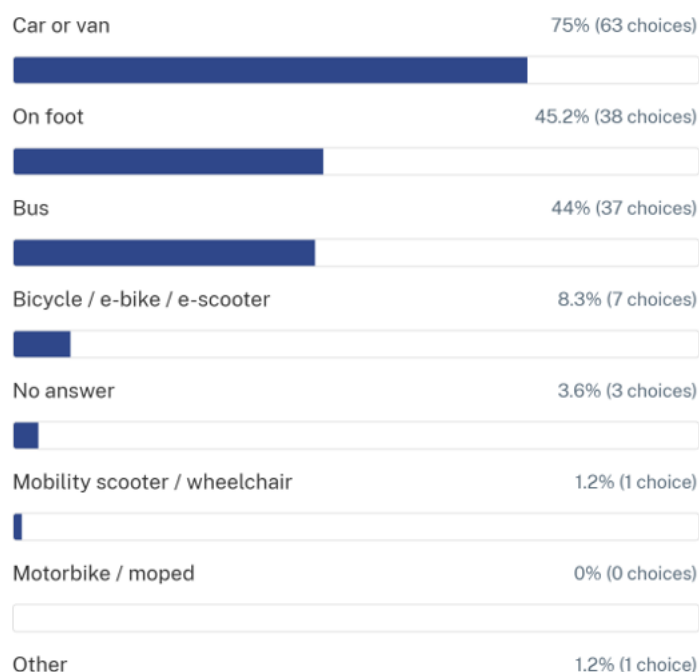


Figure 3-3 - How you typically travel along Purewell?

3.2 Views on updated parking sections

Parking Section 3 – Opposite Cameron Road

As part of the updated Purewell BSIP proposals, Parking Section 3 (opposite Cameron Road), which is 13 metres in length and accommodates up to two vehicles, was proposed for daytime removal to create a passing place for buses. Parking would continue to be permitted in the evenings and on Sundays, maintaining existing out-of-hours provision. A parking survey undertaken as part of the scheme development identified low levels of daytime usage at this location.

Respondents were therefore asked for their views on the proposed daytime removal of parking at this location.

How do you feel about the removal of existing daytime parking in this section? (Base: n = 82)

- **Strongly support**
- **Support**
- **Neutral**
- **Oppose**
- **Strongly oppose**
- **I don't know**

This question was answered by 82 respondents. Responses showed that 37% strongly supported the daytime removal of parking, while 30% of respondents strongly opposed it.

The distribution of responses shows that views on this section of removal were polarised with nearly 56 out of 82 responses selecting one of the strongest response options. This indicates that respondents were not uncertain about the measures being proposed but instead tended to form clear views either in favour or against.

Cross analysis indicates that respondents who indicated that they travel by bus were more likely to support the removal of parking, consistent with the aim of improving bus reliability and reducing delay. In contrast, opposition was more commonly seen among respondents who rely on car or van travel as their means of travel.



Figure 3-4 How do you feel about the removal of existing daytime parking in section 3?

Following this question, respondents were invited to provide further comments explaining their views. These comments highlighted concerns around parking displacement and access for residents and businesses, alongside support for prioritising bus movement and reducing congestion. For the purposes of this report, a select number of comments have been summarised and can be viewed below:

In support

- *“Get rid of the ridiculous parking. Roads are for driving on, not parking. Huge hazard for cyclists - glad I won't be responsible if there is a death on this road due to inaction.”*
- *“Great idea, traffic is a nightmare due to parked cars.”*
- *“It would very beneficial as it would improve bus running times, there for offering a more reliable and punctual service”.*
- *“Would free up delays to road users having to wait for people to park or exit parking. Hopefully make traffic flow better.”*

In opposition

- *“How do you expect businesses to run as usual? Use your minds for once and then propose a better idea. Not just an idea that benefits the rich who control the bus company. I will be permanently moving from this area until BCP grow some brains and use them how they should be used.”*
- *“I live behind Purewell & the proposals will mean that those that currently park along Purewell will have to find other places to park & the surrounding residential area is already very busy & we are fighting for spaces. It would also massively affect the businesses along Purewell. Where would the customers park? They will go out of business. The current parking spaces are natural calming measures, meaning traffic has to travel slowly through Purewell making it safer. The buses will just have to wait!! It only adds a bit of time on to people's journeys on the bus.”*
- *“The proposal is unnecessary. The parking is essential for local businesses and residents.”*
- *“This will force parking onto smaller residential roads where we have already seen parking cause problems for bin lorries, ambulances and delivery vans.”*

Parking Sections 4 and 5 – Outside St Joseph's Church

Following earlier feedback and further review with key stakeholders, updated proposals were developed for parking sections 4 and 5 outside St Joseph's Church. Parking section 4, which is approximately 13 metres in length (up to two vehicles), was proposed for daytime removal to create a passing place. Parking section 5, which is approximately 7 metres in length (up to one vehicle), was proposed to be extended to provide additional parking, helping to mitigate the loss of parking from Section 4. Parking would continue to be permitted in the evenings and on Sundays,

and parking surveys indicated low daytime usage of the section proposed for removal.

Respondents were asked to consider these changes together as a revised package of parking arrangements.

How do you feel about the updated parking changes in this section? (Base: n = 81)

- **Strongly support**
- **Support**
- **Neutral**
- **Oppose**
- **Strongly oppose**
- **I don't know**

This question was answered by 81 respondents. Overall, 49% of people supported or strongly supported the updated parking arrangements, compared with 42% of people who opposed or strongly opposed. The relatively narrow gap between support and opposition

suggests that the revised measures, including the extension of parking section 5 was sufficient for some, while for others, it did not fully address concerns of previous parking being removed from elsewhere on the corridor.

Support was common among respondents who use bus services, while opposition was concentrated primarily by those who travelled by car or van.

This indicates that while mitigation measures may influence people's perception, they do not remove the underlying trade-off between improving traffic flow and maintain parking availability.

Respondents were given the opportunity to explain their views in an open text comment box. Comments focused on access to the church, parking demand at different times of day, road safety and the perceived balance between mitigating parking loss and improving traffic flow. A summary of the comments is shown below:



Figure 3-5 How do you feel about the updated parking changes in sections 4 and 5?

In support

- *“I belong to St Joseph's Church and I feel that this change will benefit the local community and improve air quality.”*
- *“Make the restriction 24/7.”*
- *“Agree to the change.”*

In opposition

- *“Why cannot all through traffic be diverted via the bypass. Purewell is just used as a rat run, even more so when everything seems to be using Christchurch on all diversion routes.”*
- *“Parking section 5. Do NOT add a parking place, leave as one. The Livingstone Road bus stop is immediately opposite. Putting an extra parking place will interfere with the flow of traffic west bound when a bus is at the stop.”*
- *“This will force parking onto smaller residential roads where parking already causes problems for bin lorries, ambulances and delivery vans.”*

Parking Section 10 – Opposite The Buttery

Updated proposals were also developed for parking section 10, opposite The Buttery, which is 75 metres in length and accommodates up to 10 vehicles. At this location, it was proposed that the western end of the parking section be reduced by approximately 23 metres (up to five vehicles) to create a passing place, while retaining parking closest to nearby shops.

This approach aimed to balance improved traffic flow with continued access for local businesses. Parking surveys identified low levels of daytime usage within the portion of the parking section proposed for removal.

Respondents were therefore asked for their views on the proposed updated parking changes at this location.

How do you feel about the updated parking changes in this section? (Base n: = 81)

- **Strongly Support**
- **Support**
- **Neutral**
- **Oppose**
- **Strongly Oppose**
- **I don't know**

This question was answered by 81 respondents. 49% of people supported or strongly supported the proposals, whereas 42% of people opposed or strongly opposed the proposals.

Comments indicate that perceptions of whether balance was appropriate depended on travel behaviour of those using the corridor. Bus users tended to emphasise traffic flow benefits, while car users focused on short-stay parking for shops and parking for residents outside their homes.

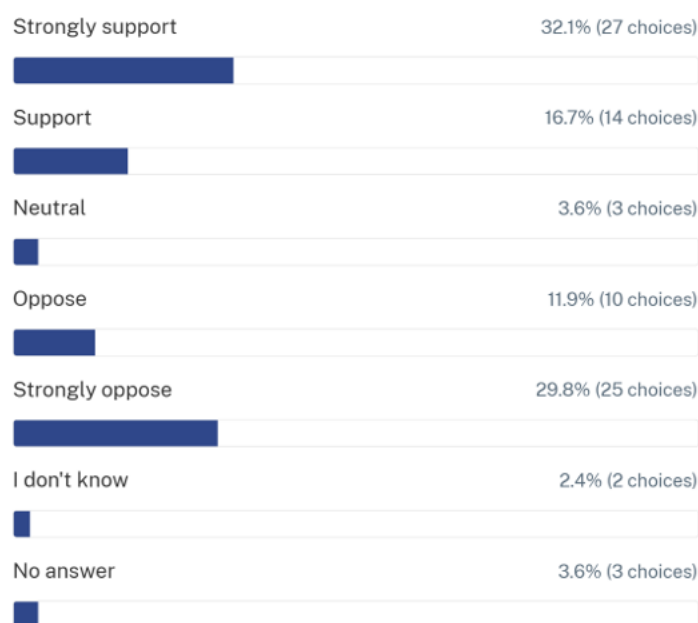


Figure 3-6 How do you feel about the updated parking changes in section 10?

Respondents were given the opportunity to add comments as to why they chose a particular response. Comments frequently referred to the importance of short stay parking for nearby shops, concerns about displacement to side streets and views on whether the proposed retention of parking closest to businesses was sufficient mitigation. In this instance, there were a greater number of comments received in relation to why the proposals weren't satisfactory to meet the need of the area and the impact that these measures would have if implemented.

In support

- *"Parking section 10, I feel this is not low usage, but in fact always full. I support the reduction of spaces in this area - but feel regular enforcement patrols will be needed to keep the passing space free."*

In opposition

- *"The proposals do not adequately consider the lived reality of residents on Moffat Road, nor do they address existing congestion, parking pressures, refuse access, or emergency vehicle requirements. Without clear evidence that these serious concerns have been fully assessed and mitigated, I cannot support the proposed changes."*
- *"I disagree about this proposal having a low impact on local businesses. These shops provide an important local service."*

- *“I work for Christchurch Housing Society and a number of our elderly vulnerable residents will park along Purewell daily at this location to come to our reception at 96 Purewell. Navigating and crossing this road can be difficult and it is not practical to walk to the pedestrian crossing to visit the office. I do not believe the proposals will decrease the speed of traffic and actually increase it. I also believe that vehicles will swing quickly into the new passing spaces making it more dangerous.”*

3.3 Overall views on the updated Purewell BSIP proposals

How supportive are you of the updated Purewell BSIP proposals? (Base: n = 80)

- **Strongly support**
- **Support**
- **Neutral**
- **Oppose**
- **Strongly Oppose**
- **I don't know**

This question was answered by 80 respondents. Overall, 48% supported or strongly supported the updated Purewell BSIP proposals, while 44% opposed or strongly opposed the proposals.



The overall response to this question demonstrates that views

Figure 3-7 How supportive are you of the updated Purewell BSIP proposals?

are finely balanced, with no clear majority either in support or opposition. It can be assumed that this balance is not the result of widespread uncertainty regarding the proposals, but rather two comparably sized groups of people with different views.

Respondents were provided with the opportunity to comment, some of which have been summarised below:

In support

- *“As mentioned previously, it is the sheer number of cars parked which is causing the traffic problems, not the buses.”*
- *“As the bus operator, we are grateful to have had the opportunity to be involved in these proposals, as designed by BCP Council and with contributory input from local Christchurch stakeholders. We recognised the*

need for compromise and feel that these revised proposals will alleviate the concerns raised by local residents and businesses, while still assisting us and our customers.”

- *“Currently it is a nightmare for buses using Purewell. With so much parking along this road, Bus drivers have to wait for an age before they can continue their journey. Replacing a few parking spots with some "passing places" would make life easier for everybody.”*
- *“When parking was suspended due to bypass roadworks the traffic flow was excellent.”*

In opposition

- *“I do not believe that the impact on the residents along Purewell and surrounding side streets has been taken into consideration. If the places to be removed are less used than some, they are obviously not causing the problems but they are vital to the residents.”*
- *“I think BCP should offer free parking (or a minimal parking fee of 50p) for 30 minutes in the Buttery car park to mitigate the loss of parking in Purewell and offer free permits for residents to park in the Buttery car park to mitigate the loss of parking on Purewell.”*
- *“It will affect the value of local houses if parking is not available. I attended a funeral along there recently and could not park as most of the side roads have double yellow lines.”*
- *“You can’t restrict people’s parking options to satisfy a bus company, Purewell should be one way and 20 mph, that would solve all the problems. The road was not built to have the traffic it now sees and you cannot restrict tax payers ability to park their cars to satisfy a bus company’s whim.”*

Which issues matter most to you when thinking about Purewell? (Base: n = 82)

- **Traffic congestion**
- **Parking availability**
- **Visibility at junctions**
- **Impact on my journeys**
- **Bus journey time and reliability**
- **Road safety**
- **Local business access**
- **Safe walking and cycling provision**
- **I don’t know**
- **Other**

When asked which issues matter most when thinking about Purewell, answered by 82 respondents, people most frequently identified traffic congestion, 55%, and road

safety, 54%, indicating broad agreement that the corridor is under pressure and that conditions for movement and safety are key concerns.

Alongside this, a substantial proportion highlighted local business access, 41% and parking availability, 36%, demonstrating that access and economic activity also remain important considerations. These findings suggest that while parking availability is a significant issue for many respondents, it sits within a wider set of concerns about how Purewell functions overall. The relative prominence of congestion and safety reflects common ground across respondents, whereas the continued emphasis on parking and business access points to differing views on how these problems should be addressed.

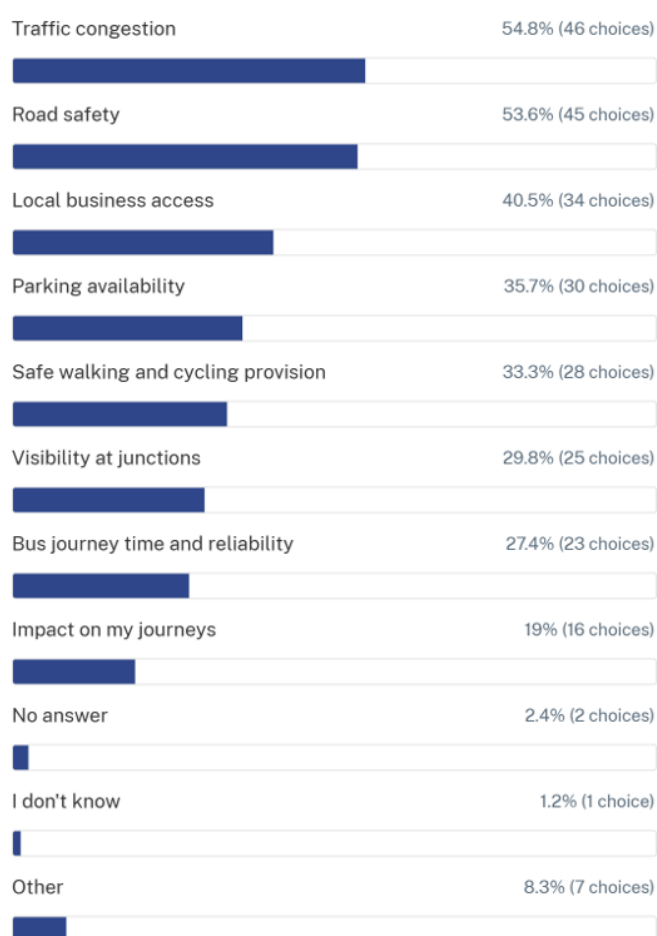
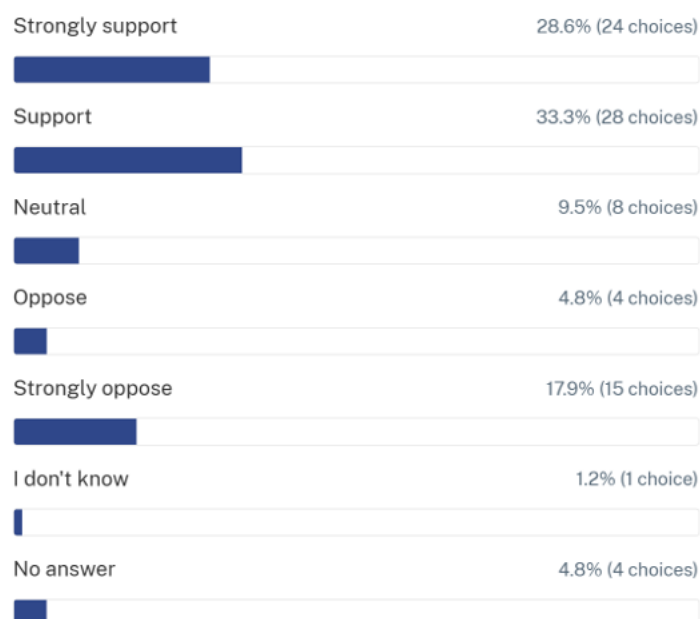


Figure 3-8 Which issues matter most to you when thinking about Purewell?

Where parking is proposed for daytime removal, it would be replaced with limited waiting restrictions enforced between 10am and 6pm, Mondays to Saturdays. Outside of this period, parking would still be permitted, maintaining existing evening and Sunday parking provisions. Do you support maintaining existing parking provision for evenings and on Sundays? (Base n: = 80)



- Strongly support
- Support
- Neutral
- Oppose
- Strongly oppose
- I don't know

Figure 3-9 Do you support maintaining existing parking provision for evenings and on Sundays?

When asked whether they support maintaining existing parking provision for evenings and on Sundays where daytime parking is proposed for removal, 80 people responded whereby a clear majority expressed support. In total, 62% of respondents supported or strongly supported retaining evening and Sunday parking, compared with 23% who opposed or strongly opposed it, while 9.5% were neutral. This indicates broad agreement that, regardless of views on daytime parking changes, the ability to park outside restricted hours is important to many respondents.

Respondents were provided with the opportunity to provide comment as to why they had chosen their answer, some of which have been summarised below.

In support

- *“For the most part I support this. But why 10am to 6pm? Why not include rush hour at 8am when most of the traffic will be flowing through?”*
- *“It's all fine. No change required.”*
- *“While in an ideal world we would rather not, we do recognise the need for compromise.”*

In opposition

- *“Loss of any parking in this area will have a huge negative impact.”*

- *“Where are residents supposed to park on Saturdays? What about residents who work nights or shifts so are at home during the day?”*
- *“The suggested benefits do not outweigh the significant and very real risks of increased congestion, reduced access, and heightened safety concerns for those of us who live here.”*

Currently, daytime parking in permitted parking sections is limited to 30 minutes with no return in 30 minutes. Would you like to see any changes to this? (Base n: = 82)

When asked whether they would like to see any changes to the current daytime parking limit of 30 minutes with no return within 30 minutes, just over half of respondents indicated a preference to maintain the existing arrangements, with 51% selecting no change. A further 28% expressed a desire to increase the length of permitted stay, while smaller proportions supported a decrease in duration, selected “other”, or were unsure.

This indicates that, while there is not a strong appetite for complete change to the current time restrictions, a notable minority see value in allowing longer stays during the day. The findings suggest that concerns around parking are not limited to the presence or absence of spaces, but also relate to how parking operates in practice, particularly for short-stay uses such as shopping, visiting local services, or attending appointments.

The preference to retain the current duration among the majority aligns with broader feedback about managing turnover and congestion, while the proportion seeking longer stays reflects ongoing sensitivities around access and convenience, especially for car-dependent users, residents and local businesses.

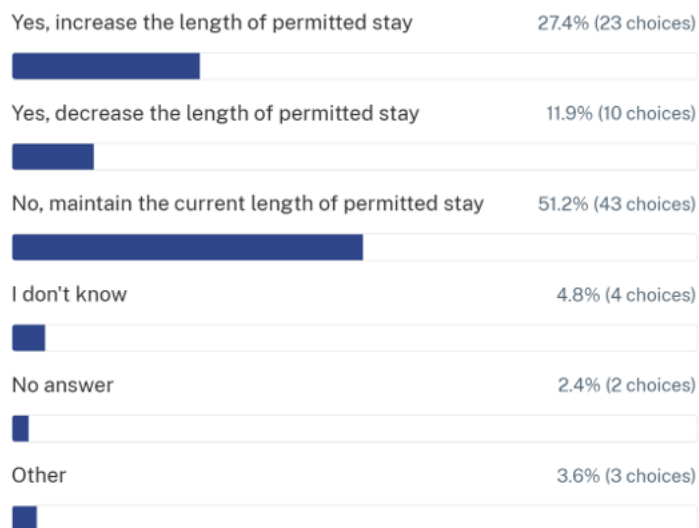


Figure 3-10 Would you like to see any changes to the parking limit (30 minutes with no return in 30 minutes)?

Feedback received showed an interest in improving crossings, although these would require moving some parking to accommodate. Other measures such as reduced speed limits and weight restrictions for larger vehicles has also been suggested. Which of the following would you support? (Base: n = 81)

When asked which additional measures they would support, including improved pedestrian crossings, reduced speed limits and weight restrictions for larger vehicles, respondents showed strongest support for measures aimed at managing vehicle type and speed rather than physical changes to the street layout.

The most frequently supported option was weight restrictions for larger or heavier vehicles, selected by 61% of respondents. This was followed by support for a 20mph speed limit, selected by 45%, while 33% supported the introduction of improved crossings, despite these requiring some reallocation of road space, including the potential removal of more parking.

These findings suggest that many respondents are open to interventions that improve safety and reduce the impact of traffic, particularly where they focus on regulating vehicle behaviour rather than removing parking outright. The lower level of support for crossings, compared with speed and weight measures, indicates a degree of caution where safety improvements are perceived to directly affect parking provision. This reflects wider patterns in the consultation, where respondents frequently supported safety in principle but differed on the acceptability of specific measures depending on how they would affect access and parking.

Is there anything else you would like us to consider as we refine the Purewell proposals, including passing places, parking arrangements or road safety improvements?

This question was optional and provided respondents with an opportunity to raise any additional comments that were not captured by the preceding closed questions, or to expand on issues already discussed elsewhere in the survey.

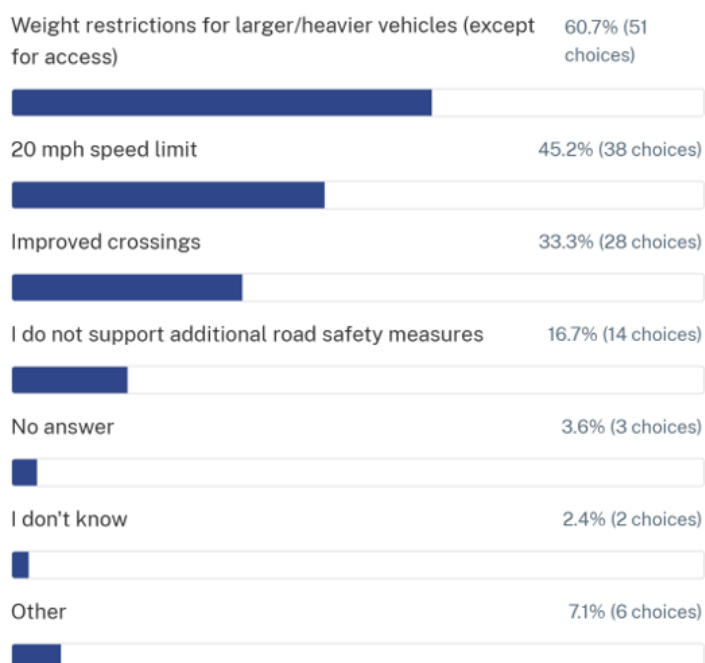


Figure 3-11 Which of the following measures would you support?

Responses to this question were analysed using thematic coding, a qualitative analysis method that groups free-text comments into themes based on recurring topics and issues raised by respondents.

All open-ended responses were viewed in full. Each comment was then assigned to one or more themes, reflecting the fact that individual responses often covered multiple issues (e.g., parking, access and road safety). Where a comment did not clearly align with an existing theme, it was grouped under an 'other' category.

The coding process was undertaken to:

- Ensure that all comments were captured and reflected in the analysis.
- Identify the most commonly raised issues across responses.
- Support transparency and auditability in how qualitative feedback has been summarised.

A total of 71 open-ended comments were received and coded. Because comments could be assigned to multiple themes, the counts below represent mentions, not unique respondents.

The table below sets out the themes identified through the coding process and the number of times each theme was mentioned across all responses.

Theme	Number of mentions
Bus reliability, journey time, congestion	45
Parking availability, loss of parking, overspill	44
Local business access, trade impacts	19
Road safety, crossings, pedestrian & cycling	17
Alternative options, one-way systems, route changes	17
Speed, 20mph restrictions, traffic calming	10
Accessibility, disability, elderly, carers	9
Process, trust and governance	9
Weight restrictions, HGVs, large vehicles	8
Environment, air quality, greening	8
Other	6
Enforcement with parking restrictions	2

Table 3-1 Open-text question response themes

The themes raised through this open-ended question broadly reflect the issues identified in the closed questions, with comments most commonly relating to bus reliability and congestion (45 mentions) and parking availability and displacement (44 mentions). This balance mirrors the quantitative findings, where traffic congestion and parking availability were among the most frequently selected issues and

suggests that respondents were often using this question to expand on points already raised elsewhere in the survey.

A number of respondents used the opportunity to provide more detailed context about how the proposals might affect them in practice, particularly in relation to access to homes, shops, churches and local services. Comments relating to local business access (19 mentions) and road safety (17 mentions) indicate that concerns were not limited to parking alone, but were often framed around wider questions of safety, liveability and the day-to-day functioning of the corridor.

There was also a noticeable level of interest in alternative or complementary approaches, such as one-way working, speed management and restrictions on larger vehicles (with 17 mentions of alternative options and 10 references to speed or traffic calming measures). This suggests that, for some respondents, the key issue was not opposition to change in principle, but how the scheme could be refined to better balance competing views.

Overall, the open-ended responses add depth to the quantitative findings by highlighting the practical and localised nature of many concerns. While views were often strongly expressed, many comments focused on mitigation, sequencing or alternative measures, reinforcing the importance of clearly explaining how different elements of the proposals interact and how potential impacts would be managed.

A full list of comments categorised under the recurring themes can be found in **Appendix B**.

3.4 Respondent profile

Characteristic	Response	Number	Percentage
Sex	Male	41	49%
	Female	33	40%
	Prefer not to say	10	12%
Long-term health condition or disability	Yes	16	19%
	No	50	60%
	Prefer not to say	3	4%
	No answer	15	18%
Caring responsibilities	Yes	12	14%
	No	52	62%
	Prefer not to say	3	4%
	No answer	17	20%
Ethnic group	White (English/Welsh/Scottish/Northern Irish/British)	64	76%
	Other ethnic groups	11	13%
	Prefer not to say	10	12%
Religion	No religion	31	37%
	Christian	21	29%
	Other religions	3	4%

	Prefer not to say / no answer	26	31%
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Table 3-2 Respondent profile

Note: All demographic questions were optional; percentages may not sum to 100% due to non-responses.

The respondent profile shows that feedback was received from a mix of individuals with different characteristics and circumstances. Responses were relatively evenly split by sex, with a small proportion choosing not to disclose this information. Nearly one in five respondents (19%) identified as having a long-term health condition or disability and 14% reported having caring responsibilities. These figures provide important context for comments raised elsewhere in the consultation relating to accessibility, the need to park close to destinations and the importance of flexibility for carers and those supporting others.

The majority of respondents who answered the ethnicity question identified as White British, while a notable proportion chose not to disclose their ethnic background. As with all self-selecting consultations, this profile reflects those who chose to take part rather than the wider population and should be interpreted as contextual rather than representative.

Responses to the religion question show a mix of beliefs and a relatively high level of non-response. References elsewhere in the consultation to church access, evening and Sunday parking and community activities provide additional context for understanding how different uses of Purewell influence travel and parking needs, regardless of whether respondents chose to disclose their religion.

Overall, the demographic information helps to explain why issues such as access, safety, parking convenience and timing feature strongly in the consultation findings. It supports the interpretation that views are shaped not only by travel mode, but also by personal circumstances and day-to-day needs.

3.5 Summary of findings

The consultation on the updated Purewell BSIP proposals has generated a high level of engagement and detailed feedback from respondents who are typically regular users of the corridor. The findings demonstrate that views on the proposals are strongly held and divided, reflecting differing experiences of congestion, access and parking along Purewell.

Overall support for the proposals was finely balanced. Analysis shows that this headline split is not random but closely linked to how respondents use the corridor. Respondents who travel by bus were more likely to support measures intended to improve reliability and traffic flow, while opposition was more prevalent among those

who rely on car or van access and on-street parking. This pattern runs consistently through responses to individual parking sections and the proposals as a whole.

Across both closed and open-ended questions, respondents most frequently highlighted traffic congestion, road safety, parking availability and access to local businesses and services. While there was limited consensus on the acceptability of daytime parking removal, there was clearer alignment around the importance of retaining evening and Sunday parking provision and interest in complementary safety measures, including speed management and restrictions on larger vehicles.

The open-ended feedback provides additional depth to these findings, with many respondents focusing on how changes would operate in practice, their cumulative impacts and the need to consider specific local circumstances such as accessibility, caring responsibilities and community uses. A number of respondents also suggested alternative or supplementary approaches, indicating that concerns were often about the form and implementation of the proposals rather than their underlying objectives.

The consultation findings provide a robust evidence base to inform refinement of the Purewell BSIP proposals. They highlight the need to balance improvements to bus reliability and traffic flow with concerns about access, parking availability and local impacts and to clearly communicate how different needs and options are being considered as the proposals progress.

Appendix A – Purewell BSIP Survey



Bus Service Improvement Plan - Purewell - Phase 1 - Engagement Survey

Instructions

- Write as **clearly** as you can— these forms might be scanned
- Write your answers in the same language as this form

About your travel

BCP Council is seeking your views on its Bus Service Improvement Plan (BSIP) proposals for Purewell. These proposals aim to improve the reliability of bus services, as well as reduce congestion and improve journeys for all road users. These proposals have been developed following previous feedback and discussion with key stakeholders.

Your feedback will help refine the design before statutory consultation.



1. How often do you travel along Purewell? (optional)

**Choose as many as you like*

- | | |
|---------------------------------|---|
| ☐ Daily | ☐ Several times a week |
| ☐ Weekly | ☐ Monthly |
| ☐ Rarely | ☐ I don't know |

2. Why do you travel along Purewell? (optional)

**Choose as many as you like*

- | | |
|---|---|
| ☐ I live nearby | ☐ I work in the local area |
| ☐ I shop/use local services | ☐ I travel through it for school/college |
| ☐ I travel through it for work | ☐ Leisure / visiting friends or family |
| ☐ I don't know | ☐ Other |

If 'Other', please specify

3. How do you typically travel along Purewell? (optional)

**Choose as many as you like*

- | | |
|--|--|
| ☐ On foot | ☐ Bicycle / e-bike / e-scooter |
| ☐ Car or van | ☐ Bus |
| ☐ Motorbike / moped | ☐ Mobility scooter / wheelchair |
| ☐ Other | |

If 'Other', please specify

Your views on the updated proposals

Below are the changes that have been made following earlier feedback received during previous consultations.

Parking Section 3 - Opposite Cameron Road

Following a review with key stakeholders, this parking section which is 13 metres in length (up to two vehicles) is proposed to be considered for daytime removal to establish a parking place, with parking still permitted in the evenings and on Sundays. A parking survey showed low daytime usage of this parking section.

4. How do you feel about the removal of existing daytime parking in this section? (optional)

**Only choose one option.*

- | | |
|--|------------------------------------|
| ☐ Strongly support | ☐ Support |
| ☐ Neutral | ☐ Oppose |
| ☐ Strongly oppose | ☐ I don't know |

5. Comment (optional)

Parking Section 4 and 5 - Outside St. Joseph's Church

Following a review with key stakeholders, Parking Section 4, which is 13 metres in length (up to two vehicles), is proposed to be considered for daytime removal to establish a parking place, with parking still permitted in the evenings and on Sundays. A parking survey showed low daytime usage of this parking section. Parking Section 5 which is 7 metres in length (up to one vehicle), was proposed to be extended in its length to provide additional parking, mitigating loss of parking from Parking Section 4.

6. How do you feel about the updated parking changes in this section? (optional)

**Only choose one option.*

- | | |
|--|------------------------------------|
| ☐ Strongly support | ☐ Support |
| ☐ Neutral | ☐ Oppose |
| ☐ Strongly oppose | ☐ I don't know |

7. Comment (optional)

Parking Section 10 - Opposite The Buttery

Following a review with key stakeholders, Parking Section 10, which is 75 metres in length (up to 10 vehicles), is proposed to be considered for a reduction in length to establish a passing place. A reduction of daytime parking here by 23 metres (up to five vehicles) at the western end of this parking section was proposed, ensuring parking closest to nearby shops is retained. A parking survey showed low daytime usage of this section.

8. How do you feel about the updated parking changes in this section? (optional)

**Only choose one option.*

- | | |
|--|------------------------------------|
| ☐ Strongly support | ☐ Support |
| ☐ Neutral | ☐ Oppose |
| ☐ Strongly oppose | ☐ I don't know |

9. Comment (optional)

Overall views

10. Overall, how supportive are you of the updated Purewell BSIP proposals? (optional)

**Only choose one option.*

- | | |
|--|------------------------------------|
| ☐ Strongly support | ☐ Support |
| ☐ Neutral | ☐ Oppose |
| ☐ Strongly oppose | ☐ I don't know |

11. Comment (optional)

12. Q8. Which issues matter most to you when thinking about Purewell? (optional)

**Choose as many as you like*

- | | |
|--|---|
| ☐ Traffic congestion | ☐ Bus journey time and reliability |
| ☐ Parking availability | ☐ Road safety |
| ☐ Visibility at junctions | ☐ Local business access |
| ☐ Impact on my journeys | ☐ Safe walking and cycling provision |
| ☐ I don't know | ☐ Other |

If 'Other', please specify

13. Where parking is proposed for daytime removal, it would be replaced with limited waiting restrictions enforced between 10am and 6pm, Mondays to Saturdays. Outside of this period, parking would still be permitted, maintaining existing evening and Sunday parking provisions. Do you support maintaining existing parking provision for evenings and on Sundays? (optional)

**Only choose one option.*

- | | |
|--|------------------------------------|
| ☐ Strongly support | ☐ Support |
| ☐ Neutral | ☐ Oppose |
| ☐ Strongly oppose | ☐ I don't know |

14. Comment (optional)

15. Currently, daytime parking in permitted parking sections is limited to 30 minutes with no return in 30 minutes. Would you like to see any changes to this? (optional)

**Choose as many as you like*

- ☐ Yes, increase the length of permitted stay
- ☐ Yes, decrease the length of permitted stay
- ☐ No, maintain the current length of permitted stay
- ☐ I don't know
- ☐ Other

If 'Other', please specify

16. Feedback received showed an interest in improved crossings, although these would require removing some parking to accommodate. Other measures such as reduced speed limits and weight restrictions for larger vehicles has also been suggested. Which of the following would you support? (Select all that apply) (optional)

**Choose as many as you like*

- ☐ Improved crossings
- ☐ 20 mph speed limit
- ☐ Weight restrictions for larger/heavier vehicles (except for access)
- ☐ I do not support additional road safety measures
- ☐ I don't know
- ☐ Other

If 'Other', please specify

17. Is there anything else you would like us to consider as we refine the Purewell proposals, including passing places, parking arrangements or road safety improvements? (optional)

About you

18. What is your sex?

**Only choose one option.*

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

19. Year of birth

20. What is your home postcode?

This will help us know if views vary across our area

21. Do you live, work, study, volunteer or visit the area?

Relationship with BCP area

**Choose as many as you like*

- | | |
|---|---|
| ☐ I live within Bournemouth, Christchurch and Poole | ☐ I work within Bournemouth, Christchurch and Poole |
| ☐ I study in Bournemouth, Christchurch and Poole | ☐ I volunteer within Bournemouth, Christchurch and Poole |
| ☐ I live outside Bournemouth, Christchurch and Poole | ☐ I visit Bournemouth, Christchurch and Poole |
| ☐ Prefer not to say | |

22. Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (Please select one option) (optional)

**Only choose one option.*

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

23. Do you look after, or give any help or support to, anyone because they have any long-term physical or mental health conditions or illnesses, or problems related to old age? (optional)

**Only choose one option.*

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

24. What is your ethnic group?

**Only choose one option.*

- | | |
|--|--|
| ☐ White (English/Welsh/Scottish/Northern Irish/British) | ☐ White (Irish) |
| ☐ White (Gypsy or Irish Traveller) | ☐ White (Roma) |
| ☐ White (Other) | ☐ Mixed or multiple ethnic group (White and Black Caribbean) |
| ☐ Mixed or multiple ethnic group (White and Black African) | ☐ Mixed or multiple ethnic group (White and Asian) |
| ☐ Mixed or multiple ethnic group (Other mix) | ☐ Asian or Asian British (Indian) |
| ☐ Asian or Asian British (Pakistani) | ☐ Asian or Asian British (Bangladeshi) |
| ☐ Asian or Asian British (Chinese) | ☐ Asian or Asian British (Other) |
| ☐ Black or Black British (Caribbean) | ☐ Black or Black British (African) |
| ☐ Black or Black British (Other) | ☐ Arab |
| ☐ Other (not listed elsewhere) | ☐ Prefer not to say |

25. What is your religion? (optional)

**Only choose one option.*

- | | |
|---|---|
| ☐ No religion | ☐ Christian (including Church of England, Catholic, Protestant and all other Christian denominations) |
| ☐ Buddhist | ☐ Hindu |
| ☐ Jewish | ☐ Muslim |
| ☐ Sikh | ☐ Other |
| ☐ Prefer not to say | |

Please return your completed survey to us no later than **29 March 2026**

You can drop off your survey form in the 'Have Your Say' box in any BCP Library or alternatively post to:

Research and Consultation Team, BCP Council, Civic Centre, Bourne Avenue, Bournemouth, BH2 6DY