



Bournemouth, Poole and Dorset Local Transport Plan

April 2011

Supporting Document – 7

A Transport Strategy to Support Sustainable Tourism



Foreword

Local Transport Plans (or LTPs) are comprehensive plans which look at the transport needs of the area and set out a way forward to deliver those needs through short, medium and long term transport solutions. They set out how transport can improve our safety and health, support our local economy, protect our environment and reduce carbon emissions and pollution. They are also how funding for maintenance and improvements are secured from central government. LTPs can consider improvements to all major forms of transport whether under the control of local councils or not.

The main LTP documents comprise a strategy for transport for the whole of Bournemouth, Poole and Dorset for the next 15 years and a separate implementation plan which contains detailed proposals for the next 3 years. A separate summary document has also been prepared. These are all available to view or download at:- dorset4you.com/localtransportplan, along with a full set of supporting strategies and related documents.

This document is one of a number of individual strategies that have helped inform the development of the Local Transport Plan. Each has been led by one of the LTP authorities and has generally followed a common structure and format. In many cases these strategies are live documents and will be further developed during the next few months as the Government further develop its own transport policies or as further analytical work is undertaken.

This document will be kept live and updated on a regular basis. If you wish to make comments on the document then email us at ltp@dorsetcc.gov.uk or alternatively telephone 01202/01305 221000.

You can also write to us at:-

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Bournemouth, Poole and Dorset LTP3 2011 - 2026

A TRANSPORT STRATEGY TO SUPPORT SUSTAINABLE TOURISM

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1. Introduction / background

Why is it Important?

Tourism is vital to Dorset's local economy with such attractions as the Jurassic Coast World Heritage Site, the visitor centres of Bournemouth, Poole, Swanage and Weymouth as well as many other areas of cultural, historical and natural significance bringing visitors to the sub-region from other parts of the country and indeed the world.

Despite the beautiful and varied countryside, Dorset's rural areas are the least visited parts of the county but still important for overall tourism. Features of rural Dorset include the two AONBs: the Dorset AONB, and the Cranborne Chase and West Wiltshire Downs AONB. In addition, the Dorset Heaths, the River Stour, the Purbeck chalk downlands, and Blackmore Vale as immortalised by Thomas Hardy, all have potential to draw considerable rural tourism.

The small villages and market towns, such as historic Wimborne, in the rural hinterland of the area have many visitors and tourists. Rural tourism offers a form of rural diversification to help secure better income for farmers and rural landowners. Moors Valley Country Park is the most visited tourist attraction in East Dorset with over 825,000 visitors in 2008 (South West Tourism). Rural East Dorset regularly attracts high numbers of (often repeat) visitors to the countryside, attracted to the culture, the AONB and events.

The resident population also enjoy the benefits of living in such an attractive environment by exploring their local area and beyond.

With so many attractions within Dorset and the wider South West Region South West Tourism (SWT) and their business partners have made Transport a key priority and their research has done much to inform the development of this Strategy.

Tourism cannot exist without transport and historically, tourism's emergence and growth has been shaped by transport from daytrips capitalising on the rail network leading to a more recent heavier reliance on the car. However, there are some more specific reasons why transport is vital to this important part of our local economy:

Visitor Experience

- The travel to, from and within a destination is a key element of the visitor experience – not least because it is the *first* experience of a trip. Congestion or overcrowding provide a poor first impression to the area whereas a pleasurable journey makes travel part of the holiday. This could have a major influence on whether visitors would be inclined to return to the area in the future.
- Once in Dorset many visitors use their destination accommodation as a base to visit other nearby attractions such as, Stonehenge and the New Forest.
- Proximity and ease of access is a key issue regarding competitiveness. Research of UK residents who have not holidayed in the South West Region concluded that “there is no doubt that proximity does have an effect and that distance acts as a barrier for those further away”. *“It can take 5 hours to get down there when you can be in Spain in three hours...”*

Economy

- The Government has recognised that tourism plays an important part in our national economy and tourism generates significant levels of economic activity in the area and provides direct and indirect income for local businesses. It promotes confidence and development within the area creating a favourable climate for investment.

Visitor Related Spend in Dorset	
Staying Visitors	£739,125,000
Day Visitors	£656,305,495
Friends and Relatives	£53,629,000
Second Homes/accommodation	£8,590,000
Total	£1,457,649,495

Source: "The Value of Tourism to the South West Economy in 2008" South West Tourism

- Employment in the area is underpinned by Tourism and creates new job opportunities for local residents in a variety of sectors.

Tourism Related Employment	
Direct Employment	29,757
Indirect Employment	7,107
Induced Employment	4,170
Total Employment (Numbers)	41,034
Total Employment (Full Time Equivalents)	30,250

Source: "The Value of Tourism to the South West Economy in 2008" South West Tourism

- Transport has been identified as a key priority by businesses in the SW in a recent SW Tourism consultation. It had a relevance score of 86% and priority of 82% (second only by 1% and 5% respectively to the economic recession). The cost of travel in relation to other spend by tourists is demonstrated in the table below:

Breakdown of Visitor Spend		
	Spend	Percentage of total spend
Accommodation	£262,124,000	19%
Shopping	£331,420,000	24%
Food/Drink	£433,744,000	31%
Attractions/Entertainment	£157,023,000	11%
Travel	£209,115,000	15%

Source: "The Value of Tourism to the South West Economy in 2008" South West Tourism

- In a previous consultation half of SWT businesses considered congestion as a key priority with 70% highlighting the importance of rural transport. They also emphasised the significance of forms of travel that usually receive less attention in transport policy – 76% stating that water borne/ walking/ cycling were important.
- Businesses believe that the impetus lies with public bodies but many claim to be taking action themselves as shown in a recent VisitEngland industry survey (2010).

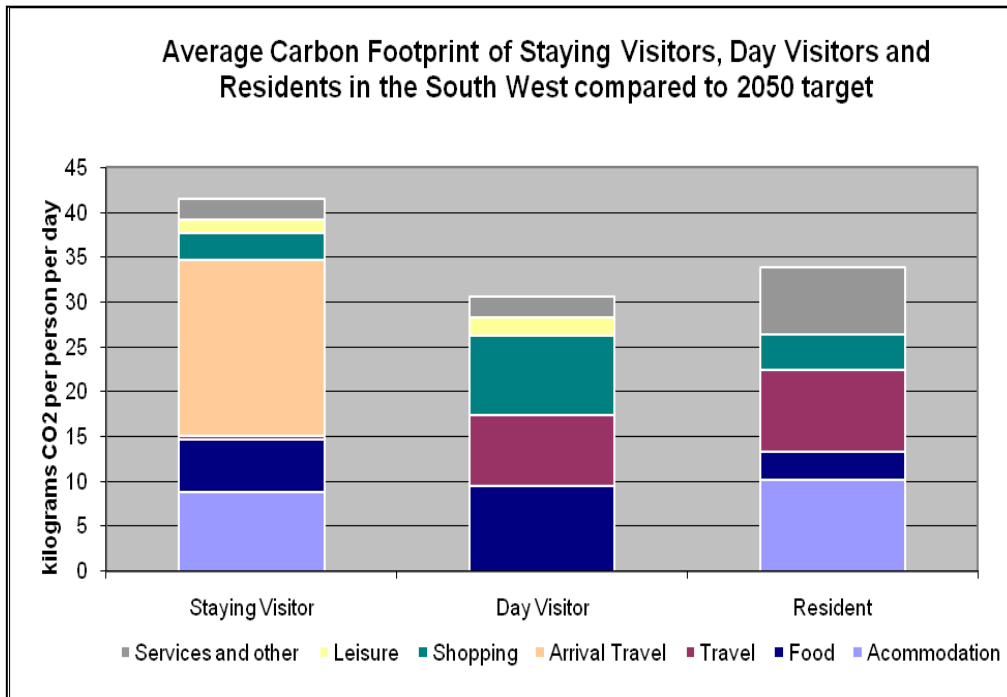
Visitor information provided by SW tourism businesses on...	%
Car free activities	46
Public transport services	57
Cycle hire	46

In acknowledgment of this we want to develop closer partnership working with tourism businesses and service providers.

- Tourism is a key component of the local economy reducing our vulnerability to price volatile and finite oil based transport fuels during the period is considered to be vital.
- There is potential to contribute towards further opportunities for rural and marine-related tourism, creating jobs and income in South East Dorset. For instance, there is a growing body of evidence which suggests that cycle trails can generate significant economic benefits for the local community. Studies of use of the Tarka Trail in Devon show that hundreds of thousands of people were using the Tarka Trail annually and well over half of these were tourists from outside the area.

Residents

- Many of our residents enjoy the quality of life benefits of living in Dorset and consider tourism in general as being beneficial to the area. However, travel related problems, particularly those related to congestion and parking are among the few issues that generate widespread bad feeling towards tourism. Although over 90% of SW residents consider the overall impact of tourism to be positive (even in 'honeypots'), the response to questions regarding visitor impact on parking and congestion were among the most negative in the SW Community Attitudes survey (SWT, 2006)
- Asked "To what extent do you feel that visitors contribute to parking problems where you live" in peak season, 59% of the overall sample said "a lot" with this rising to 63% across honey pot locations and worst in resorts (79%).
- In terms of visitor contribution to traffic congestion in peak season, 58% of the overall sample said "a lot" rising to 66% across all types of honey pot and worst in resorts (80%).



Environment

- In addition to congestion visitor transport has a range of negative effects on the local environment such as noise and air pollution this is a particular concern in historic cities & villages. The need for additional parking facilities can impact the rural environment.
- Travel to, from and within the destination is by far the largest element of the carbon/eco footprint of staying visitors in South West England even in an area that is predominantly attracting domestic visitors.
- We are committed to tackle the causes and deal with the consequences of climate change and the three Dorset Authorities have recently been designated as Low Carbon Framework authorities. As such, we are looking to promote sustainable tourism with a shift to low carbon growth and addressing travel needs has been recognised as a key issue.
- Adapting to the impacts of climate change/ extreme weather is a further key issue in relation to the transport infrastructure and the areas natural assets for tourism given the potential significance of their effects on the Jurassic Coast, Poole Harbour and other coastal resorts within the Dorset Sub-region. However tourism can have a positive effect on the local environment in that no-one will visit a destination that does not provide a quality product in terms of cleanliness, accessibility and visual attractiveness. This can be often overlooked in that tourism businesses do attempt to control the environmental effect of visitors on the local area and the local authorities can engage with them to improve the local environment.

Policy Context

- Improving transport was one of the key themes to emerge in the recent consultations regarding the regional tourism strategy.

- The national tourism strategic framework also identified transport as a key priority and an action group has been formed to take this forward.
- As stated above addressing transport is seen as a key area in relation to achieving low carbon growth in tourism.
- Tourism is an important component of our local economy and providing improved travel choices is considered vital to support and encourage further growth in this sector.

National policy links

The context is set by national policy guidance. The key national policy direction outlines five national goals:

- Support national economic competitiveness and growth.
- Reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change.
- Contribute to better safety, security and health by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health.
- Promote greater equality of opportunity for all citizens.
- Improve quality of life for transport users and non-transport users and to promote a healthy natural environment.

2. This is where we want to be

Vision

“A Tourist Industry that is accessible to all by means of a sustainable transport system which does not detract from the natural environment within which they are set”.

Going Forward

What are the Objectives to Incorporate within the Policy?

- An overall objective could be:
To improve access to Dorset's tourism destinations, providing enhanced transport choices, improved traffic management at those destinations, with an overarching goal of minimising the impacts associated with travel
- More specifically, key goals include the need to:
 - Significantly reduce the carbon footprint of tourism travel to and within the Dorset Sub-region
 - Reduce the vulnerability of the tourism sector (and the economy) to rising fuel prices by lowering car dependency
 - Spread the timing of tourism travel, reducing its peak impact on the environment and providing economic benefits by extending the length of the season.
 - Maximise tourism's potential to complement services/ infrastructure leaving a legacy that will be of benefit to our local communities.
 - Reduce the impact on the local environment and communities
 - Improve the visitors' travel experience to and within the destination
 - Achieve the above within a context of limited resources for infrastructural improvements and travel patterns that have shown little change (in terms of mode/ seasonality)

How this Strategy contributes to LTP3 goals

Supporting the Economy

Tourism is a significant contributor to the local economy. Developing a sustainable transport strategy in partnership with local tourism businesses will enhance the growth of a sustainable economy within Dorset. Improved transport connectivity has been recognised as a key facilitator for the delivery of the main objectives of our Green Knowledge Economy.

Reduce Carbon Emissions

Improved information and travel planning on how to access tourist destinations in Dorset particularly through the encouragement of travel by sustainable modes will reduce the carbon footprint of the tourism industry within Dorset. Enhancements and the promotion of walking and cycling facilities will reduce car based travel within the destinations.

Improved Quality of Life

Greener, healthier travel will not only improve the personal experience of visitors to the area, but will enhance the wider environment as well by a reduction in car borne tourism. Improved travel and enhanced public realm will also provide wider benefits to the local community.

Equality of Opportunity

Improved accessibility will not only benefit those who find themselves otherwise excluded but tourism will benefit through an increase in customers therefore making opportunity for travel available for all will be an important part of the strategy development.

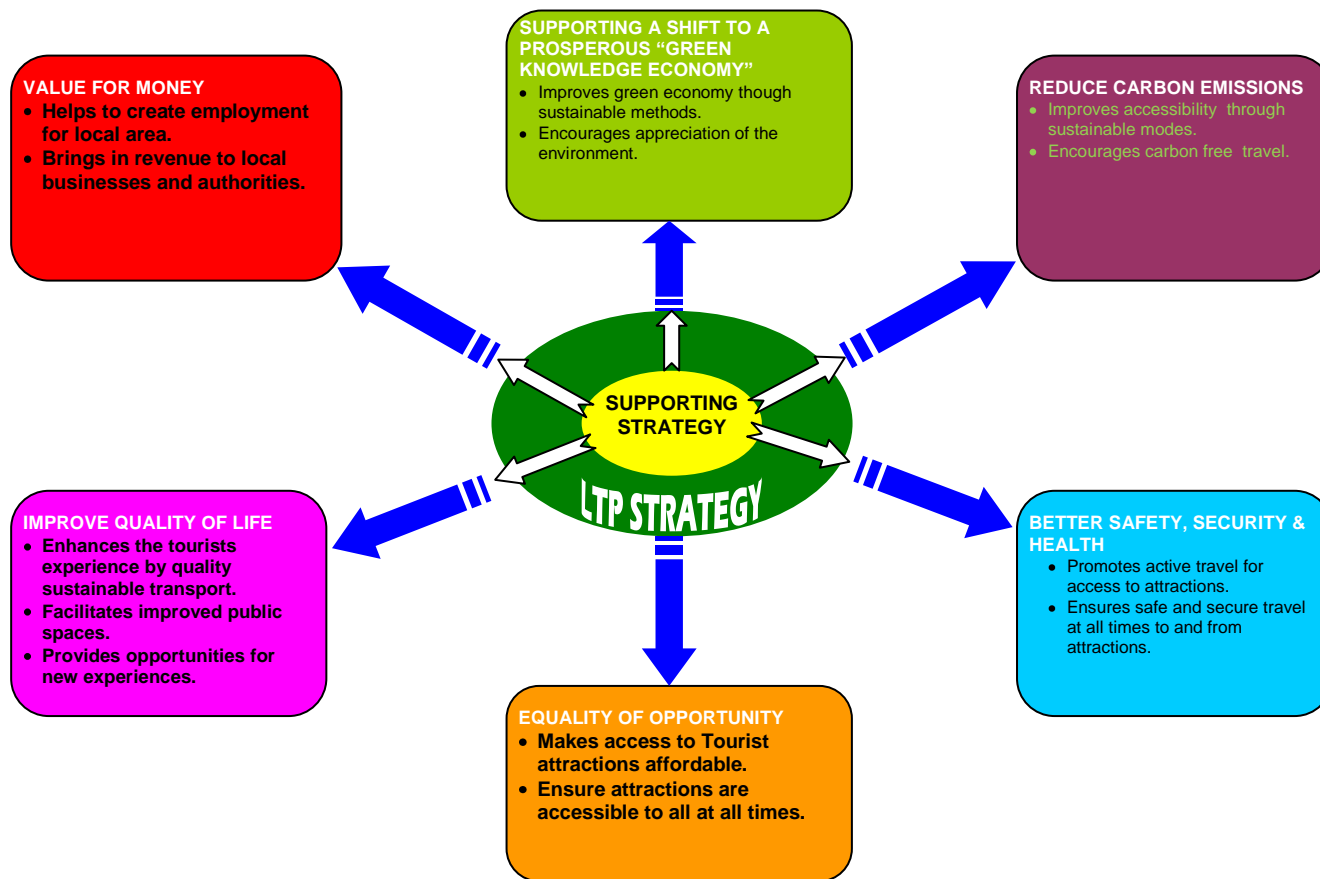
Better Safety, Security and Health

The majority of tourists are unfamiliar with the area and the transport choices available. The promotion of sustainable tourism so that visitors are made to feel safe, secure through the provision of enhanced information and a high quality public realm this may result in additional further health benefits by encouraging active travel.

Value for Money

Partnership working between the three highway authorities and tourism businesses will provide good value for money by delivering the objectives of the LTP and increasing the customer base of tourist attractions by making them more attractively accessible.

Diagram 1 – Contribution to LTP3 goals

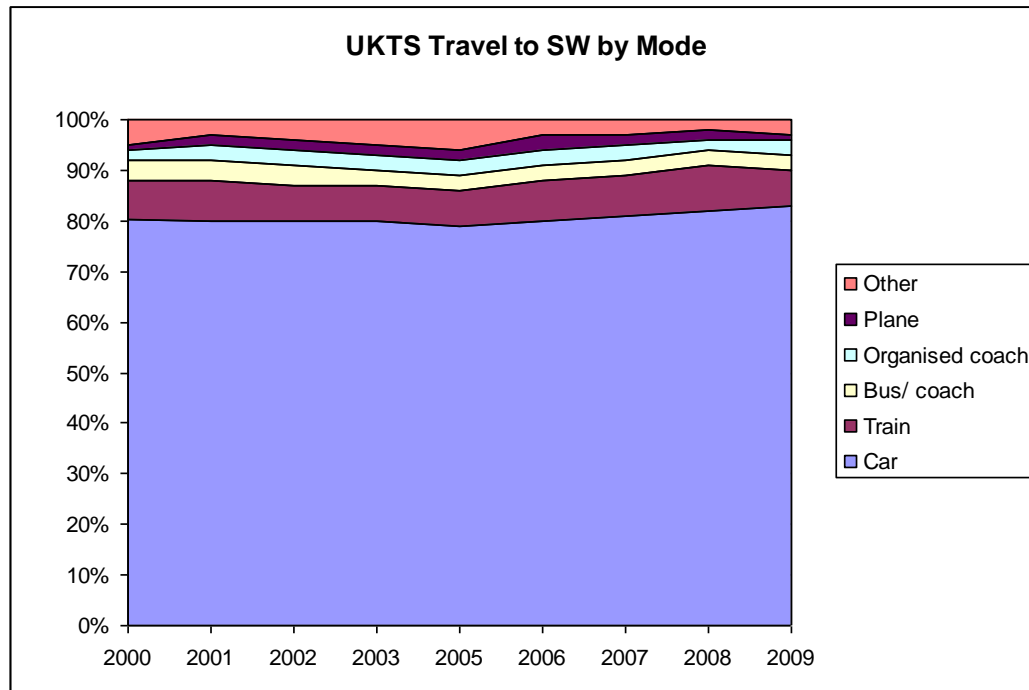


3. This is where we are now

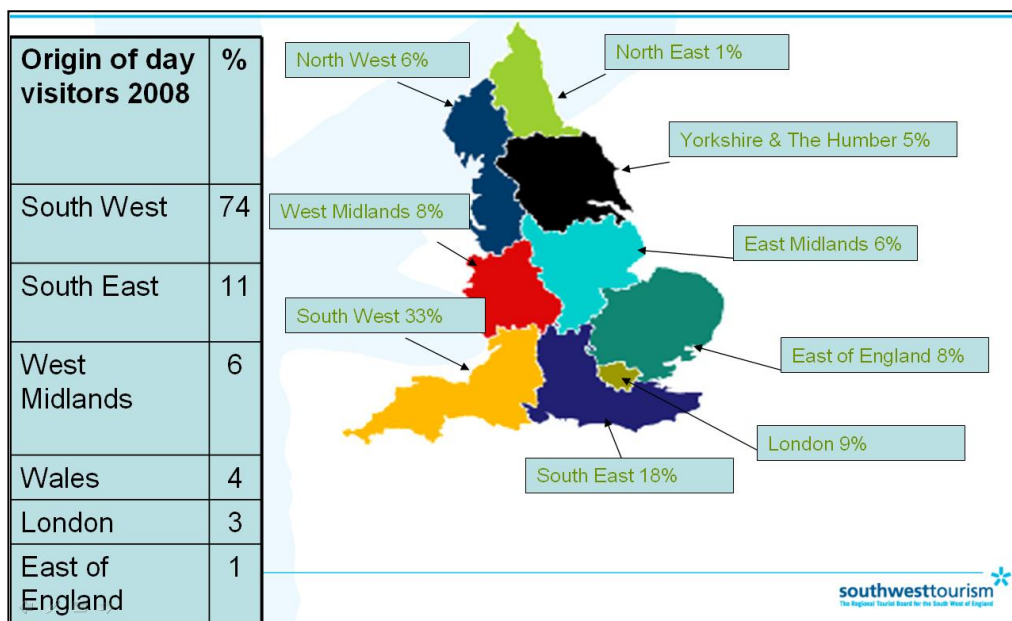
The Characteristics of Tourism Travel in the South West Region

Travel to/from destination:

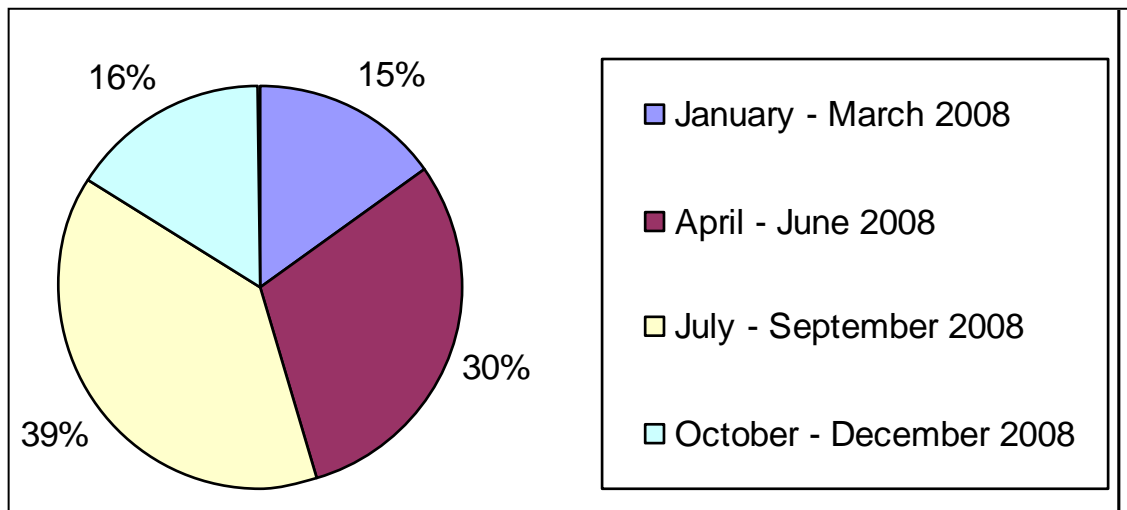
- Mode - Long term trend of car dominating travel by domestic visitors.



- Origin – Most travel is domestic with a large proportion of that being within the region (33% of staying visits, 74% of day trips) followed by neighbouring regions (27% of staying visits from London/ SE, 14% W & E Midlands).



- Timing – Travel reflects the high level of seasonality with tourism and also the focus on weekends (accentuated by these being the common turn round days for self-catering/ holiday parks) and Bank Holidays.



Travel within destination:

- Car Use – The average duration of car use on days when it is used is 1 hour 35 mins. Those with access to a car in their destination do not use them for 30% of days during their stay.
- On these days 80% will focus on not travelling (exploring options close to their accommodation) with only 20% shifting to a different mode.
- Demographic variations - Family groups have the most car-free days and lowest per day car use. Elderly visitors have a high % of car free days but also high per day use. DE social groups have double the proportion of car free days of AB groups.
- Locational variations – The % of car free days varies significantly (from 9% to 52% between interview locations) and even between locations with similar characteristics.

Visitor Journeys in Dorset	
Staying Visitors	3,511,000
Day Visitors	14,604,000
Total	18,115,000

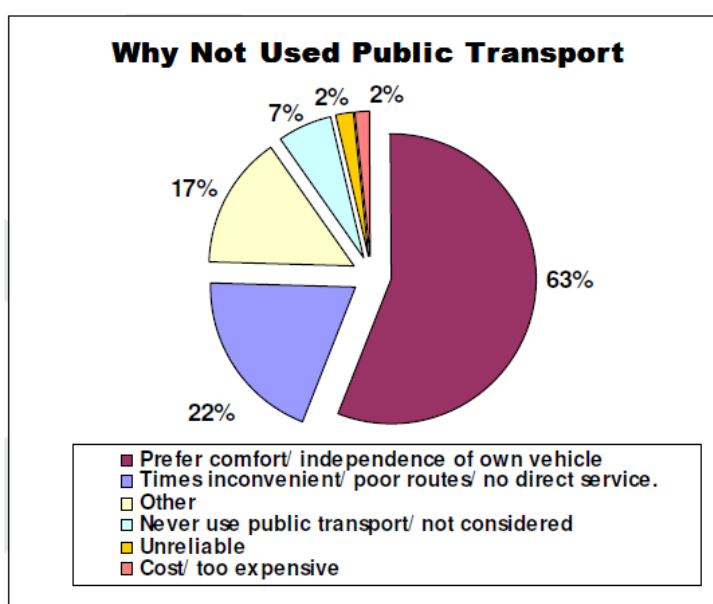
Visitor Attitudes to Travel

- Experience and interest in holidays/ breaks that have a lower level of reliance on cars is significant and suggests openness to the idea.

Statement (Source: VisitEngland Consumer Research 2010)	%

Ever taken a holiday/ break where I use public transport to get there	42%
Very/ quite interested in the above	53%
Ever taken a holiday/break where, once at my destination, I don't use my car/ only use public transport	41%
Very/ quite interested in the above	59%
Ever taken walking/ cycling/ activity holidays	29%
Very/ quite interested in the above	51%

- **Convenience** appears to be the key driver in encouraging greater use of public transport. Although cost is a barrier, when factors are ranked it has a lot less significance. This was reinforced by the findings of a study in the Lake District (like the rural areas of Dorset are without good existing transport links) - 43% felt they should use their car less and 40% stated they intended to do so, but 60% thought it would be difficult to do so.



- **Informing visitors** is a key issue – in the recent regional tourism consultation only ¼ of respondents agreed that visitors are aware of public transport options available to them. The findings also support the appeal of less travel in destination – 67% of businesses felt visitors are increasingly seeking this.
- Information related to car travel to/ within the SW was also one of the lowest scoring services/ facilities in the 2009 SW Visitor Survey.
- Research of those not currently visiting the SW found that 34% were unaware of the savings to be made through booking train tickets in advance and a similar % were unaware that most major visitor attractions have transport links and offer discounts for those arriving by public transport.
- The gap between visitor requests and tourism business provision of information is narrowest when it comes to information on public transport (VisitEngland, Industry Survey 2010)
- 2007 DEFRA research echoed many of these trends but also found that there was little willingness to take fewer trips of longer duration. There was a greater openness to train than coach travel as an alternative and recognition that public transport can be quicker.
- Whereas this study found environmental motivations for changing behaviour to be insignificant compared to the motivation of an enhanced experience, in the Lake

District study the top motivation was protection of the local environment, reflecting the importance of context (although convenience again came out strongly).

Use of Public Transport Questionnaire	% Agreeing
I'd be more likely to use public transport if it was more convenient.	73%
I'd be more likely to use public transport if it was cheaper.	71%
I'd be more likely to use public transport while on holiday if it was easier to find out about the options available.	66%
I'd be more likely to consider travelling by public transport (e.g. national rail, coach) to the holiday destination if the accommodation offered me a discount on prices for doing so.	60%
I'd be more likely to consider travelling by public transport to the holiday destination if the accommodation provider picked me up/paid for transport from the station.	56%
I'd be more likely to consider travelling by public transport (e.g. national rail, coach) to the holiday destination if the accommodation supplied bikes to get around locally.	39%

Source of Information: South West Tourism

Strengths, Weaknesses, Opportunities and Threats. (SWOT)

Table 1 below sets out the strengths, weaknesses, opportunities and threats in relation to delivery a strategy to support tourism. This is used to establish the Key Challenges in the development and delivery of the strategy and assist in identifying opportunities for implementation.

Table 1 – SWOT analysis

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<p>Cooperation between Transport Policy makers, Tourism Managers and South West Tourism.</p> <p>The strength of the existing tourism business infrastructure.</p> <p>Existing Cycleway Facilities.</p> <p>Rights of Way and Greenlink Networks.</p>	<p>Limited existing sustainable transport network.</p> <p>Cycle Facilities provided in isolation with only limited network benefits.</p> <p>Disparate venues of tourist attractions.</p> <p>Capacity of existing transport infrastructure.</p> <p>Accessibility of the AONB and Jurassic Coast by sustainable Transport</p>
<u>OPPORTUNITIES</u>	<u>THREATS</u>
<p>Partnerships between local authorities, Transport Operators and Tourist Attractions.</p> <p>Building on examples from across the South West.</p> <p>Swanage Railway link to the National Network.</p> <p>Potential for expansion of waterborne transport.</p> <p>Demand Responsive Transport</p> <p>Rights of Way Improvement Plans.</p>	<p>Limited funding from Government and Tourism businesses.</p> <p>Objections from Environmental Groups to increase visitor numbers in environmentally sensitive areas.</p> <p>Competition between attractions.</p> <p>Climate Change increasing the visitor numbers pressurising the transport network.</p>

4. These are the key challenges we face

Within the south west region tourism often sees itself as the “Cinderella” when it comes to transport considerations where other commercial, environmental and social needs appear to take precedent over tourism. (South West Tourism). However within Dorset tourism is seen as an important employer and part of the local economy and during the peak summer months significant increases in visitors and traffic contribute to congestion and the carbon footprint.

Tourism and transport policy & operation

- Awareness and consideration of tourism’s distinct needs in transport policy can be low in comparison to other travel needs. There may be a number of reasons for this:
 - The resident population are in a stronger position for their needs to be represented. Although it should be remembered that the Dorset resident population is supplemented by an annual visitor population over twice its size.
 - Tourism’s economic significance may be overlooked due to its perception as a ‘candy floss’ sector and being more centred on coastal/ rural areas than urban conurbations.
 - The tourism sector has acknowledged that it has been poor at engaging with transport issues whether from a visitor experience, competitiveness or social/ environmental perspective.
- Tourism can also be a lower priority in transport operations. Common examples include services used by visitors being most vulnerable to disruption (e.g. Bank Holiday engineering works) or cut (e.g. seasonal bus services, through services to destinations).
- Underpinning these weaknesses in policy and operations can be a lack of recognition of the distinct needs of tourism travel which can be summarised as:

- Compared to work or educational trips, tourism journeys are optional rather than a necessity, and the ease of travel can directly influence the choice of location.
- Tourism trips are generally longer than average – thus they account for a higher proportion of travel on strategic routes and are more reliant on effective cross-boundary cooperation.
- A high proportion of tourism trips are made by people unfamiliar with the area and therefore much more reliant on information to aid them
- Tourism trips are more seasonal although day trips are less so.
- Tourism activity is not distributed evenly and generates a significant proportion of journeys in locations not designed for high levels of traffic (e.g. historic towns, rural areas)
- Tourism travel is more flexible – visitors are less bound by deadlines and often less concerned with journey times but can be more concerned with the quality of the journey experience.
- Tourism travel can be part of the holiday product and experience e.g. cycling holidays, coach touring holidays, scenic railway trips

Based on “Tourism & Transport – The Issues & Solutions” (English Tourism Council, 2001)

Knowledge Gap

- Tourist travel has a greater than normal reliance on information support as the routines and time building up knowledge in daily life does not exist. With most visitors having a car waiting in the car park of their accommodation effective delivery of information about alternatives is critical to shifting behaviour.
- Although there are some gaps in information, a greater issue is relevant information not being in the right place at the right time - whether it relates to services, discounts, travel conditions. Public transport information is often found only in transport operator websites/ facilities but most visitors will only be consulting destination/ accommodation websites and travelling by car (so will not enter bus/ rail stations). Information about road congestion is only helpful in advance of a problem being encountered.
- The presentation of information is also critical. The gap between tourism and transport practitioners has often been reflected in a gap between information on what to do and information on how to get there. This approach both fails to realise the potential for the travel journey to be an experience in itself and reinforces the default position of car use. Most visitors will first of all decide what they want to do and unless they have a strong motivation will automatically use their car. This is reinforced by the high level of repeat visitors who are likely to mirror the Lake District study (see Chapter 3) which found that previous experience was the most frequently used source of information when planning a trip.

Environment / Sustainability

Climate change predictions indicate hotter, drier summers and warmer, wetter winters alongside more extreme weather events and sea level rise. This is likely to damage coastal amenities and infrastructure as well as the loss of beaches.

Travel related to tourism, leisure and visiting friends accounts for 30% of carbon emissions from transport nationally¹. This figure is likely to be higher in Dorset due to our popularity as a tourist destination. Tourism is a key industry of importance to Dorset's economy and we will seek to support sustainable tourism through reducing the carbon emissions from this sector

Developing and promoting alternative recreation and access to nature opportunities will contribute to reducing pressure on the Dorset Heaths and other sensitive habitats and landscapes. The seafront area is already a major tourist draw in high season. There is an opportunity to better celebrate Dorset's special and valued coastline throughout the year.

¹ Carbon Pathways Analysis, DfT (2008)

5. This is how we will get there

- **Key approaches** to addressing the objectives include:
 - Consideration of the markets targeted by tourism marketing campaigns – ultimately, these will have a significant influence on the length and mode of travel to/ from the destination area.
 - Improving understanding & cooperation between tourism & transport – building knowledge of behaviour/ demands, disseminating it and building joint working.
 - Recognising the potential of ‘compromise’ solutions:
 - Focussing on “low mileage” as a goal for travel within destinations rather than simply car free days. Encouraging visitors to explore what’s on the doorstep of their accommodation is more inclusive to tourism businesses poorly served by public transport, more aligned with current demand than modal shift and cheaper.
 - Focussing on longer dwell times by visitors within an attraction or location is another goal to focus on as this reduces the amount of travel as well as potentially providing a more relaxed experience and better economic value. Car park charging, brown sign policy and better information on the range of things to do in a location can assist.
 - Train and car combinations – Train travel to/ from the destination with car hire/ car club facilities in the destination to provide the flexibility of the car. If the car is electric then the carbon saving is even more significant
 - Encouraging modal shift to low carbon options through:
 - Developing Dorset’s cycle network with a focus on accessing visitor attractions with car free routes, and developing proper network opportunities.
 - Priority cycle routes to develop are:- (1) Further extending the North Dorset Trailway as part of NCn?? From Poole to Stalbridge and beyond. (2) Poole – Weymouth NCN2 – with European funding – check with Adam. (3) Further developing longer distance routes on the periphery of the SE Dorset conurbation, in particular the Castleman Trailway, ensuring that these routes link into and between local communities.
 - Encourage the provision of Waterborne Transport, including the development of new terminal facilities (Check with emerging Waterborne Transport work)
 - Maintain and improve existing bus services serving the coast, including associated infrastructure such as bus stops and shelters, and information provision.
 - Support further development of bus services in the coastal corridor where provision is currently limited.
 - Other detailed actions regarding visitor access to the Jurassic Coast can be found in the Jurassic Coast Sustainable Transport Improvements and Actions (2009 – 2014), which is a working document emanating from the Management Plan for the Dorset and East Devon Coast World Heritage Site. (see separate appendix). Priorities will be given to these actions as funds permit.

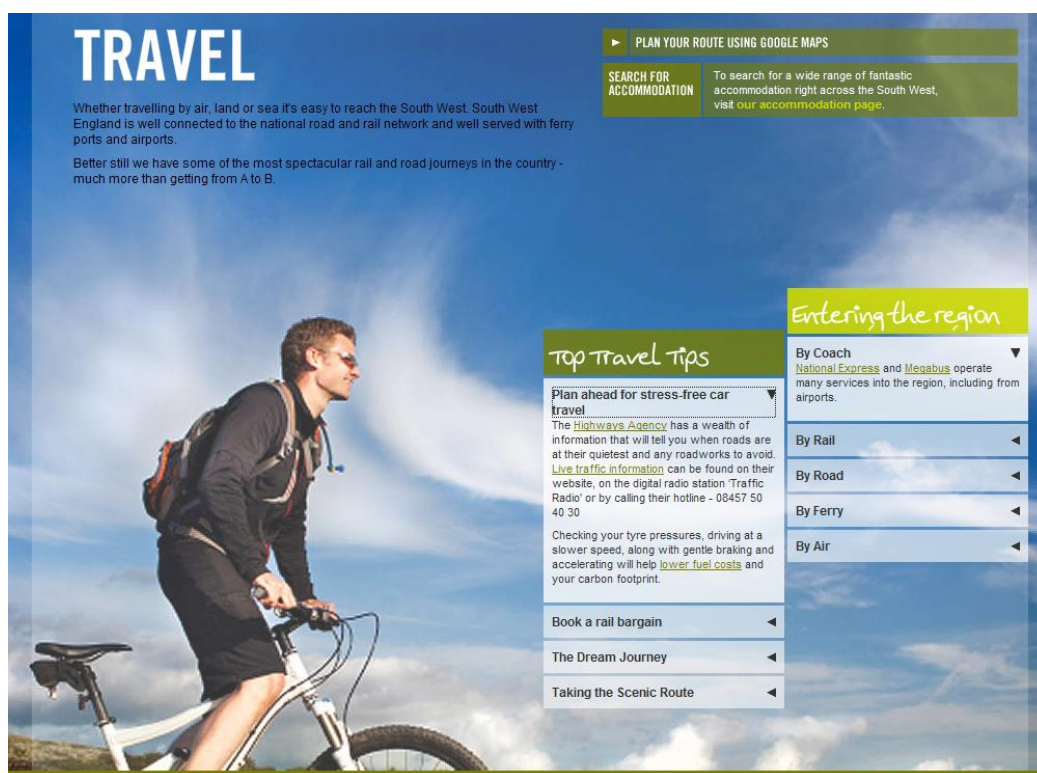
In line with recommendations prepared by South West Tourism the local authorities in Dorset will develop strategy in order to:

Build Understanding

- Increase knowledge – make use of annual visitor surveys as a means of better understanding attitudes and current behaviour in relation to tourism travel and make use of any other research opportunities as they emerge.
- Disseminate knowledge – help to disseminate relevant research findings to transport operators and Tourism Managers/Attractions.
- Improve relationships - help to build relationships directly with transport operators and Tourism Attractions trying to improve links with the relevant local Destination Management Organisation.

Improve Communication

- Support the Highways Agency/TransportDirect and Transport Operators in achieving better distribution of their information/ support to tourism businesses and work with other relevant organisations.



- Improving Existing Visitor Communications by Tourism Businesses - integrate key messages within business publications and inform through a dedicated guide from SWT – *Top Tips for Better Travel Information*
<http://www.swtourism.org.uk/files/download.php?m=documents&f=100727085045-10TipsforBetterTravellInfojulyupdate.pdf>
- Encouraging accommodation businesses to proactively think about the options they present to guests and focus on low mileage options, as well as investigating whether local transport operators would provide free passes in the off season to enable tourism businesses to become more aware of the options.

- Improving Existing Visitor Communications by Destination Organisations – SWT has updated the travel section of their own website to focus on tips for better, lower impact travel experiences rather than simply factual information – see <http://www.visitsouthwest.co.uk/travel/>.

Encourage Innovation

- Car & Train – encourage current car hire options available from stations and look to approach operators and car hire companies to see if there are opportunities for promoting this combination. Of particular interest could be the electric car hire and car club options.
- Easy Car Free Destinations – identify destinations that are easy to access and explore without a car and then approach the relevant destination bodies to see if they are interested to take forward promoting this credential.
- Integrating Attraction and Travel Information/ Pricing – look at the results of current trials (e.g. the Fal River Oyster Card) to see its potential for use in Dorset.

Examples:

- Joint Working – SWT and Jurassic Coast World Heritage Site have recently been assisting in the development of the tourism section of the Low Carbon Travel Strategy for the Dorset LTP3. Following an initial exchange of key trends, a meeting was held to look at draft ideas which are currently being incorporated into the strategy.

Options we will consider

We will seek to support sustainable tourism through reducing the carbon emissions from this sector by:

- Working with tourism professionals to gain a better understanding of the carbon footprint associated with tourism and leisure travel and how the needs of these journeys can be met through low carbon means
- Improving the quality, provision and communication of travel information targeted at tourists and tourism and leisure providers by working with partners in the Highways Agency and Public Transport Operators
- Investigating opportunities for tourism businesses to be provided with discounted / free tickets to familiarise themselves with public transport services / options
- Identifying potential ‘car free’ holiday destinations in Dorset that are easy to access and enjoy without a car and market pilots on this theme
- Working with tourism providers to consider the potential for promoting arrival into Dorset by rail and then using car hire or car club for short trips so that holidays are not constrained by being completely car free
- Implementing pilot “Micro Park & Walk” schemes at key points along the Jurassic Coast such as the A3052 to relieve pressure from the coastal towns and reduce overall trip lengths and carbon emissions
- Developing event travel plans for key leisure attractions, shows, food and music festivals
- Provide highly visible and attractive signposting from rail stations to coastal public access points, enabling visitors to walk or bike easily to the seafront.

Cycling

The Bournemouth and Poole area has an excellent natural environment which local people want to explore. The coastline, countryside and the River Stour Valley are all particularly popular destinations. Providing suitable cycle routes to these destinations and providing suitable facilities for cyclists at the locations is therefore important in helping to promote healthier lifestyles.

The creation of surfaced all-weather paths will improve access and encourage greater exploration of the local area. Again where practical it may be beneficial to upgrade some existing public footpaths to public bridleway status in order to improve the network of off-road cycle routes. This will enable the improved provision of circular routes (cyclists are allowed to use bridleways, but not footpaths).

Mountain bikers generally prefer off-road routes of varied terrain with possible specialist facilities. At the present time there is little provision for mountain bikers within the conurbation. This shortfall needs to be addressed in order to promote healthy

cycling

Visitors use clearly railway seafront, Poole and

addition cyclists, route available facilities at

activity and encourage more tourism to the area.

who elect to bring or bicycles require signed routes to the stations, the the ferry port in other key destinations. In they, along with all require clear cycle maps and readily secure cycle parking key destinations



Jurassic Coast World Heritage Site: Improvements and Actions

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

The report recommended a number of Action Areas which are supported by Dorset County Council with which efforts will be made to integrate the LTP3 Implementation Programme where practical.

The Action Areas are summarised as follows:

1: Rural Car- Bus Interchange: In essence, park and ride facilities, also to include seasonal options and smaller sites (e.g. fields, school car parks, large lay- bys etc).

2: Bus Services: Looking at improvements and maintenance of bus services along Jurassic Coast generally and in addition, concentrating on larger holiday parks – assumption that with more 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. It was found that, “majority of holiday parks are within 100m of a bus stop and the majority have access to an hourly service”

3: Rail –Bus Interchange Audits: Axminster, Honiton and Exmouth stations were audited, 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.

4: Demand Responsive Transport Services: (Currently only applies to Dorset) Opportunities and constraints within the existing Door To Dorset service in relation to the needs of the travelling visitor.

5: Good Practice in Presenting Public Transport Information: The report concentrated on bus info – at stops, printed and online but should however apply to all public transport information.

6: Waterborne Transport: 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.

7: 2012 Sustainable Transport Legacy: Influence visitor management information in relation to 2012 sailing events to be consistent with principles of responsible and sustainable travel.

8: Cycling: Encourage cycling where appropriate as an option for accessing the coast.

9: Car Park Design: 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.

10: Dorset Rural Roads Protocol and Devon Protected Landscapes Highways Management Guidelines: Ensure Dorset and Devon highway authorities adhere to Dorset Rural Roads Protocol and Devon Highways Management Guidelines.

11: Monitoring and Carrying Capacity: 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.

12: South West UNESCO Sites Joint Sustainable Transport Solutions: Working together to jointly market sustainable transport options to, between and within the South West's 4 World Heritage Sites and 2 UNESCO sites.

Dorset's Area of Outstanding Natural Beauty (AONB): Management Plan

The Dorset AONB Management Plan for 2009 – 2014 sets out a number of Management Policies and Actions that potentially could integrate with LTP3. Those that are relevant to this document are set out below:

Management Policy	Action in 2009-2014
A3a: Support the development of high quality sustainable tourism that supports the local landscape and economy.	Provide advice and training to help tourism businesses Increase environmental sustainability.
A2a: Support measures to improve connectivity and functionality of the rights of way network	Deliver actions to implement the Rights of Way Improvement Plan, improving and promoting routes for walkers, cyclists and riders.
A2c: Promote sustainable inland destinations to spread tourism benefits and reduce pressure on the coast.	Maintain and enhance the Wessex Ridgeway, North Dorset Trailway and inland countryside sites, e.g. National Nature Reserves.
A2d: Promote the creation and management of green links between urban settlements and the countryside	Develop the Castleman Trail to create green routes between the conurbation and the AONB. Develop multi-use greenlinks between Dorchester and Weymouth to the South Dorset Ridgeway.

	Maximise the benefits of walking and cycling improvements linked to the 212 Games to ensure they link to other routes in and around the AONB and coastal corridor.
A2e: Develop and promote integrated sustainable access and travel options in the coastal corridor.	Improve walking links between the Coast Path and access points including towns and villages and public transport stops. Improve information for all transport services to ensure that demand responsive transport, time tables and links (e.g. walking routes) to visitor destinations are more user-friendly. Improve park and ride facilities for the Coast. Develop circular walks and 'Ride and Stride' walks within the coastal corridor.
A2f: Support the development of small scale marine-based transport along the coast to provide an alternative to the car.	Undertake feasibility study for small scale marine transport along the coast
A1b: Understand and remove the physical and psychological barriers that prevent under-represented groups from accessing and enjoying the countryside	Improve accessibility on all promoted trails and priority links to the South West Coast Path where appropriate.
A1c: Promote recognition and utilisation of the AONB's role in supporting health and wellbeing.	Develop health walks and green gyms in the AONB linking with existing initiatives.

As with all partnerships it is the intention of the authorities to work with the Dorset AONB Partnership Board to develop transport solutions to compliment their efforts in the delivery of sustainable transport solutions to make the Dorset AONB accessible to the public.

Policies to Deliver the Sustainable Tourism Strategy

Policies for the delivery of the Tourism Strategy are required to ensure that infrastructure delivery reflects the goals, objectives and the implementation programme of the over arching LTP Strategy. Transport Planners and Engineers will be guided by them in the development of schemes and members, tourism professionals and the public can hold officers to task if they are not adhered to.

Policy TS1: Increase working with public transport operators to enhance public transport provision

The Councils will carry out close working with the bus, taxi and rail operators to ensure that the services provided reflect visitor needs as far as possible and provide widely available and easily accessible sustainable transport options. This includes the services themselves and the supporting infrastructure, such as stations:

- Supporting the implementation of integrated cross-ticketing on buses / trains to make ticketing simpler and more cost effective. As a first step

towards this the “Getting About Card” in the South East Dorset area will be implemented and promoted to provide unlimited daily bus travel on the majority of services, and develop a strategy for the roll out of a full smartcard product in the future

- Seeking to develop quick and direct “express” bus services in South East Dorset and Weymouth & Portland, linking more peripheral areas to town centre locations and key tourism areas
- Using effective communications and software, flexible services can be operated to meet the scattered demand in a specified rural area. From February 2004, the DfT implemented new rules enabling the registration of flexibly routed bus services and eligibility for Bus Service Operators Grant. These enabled existing supported rural bus services to be replaced with cost-effective flexibly routed demand responsive services
- Providing a principal network of high quality, accessible “Bus Showcase Corridors”
- Reviewing fares for young people, such as the fare discounts for young people (under 15) on Wilts & Dorset services, and promoted through the Bus ID scheme
- Seeking to ensure a set of minimum standards are adhered to for the extent and type of equipment and information to be provided at individual bus stops, bus stations and interchange points
- Improve cycle links to, and facilities provided at, rail /bus stations including provision of secure cycle parking, storage lockers and ramps.
- Investigate the feasibility of establishing cycle hire schemes at rail stations
- Work with train operators to ensure that cycles are permitted on local train routes
- Work with bus operators to investigate the feasibility of carrying cycles
- Work with ferry operators to improve provision for cyclists
- Improve the environment and image of public transport interchanges, including improved security, comfort and accessible facilities for the physical, sensory and mentally impaired.
- Work with taxi operators to develop innovative taxi bus solutions when applicable.
- Ensure licensing of taxis provides vehicle mix to meet visitors needs including availability of wheelchair accessible vehicles
- Supporting and promoting the Swanage Railway link to the national network
- Supporting, promoting and working with waterbourne transport providers to integrate and expand their services

Policy TS2: Support Sustainable Tourism

The Councils will support sustainable tourism by:

- Working with tourism professionals to gain a better understanding of the carbon footprint associated with tourism and leisure travel and how the needs of these journeys can be met through low carbon means

- Improving the quality, provision and communication of travel information targeted at tourists and tourism and leisure providers by working with partners in the Highways Agency and Public Transport Operators
- Investigating opportunities for tourism businesses to be provided with discounted / free tickets to familiarise themselves with public transport services / options
- Identifying potential 'car free' holiday destinations in Dorset that are easy to access and enjoy without a car and market pilots on this theme
- Working with tourism providers to consider the potential for promoting arrival into Dorset by rail and then using car hire or car club for short trips so that holidays are not constrained by being completely car free
- Implementing pilot "Micro Park & Walk" schemes at key points along the Jurassic Coast such as the A3052 to relieve pressure from the coastal towns and reduce overall trip lengths and carbon emissions
- Developing event travel plans for key leisure attractions, shows, food and music festivals
- Provide highly visible and attractive signposting from rail stations to coastal public access points, enabling visitors to walk or bike easily to the seafront
- Encouraging current car hire options available from stations and look to approach operators & car hire companies to see if there are opportunities for promoting this combination. Of particular interest could be the electric car hire & car club options.
- Identifying destinations that are easy to access and explore without a car and then approach the relevant destination bodies to see if they are interested to take forward promoting this credential.
- Integrating Attraction and Travel Information/ Pricing – look at the results of current trials (e.g. the Fal River Oyster Card) to see its potential for use in Dorset.

Policy TS3: Embed accessibility issues in the planning process

The Councils will join up policies on land use planning and accessibility, it is envisaged that all new development will be accessible by a range of different modes of transport. This is already being done through the preparation of Local Development Frameworks, but it will continue to be strengthened by seeking to:

- Encourage sustainable patterns of tourism development in locations well served by a range of facilities easily accessible by bicycle, public transport and walking.
- Safeguard potential cycle routes identified in the Strategic Cycle Route Networks (and required land) from future development
- Ensure that new tourism development is well integrated with, and does not compromise, the existing cycle route and rights of way network
- Set appropriate cycle parking standards (quantity and quality) for tourism land use categories and apply these to all new development
- Make appropriate use of planning obligations to secure the provision of necessary and relevant cycle, walking and public transport facilities within the site and to/from visitor destinations

Policy TS4: Increase working with the Tourism Community

The Councils will carry out close working with the accommodation, conference, visitor attraction and other operators to ensure that transport services provided reflect visitor needs as far as possible and provide widely available and easily accessible sustainable transport options by seeking to:

- Increase the Council's knowledge regarding visitor needs by making use of annual visitor surveys as a means of better understanding attitudes and current behaviour in relation to tourism travel and make use of any other research opportunities as they emerge.
- Disseminate knowledge – help to disseminate relevant research findings to transport operators and Tourism Managers/Attractions.
- Improve relationships - help to build relationships directly with transport operators and Tourism Attractions trying to improve links with the relevant local Destination Management Organisation Work together to develop integrated information on 'What to do & How to get there' Support the Highways Agency/TransportDirect and Transport Operators in achieving better distribution of their information/ support to tourism businesses and work with other relevant organisations. Improving Existing Visitor Communications by Tourism Businesses - integrate key messages within business publications and inform through a dedicated guide from SWT – *Top Tips for Better Travel Information* - <http://www.swtourism.org.uk/files/download.php?m=documents&f=10072>

The screenshot displays the 'TRAVEL' section of the South West Tourism website. The background features a cyclist against a blue sky. The page includes several key elements:

- TRAVEL** header with a sub-header: "Whether travelling by air, land or sea it's easy to reach the South West. South West England is well connected to the national road and rail network and well served with ferry ports and airports. Better still we have some of the most spectacular rail and road journeys in the country - much more than getting from A to B."
- PLAN YOUR ROUTE USING GOOGLE MAPS** button.
- SEARCH FOR ACCOMMODATION** button with a link to "visit our accommodation page."
- Top Travel tips** section with a dropdown menu showing "Plan ahead for stress-free car travel" and text about the Highways Agency and live traffic information.
- Entering the region** section with a dropdown menu showing transport options: "By Coach" (National Express and Megabus), "By Rail", "By Road", "By Ferry", and "By Air".
- Additional links: "Book a rail bargain", "The Dream Journey", and "Taking the Scenic Route".

[7085045-10TipsforBetterTravelInfojulyupdate.pdf](#) Encouraging accommodation businesses to proactively think about the options they present to guests and focus on low mileage options, as well as investigating whether local transport operators would provide free passes

in the off season to enable tourism businesses to become more aware of the options.

- Improving Existing Visitor Communications by Destination Organisations –. SWT has updated the travel section of their own website to focus on tips for better, lower impact travel experiences rather than simply factual information – see <http://www.visitsouthwest.co.uk/travel/>

Policy TS5: Promote public realm improvements

To ensure that town centres and other key public realm destinations are attractive, clean and welcoming the councils will seek to ensure that:

- They are maintained and cleaned to high agreed standards with a minimum of clutter.
- Any public realm scheme will incorporate appropriate planting, materials and that the potential for incorporating public art works has been explored
- By working with the private sector funds are secured for the improvement of key public realm sites

Policy TS6: Provide and promote sustainable travel information

In addition to ensuring that there is a good range of opportunities available for accessing visitor attractions and accommodation, measures will be implemented to make more people fully aware of them, including those with particular needs who may be unable to use conventional means of information provision. People will be provided with the appropriate tools they need to be able to make informed travel decisions. This will be done by:

- Implementing a branded marketing strategy for Smarter Choices.
- Integrating sustainable travel options into marketing and publicity strategies for the wider policy areas of tourism and leisure.
- Ensuring that public transport leaflets are freely available in visitor attractions and visitor accommodation.
- Working with visitor attractions to ensure that public transport information is available on their websites and their printed leaflets
- We will consider the benefits of expanding Real Time Information (RTI) to strategic destinations such as visitor attractions and large hotel/accommodation sites
- Deliver journey planning kiosks at key locations across the conurbation. In addition to permitting access to transport information they could also be used for access to visitor/tourist information.
- Raising awareness of sustainable travel opportunities through personalised visitor travel planning
- Seeking to make use of “smart phone” technology to improve travel information in particular GPS mapping capabilities
- Make freely available up to date and clear public transport information (including simplified local timetables), particularly at key tourism venues

- Encourage the use of alternative formats for information aimed at the visually impaired and learning disabled
- Continue to work with other authorities in the South West to enhance the Traveline public transport information initiative, but seek to reduce costs

Policy TS7: Promote and develop the ‘Getting About’ website

The Councils will build upon the success of the Getting About website to improve this service further. and

- The addition of interactive maps for Public Rights of Way and Cycle Routes. These will be a progression of the recent interactive bus stop locator / RTI bus information information pages.
- Development to enable a user plan their (walking) route (including printing maps) and then be able to locate the bus route back to where they started
- Integration into all three local authorities own web sites
- Development into a wider sub-region web site

Policy TS8: Integrate tourism into wider policies and with other agencies

To achieve the vision for tourism the Councils will ensure that it becomes firmly integrated into policy areas beyond transport and the Local Transport Plan, to ensure all policy areas are working towards a common objective. This includes the need to:

- Ensuring tourism is included in other relevant strategies and plans such as Local Development Frameworks, Healthy Weight Strategies, Active Travel Strategies, Climate Change Strategies, Sustainable Modes of Travel Strategy, AONB Plans, Rights of Way Improvement Plans, Road Safety Strategies, Air Quality Action Plans, Sustainable Tourism Strategies, Sustainable Community Strategies and Quality Bus Partnership.
- Raise the profile of tourism through promoting its role in delivering the Local Area Agreements and the Bournemouth, Poole and Dorset Multi-Area Agreement
- Work with neighbouring local authorities such as Hampshire, Wiltshire and Somerset, the South West Strategic Health Authority, and other Government agencies to promote tourism
- Carry out tourism analysis studies to inform policy areas and decisions, by demonstrating accessibility impacts

Policy TS9: Investigate and promote alternative means of accessing key visitor attractions

The Councils will promote affordable, sustainable and convenient transport. This will be done by

- Carrying out tourism audits to determine what public transport, cycling and walking facilities are available and what improvements can be made.

- Enabling and supporting the development of cycle/moped hire schemes for people wishing to access visitor attractions.
- Enabling and promoting the establishment and use of car clubs
- Promoting car sharing schemes and encourage use of the car sharing website, <http://www.carsharedorset.com>
- Ensuring visitor attractions and accommodation have transport information to hand to be able to give advice to people visiting. Promote and improve advice and information to visitors to make them aware of travel options.
- Focussing on low mileage travel destinations by encouraging visitors to explore what's on the doorstep of their accommodation is more inclusive to tourism businesses poorly served by public transport, more aligned with current demand than modal shift and cheaper

Policy TS10: Promote cycling and walking

We will support people to meet their tourism needs by encouraging people to walk for journeys less than 2km and to cycle for journeys less than 5km by:

- Targeting walking and cycling improvements for short trips i.e. within urban areas and linking villages;
- Review tourism audits to determine what public transport, cycling and walking facilities are available and what improvements can be made.
- Implementing walking and cycling routes that link key visitor attractions with nearby visitor accommodation areas
- Promoting and facilitating cycle trails such as the North Dorset Trailway and the Castleman Trailway
- Promoting and facilitating walking and cycling as part of longer distance public transport journeys, particularly for rail journeys
- Promoting walking and cycling as free or low cost, affordable transport through 'Smarter Choices' Campaigns (see the Low Carbon Travel Strategy and Cycling Strategy);
- Support the implementation of the Rights of Way Improvement Plan (ROWIP) and a joint team for the conurbation.
- Installing secure cycle parking at trip end destinations;
- Promoting electric bicycles as a solution to people who may lack the physical fitness or are deterred from cycling by Dorset's hilly landscape;
- The creation of surfaced all-weather paths will improve access and encourage greater exploration of the local area. Again where practical it may be beneficial to upgrade some existing public footpaths to public bridleway status in order to improve the network of off-road cycle routes. This will enable the improved provision of circular routes (cyclists are allowed to use bridleways, but not footpaths).
- Mountain bikers generally prefer off-road routes of varied terrain with possible specialist facilities. At the present time there is little provision for mountain bikers within the conurbation. This shortfall needs to be addressed in order to promote healthy activity and encourage more cycling tourism to the area.

- Visitors who elect to bring or use bicycles require clearly signed routes to the railway stations, the seafront, the ferry ports in Poole & Weymouth and other key destinations. In addition they, along with all cyclists, require clear cycle route maps and readily available secure cycle parking facilities at key destinations

Policy TS11: Develop Event Management travel plans

The development of Event Management Travel Plans will be promoted and supported, particularly with key promoters through seeking to:

- Adopt a more focused and structured approach to liaising with promoters and reviewing progress of Event Management Plans
- Encourage and promote initiatives such as station mini-bus links, particularly for more peripherally located events
- Work with major promoters and user groups to develop Travel Plans which fully reflect the opportunities for cycling, walking and public transport
- Support the inclusion of car-sharing / pooling schemes
- Encourage the development of Bicycle User Groups at major events to act as a point of contact and provider of information and promotion for cyclists at events.
- Encourage participation in employee cycle purchase/loan and public transport season ticket schemes

Policy TS12: Maximise funding opportunities

Funding opportunities will be maximised by:

- Prioritised tourism schemes according to benefits to cost ratio, and therefore demonstrate value for money and compete favourably against other schemes for LTP capital funding.
- Reviewing rural transport needs to establish benefits of reintroducing Dorset's Rural Transport Partnership.
- Seeking to secure additional revenue funding for tourism initiatives
- Seeking and support applications for external funding opportunities for tourism improvement schemes and initiatives
- Extending partnership working to deliver initiatives through, or in collaboration with partners within the local authorities and third parties such as the private sector, the NHS, the Police, educational establishments, and employers.
- Investigate opportunities to bid for government grants for innovative schemes
- Joint Working – SWT and Jurassic Coast World Heritage Site have recently been assisting in the development of the tourism section of the Low Carbon Travel Strategy for the Dorset LTP3. Following an initial exchange of key trends, a meeting was held to look at draft ideas which are currently being incorporated into the strategy

Figure 5.1 - Summary of Tourism Strategy measures

	TOURISM STRATEGY MEASURE	Key challenges addressed	Contributes to tourism goal(s)	Contributes to LTP goal(s)
TS1	Increase working with public transport providers			
TS2	Support Sustainable Tourism			
TS3	Embed Tourism in the planning process			
TS4	Increase working with tourism community			
TS5	Promote public realm improvements			
TS6	Provide and promote sustainable travel information			
TS7	Promote and develop 'Getting About' website			
TS8	Integrate tourism into wider policies and with other agencies			
TS9	Investigate and promote alternative means of accessing key visitor attractions			
TS10	Promote access by cycling and walking			
TS11	Develop event management plans in line with national legislation and local policies			
TS12	Maximise funding opportunities			

Table 2 – Action Plan

Timescale short = <3yrs medium = 3-6yrs long = >6yrs	Challenge	LTP3 Goal(s)	Action required	Organisation / persons responsible (including partnerships)	Funding
Short	Challenge 1		Action S-1.1		
	Challenge 2		Action S-2.1		
Medium	Challenge 1		Action M-1.1		
			Action M-1.2		
	Challenge 2		Action M-2.1		
Long	Challenge 1		Action L-1.1		

6. Monitoring our progress

6.1 Targets and Indicators

The targets and indicators that have been adopted by each of the authorities through the Local Transport Plan, Local Area Agreements and Multi Area Agreement these can be summarised in the Table 6.1 below:

		Bournemouth LAA	Poole LAA	Dorset LAA	Multi Area Agreement
National Indicators (direct transport relation)					
NI 47	People killed or seriously injured in road traffic accidents	✓		✓	
NI 48	Children killed or seriously injured in road traffic accidents				
NI 167	Average journey time per mile during the morning peak	✓	✓	✓	✓
NI 168	Principal roads where maintenance should be considered				
NI 169	Non- Principal roads where maintenance should be considered				
NI 175	Access to services and facilities by public transport, walking and cycling	✓		✓	
NI 176	Access to employment by public transport				✓
NI 177	Local bus passenger journeys originating in the authority area			✓	
NI 178	Bus services running on time				
NI 186	Per Capita CO ₂ emissions in the Local Authority area	✓	✓	✓	
NI 198	Children travelling to school – mode of travel usually used	✓			
National Indicators (indirect transport relation, included in LAAs)					
NI 17	Perceptions of anti-social behaviour	✓	✓		
NI 56	Obesity amongst primary school age children in Yr 6	✓	✓	✓	
NI110	Young peoples participation in positive activities		✓	✓	
NI 121	Mortality rate from all circulatory diseases at ages <75	✓	✓		
NI 185	CO ₂ reduction resulting from Local Authority operations	✓	✓	✓	
NI 188	Planning to adapt to climate change	✓	✓	✓	
Local LTP3 Indicators					

6.2 Monitoring Processes for Targets and Indicators

With a wide range of indicators, frequency and timescale for review will vary between the initiating authorities. Monitoring the individual Indicators will be carried out as shown in Table 6.2 below:

Indicator	Monitoring Process

6.3 Indirect Monitoring

Whilst not a direct measure of success these indirect indicators are an indication of the support that Tourism has across the delivery of the authorities other functions. These indirect indicators include the following set out in Table 6.3 below:

Indicator	Area of influence	Monitoring Process