

Appendix C: Strategic Options Matrix

The appraisal methodology considered whether the impacts, would be: direct, secondary, synergistic, cumulative, short term or long term and whether these impacts will be local, regional or national.

There are occasions when not enough information has been provided to score either negative or positive or a number of positive and negative impacts are identified and therefore the overall score is uncertain.

↑	Local net positive impact	↑↑	Regional net positive impact	↑↑↑	Widespread net positive impact
↕	Local uncertain or combination of positive and negative impacts				
↓	Local net negative impact	↓↓	Regional net negative impact	↓↓↓	Widespread net negative impact

OPTION A – ‘DO MINIMUM’ This strategy consists of implementing measures that are already approved, then continuing with relatively small scale improvements to improve public transport and reduce congestion with an assumption of limited available resources	Sustainability Objectives																				Comments	
	Environmental							Social							Economic							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20		
Smarter Choices <ul style="list-style-type: none"> Moderate promotion of travel plans Some school travel initiatives Some cycle lanes and pedestrian improvements Expand/Promote the role of car clubs and other cost effective community travel options. Facilitate more sustainable access to visitor attractions including access to the Jurassic Coast 	↑	↓	↑	↑	↑	-	↑↑↑	-	-	-	↑	↑	↓	↑	↓	↓	↑	-	↓	↓	<p>1, 2. : Will reduce emissions and improve air quality, however potential impact to designated sites from visitors, impacts of coaches /vehicles movement , lack green infrastructure enhancement</p> <p>3. Low positive impacts to local residents, positive impacts need improving</p> <p>4. no real time buses, access not increased to airport and PROW, university accessibility not addressed</p> <p>5 Low positive to human health further improvement required</p> <p>6. No significant impact expected</p> <p>7. Community involved in consultation through-out process</p> <p>8. No significant impact expected</p> <p>9. No significant impact expected</p> <p>10. No significant impact expected</p> <p>11. Long term low positive impact, however unlikely to maintain long term air quality levels</p> <p>12. Low, positive impact, however targeting shorter trips (only 1/5 of emission nationally from shorter trips)</p> <p>13. Uncertain - lack of green infrastructure</p> <p>14. Low positive impact does offer a good initiative however does not improve accessibility.</p> <p>15. Access to Jurassic coast will be improved, however unclear how tourism in other areas of Dorset will be addressed.</p> <p>16. HGV movement not addressed.</p> <p>17. Low positive promoting smarter choices, needs improvement to have continued long term impacts</p> <p>18. No significant impact expected</p> <p>19. Uncertain , impacts of coaches /vehicles movement can impact the historic environment</p> <p>20. Uncertain , long term impacts on townscape and landscape may not be maintained</p>	
Public Transport Improvements <ul style="list-style-type: none"> Bus priority measures including bus lanes, bus gates, etc 	↑	↓	↑	↑	↑	↓	↑↑↑	↓	↓	-	↑	↑	-	↑	↑	-	↓	-	↓	↓	<p>1. Lack of detail, land take may occur</p> <p>2. Lack of detail, land take may occur</p> <p>3. Local accessibility will be improved, however lack of detail</p>	

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	Environmental		Social					Environmental						Economic			Environmental		Economic/Environ			Environmental	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
<ul style="list-style-type: none"> Improved passenger information Improve public transport frequencies to support areas of new development and encourage public transport usage in those areas at the outset Improved/expanded community transport (in creation of joint Community Transport Service) Extended coverage of demand responsive transport in rural areas Direct Swanage to Weymouth X53 type service (summer only) serving the Jurassic Coast Park & Ride for Weymouth 																					<p>on location of enhancements is provided and regional accessibility issues not dealt with</p> <p>4. Access to hourly bus routes and passenger information for residents be improved, transport infrastructure should support residents and local employers</p> <p>5. Information on affordability of transport should be unavailable</p> <p>6. Bus stop, increase in services could increase noise and disturbance</p> <p>7. Community involved in consultation through-out process</p> <p>8. Uncertain as P& R being built on an landfill site</p> <p>9. Uncertain as P& R being built on an landfill site</p> <p>10. No significant impact expected</p> <p>11. Promotes sustainable transport initiatives</p> <p>12. Targeting shorter trips (only 1/5 of emission nationally from shorter trips)</p> <p>13. No significant impact expected</p> <p>14. Low positive impact does offer a good initiatives'</p> <p>15. Access to Jurassic coast will be improved, however unclear how tourism in other areas of Dorset will be addressed.</p> <p>16. No significant impact expected</p> <p>17. no mention of national engine standards of vehicles, Bio fuel, green vehicles</p> <p>18. No significant impact expected</p> <p>19. Uncertain , impacts of coaches /vehicles movement can impact the historic environment</p> <p>20. Uncertain , long term impacts on townscape and landscape may not be maintained</p>		
<p>Demand Management</p> <ul style="list-style-type: none"> Moderate, real-term annual increases in car parking charges 	-	-	↓	-	↓	↓	↑↑↑	-	-	-	-	-	-	↓	↓	-	-	-	-	-	<p>3. Depends on whether the charge will increase for short term or long term parking, depends whether the car parking will increase in rural or urban areas.</p> <p>4. No significant impact expected</p> <p>5. Could encourage people to use alternative forms of transport; however charges will not increase above inflation and has not deterred people from using their cars and car parks.</p> <p>6. May encourage people to park in residential areas.</p>		

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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
																					7. Community involved in consultation through-out process 14. Access to employment may be reduced as affordable parking may not longer available or other choices. 15. Tourist may choose to visit elsewhere
Highways <ul style="list-style-type: none"> • Twin Sails Bridge and associated schemes • No other significant changes in highway capacity – limited congestion control through Intelligent Transport Systems (ITS), traffic signal settings, Urban Traffic Control (UTC) etc • Local safety measures, focussing on those routes with highest accident rates through a comprehensive route management approach • Dorchester Transport and Environment Plan (DTEP) 																					1. Possibly disturbance of designated sites 2. Possible impacts of local biodiversity 3. Increase accessibility as part of Poole Bridge Regeneration Scheme 4. Positive points - DTEP & Twins sails bridge will include safety crossings and cycle lanes and increase accessibility, negative: no increased access to Bournemouth, lack of information about freight. Lack of linkages to sustainable transport. 5. Twin Sails increase access to service however the option is not addressing health inequalities. Will reduce accidents in the urban areas no linkages to rural areas. 6. Construction phase may impact local residents through noise, dust impacts – operation phase will generate traffic and may impact local residents. The Twin Sail Bridge may redirect freight/HGV to use residential areas. 7. Community involved in consultation through-out process 8. Contaminate land possibly disturbed during highways works 9. Flood risk and use of SUDS not addressed 10. Flood risk and use of SUDS not addressed 11. Possibly increase in traffic may increase emissions and decrease air quality, however the highways improvements should lead to traffic flowing efficiently. Weymouth Transport package does include private cars. 12. Will lead to an increase in traffic 13. No promotion of SUDS, no green infrastructure, no flood prevention schemes. 14. Positive points - DTEP & Twins sails bridge will include safety crossings and cycle lanes and increase accessibility, no increased access to Bournemouth, lack of information about freight. Lack of linkages to sustainable transport. 15. Not improving sustainable transport 16. Highways improved

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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
																					18. No significant impact expected 19. Uncertain , impacts of coaches /vehicles movement can impact the historic environment 19. Any new highways infrastructure may impact the historic environment. 20. Twin Sails may lead to a visual improvement in the area.		

Impacts: Direct, Secondary, Cumulative,

OPTION B - SIGNIFICANT PUBLIC TRANSPORT IMPROVEMENTS AND ‘GREENER’ CHOICES This strategy builds on the current scale of activities set-out in Option A, but these are extended and broadened. It includes expanded Smarter Choices, improved public transport and local highway schemes funded by DfT major scheme funding and some limited demand management by increased parking charges. This strategy is broadly consistent with the vision of the current Local Transport Plan (LTP2). It also seeks to maximise the use of developer funding for transport infrastructure through the use of the Community Infrastructure Levy or other tariff based mechanisms	Sustainability Objectives																				Comments		
	Environmental		Social					Environmental						Economic			Environmental		Economic			Environmental	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
Smarter Choices – active roll-out of measures including: <ul style="list-style-type: none"> Improved cycling and walking infrastructure, in particular linking areas of new developments with employment, education and service centres harnessing existing cycle routes and the Rights of Way network to establish a more comprehensive network of routes Cycling/walking initiatives targeting short trips Improved access to rail stations for cyclists/pedestrians School Travel Initiatives Workplace Travel Plans Residential Travel Plans Personalised Travel Plans Creation of car clubs / expanded car sharing initiatives and other cost effective community travel options Expand the extent of sustainable access to visitor attractions, especially the Jurassic Coast 																					1, 2. : Will reduce emissions and improve air quality, however potential impact to designated sites from visitors, impacts of coaches /vehicles movement , lack green infrastructure and enhancement 3. Low positive impacts to local residents, positive impacts need improving 4. No real time buses, access not increased to airport and PROW, university accessibility not addressed. 5 Low positive to human health further improvement required 6. no significant impact expected 7. Community involved in consultation through-out process 8. No significant impact expected		

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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19		20
																					9. No significant impact expected 10. No significant impact expected 11. Long term positive impact 12. Low, positive impact, however targeting shorter trips (only 1/5 of emission nationally from shorter trips) 13. Uncertain - lack of green infrastructure 14. Low positive impact does offer a good initiative and local accessibility will be improved. 15. Access to Jurassic coast will be improved, however unclear how tourism in other areas of Dorset will be addressed. 16. HGV movement not addressed 17. Positive promoting smarter choices. 19. Uncertain , impacts of coaches /vehicles movement can impact the historic environment 20. Uncertain , long term impacts on townscape and landscape may not be maintained
Public Transport Improvements Bus Showcase Corridors <ul style="list-style-type: none"> A35 Poole to Christchurch via Bournemouth and Boscombe A3049 Wallisdown Road A341/A3060 Wimborne Road/Whitelegg Way/Castle Lane West B3063 Charminster Road Wimborne Road A348/B3068 Ringwood Road A354 Dorchester to Weymouth, including links to new development at Poundbury and Chickerell 	↓	↓	↑↑	↑	↑	↓	↑↑↑	↓	↓	↓	↓	↑↑	↓	↑	↑	↓	↓	↓	↓	↓	1, 2. : Will reduce emissions and improve air quality, however potential impact to designated sites from coaches /vehicles movement, lack green infrastructure enhancement and land take may occur. 3. Positive across the county as public transport and accessibility is increased, however urban areas may benefit more the rural areas 4. Links urban areas does not benefit rural areas – no community buses 5. Increase access but can be improved further 6. Noise and dust impacts during construction 7. Community involved in consultation through-out process 8. Possible encroachment of Greenfield land, 9. Water resources/pollution issues associated with road widening 10. Flood risk not addressed 11. Engine standard not identified, 12. Positive will reduce congestion and CO2

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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19		20
																					emissions, engine standard needs to be identified 13. Adaptation to climate change not addressed 14. Increased access, however urban areas may benefit more the rural areas 15. Beneficial to sustainable tourism, however other forms of sustainable travel/tourism not promoted 16. Not enough information on freight and urban design principles. 17. Depends on bus engine standards 18. During construction phase resources will be used, however during operation phases effective transport will reduce energy use 19. Uncertain, impacts of coaches /vehicles movement can impact the historic environment 20. Uncertain, long term impacts on townscape and landscape may not be maintained
Park and Ride and public transport bus and rail improvements: <ul style="list-style-type: none"> Creekmoor Mannings Heath Riverside Avenue (including link to A338) Weymouth and Dorchester Expanded network of express bus services especially from outlying communities Improve public transport frequencies to support areas of new development and encourage public transport usage in those areas at the outset. Extended coverage of demand responsive transport in rural areas Direct Swanage to Weymouth X53 type service (summer only) serving the Jurassic Coast Creation of single Public Transport Authority Smartcard based through ticketing across modes Improved/expanded community transport (inc creation of joint Community Transport Service) Additional peak hour rail between Wareham and Brockenhurst Additional rail frequency between Dorchester and Weymouth utilising a shuttle diesel unit. 	↓↓↓	↓	↕	↑	-	↓	↑↑↑	↓	↓	↓	↑	↑	↓↓	↕	↑	↕	↕	↓	↑	↑	1. Various P& R are located within/adjacent to SPA'S and SAC'C 2. Loss of open space may impact local biodiversity 3. May have secondary impacts, people using for car park when don't usually, impact local residents. 4. May reduce traffic flow on roads accessing Jurassic Coast, Bournemouth P & R will be beneficial to employees as will provide bus service 5. No significant impact expected, no major infrastructure 6. Increase in noise, impacts, lighting impacts, more local traffic generation, crime impacts. 7. Community involved in consultation through-out process 8. Development on Greenfield may occur 9. Any development near Riverside floodplain an be negative 10. Any development near Riverside floodplain an be negative 11. Urban centres will be improved due to less

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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19		20
																					<p>traffic congestion, however the rural areas will not benefit</p> <p>12. Reducing local congestion and CO2 emissions from congestion, however not reducing overall car dependency</p> <p>13. Greenfield development resulting in increased land take</p> <p>14. Could include severance by removing traffic outside the town centre, supporting place making agenda by improving urban design in urban areas.</p> <p>15. Uncertain who the users of the park and rides will be. Bournemouth and Poole will benefit tourism, other may benefit commuters. Not reducing overall car dependency</p> <p>16. P&R may not benefit HGV traffic flow in outlying areas</p> <p>17. Uncertain if P&R will link to cycle ways, car parks for electric vehicles, bike sharing scheme, car clubs, cycle parking?</p> <p>18. Sustainable design and construction techniques are not promoted</p> <p>19. Reducing transport congestion in the urban areas will benefit the historic environments.</p> <p>20. Reducing transport congestion in the urban areas will benefit the townscape</p>
Demand Management <ul style="list-style-type: none"> Increased parking charges above inflation in real terms (discounted exemptions for low emission vehicles) Reduced long stay parking capacity in town centres (in proportion to increased Park and Ride capacity) 	-	-	↕	↕	↑	↓	↑↑↑↑	-	-	-	↑↑	-	-	↑	-	↓	↑	-	↑↑	↑↑	<p>1. No significant impact expected, no major infrastructure</p> <p>2. No significant impact expected, no major infrastructure</p> <p>3. Assuming that this is targeting commuters, secondary impacts will result in parking increasing in residential areas</p> <p>4. Assuming that this is targeting commuters, secondary impacts will result in parking increasing in residential areas</p> <p>5. Should lead to an increase in cycling and walking</p> <p>6. Will encourage parking in residential areas</p> <p>7. Community involved in consultation throughout</p>

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	Environmental		Social					Environmental						Economic			Environmental		Economic			Environmental	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
																					process 8. No significant impact expected, no major infrastructure 9. No significant impact expected, no major infrastructure 10. No significant impact expected, no major infrastructure 11. Reducing traffic congestion in the urban centres 12. No significant impact expected, no major infrastructure 13. No significant impact expected, no major infrastructure 14. reduce severance 15. No significant impact expected, no major infrastructure 16. Promotes sustainable tourism; however the increase in charges and reduction in parking may decrease tourism numbers. 17. Discount for low emission vehicles. 18. No significant impact expected, no major infrastructure 19. Reducing transport congestion in the urban areas will benefit the historic environments. Steam train compliment the heritage preservation. 20. Reducing transport congestion in the urban areas will townscape		
Highways <ul style="list-style-type: none"> A31 – Junction improvements at Canford Bottom with introduction of 'hamburger' scheme A31 – local west bound widening at Ringwood B3073 Parley Cross to A338 Blackwater junction – on line improvements and widening Improvements at key local junctions, especially associated with Bus Showcase Corridors In addition to the bus showcase corridors, adopt comprehensive and holistic route management approaches on other prime transport corridors to surrounding settlements in South East Dorset that will help facilitate 	↓↓↓	↓↓	↑	↓	↓	↓	↑↑↑	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	1. Possibly disturbance of designated sites 2. Possible impacts of local biodiversity 3. Beneficial to car users, No information on improving/enhancing urban design and does not promote social cohesion and healthy lifestyles 4. Increases severance and promotes private car use 5. Will not promote healthy lifestyles and will not reduce car dependency 6. Construction phase will increase noise and dust levels,		

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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19		20	
<p>development that will deal with issues of safety, congestion and air quality.</p> <ul style="list-style-type: none"> Creation of joint traffic control centre 																					<p>7. Community involved in consultation through-out process</p> <p>8. Possible development on Greenfield land, possible disturbance of contaminated land</p> <p>9. Possible water pollution during the construction phase</p> <p>10. Flood risk prevent notincluded</p> <p>11. Encourages the use of cars, therefore possibly negative impact on air quality, however schemes will reduce congestion</p> <p>12. Long term, encourages car dependency</p> <p>13. will not promote alternative modes of transport</p> <p>14. These highways improvements severance and increases access to the airport however may increase severance in other areas and the improvements are only beneficial to car users.</p> <p>15. Promotes car use</p> <p>16. May be positive to movement and access as some residents currently use smaller quieter roads to avoid dangerous junctions,</p> <p>17. Option does promote bus show case corridors, however there is a lack of clean transport technology and No SUDS</p> <p>18. Sustainable design and construction techniques are not promoted</p> <p>19. Any new highways infrastructure may impact the historic environment, however junction improvements may have a positive impact on the historic environment and landscape including townscape,</p> <p>20. Any new highways infrastructure may impact the historic environment, however junction improvements may have a positive impact on the historic environment and landscape including townscape.</p>	

OPTION C - MORE AMBITIOUS PUBLIC TRANSPORT AND 'GREENER' CHOICES WHILE DISCOURAGING CAR BASED COMMUTING Large scale, ambitious improvements to all public transport modes including a Light Rail rapid transit system, supplemented with a high level of investment in 'Smarter Choices' and improvements to cycling and walking facilities. This strategy option includes funding from an area wide Workplace Parking levy and significant increases in public long stay parking charges:	Sustainability Objectives																				Comments
	Environmental		Social					Environmental			Economic			Environmental		Economic		Environmental			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Smarter Choices – vigorous introduction of measures including: <ul style="list-style-type: none"> • Creation of a Smarter Travel Branded Package – to include comprehensive marketing and promotion strategy • Low carbon travel incentive scheme • Improved cycling and walking infrastructure, in particular linking areas of new developments with employment, education and service centres • harnessing existing cycle routes and the Rights of Way network to establish a more comprehensive network of routes • Cycling/walking initiatives targeting short trips (including cycle hire scheme) • More accessible and improved public realm to support walking & cycling environment • School transport initiatives • Workplace Travel Plans • Station Travel Plans • Residential Travel Plans • Personalised Travel Plans • Creation of car clubs / expanded car share initiatives • Promotion of eco-driving • Provision of infrastructure for alternative fuel vehicles and promotion • Green infrastructure • Travel centres (to serve significant new developments) • Development of Community Travel Exchanges in the Rural Area • Expand the extent of sustainable access to visitor attractions, especially the Jurassic Coast 	↓	↓	↑↑	↑↑	↑↑	-	↑↑↑	-	-	-	↑↑	↑↑↑	↑↑	↑	↑	↑	↑↑	-	↑	↑	1, 2. : Will reduce emissions and improve air quality, however potential impact to designated sites from visitors, impacts of coaches /vehicles movement 3. Short term, long term positive impacts – need information on implementation process 4. Short term, long term positive impacts – need information on implementation process, does not promote increased bus routes, no real time buses, access not increased to airport and PROW. 5. Short term, long term positive impacts – need information on implementation process 6. No significant impact expected 7. Community involved in consultation through-out process 8. No significant impact expected, no major infrastructure 9. No significant impact expected 10. No significant impact expected 11. Short term, long term air quality should be improved and maintained 12. Short term, long term positive impacts – need information on implementation process, does not promote increased bus routes 13. Green infrastructure no SUDS 14. Lack of information on linkages to education and employment 15. Access to Jurassic coast will be improved, however unclear how tourism in other areas of Dorset will be addressed. 16. Positive impact: Travel plans, travel centres further improvement required 17. Positive impacts: eco driving, travel centre etc 18. No significant impact expected, no major infrastructure 19. Positive to the historic environment as congestion will be reduced

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																					20. Positive to townscape and landscape due to improved public realm
Public Transport Improvements <ul style="list-style-type: none"> New Rapid Transit service (Dorset Area Rapid Transit System) from Wareham to New Milton, running: 'Tram ~ Train' running alongside/ utilising existing rail line between Wareham and New Milton with on street connections to Bournemouth Town Centre Operating at 10 vehicles per hour during peak periods/ 12 min frequency off peak Bus Showcase Corridors <ul style="list-style-type: none"> A3049 Wallisdown Road A341/A3060 Wimborne Road/Whitelegg Way/Castle Lane West B3063 Charminster Road Wimborne Road A348/B3068 Ringwood Road A354 Dorchester to Weymouth, including links to new development at Poundbury and Chickereil0. 	↕	↕	↑↑	↑	↑	↕	↑↑↑	↕	↕	↕	↑	↑	↕	↑	↑	↕	↕	↕	↕	↕	20. Positive to townscape and landscape due to improved public realm 1, 2. : Will reduce emissions and improve air quality, however potential impact to designated sites from coaches /vehicles movement , lack green infrastructure enhancement 3. Positive across the county as public transport and accessibility is increased, however urban areas may benefit more the rural areas 4.Links urban areas does not benefit rural areas 5. Increase access but can be improved further 6. Noise and dust impacts during construction 7. Community involved in consultation through-out process 8. Possible encroachment of Greenfield land, 9. Water resources/pollution issues 10. Flood risk not addressed 11. Engine standard not identified, electric tram would be beneficial 12. Positive, engine standard needs to be identified 13.Adaptation to climate change not addressed 14. Increased access, however urban areas may benefit more the rural areas 15. Beneficial to sustainable transport 16. Not enough information on freight and urban design principles. 17. Depends on bus engine standards 18. during construction phase resources will be used, however during operation phases effective transport will reduce energy use 19. New infrastructure may impact the historic environmental 20. New infrastructure may impact the townscape and landscape

OPTION C - MORE AMBITIOUS PUBLIC TRANSPORT AND 'GREENER' CHOICES WHILE DISCOURAGING CAR BASED COMMUTING Large scale, ambitious improvements to all public transport modes including a Light Rail rapid transit system, supplemented with a high level of investment in 'Smarter Choices' and improvements to cycling and walking facilities. This strategy option includes funding from an area wide Workplace Parking levy and significant increases in public long stay parking charges:	Sustainability Objectives																				Comments
	Environmental		Social					Environmental					Economic			Environmental	Economic	Environmental			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Park and Ride (P&R): <ul style="list-style-type: none"> • Creekmoor • Mannings Heath • Riverside Avenue (including link to A338) • Christchurch (rail-based with new Parkway station) • New Road – off Northbourne roundabout • Holton Heath (rail-based) • Bournemouth International Airport • Weymouth and Dorchester 	↓↓↓	↓	↕	↑	-	↓	↑	↓	↓	↓	↑	↑	↓	↑	↑	↕	↕	↓	↑	↑	1. Various P& R are located within/adjacent to SPA'S and SAC'C 2. Loss of open space may impact local biodiversity 3. May have secondary impacts, people using for car park when don't usually, impact local residents. 4. May reduce traffic flow on roads accessing Jurassic Coast, Bournemouth P & R will be beneficial to employees as will provide bus service also 5. No significant impact expected, no major infrastructure 6. Increase in noise, impacts, lighting impacts, more local traffic generation, crime impacts. 7. Community involved in consultation through-out process 8. Development on Greenfield may occur 9. Any development near Riverside floodplain an be negative 10. Any development near Riverside floodplain an be negative 11. Urban centres will be improved due to less traffic congestion, however the rural Areas will not benefit 12. Reducing local congestion and C02 emissions from congestion, however not reducing overall car dependency 13. Greenfield development resulting in increased land take 14. Could increase severance by removing traffic outside the town centre, however may support place making agenda by improving urban design in urban areas. 15. Uncertain who the users of the park and rides will be. Bournemouth and Poole will benefit tourism, other may benefit commuters. Not reducing overall car dependency 16. P&R may impact HGV traffic flow in outlying areas 17. Uncertain if P&R will link to cycle ways, car

<p>OPTION C - MORE AMBITIOUS PUBLIC TRANSPORT AND 'GREENER' CHOICES WHILE DISCOURAGING CAR BASED COMMUTING</p> <p>Large scale, ambitious improvements to all public transport modes including a Light Rail rapid transit system, supplemented with a high level of investment in 'Smarter Choices' and improvements to cycling and walking facilities. This strategy option includes funding from an area wide Workplace Parking levy and significant increases in public long stay parking charges:</p>	Sustainability Objectives																				Comments
	Environmental		Social					Environmental						Economic			Environmental	Economic	Environmental		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
																					<p>parks for electric vehicles, bike sharing scheme, car clubs, cycle parking?</p> <p>18. Sustainable design and construction techniques are not promoted</p> <p>19. Reducing transport congestion in the urban areas will benefit the historic environments.</p> <p>20. Reducing transport congestion in the urban areas will benefit the townscape</p>
<p>Expanded network of express bus services especially from outlying communities and Bournemouth International Airport</p> <ul style="list-style-type: none"> • Direct Swanage to Weymouth X53 type service (summer only) serving the Jurassic Coast • Extended coverage of demand responsive transport in rural areas • Improved frequency on coastal bus service from Bournemouth to Swanage. • Expand inter urban bus services where there is no rail alternative, in particular Yeovil – Sherborne – Sturminster Newton – Blandford – Poole. Ensure good connections with train services at Poole and Yeovil Junction. Provide bus/rail integrated timetable. • Development of town hopper services in coastal and market towns • Enhanced Community Transport (inc creation of Joint Community Transport Service) • Creation of single Public Transport Authority • Smartcard based through ticketing across public transport modes (inc cycle hire) • Expand the role of Waterborne Transport, in particular water taxis within Christchurch Harbour and improved boat links between Bournemouth, Poole and the Jurassic Coast. 	↕	↕	↑↑	↑↑	↑	-	↑↑↑	-	↕	-	↑	↑	-	↑↑	↑↑	↑	↕	-	↑	↑	<p>1, 2. : Will reduce emissions and improve air quality, however potential impact to designated sites from visitors, impacts of coaches /vehicles movement , lack green infrastructure enhancement</p> <p>3. Enhanced accessibility</p> <p>4. Beneficial to the rural areas</p> <p>5. Enhanced accessibility</p> <p>6, No significant impact expected, no major infrastructure</p> <p>7. Community involved in consultation through-out process</p> <p>8. No significant impact expected, no major infrastructure</p> <p>9. Waterborne transport may impact local environment</p> <p>10. No significant impact expected, no major infrastructure</p> <p>11. Improvement in air quality if car dependency is reduced.</p> <p>12. Improvement in air quality if car dependency is reduced.</p> <p>13. No significant impact expected, no major infrastructure</p> <p>14. Will increase accessibility</p>

OPTION C - MORE AMBITIOUS PUBLIC TRANSPORT AND 'GREENER' CHOICES WHILE DISCOURAGING CAR BASED COMMUTING Large scale, ambitious improvements to all public transport modes including a Light Rail rapid transit system, supplemented with a high level of investment in 'Smarter Choices' and improvements to cycling and walking facilities. This strategy option includes funding from an area wide Workplace Parking levy and significant increases in public long stay parking charges:	Sustainability Objectives																				Comments
	Environmental		Social					Environmental			Economic			Environmental	Economic	Environmental					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
																					15. Will increase accessibility 16. Reduction of car dependency will reduce congestion which will be beneficial to HGV movement 17. Uncertain if buses will use electric fuel or efficient engine standards 18. No significant impact expected, no major infrastructure 19. Reducing transport congestion in the urban areas will benefit the historic environments. 20. Reducing transport congestion in the urban areas will townscape
Rail improvements <ul style="list-style-type: none"> • Reconnection of Swanage rail to Wareham • New Boscombe station for DART system • Measures to encourage greater proportion of freight carried by rail • Additional rail frequency between Dorchester and Weymouth utilising a shuttle diesel unit. • New rail service (4 per day?) between Weymouth, Dorchester, Yeovil, Axminster and Exeter (with reversal at Yeovil Pen Mill.) • Increased frequency of services in the Weymouth – Yeovil – Bristol corridor. 	↕	↕	↑	↑↑	↑	-	↑↑↑	-	-	-	↑	↑	↕	↑	↑↑	↑	↕	-	↑↑	↑↑	1. No significant impact expected, no major infrastructure 2. No significant impact expected, no major infrastructure 3. Beneficial to local communities, increased accessibility 4. Beneficial to local communities, tourists and employers, increased accessibility 5. Increased access to recreation facilities 6. No significant impact expected, no major infrastructure 7. Community involved in consultation through-out process 8. No significant impact expected, no major infrastructure 9. No significant impact expected, no major infrastructure 10. No significant impact expected, no major infrastructure 11. Will reduce congestion, thus improve air quality 12. Will reduce congestion C02 emissions 13. Flood risk prevention not included 14. Increased accessibility 15. Will be positive towards sustainable tourism by

<p>OPTION C - MORE AMBITIOUS PUBLIC TRANSPORT AND 'GREENER' CHOICES WHILE DISCOURAGING CAR BASED COMMUTING</p> <p>Large scale, ambitious improvements to all public transport modes including a Light Rail rapid transit system, supplemented with a high level of investment in 'Smarter Choices' and improvements to cycling and walking facilities. This strategy option includes funding from an area wide Workplace Parking levy and significant increases in public long stay parking charges:</p>	Sustainability Objectives																				Comments
	Environmental		Social					Environmental			Economic			Environmental		Economic		Environmental			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
																					<p>increasing frequency and accessibility across the County</p> <p>16. Reduction in car dependency will benefit HGV movement</p> <p>17. Diesel unit, unsure of efficient use of resources.</p> <p>18. No significant impact expected, no major infrastructure</p> <p>19. Reducing transport congestion in the urban areas will benefit the historic environments. Steam train compliment the heritage preservation.</p> <p>20. Reducing transport congestion in the urban areas will townscape</p>

<p>OPTION C - MORE AMBITIOUS PUBLIC TRANSPORT AND 'GREENER' CHOICES WHILE DISCOURAGING CAR BASED COMMUTING</p> <p>Large scale, ambitious improvements to all public transport modes including a Light Rail rapid transit system, supplemented with a high level of investment in 'Smarter Choices' and improvements to cycling and walking facilities. This strategy option includes funding from an area wide Workplace Parking levy and significant increases in public long stay parking charges:</p>	Sustainability Objectives																				Comments		
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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
<p>Demand Management</p> <ul style="list-style-type: none"> • Introduction of Workplace Parking Levy (discounted exemptions for low emission vehicles) • Doubling of parking charges for long stay/all day parking • Reduced availability of on-street parking with creation of further controlled parking zones 	-	-	↕	↕	↑	↓	↑↑↑	-	-	-	↑↑	-	-	↕	↓	↑	-	↑↑	↑↑	<p>3. Assuming that this is targeting commuters and will have a secondary impact and provide resources to improve bus service, however increased parking charges maybe not be affordable for all members of the community</p> <p>4. Will have a secondary impact and lead to a more efficient bus service, short this may deter employers</p> <p>5. Should lead to an increase in cycling and walking</p> <p>6. Will encourage parking in residential areas</p> <p>7. Community involved in consultation through-out process</p> <p>8. No significant impact expected, no major infrastructure</p> <p>9. No significant impact expected, no major infrastructure</p> <p>10. No significant impact expected, no major infrastructure</p> <p>11. Reducing traffic congestion in the urban centres</p> <p>12. Reducing traffic congestion in the urban centres</p> <p>13. No significant impact expected, no major infrastructure</p> <p>14. Could reduce severance</p> <p>15. No significant impact expected, no major infrastructure</p> <p>16. Promotes sustainable tourism; however the increase in charges may decrease tourism numbers.</p> <p>17. Discount for low emission vehicles.</p> <p>18. No significant impact expected, no major infrastructure</p> <p>19. Reducing transport congestion in the urban areas will benefit the historic environments. Steam train compliment the heritage preservation.</p> <p>20. Reducing transport congestion in the urban areas will townscape</p>			

OPTION C - MORE AMBITIOUS PUBLIC TRANSPORT AND 'GREENER' CHOICES WHILE DISCOURAGING CAR BASED COMMUTING Large scale, ambitious improvements to all public transport modes including a Light Rail rapid transit system, supplemented with a high level of investment in 'Smarter Choices' and improvements to cycling and walking facilities. This strategy option includes funding from an area wide Workplace Parking levy and significant increases in public long stay parking charges:	Sustainability Objectives																				Comments
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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Highways <ul style="list-style-type: none"> A31 – Junction improvements at Canford Bottom with introduction of 'hamburger' scheme A31 – local widening at Ringwood B3073 Parley Cross to A338 Blackwater junction – on line improvements and widening Improvements at key local junctions In addition to the bus showcase corridors, adopt comprehensive and holistic route management approaches on other prime transport corridors to surrounding settlements in South East Dorset that will help facilitate development that will deal with issues of safety, congestion and air quality. Creation of joint traffic control centre 	↓↓↓	↓↓	↑	↓	↓	↓	↑↑↑	↓	↓	↓	↑	↓↓	↑	↑	↑	↓	↓	↑	↑	1. Possibly disturbance of designated sites 2. Possible impacts of local biodiversity 3. Beneficial to car users, No information on improving/enhancing urban design and does not promote social cohesion and healthy lifestyles 4. Increases severance and promotes private car use 5. Will not promote healthy lifestyles and will not reduce car dependency 6. Construction phase will increase noise and dust levels, 7. Community involved in consultation through-out process 8. Possible development on Greenfield land, possible disturbance of contaminated land 9. Possible water pollution during the construction phase 10. Flood risk prevent not included 11. Encourages the use of cars, therefore possibly negative impact on air quality, however schemes will reduce congestion 12. Long term, encourages car dependency 13. will not promote alternative modes of transport 14. Access will be increased, however these highways improvements may increase severance in other areas;. Access to the airport will be improved. The improvements are only beneficial to car users. 15. Promotes car use and do not promote sustainable tourism. Traffic flow will be improved. 16. May be positive as junctions are improved, some residents currently use smaller quieter roads to avoid dangerous junctions, 17. Option does promote bus show case corridors, however there is a lack of clean transport technology and No SUDS 18. Sustainable design and construction techniques are not promoted	

OPTION C - MORE AMBITIOUS PUBLIC TRANSPORT AND 'GREENER' CHOICES WHILE DISCOURAGING CAR BASED COMMUTING Large scale, ambitious improvements to all public transport modes including a Light Rail rapid transit system, supplemented with a high level of investment in 'Smarter Choices' and improvements to cycling and walking facilities. This strategy option includes funding from an area wide Workplace Parking levy and significant increases in public long stay parking charges:	Sustainability Objectives																				Comments		
	Environmental		Social					Environmental						Economic				Environmental		Economic		Environmental	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
																					<p>19. Any new highways infrastructure may impact the historic environment, however junction improvements may have a positive impact on the historic environment and landscape including townscape,</p> <p>20. Any new highways infrastructure may impact the historic environment, however junction improvements may have a positive impact on the historic environment and landscape including townscape.</p>		

OPTION D - MORE ROADS WITH SOME PUBLIC TRANSPORT IMPROVEMENTS, AND CONTROLLING DEMAND FOR TRAVEL BY CAR The strategy includes extensive improvements across all modes but with a greater emphasis on increasing highway capacity. However in order to fund the measures it is necessary to introduce congestion charging to both control the volume of traffic (and to limit the amount of generated traffic from new highway infrastructure) and also create a source of potential finance to fund the measures.	Sustainability Objectives																				Comments		
	Environmental		Social					Environmental						Economic				Environmental		Economic		Environmental	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
Smarter Choices – active roll-out of measures including: <ul style="list-style-type: none"> Improved cycling and walking infrastructure, in particular linking areas of new developments with employment, education and service centres harnessing existing cycle routes and the Rights of Way network to establish a more comprehensive network of routes Improved access School transport initiatives Workplace Travel Plans Residential Travel Plans 	↕	↕	↑	↑	↑	-	↑↑↑	-	-	-	↑	↑	↕	↑	↑	↕	↑	-	↑	↑	<p>1, 2. : Will reduce emissions and improve air quality, however potential impact to designated sites from visitors, impacts of coaches /vehicles movement , lack green infrastructure enhancement</p> <p>3. Low positive impacts to local residents, positive impacts need improving</p> <p>4. No real time buses, access not increased to airport and PROW. University accessibility not addressed.</p> <p>5 Low positive to human health further improvement required</p> <p>6. No significant impact expected</p> <p>7. Community involved in consultation through-out</p>		

<p>OPTION D - MORE ROADS WITH SOME PUBLIC TRANSPORT IMPROVEMENTS, AND CONTROLLING DEMAND FOR TRAVEL BY CAR</p> <p>The strategy includes extensive improvements across all modes but with a greater emphasis on increasing highway capacity. However in order to fund the measures it is necessary to introduce congestion charging to both control the volume of traffic (and to limit the amount of generated traffic from new highway infrastructure) and also create a source of potential finance to fund the measures.</p>	Sustainability Objectives																				Comments
	Environmental		Social					Environmental						Economic			Environmental		Economic		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
<ul style="list-style-type: none"> Personalised Travel Plans Creation of car clubs / expanded car share initiatives 																					<p>process</p> <p>8. No significant impact expected</p> <p>9. No significant impact expected</p> <p>10. No significant impact expected</p> <p>11. Long term low positive impact, however unlikely to maintain long term air quality levels</p> <p>12. Low, positive impact, however targeting shorter trips (only 1/5 of emission nationally from shorter trips)</p> <p>13. Uncertain - lack of green infrastructure</p> <p>14. Low positive impact does offer a good initiative however does not improve accessibility.</p> <p>15. Access to Jurassic coast will be improved, however unclear how tourism in other areas of Dorset will be addressed.</p> <p>16. HGV movement not addressed</p> <p>17. Low positive promoting smarter choices, needs improvement to have continued long term impacts</p> <p>18. No significant impact expected</p> <p>19. Uncertain , impacts of coaches /vehicles movement can impact the historic environment</p> <p>20. Uncertain , long term impacts on townscape and landscape may not be maintained</p>

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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Public Transport Improvements Bus Showcase Corridors <ul style="list-style-type: none"> A35 Poole to Christchurch via Bournemouth and Boscombe A3049 Wallisdown Road A341/A3060 Wimborne Road/Whitelegg Way/Castle Lane West B3063 Charminster Road Wimborne Road A348/B3068 Ringwood Road A354 Dorchester to Weymouth, including links to new development at Poundbury and Chickerell A351 Poole – Wareham - Swanage 	↓	↓	↑↑	↑	↑	↓	↑↑↑	↓	↓	↓	↓	↑↑	↓	↑	↑	↓	↓	↓	↓	1, 2. : Will reduce emissions and improve air quality, however potential impact to designated sites from coaches /vehicles movement , lack green infrastructure enhancement 3. Positive across the county as public transport and accessibility is increased, however urban areas may benefit more the rural areas 4.Links urban areas does not benefit rural areas 5. Increase access but can be improved further 6. Noise and dust impacts during construction 7. Community involved in consultation through-out process 8. Possible encroachment of Greenfield land, 9. Water resources/pollution issues 10. Flood risk not addressed 11. Engine standard not identified, electric tram would be beneficial 12. Positive, engine standard needs to be identified 13.Adaptation to climate change not addressed 14. Increased access, however urban areas may benefit more the rural areas 15. Beneficial to sustainable transport 16. Not enough information on freight and urban design principles. 17. Depends on bus engine standards 18. during construction phase resources will be used, however during operation phases effective transport will reduce energy use 19. New infrastructure may impact the historic environmental 20. New infrastructure may impact the townscape and landscape	
Park and Ride and public transport bus and rail improvements: <ul style="list-style-type: none"> Creekmoor Mannings Heath Riverside Avenue (including link to A338) 	↓↓↓	↓	↓	↑	-	↓	↑↑↑	↓	↓	↓	↑	↑	↓	↑	↑	↓	↓	↓	↑	1. Various P& R are located within/adjacent to SPA'S and SAC'C 2. Loss of open space may impact local biodiversity 3. May have secondary impacts, people using for car park when don't usually, impact local residents.	

<p>OPTION D - MORE ROADS WITH SOME PUBLIC TRANSPORT IMPROVEMENTS, AND CONTROLLING DEMAND FOR TRAVEL BY CAR</p> <p>The strategy includes extensive improvements across all modes but with a greater emphasis on increasing highway capacity. However in order to fund the measures it is necessary to introduce congestion charging to both control the volume of traffic (and to limit the amount of generated traffic from new highway infrastructure) and also create a source of potential finance to fund the measures.</p>	Sustainability Objectives																				Comments
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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
<ul style="list-style-type: none"> Weymouth and Dorchester Expanded network of express bus services especially from outlying communities Enhanced Community Transport (inc creation of Joint Community Transport Service) Extended coverage of demand responsive transport in rural areas Direct Swanage to Weymouth X53 type service (summer only) serving the Jurassic Coast Creation of single Public Transport Authority Smartcard based through ticketing across modes Additional peak hour rail between Wareham and Brockenhurst 																					<p>4. May reduce traffic flow on roads accessing Jurassic Coast, Bournemouth P & R will be beneficial to employees as will provide bus service also</p> <p>5. No significant impact expected, no major infrastructure</p> <p>6. Increase in noise, impacts, lighting impacts, more local traffic generation, crime impacts.</p> <p>7. Community involved in consultation through-out process</p> <p>8. Development on Greenfield may occur</p> <p>9. Any development near Riverside floodplain an be negative</p> <p>10. Any development near Riverside floodplain an be negative</p> <p>11. Urban centres will be improved due to less traffic congestion, however the rural Areas will not benefit</p> <p>12. Reducing local congestion and CO2 emissions from congestion, however not reducing overall car dependency</p> <p>13. Greenfield development resulting in increased land take</p> <p>14. Could include severance by removing traffic outside the town centre, however supports place making agenda by improving urban design in urban areas.</p> <p>15. Uncertain who the users of the park and rides will be. Bournemouth and Poole will benefit tourism, other may benefit commuters. Not reducing overall car dependency</p> <p>16. P&R may not benefit HGV traffic flow in outlying areas</p> <p>17. Uncertain if P&R will link to cycle ways, car parks for electric vehicles, bike sharing scheme, car clubs, cycle parking?</p> <p>18. Sustainable design and construction techniques are not promoted</p> <p>19. Reducing transport congestion in the urban areas will benefit the historic environments.</p> <p>20. Reducing transport congestion in the urban areas will benefit the townscape</p>

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	Environmental		Social					Environmental						Economic			Environmental		Economic			Environmental	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
Highway Improvements <ul style="list-style-type: none"> A31 Ameysford to Merley – dual along the existing alignment with grade-separated junction at Canford Bottom A31 to Poole Link Road between Canford Bottom and Mannings Heath Castle Lane Relief Road between A338 and A341/A347 (Northbourne roundabout) A338 to A3060 Link serving Riverside Avenue Park and Ride site and then extended along Riverside Avenue to A3060 with widened Castle Lane East to Iford Bridge B3073 East Parley to A338 widening with improvements to Blackwater Junction Link from East Parley to A31 to Poole Link Road A338 widening between Blackwater (B3073) and Cooper Dean (A3060) junctions Junction improvements at A338 junctions – St Paul's roundabout (A35) and Cambridge Road(B3066) Junction improvements at Fountain roundabout (A35/B3073) and Stony Lane (A35/B3347) A350 Corridor improvements A31/A35 improvements – Wimborne to Dorchester Joint traffic control centre 	↓↓↓	↓↓↓	↑	↓↓	↓↓	↓	↑↑↑	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	<p>1. Various highways improvements are located within/adjacent to SPA'S and SAC' s</p> <p>2. Loss of open space may impact local biodiversity</p> <p>3. Promotes car use and only increases accessibility if you are a car owner, does not promote sustainable transport</p> <p>4. Increases severance and promotes private car use and does not promote sustainable transport</p> <p>5. Does not promote conditions to encourage healthy lifestyles</p> <p>6. Possibly large scale developments may impact residents during construction and operational phases</p> <p>7. Community involved in consultation through-out process</p> <p>phase will increase noise and dust levels,</p> <p>8. Possible development on Greenfield land, possible disturbance of contaminated land</p> <p>9. Possible water pollution during the construction phase</p> <p>10. Flood risk prevent not included</p> <p>11. Encourages the use of cars, therefore possibly negative impact on air quality, however schemes will reduce congestion</p> <p>12. Long term negative impacts, encourages car dependency</p> <p>13. Will not promote/ encourage alternative modes of transport</p> <p>14. Access will be increased, however these highways improvements may increase severance in other areas;. Access to the airport will be improved. The improvements are only beneficial to car users.</p> <p>15. Promotes car use</p> <p>16. Sort term negative impacts may occur due to restricted access during construction phase, long term highways improvements should be beneficial to HGV movements, however this could be short lived as will promote car use and roads are likely to become congested.</p> <p>17. Does not promote clean transport technology or</p>			

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																					SUDS 18. Sustainable design and construction techniques are not promoted 19. Any new highways infrastructure may impact the historic environment, however junction improvements may have a positive impact on the historic environment and landscape including townscape, 20. Any new highways infrastructure may impact the historic environment, however junction improvements may have a positive impact on the historic environment and landscape including townscape.

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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Demand Management <ul style="list-style-type: none"> Congestion charge of 10p/mile for travel within the built up area of South East Dorset conurbation (discounted exemptions for low emission vehicles) Seasonal road user charging for non-residents in sensitive areas Introduction of Workplace Parking Levy (discounted exemptions for low emission vehicles) Doubling of parking charges for long stay/all day parking Reduced availability of all day parking in town centres 	-	-	↕	↕	↑	↓	↑↑↑↑	-	-	-	↑	↑	-	↑	-	↓	↑	-	↑↑	↑↑	1. No significant impact expected, no major infrastructure 2. No significant impact expected, no major infrastructure 3. secondary impacts will results in parking increasing in residential areas 4. Uncertain as 'sensitive areas' not defined, secondary impacts will results in parking increasing in residential areas 5. Should lead to an increase in localised cycling and walking 6. Will encourage parking in residential areas 7. Community involved in consultation through-out process 8. No significant impact expected, no major infrastructure 9. No significant impact expected, no major infrastructure 10. No significant impact expected, no major infrastructure 11. Reducing traffic congestion in the urban centres will improve air quality 12. Reducing traffic congestion in the urban centres, will reduce C02 emission form congestion 13. No significant impact expected, no major infrastructure 14. Will assist with reducing severance 15. No significant impact expected, no major infrastructure 16. Promotes sustainable tourism; however the increase in charges and reduction in parking may decrease tourism numbers resulting in a negative economic impact 17. Discount for low emission vehicles. 18. No significant impact expected, no major infrastructure 19. Reducing transport congestion in the urban areas will benefit the historic environments. Steam train compliment the heritage preservation. 20. Reducing transport congestion in the urban areas will townscape