



Purbeck Transport Plan

(Issue 2.0 – Nov 2022)

PTAG comprises representatives from Parish and Town Councils, as well as all transport modes (including the Purbeck Community Rail Partnership, bus companies and cycling groups). In common with other area Transport Action Groups it receives a grant from Dorset Council, which provides an honorarium for the Secretary, funds for hiring meeting rooms and other miscellaneous expenses, such as attending area and regional meetings. However, it acts as an independent consultation forum, providing liaison between local bodies and Dorset Council, as well as rail and bus operators.

Introduction

The impetus for this Plan was the publication of the Dorset Council Bus Service Improvement Plan and associated Enhanced Partnership (EP) and consideration of how Purbeck's needs could best be met. It is also a logical progression from the Purbeck Transport Strategy produced by PTAG in 2020/21, which collated the views of local councils and organisations on the problems and potential solutions for transport in the area.

Unfortunately the Department for Transport decided not to fund the Dorset Council bid for improving bus services, although neighbouring authorities (Devon and Somerset, Bournemouth, Christchurch & Poole) were successful. The apparent reason was that the Dorset bid was not ambitious enough. It remains to be seen how this will affect bus services in the medium and longer term as there are expected to be other funding opportunities in the near future.

The Purbeck Heaths National Nature Reserve, Sustainable Tourism Plan, published in March 2022 provides context for the Purbeck Transport Plan (PTP). The Tourism Plan encourages more green and active travel options and proposes to develop a series of 'joined-up active and sustainable travel routes and a transport management system to encourage visitors to travel to/from/around the area without using their cars resulting in less congested roads in peak visitor months.'

In addition, members of PTAG have been carrying out studies, which contribute to the PTP: looking at the gaps in present bus and train services and how they might be plugged; the development of mobility hubs; improvement of amenities at bus stops and railway stations; accessibility of bus stops and railway stations by foot and cycle and connections between settlements and to other attractions on foot or cycle. The details of these studies form the content of the annexes to this plan, together with annexes on speed limits, information and publicity.

The Plan draws on and aligns with related work underway in other organisations, such as Dorset Climate Action Network, Zero Carbon Dorset, Purbeck Community Rail Partnership, Sustainable Swanage and Sustainable Wareham. It will be important to influence development proposals in the area, to alleviate further increases in congestion and pollution. In particular, the scale of housing development proposed in the Dorset Local Plan will have major effects on an already inadequate infrastructure. If those developments go ahead as proposed, without very substantial investments in

public transport, cycling and pedestrian facilities, the consequences for the environment will be severe. Local transport plans such as this one should be taken into account in the Dorset Local Transport Plan, which in turn should influence the Dorset Local Plan.

Maps

Preliminary maps included in version 1.0, showing present bus and rail routes, have now been replaced with improved and updated ones (provided by Tony Smale, Friends of Wool Station) - for Wool, Bovington & Lulworth (Map 1), Wareham (Map 2) and Swanage (Map3). Existing and proposed cycle routes in Purbeck are shown in Maps 4 & 5, which use the Dorset Explorer app published by Dorset Council.

Aim

Influence the Dorset Local Transport Plan and Dorset Local Plan to enable new and existing developments to be more accessible by modes other than the car and ensure better, sustainable connectivity to and through Purbeck.

Objectives

- Liaison with DC and bus operators on additional bus services to fill gaps identified and create a data set, knowledge base and business case to guide investment choices;
- Support for Swanage Railway's efforts to get the service to Wareham established;
- Integration of existing and potential bus services with mainline rail services;
- Secure/extend current, seasonal bus services to Lulworth, Bovington, Wareham Forest, Swanage-Durlston, promote additional services such as Norden-Corfe, Wareham-Arne etc;
- Press for completion of proposed cycling/walking routes such as Norden to Corfe, Norden to Rempstone/Studland and the Cordite Way from Sandford to Holton Heath.
- Encourage active travel modes with proposals for new walking cycling routes linking all communities with public transport hubs.

Distribution and timescale

Version 1.0 of the Plan was circulated to PTAG for comment and approval. It was then submitted to the appropriate departments in DC, BCP and to other Dorset TAGs. This was completed by the end of May 2022. Version 2.0 will be distributed in the same way early in November 2022.

Acknowledgements

Much of the detailed information in the Annexes has been provided by Tony Smale (Friends of Wool Station) and other PTAG members have also made valuable contributions to the Plan.

Nick Ward (PTAG Chair) 31 Oct. 2022

ANNEX 1 – BSIP for Purbeck

ANNEX 2 – Mobility Hubs

ANNEX 3 – Foot and Cycle Routes

ANNEX 4 – Rail Services

ANNEX 5 – Speed Limits

ANNEX 6 – Information & Publicity

ANNEX 1

Bus Service Improvement Plan for Purbeck

Core bus services

● = new service (conjectural service number)

No.	Route (in detail for Purbeck only)	Frequency	J'rney time	Notes
X54	Weymouth-Winfrith-Durdle Door-Lulworth Cove-Wool Station-East Stoke-Wareham Red Lion-Wareham Station-Sandford-Lytchett Minster-Upton-Poole	hourly	1h40	Interleaves with X55. Route as current.
X55 ●	Weymouth-East Knighton-Dorset Innovation Park-Wool Station-Bovington Swinton Ave (thence back to A352)-East Stoke-Wareham Red Lion-Wareham Station-Sandford-Holton Heath Station-Lytchett Minster-Upton-Poole	hourly	1h50	New service. Interleaves with X54. New bus gate at Holton Heath Station needed to route bus via Station Road and Blackhill Road.
30	Weymouth-Winfrith-Durdle Door-Lulworth Cove-East Lulworth-Coombe Keynes-Wool Station-East Stoke-Wareham South St-Stoborough-Purbeck Park-Corfe Castle-Harman's Cross-Swanage	hourly	2h00	Interleaves with 40. Route extended to include East Lulworth & Coombe Keynes. Could omit route section between Weymouth and Lulworth Cove in winter months.
40	Poole-Upton-Lytchett Minster-Organford-Sandford-Northmoor-Wareham Station-Wareham South St-Stoborough-Purbeck Park-Corfe Castle-Kingston-Langton Matravers-Swanage	hourly	1h20	Interleaves with 30. Route as current except a need to serve Purbeck Park.
50	Bournemouth-Sandbanks Ferry-Shell Bay Ferry-Studland-Swanage	30 mins	1h12	Route as current. A need for a better back-up plan for when ferry is out of service.

Notes:

Core services are year-round.

Frequency quoted is daytime, Mon-Sat. Frequency may be reduced in evenings and on Sundays.

Services that "interleave" provide a roughly half-hourly frequency over common route sections.

Route on return journey is same as outward, except where stated otherwise in italics.

Not shown: X8 Poole-Upton-Blandford service and 187 Dorchester-Bere Regis-Blandford service.

MAPS 1, 2 & 3 show current services in and around Wool & Bovington, Wareham and Swanage

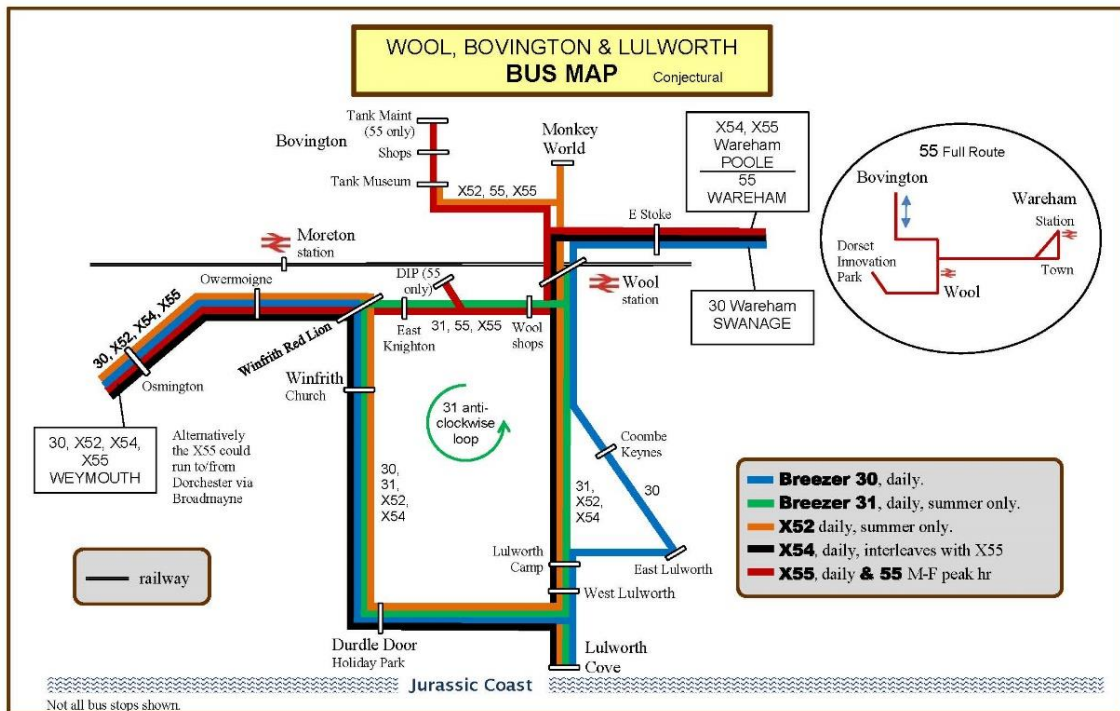
Secondary bus services

No.	Route (in detail for Purbeck only)	Frequency	J'rney time	Notes
5	Swanage-Durlston	30 mins	0h15	Route as current Breezer 5
31	Wool Station-Winfrith-Durdle Door-Lulworth Cove-Wool Station (circular)	hourly, summer only	0h46	Summer service. Route as summer 2022.
35	Wareham Holiday Parks-Wareham Station-Wareham South St-Stoborough-Purbeck Park-Corfe Castle-Harman's Cross-Swanage	irregular, summer only	0h50	Summer service. Route as summer 2022.
55 ●	Dorset Innovation Park-Wool Station-Bovington Swinton Ave-Bovington Tank Maintenance (thence back to A352)-East Stoke-Worgret Roundabout-Wareham Red Lion-Wareham Station-Wareham bypass-Worgret Roundabout (loop)	hourly, Mon-Fri peaks	0h50	New service. Interleaves with X55. Operates during peak hours, Mon-Fri. Primarily for employees at DIP, Police HQ and Bovington Camp.
5	Weymouth-Crossways-Moreton Station-Dorchester	hourly	1h00	Current Damory Service 5 extended to/from new housing at Moreton Station
188 ●	Dorchester-Bere Regis-Wareham Station-Wareham bypass-Worgret Roundabout-Wareham Red Lion (loop)	hourly	0h55	New service. Interleaves with Damory Service 187
41 ●	Wareham Station-Wareham PO-Stoborough-Creech-Steeple-Kimmeridge-Church Knowle-Furzebrook (loop)-Stoborough-Wareham Red Lion-Wareham Station	irregular		New bus/minibus service, alternates with 42.
42 ●	Wareham Station-Wareham PO-Stoborough-Ridge-Arne RSPB	irregular		New bus/minibus service, alternates with 41.
6 ●	Worth Matravers-Langton Matravers-Swanage	irregular		New bus/minibus service

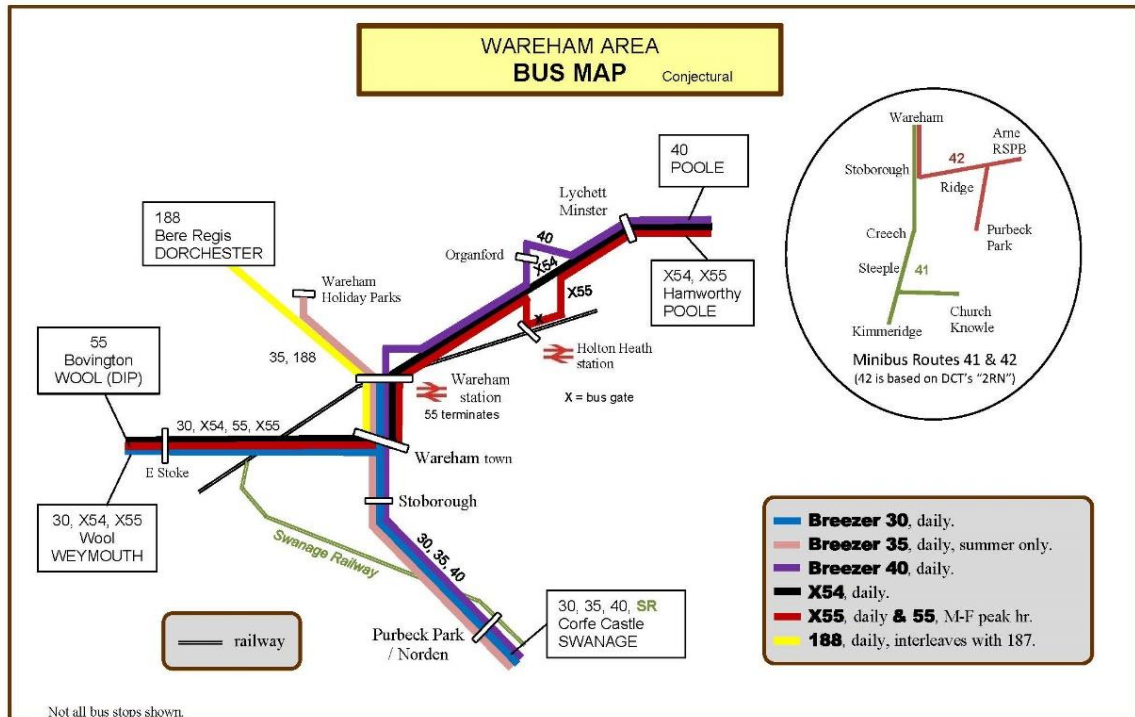
Villages in Purbeck remaining unserved:

- Affpuddle, Bloxworth, Briantspuddle (an infrequent village bus/minibus to/from Wareham?)
- East Chaldon
- Morden (best served by extending the Poole-Lytchett Matravers bus service)

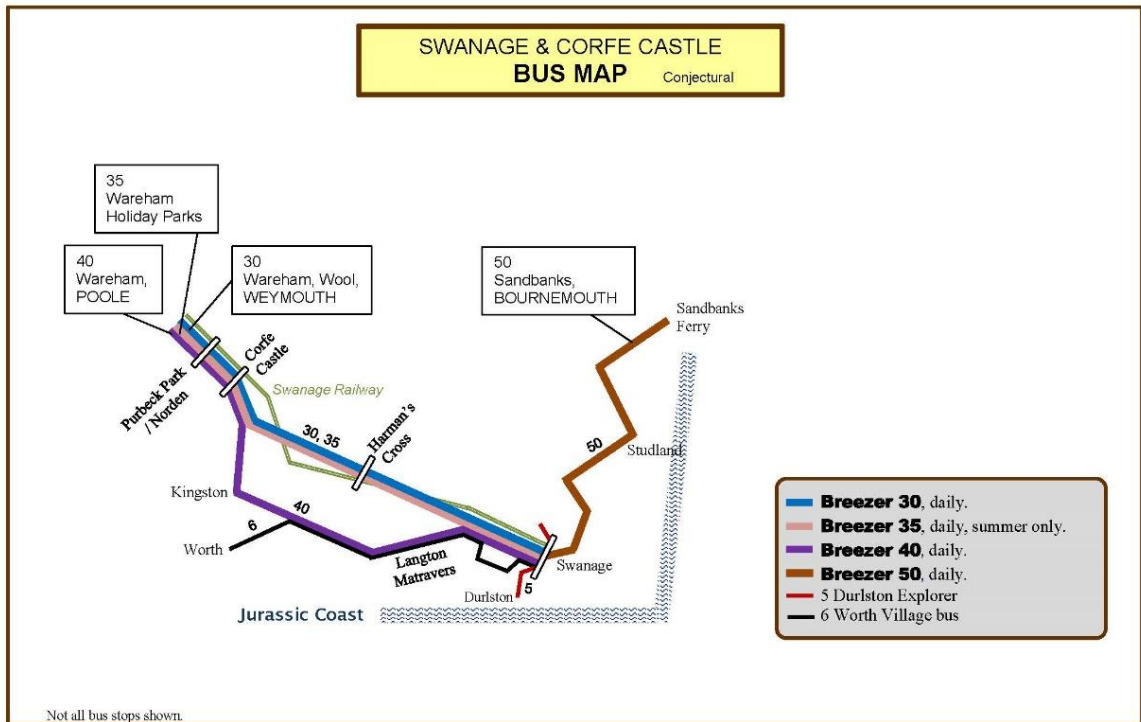
MAP 1 showing current Bus and Rail routes for Wool, Bovington & Lulworth



MAP 2 showing current bus and rail routes for Wareham



MAP 3 showing current bus and rail routes for Swanage



ANNEX 2

Mobility Hubs (transport interchanges) for Purbeck

Dorset Council proposes a “hub and spoke” transport network with core (inter-urban) bus services calling at the principal mobility hubs, where there will be good waiting facilities and connections to local paths, buses and community transport.

1 Proposed Mobility Hubs for Purbeck

We propose a total of eleven mobility hubs for Purbeck, four “principal” and seven “secondary”.

Table 1 shows the six mobility hubs in Purbeck that have a rail service. Four of them are Principal Mobility Hubs: Purbeck Park, Swanage Station, Wareham Station and Wool Station. The other two are Secondary Mobility Hubs: Corfe Castle and Moreton Station.

Table 2 shows a further five Secondary Mobility Hubs that don’t have a rail service: Bere Regis, Bovington, Sandbanks Ferry, Upton and Wareham.

Notes: Purbeck Park was formerly known as Norden Park & Ride (the station name remains “Norden”). The survey of the eleven sites is a “work in progress”.

2 Mobility Hubs in Town and Village Centres

Facilities for mobility hubs in town and village centres may need to be distributed around the centre due to lack of available space at any one location. In such circumstances, there should be good branding and signposting to link the distributed sites together.

As an alternative to a “distributed” mobility hub for **Wareham Town Centre**, we suggest the creation of a new hub in **St John’s Hill**, comprising bus layby with shelter, cycle stands, etc. The square is currently wide enough to turn buses. Some car park spaces would need to be relocated. Additional traffic lights would be needed at the junction with South St. to give priority to buses emerging from the hub. The new hub would be used for east-west bus services (eg X54), any new bus services terminating at Wareham and community transport. Bus services to/from Stoborough could continue to use the existing bus stops in South St.

It may be possible to create a similar mobility hub in Corfe Castle at a central location, taking into account potential congestion problems. The current bus stops on East St. are poorly located and lack basic facilities.

3 Other Bus Stops

There should be a clear set of bus stop standards: at least a high quality pole, flag and timetable case. In addition, at well patronised “departure” stops, there should be a waiting shelter with seating. In rural locations, the bus stop should include a safe, hard-standing area for people to stand or sit. Parking should not be allowed over bus stops.

We know of many rural locations where buses pass and bus passengers may wish to board. We would like to work with DC to identify these locations and how buses can be made more accessible, safely, to these communities.

These symbols are used in the tables:

✓✓ = Exists ✓ = Partially exists ✗ = Not possible/not required blank = to be determined

◆ = Simple and straightforward ◆ = Moderately easy ◆ = Very difficult/expensive

Table 1 Mobility Hubs with Rail Service

Facilities	Purbeck Park	Swanage Station	Wareham Station	Wool Station	Corfe Castle	Moreton Station
Rail	Principal Hubs				Sec'y Hubs	
Regular train service throughout day	◆	◆	✓✓	✓✓	◆	✓✓
Step-free access to platforms (via level crossing, if nec'y)	✓✓	✓✓	✓✓	✓✓	✓	✓✓
Ticket sales window	✓✓	✓✓	✓✓	✓✓	✓✓	◆
Ticket vending machine and smart card readers	◆	◆	✓✓	✓✓	◆	✓✓
Waiting room or shelter with seating	✓✓	✓✓	✓✓	✓✓	✓✓	✓
Electronic departure screen		✓✓	✓✓	✓✓		✓✓
PA (loudspeaker) system		✓✓	✓✓	✓✓		✓✓
National rail help point and CCTV coverage	◆	◆	✓✓	✓✓	◆	✓✓
Toilets (ideally PRM compliant and available thru'out day)	✓✓	✓	✓	✓	✓	◆
Timetable, onward travel poster & special service notices	✓	✓	✓✓	✓✓	✓	✓✓
Bus						
Regular (core) bus service throughout day	✓	✓✓	✓✓	✓	✓✓	◆
Secondary bus/minibus services and community transport	✗	✓	✓	✓	✓	✓
Bus layby with raised kerb	✓	✓	✓✓	✓✓	◆	◆
Waiting shelter with seating		✓✓	✓✓	✓✓	✓	◆
Electronic departure screen	◆	◆	✓✓	✓✓	✓	◆
Timetable poster and special service notices		✓✓	✓✓	✓✓	✓	◆
Car/Taxi						
Taxi rank	◆	✓✓	✓✓	✓✓	◆	
Space for drop off / pick up	✓✓	✓	✓✓	✓✓	✓	
Car park	✓✓	✓	✓✓	✓✓	✓✓	
eV charge points	◆	◆	◆	◆	◆	
Space for carshare vehicles	✗	◆	◆	◆	◆	
Walk/Bike						
Safe walking route between station, bus stop & local area	✓	✓✓	✓✓	✓✓	✓	◆
Area map	✓✓	✓✓	✓✓	✓✓	✓	◆
Bicycle parking stands		◆	✓✓	✓	◆	
Signposted network of cycles routes nearby	◆	◆		✓✓	◆	
Bicycle shop with bikes for hire	✓✓	◆	✓✓	◆	◆	◆
Dock for bike-share scheme	✗	◆	◆	◆	✗	◆

Table 1 Mobility Hubs with Rail Service - *continued*

Facilities	Purbeck Park	Swanage Station	Wareham Station	Wool Station	Corfe Castle	Moreton Station
Community (and miscellaneous facilities)						
Café or refreshment kiosk	✓✓	✓✓	◆	◆	✓✓	◆
Shops, pubs and cafés within easy walk	✗	✓✓	✓	✓✓	✓✓	✓
Places of interest within easy walk	✓✓	✓✓	✓✓	✓✓	✓✓	
Community space (“parklet”) for social interaction	✓✓	✓✓	◆	◆	✓	
Community noticeboard	✗	◆	◆	◆	◆	
Recycling bins	◆	◆	◆	◆	◆	
Parcel delivery lockers	✗	◆	◆	◆	◆	
WiFi coverage		◆	✓✓	✓✓	◆	
Public telephone		◆	✓✓	✓?	◆	
Defibrillator point		✓✓	◆	◆	◆	
Water bottle refill point		◆	◆	◆	◆	

Table 2 Secondary Mobility Hubs without Rail Service

	Bere Regis	Bovington	Sandbanks Ferry	Upton	Wareham
Facilities					
Bus					
Regular (core) bus service throughout day	✓	◆	✓✓	✓✓	✓✓
Secondary bus/minibus services and community transport	✓	✓	✗	✓	✓
Bus layby with raised kerb	◆	✓✓	✓	✓✓	✓✓
Waiting shelter with seating	◆	✓✓	◆	✓✓	✓
Electronic departure screen	◆	◆	◆		✓✓
Timetable poster and special service notices	✓	◆	✓		✓✓
Car/Taxi					
Taxi rank	◆	◆	◆		✓✓
Space for drop off / pick up	✓	✓	✓		✓✓
Car park	✓✓	✓✓	✓✓		✓✓
eV charge points	◆	◆	◆		
Space for carshare vehicles	◆	◆	✗		
Walk/Bike					
Safe walking route between bus stop and local area	✓✓	✓✓	✓✓		✓✓
Area map	✓		✓✓		✓✓
Bicycle parking stands	◆		✓✓		
Signposted network of cycles routes nearby	◆	◆	✓✓		
Bicycle shop with bikes for hire	✗	◆	◆		
Dock for bike-share scheme	✗	◆	✗		
Community (and miscellaneous facilities)					
Café or refreshment kiosk	◆		✓		✓✓
Shops, pubs and cafés within easy walk	✓✓		✗	✓✓	✓✓
Places of interest within easy walk	✓✓	✓✓	✓✓	✓✓	✓✓
Community space to encourage social interaction	◆	✓	◆		
Community noticeboard	◆		◆		
Recycling bins	◆		✓✓		
Parcel delivery lockers	◆	◆	◆		
WiFi coverage	◆	◆	◆		
Public telephone	◆		◆		
Defibrillator point	◆		◆		
Water bottle refill point	◆	◆	◆		

Key:

✓✓ = Exists ✓ = Partially exists ✗ = Not possible

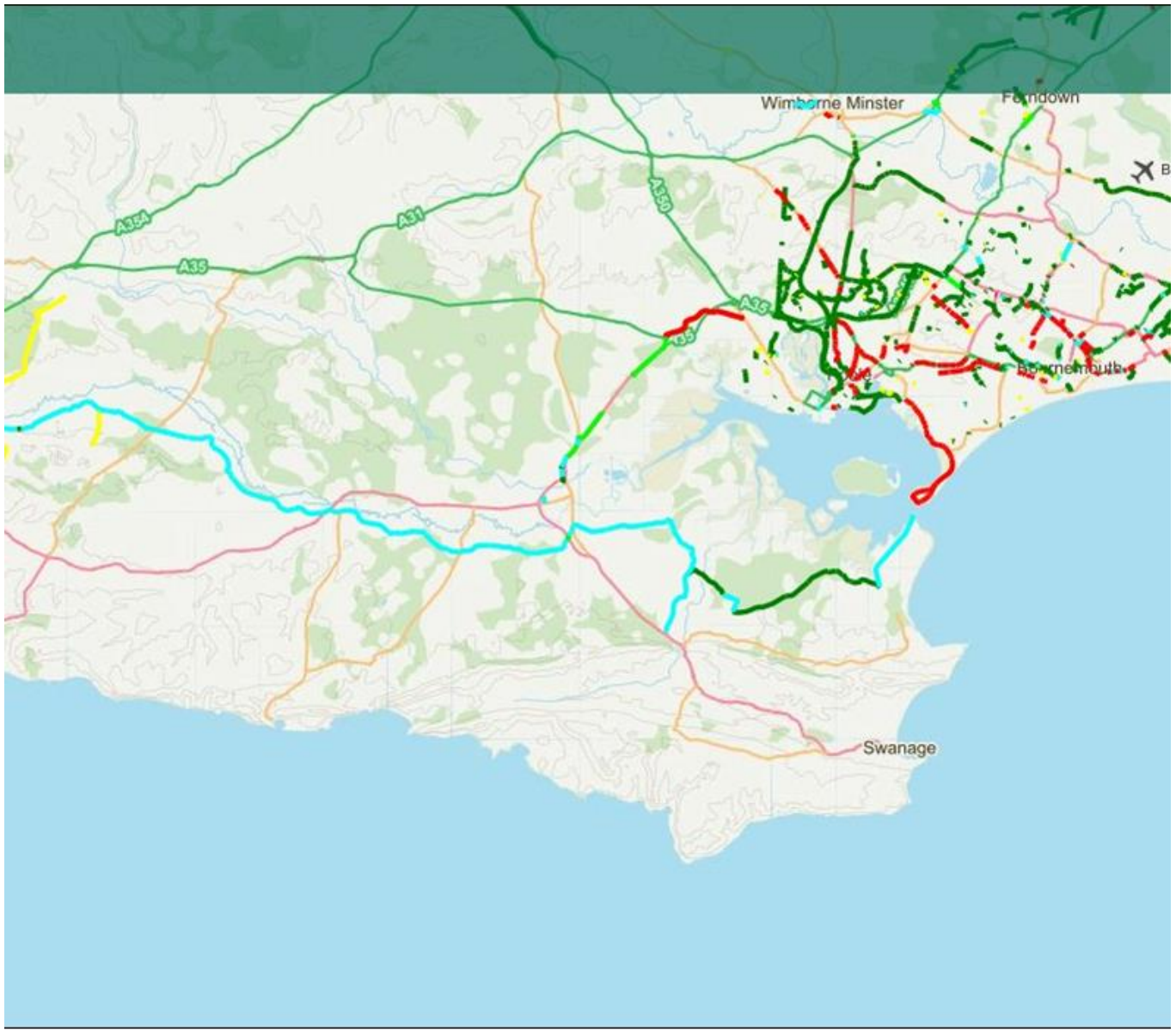
◆ = Simple and straightforward ◆ = Moderately easy ◆ = Very difficult/expensive

ANNEX 3 - Foot/Cycle Routes in Purbeck

Note: These are principal, existing and planned/proposed (P) routes linking communities. The complete network of footpaths and bridleways is shown on the Definitive Map, maintained by Dorset Council and available through Dorset Explorer

F = footpath C = cycle path

Type	Route	Via	Notes
C	NCN2	... Moreton, E Burton Rd, Station Rd, Bindon La, Holme La, ...	On minor roads
C	NCN2	... Grange Road, West Lane, Corfe Road, Nutcrack Lane, Arne Road, Middlebere...	On minor roads
C	NCN2	... Sharford Bridge, Rempstone/Studland Heaths	Off-road tracks (rough & muddy in places) and minor roads
C	NCN2	... Ferry Road, Sandbanks Ferry.	Road (rough off-road alternative)
C (P)	(NCN2) planned alternative route	Purbeck Park (Norden) to Rempstone	Alongside existing private road, then track and quiet lanes
F/C (P)	Purbeck Park to Corfe Castle VC	Fields and track between railway and road	Planned and designed, held up by land negotiations
C	Worgret Roundabout to Wareham Station	Station roundabout	Signed and surfaced cyclepath alongside road
C (P)	Wareham Station to Wareham	Bridge over railway	Under construction (April 2022)
F/C	Wool Station to Dorset Innovation Park	Breach Field, Colliers Lane, Dorchester Road	Footpath complete whole way but cycle route relies on non-direct backroads at east end
F/C	Wool Station to Bovington Centre	Woolbridge, Lytchett La, Bovington La	Footpath whole way but cycle route ends at Tank Museum and could be extended north to Bovington centre
F/C (P)	Wool Station to Monkey World	Woolbridge, Tout Hill	Complete as far as Lytchett La junction. Onward route has been surveyed and costed
F (P)	Wool Station to village southern boundary	Station Rd, High St, Lulworth Rd	Complete as far as Duck St junction. Onward route has been surveyed and costed
F/C	Swanage to Worth Matravers (Priests Way)	High Street, Priests Road	Road at start and finish, rest off-road track (rough and muddy in places)
F/C	Swanage to Corfe	Washpond Lane, Underhill Road	Minor roads, narrow and hilly
F/C	Swanage to Corfe	Ullwell, 9 Barrow Down	Track (bridleway) rough and steep
F/C (P)	Holton Heath to Sandford (Cordite Way)	Footpath only at present	Off-road tracks and minor roads (to be signed and designated)
F/C	Wareham to Holton Heath	Sandford	Signed cyclepaths alongside A351
F/C (P)	Holton Heath to Poole	Upton Park	Bridge and other works in hand
F/C (P)	Lytchett Matravers to L. Minster 2ndary School	Via existing bridleway	Surfacing and signage needed
F/C (P)	L. Minster to Upton & Hamworthy Station	Via Slough Lane	Surfacing and signage needed
F/C (P)	Cold Harbour to Carey	Existing footpath	Surfacing, signage, redesignation



Map 4, cycle routes in Purbeck

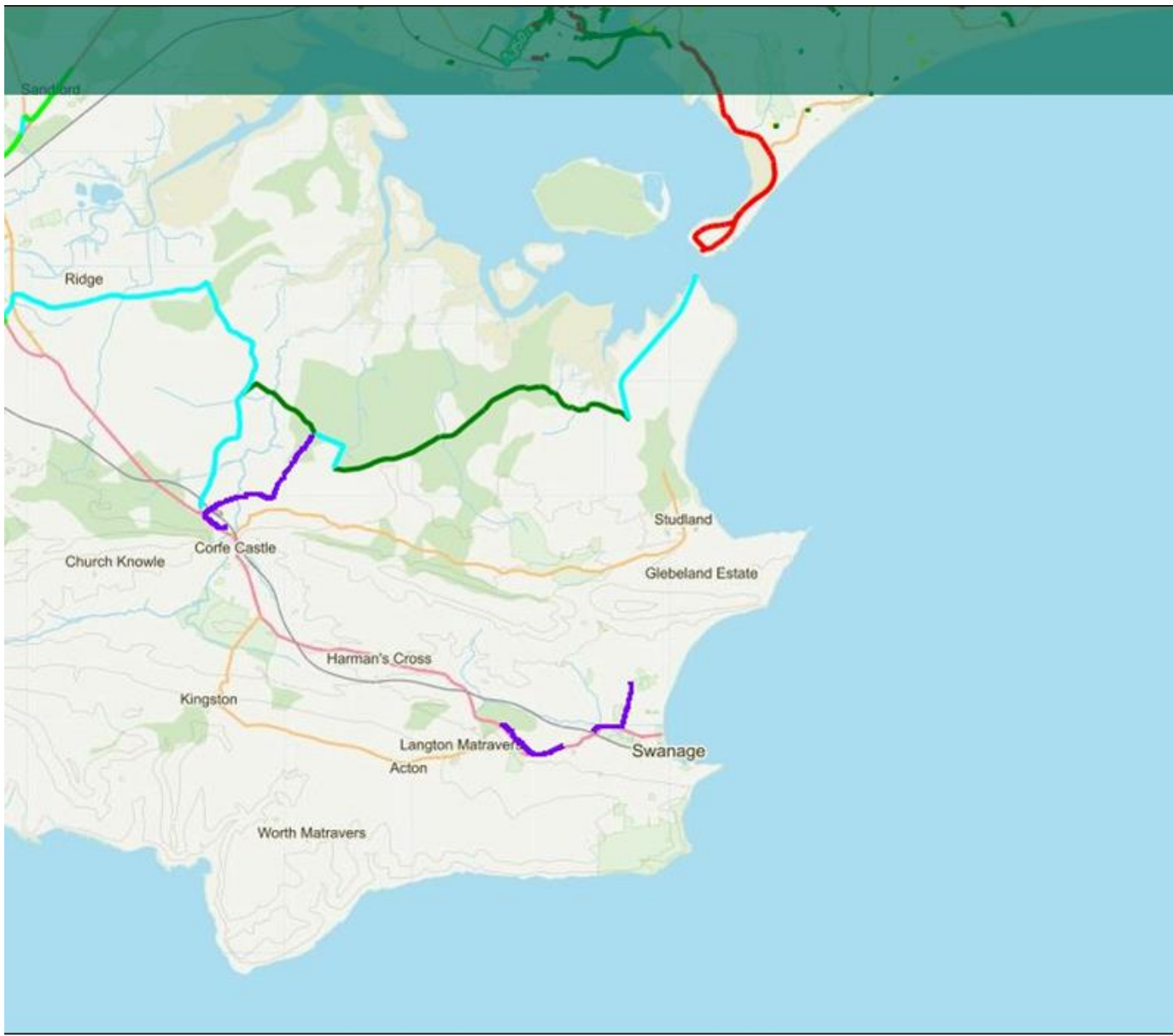
Dark green: Traffic-free walking & cycling route, off-road

Light yellow: On-road advisory cycle route

Light blue: On-road signed cycle route

Green: Traffic-free walking & cycling route

Red: On-road cycle lanes



Map 5, Purbeck cycle routes, with proposed additions

Dark green: Traffic-free walking & cycling route, off-road

Light yellow: On-road advisory cycle route

Light blue: On-road signed cycle route

Green: Traffic-free walking & cycling route

Red: On-road cycle lanes

Purple: proposed additional routes

Additional walking/cycling routes for Purbeck Heaths Tourism Plan*

Studland to Corfe Castle, Studland to Swanage, Sandbanks Ferry to Studland, Stoborough to Rempstone, Furzebrook to Stoborough.

*Suggested - actual routes to be decided

ANNEX 4

Rail Services in Purbeck

Swanage Railway is one of the major tourist attractions in the area, bringing in many visitors and preserving the railway heritage. It is also part of the transport infrastructure and integrated with bus and active travel modes it can significantly reduce traffic congestion in Corfe Castle, Swanage and Studland.

A scheduled service to Wareham planned for 2022 has now been deferred to 2023, because of concerns about the economic situation.

The Restore Your Railway grant application has been submitted and a decision is awaited from the Dept for Transport.

PTAG will continue to support SR and the Purbeck Community Rail Partnership, Friends of Wool Station and Friends of Wareham Railway Station.

PTAG has also backed the efforts by DC and others to restore the half-hourly service on the Waterloo to Weymouth line, which is due to happen from 15 May 2022.

	Station calls (in detail for Purbeck only)	Frequency	Notes
Main Line, Semi-Fast	Waterloo – Wareham - Weymouth	hourly	As pre-Covid timetable. Also calls at Wool in peak hours.
Main Line, Slow	Waterloo – Holton Heath – Wareham – Wool – Moreton - Weymouth	hourly	As pre-Covid timetable.
Swanage Branch (trial service)	Wareham – Norden – Corfe Castle – Harman’s Cross - Swanage	2-hourly	
Swanage Branch (eventual service)	Bournemouth - Wareham – Norden – Corfe Castle – Harman’s Cross - Swanage	hourly	To be part of a future South West Railway concession.

In addition, we would like to see:

- more Open Access operators offering rail excursions from UK cities to Swanage and maybe to Wool for Lulworth Cove.
- A PlusBus ticket combining rail and bus travel for destinations in Purbeck
- A “Poole & Purbeck Wanderer” day ranger ticket (similar to the Waterside Wanderer in south Hampshire) offering unlimited travel on train, bus and ferry around the Poole Harbour area

ANNEX 5

Speed Limits

Several parish councils in Purbeck wish to put in place 20 mph limits through their villages.

The existing Dorset Council (DC) criteria were difficult to meet and appeared to be out of step with both national guidelines and those of other councils. Accepting this was in general the case, DC reviewed their policy and produced a new draft 'Guide to principles, criteria and process for considering 20 mph requests.'

An experienced campaigner for 20 mph and a member of PTAG was consulted by the author of the new guide and considered the document to be an improvement on its predecessor. It was easier to follow and simpler to understand. It included a Community Request Form which incorporated the following elements: **Road Hierarchy** (what roads would be affected by a new speed limit): **Collision History: Traffic Speed Data** (applicant required to commission a traffic survey carried out by DC Highways, to cover Mean Average Speed, 85th percentile speed and average daily traffic flow. The cost of the survey to be borne by the applicant.

Measures which would support any request for 20 mph included: the formation of a **Community Speed Watch Team** and evidence that the request was **supported by a majority of residents** affected.

However, the proposal that went before DC's Place & Resources Oversight Committee in April 2022 appeared to follow the previous guidance. Following representations from various individuals and organisations, including PTAG, the proposal was referred back for further work. A new version has now been put forward for approval and will be passed to Dorset Council for ratification. It should then be possible for bids to be submitted.

A group has been set up for Dorset as part of a national '20s Plenty' (dorset@20splentyforum.org.uk)

which will support any campaign for 20 mph. This body has vast experience in campaigning for 20 and can be of considerable assistance in mounting a bid.

ANNEX 6

Information and Publicity

Dorset Council Proposals

In their Bus Service Improvement Plan, the Council hopes to...

- Establish a County-wide travel brand.
- Set up a new Dorset Travel portal, placing public transport information across all modes in one location, available through multiple channels.
- Introduce an app for accessing real time information, bus ticket purchase, and live bookings and tickets for Demand-Responsive Transport.
- Produce a Dorset-wide network map incorporating bus operators and rail routes.
- Allocate QR codes for every bus stop.
- Equip all bus stops with branded bus stop flags and cases for paper timetables.
- Equip top tier bus stops (those having the largest footfall) with RTI screens.

Considerations for Purbeck

Most bus stops and bus services in Purbeck are already branded, either as Jurassic Coaster or Purbeck Breezer - this strongly encourages the use of bus services by tourists, and so the proposed County-wide branding should be additional the local network branding.

Travel information provided for home PCs and mobile phones should include not only a travel planner but also full timetables, maps and information about fares & ticketing in both on-screen and printable formats. Not everyone has access to electronic devices and in some areas mobile signal coverage can be patchy, therefore printed booklets and leaflets should be made available.

In bus stop poster cases, stop-specific departure times should be shown in an easy-to-read format as complete timetables can be difficult to fathom, especially if there are variations on schooldays and routes that terminate in a loop.

Information about forthcoming service alterations should be circulated widely, and the new timetables should be posted up ready for the start date. All too often, changes occur unannounced and information at bus stops is out of date.

A function of the new Dorset Travel portal should be to publicise service disruption and forthcoming alterations for all modes: roads, rail, bus, ferry etc. Subscribers should be able to opt for real-time info or daily/weekly digests and be able to filter by mode and by geographical area.

We have identified locations for Mobility Hubs in Purbeck, and these should be the first to be equipped with RTI screens. Other key locations should be equipped with screens when practicable. Arguably, passengers at stops with only a few or irregular bus services benefit more from having RTI than those at stops with frequent buses.

We already have an army of transport volunteers in Purbeck, both on the Swanage Railway and at stations on the main line. There should be a scheme to support volunteer Bus Service Ambassadors who would adopt bus stops, litter pick, report problems, ensure information is up to date and actively promote public transport.