

## **Bridport Town Council Centre of Bridport**

### **Access and Movement Study Brief**

#### **Background**

The Bridport Area Neighbourhood Plan contains a dedicated section with policies regarding the future management and development of the area defined as the Centre of Bridport – see: <https://www.bridport-tc.gov.uk/projects/neighbourhood-plan/>

A Town Centre Working Group was established by Bridport Town Council in 2019 to oversee and drive delivery of policy ambitions and projects related to the future of the centre Of Bridport. A Town Centre Health Check was undertaken in Summer 2019; see: <https://www.bridport-tc.gov.uk/healthcheck/>

A key piece of work that the community volunteers involved in the BANP identified but were unable to undertake or commission was the need for a thorough study of the access and movement patterns in and around the town. Outline planning approval for the Vearse Farm Housing development, a 760 unit development to the west of the town, has increased the urgency for a thorough study of access and movement needs.

#### **BANP Project 11**

Commission a study of the relationship between land-use and transport (including walking and cycling) within the neighbourhood plan area to inform improvements to the infrastructure for accessing the Centre of Bridport and movement within it by sustainable modes and to inform planning of public transport provision

A second linked project in the neighbourhood plan looks to consider the signage and interpretation requirements that would flow from implementing the access and movement improvements.

#### **BANP Project 01**

A study is required to set out actions to create a visually integrated, uncluttered and fully accessible streetscape for the main retail streets in the town centre taking into account necessary resting places, pedestrian safety, access for those with mobility issues and the needs of people with disabilities

This brief sets out the requirements for the access and movement study.

## **Rationale for the Access and Movement / Streetscape Interpretation Studies**

Reconciling the differing needs or desires of all those who use the central streets of Bridport is complex and contentious. Addressing one problem at a time is likely to produce some interim compromise that never resolves the overall problem of excessive motorised traffic in a town centre built in a very different era.

The better approach is to analyse all the functions the town centre and its streets provide, and assess the needs of the multiple categories of people and organisations that do or could use those streets.

Bridport is a busy, thriving town and is a centre for shopping and services for the surrounding villages and further afield. For many people the car is the principal mode of travel for journeys into town from the surrounding parishes. In the summer months, and especially on market days and for town events, traffic can be particularly heavy leading to major congestion, increased pollution, and extended journey times. Improving public transport and alternatives to the car have been identified through local consultation as a high priority for the area and this aligns with national planning guidance and the strategic priorities in the local plan.

The Bridport Area Neighbourhood Plan sets out 'Access For All' ambitions for the centre of Bridport. The defined area of study is the Centre of Bridport – see Map appendix 1. The preferred policy response is to define a long-term ambition for a more sustainable transport future for the town centre whilst responding in the short to medium term to the current challenges of a primarily car-based transport system. The long-term aspiration is to make it easier to walk, cycle and use public transport in and around the neighbourhood plan area, with the aim of reducing reliance on the car.

Bridport is promoted as Dorset's 'Eventful' Town and residents and visitors alike enjoy the twice weekly street market. Respecting, safeguarding and enhancing the special character of the town lies at the heart of the streetscape study. The Streetscape Interpretation Study will explore ideas to strengthen the identity and "brand" of Bridport – creating a distinctive high quality physical environment that differentiates Bridport from other town centres in Dorset.

## **The COVID-19 Public Health Emergency**

Since June 2020 a number of traffic orders have been put in place to enable the safe functioning of Bridport Street Market and to meet COVID-19 social distancing guidelines. The Access and Movement Study seeks to compliment these changes and present options for medium to long term changes that will ensure the sustainability of the town centre for residents and the economy.

## **Phase 1 - Access and Movement Data Collation – August – December 2020:**

PPG 13 *Transport: a guide to better practice* provides a checklist for an audit of transport conditions in an area. The Access and Movement study will primarily draw on existing data to produce a series of maps that can inform the exploration of options:

- 1) **An assessment of the ease of movement into and around the Centre of Bridport**, using the neighbourhood plan area as the catchment and including information on the following list;
- 2) **An analysis of constraints and opportunities for enhancement of access and movement and transition to prioritising pedestrian and cycling journeys.** Key and new development sites/ areas will be assessed as to how well they are performing or will integrate in the future. Key and new sites to be analysed include; St Michaels, Bus Station, South Street Care Village, Vearse Farm development and the northern extension of the town toward Gore Cross.

Working with Dorset Council a desk top analysis of traffic, cycling and pedestrian data will be undertaken in autumn 2020. This will draw on existing data held by BTC and DC and, if resources allow, some data collection to address any gaps in knowledge. It will be important to ensure that changes enacted in response to COVID-19 are fully appraised and any learning captured.

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## **Phase 2 – Access and Movement Options – Dec – March 2021:**

- 3) A series of workshop sessions with the Town Centre Working Group to explore the evidence of access and movement issues and develop option maps for proposed changes and works to deliver improved pedestrian and cycling facilities.

Hosted by BTC the Town Centre Working Group will bring together representatives of business, community and transport groups. Workshop sessions will engage traffic and urban design specialists to provide advice and help generation sustainable options.

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## **Phase 3 – Access and Movement Study Consultation Spring 2021**

- 4) A series of option maps setting out practical changes that would meet BANP Policies to favour pedestrian and cycling journeys in and around the centre of Bridport will go out for public consultation.

The consultation will be undertaken by BTC with results reported to the Town Centre Working Group.

**Phase 4 – Access and Movement Study Approved and submitted to Dorset Council  
Summer 2021**

5) Following the public consultation the Town Centre Working Group will analyse feedback and approve a draft Access and Movement Study for presentation to the Town Council Planning Committee for sign off.

6) Having been signed off by the Town Council the Access and Movement Study will be submitted to Dorset Council as a contribution to the Local Transport Plan. The Implementation Plan for LTP 3 is scheduled for review in 2021.

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## **Invitation to Quote**

Bridport Town Council (BTC) is looking to commission a traffic and/or urban design specialist to input to the production of the Access and Movement Study described in this brief.

In particular BTC is looking to engage the services of a specialist to inform the exploration of options to be undertaken by the Town Centre Working Group between Dec and March 2021.

**Budget Guide:** £9,000

### **Outputs expected:**

- Response to evidence analysis,
- Specialist input to TC Working Group (3 meetings),
- Comments on an Options Report to be produced by BTC.

Expressions of Interest in this commission are requested from suitably experienced consultancies setting out:

- A response to this brief,
- Description of proposed input to the Access and Movement Study,
- Spreadsheet of tasks/ days input by named consultants,
- Pricing breakdown, including a total fee and day rate,
- CV's setting out previous experience of staff to be involved in the commission.

Deadline for submission of an Expression of Interest in the Access and Movement Study is **Tuesday 8<sup>th</sup> December 2020**

Send to: [david.dixon@bridport-tc.gov.uk](mailto:david.dixon@bridport-tc.gov.uk)

Contact 01308 808913

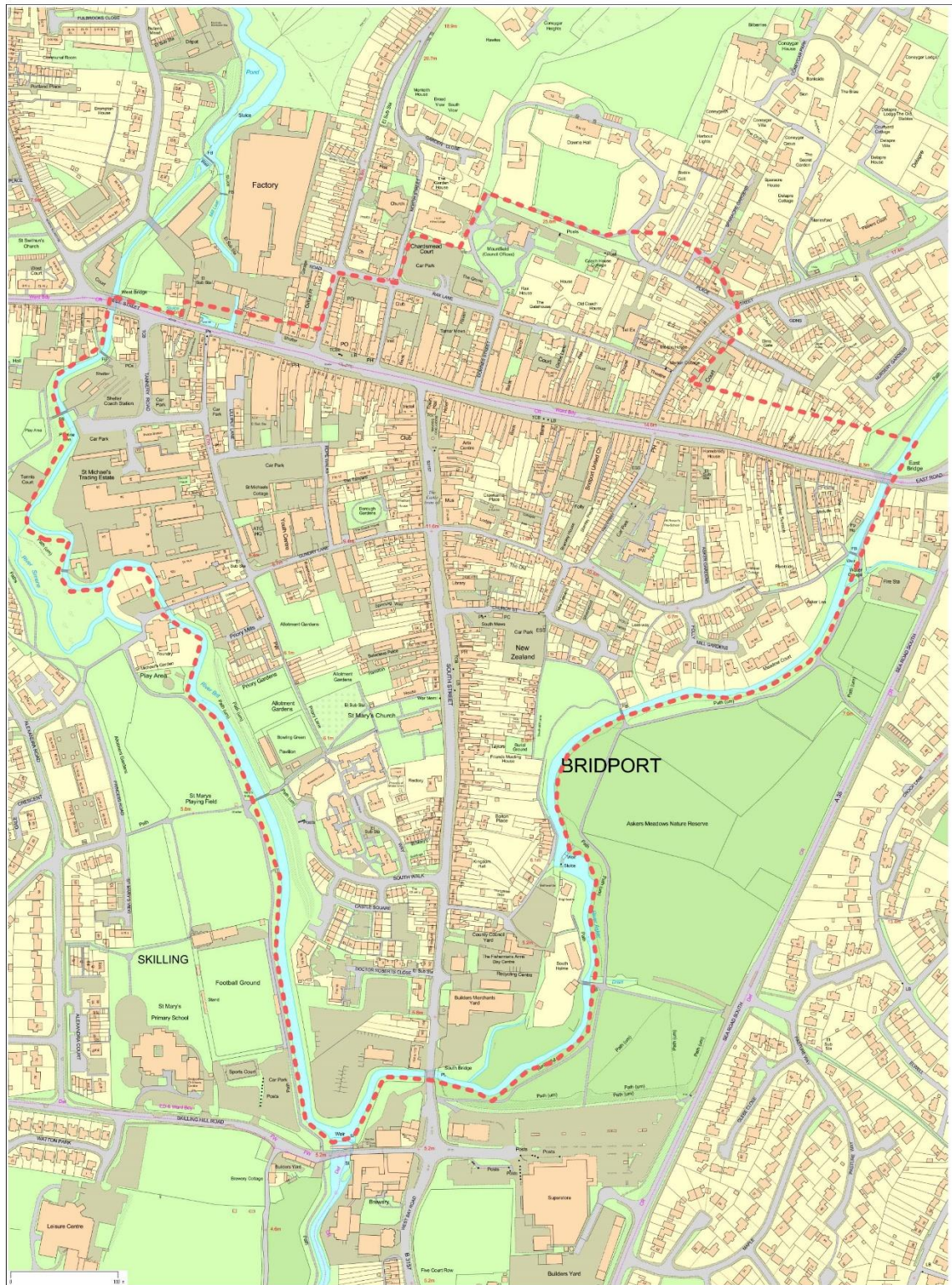


## Appendix 1 Map of Centre of Bridport Study Area

ParishOnline

### Centre of Bridport

**Bridport CP**



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