

# Bridport Access & Movement Research & Analysis

**Streets**  
**reimagined**

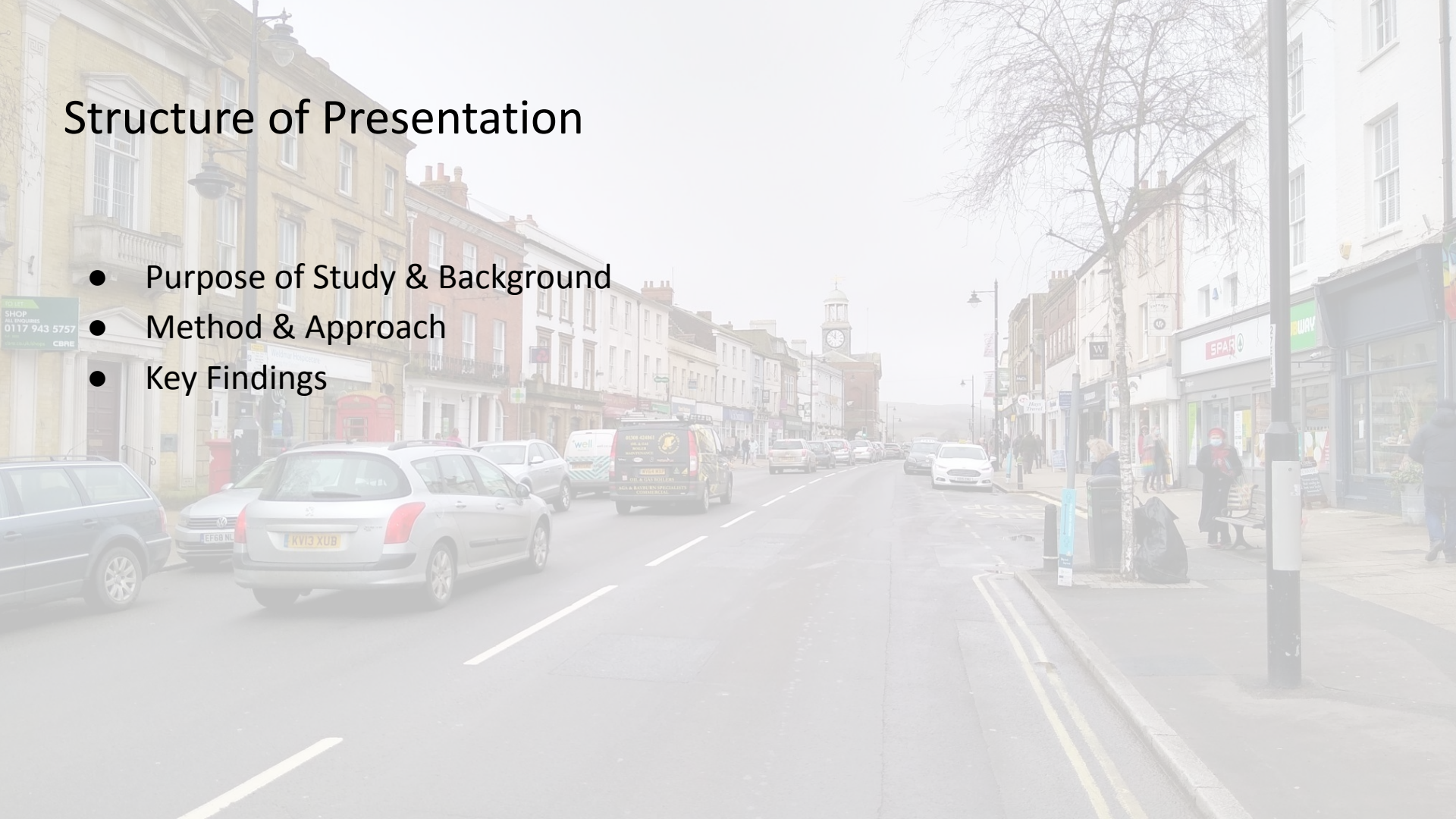
HighgateTransportation





# Structure of Presentation

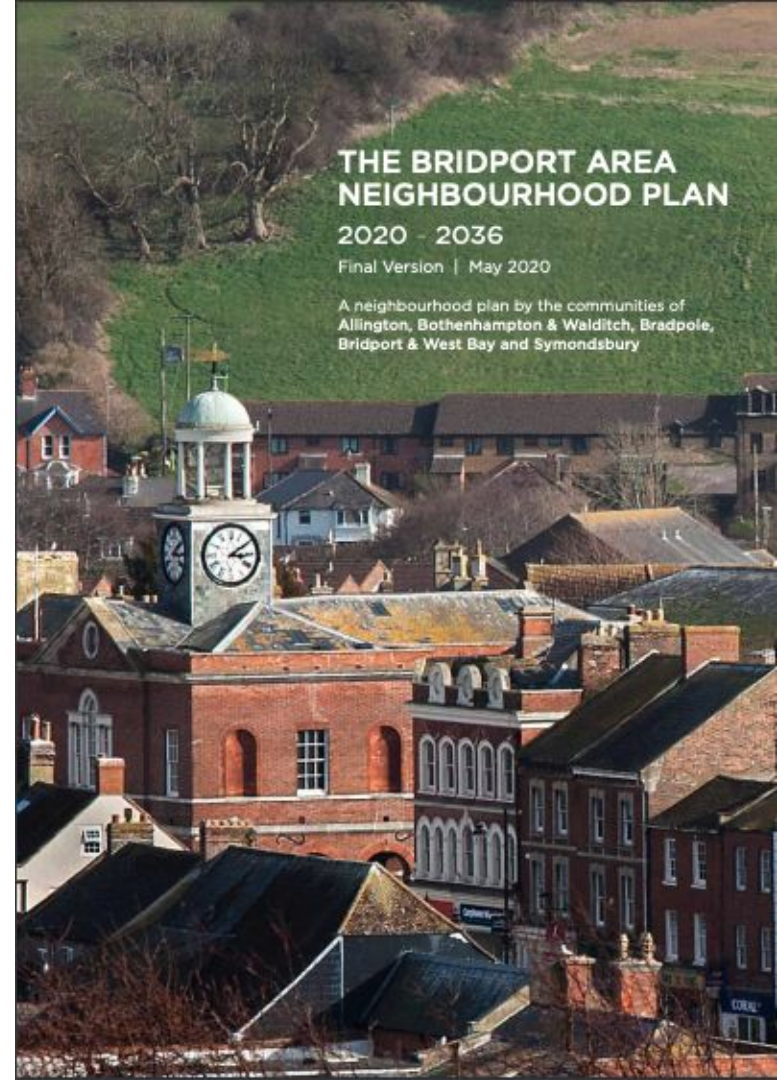
- Purpose of Study & Background
- Method & Approach
- Key Findings



# Background

## Bridport Neighbourhood Plan

“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”





# Multi-Method Approach (under Covid restrictions)

- Desktop Review & Data Analysis
- Routes, Movement & Spatial Analysis
- User-centred Primary Research:  
Interviews, Focus Groups &  
Workshops.

## **Access For All**

“Reconciling the differing needs  
or desires of all those who use  
the central streets of Bridport”

(Bridport Neighbourhood Plan)



# Desktop Review: Local & National

## Local;

- Bridport High Streets Health Check 2019
- Bridport Neighbourhood Plan
- Dorset Safer Streets Interactive Map
- Community Consultation report 2017
- ONS Dataset: Population & Demographics
- Evidence / Analysis from Dorset Council
- Vearse Farm Planning Application / Transport Assessment

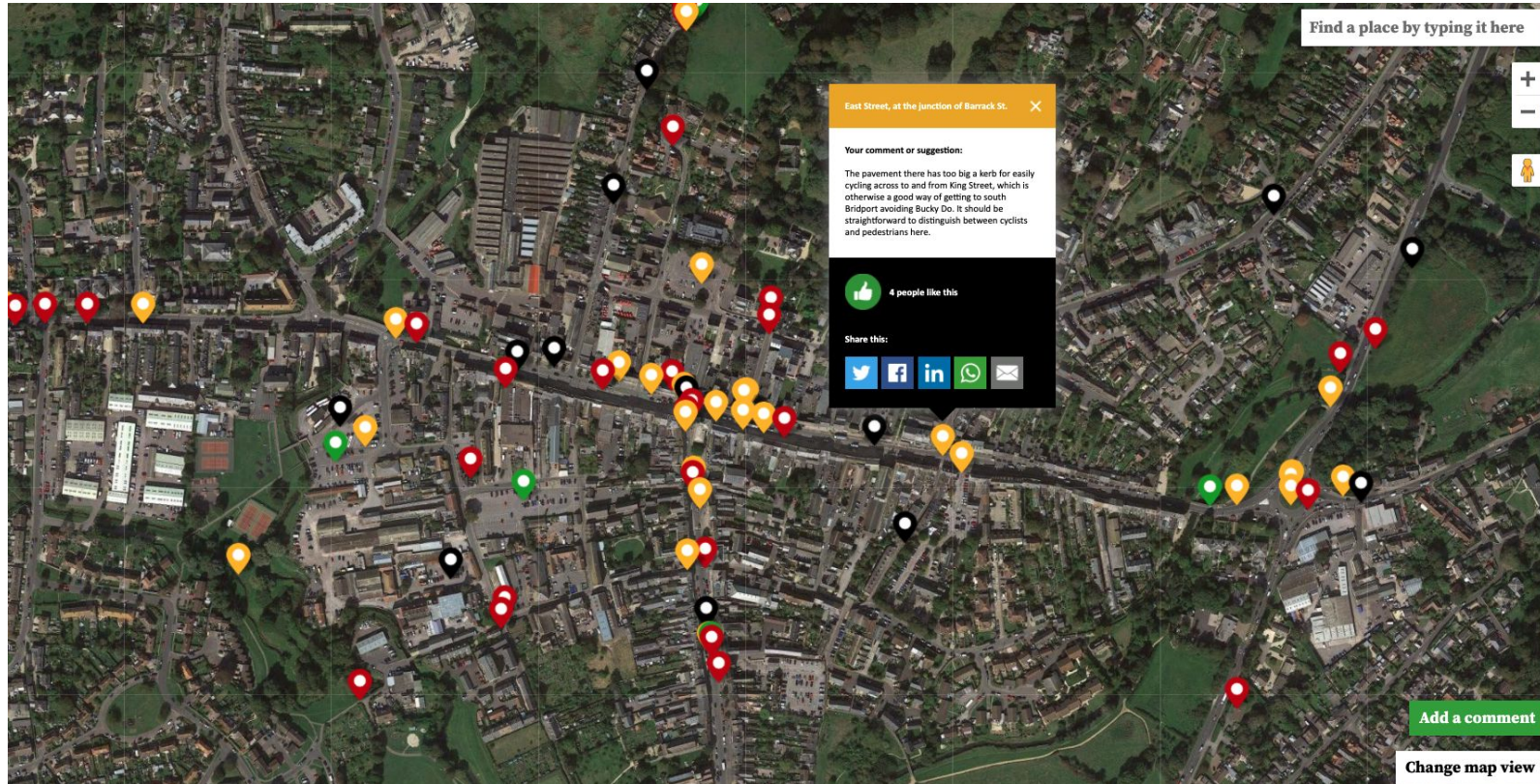
## National;

- Review of High Street Footfall (High Streets Task Force 2020)
- ONS: Source dataset: Retail Sales Index time series (DRSI)
- Re-Opening UK Retail Post COVID-19: An Analysis of Shopper concerns and preferences. Collaborative report from Springboard and AL Marketing. (Jun 2020)
- Reducing car use: What do people who live and drive in cities and towns think? (YouGov Sustrans, 2019)
- Saving the High Street: Power to Change. September 2020.

# User Research: Interactive Online Map

6,500 Site Visits

270 posts






# User Research: Interviews & Focus Groups

- ½ day of workshops with young people at Colfox School
- Focus Group with People First (adults with learning disability) including people with anxiety / depression
- Couple with Visual Impairment (residents of Allington)
- 2 X Carers for people with dementia
- 2 X Walk leaders for 'Bridport Walks for Health'
- Retailers / Chamber of Commerce
- Market Operator
- St Michael's Operator
- 2 X Town Centre Working Group Presentations / Meetings



## Key Findings: Importance of Green & Social Spaces



***'It's very friendly, if you have to be somewhere you have to leave a bit early to allow for bumping into people having a chat'***

***'Extremely Friendly'***



# Importance of Green & Social Spaces

*"When it gets busy I like to move to quieter location such as the community orchard and borough gardens"*

*"Now I can I like to cycle to West Bay .. I'm very sociable and I like to talk with people along the way"*

*"put up more signs about the Burrough gardens, community orchard & Millennium Green to make & encourage me people to go & enjoy the tranquil green spaces in Bridport where people can relax & helps to benefit people's mental health to"*



# Key Junction Space

*'People give up waiting and decide to cross but they don't see the cars turning out of South Street'*

*Have South st one way North bound with only one lane passing between Town Hall and The George. Then the pavements on this area can be radically widened. **8 likes on map***

*As a trader I need access for HGVs for deliveries throughout the day.*

*"No left turn into South st. with South being one way northbound from Church st"*

*'Suggest that the area between the Town Hall and Goadsby / The George uses pavers to imply a continuation of the pavement from East to West with only one lane of traffic in the centre.'*

*"South Street should remain 2-way."*



Importance of meeting the functional needs of the town





# Links

*“The traffic lights just past the football club by Palmer’s do not last long enough for bikes to cycle through before they change. I often end up having to go up on the pavement because of oncoming traffic which does not please pedestrians. Either the lights be sensitive for cycles or bike Lane added to pavement as it is up to the lights.”*

8 Likes on interactive map

Image: Google



*“Lots of children use these crossings on the way to and from St Mary's Primary School. Currently, a pedestrian has to wait for the lights to cycle through the 4 traffic flows before the lights turn green for pedestrians.”*



# Links

*"It could be good to have a crossing here if possible. They have one right at the other end of Sea Road South. A significant number of vehicles are speeding here in excess of 40 mph."*

9 Likes on interactive map



Some excellent  
examples of  
walking &  
cycling  
Infrastructure..





..but breaks in  
the network



*“The cycle path ends and directs riders onto the busy roundabout or the sign tells you to dismount and walk before rejoining the cyclepath. Please just made the pavement a shared use path, it is wide enough. This will prevent danger to cyclists on a busy road.”*

7 Likes on map

*“There are several shops, restaurants and a pub on the section of Barrack Street from Berkeley Court to East Street. To allow safer social distancing and the use of the street for outside seating please consider making this a pedestrian street with access only for cars”*



*“The pavement there has too big a kerb for easily cycling across to and from King Street, which is otherwise a good way of getting to south Bridport avoiding Bucky Do. It should be straightforward to distinguish between cyclists and pedestrians here”*



# Pavements Pinch Points



*“The pavement here is hazardous and not safe for pedestrians who often have to step into the road to pass each other. Wheelchair and mobility scooter users cannot pass here easily and in safety, the footway needs to be widened.”*

*“Pedestrians must either risk walking in the road potentially with their backs to traffic or cross over. This short section urgently needs a pavement.”*

## Pavements: A-Boards

*“I find the area in front of the Post Office particularly difficult, I don’t see the signs on the pavement until I am almost tripping over them”*

Interviewee with visual impairment





## Poor quality of pavement surfaces:

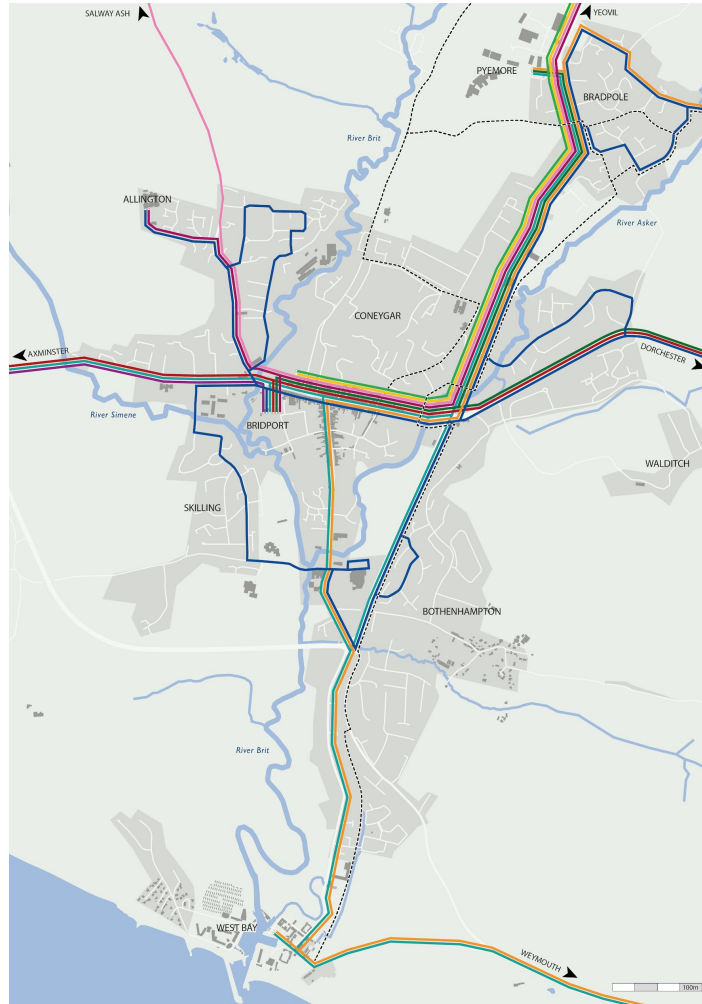
*“Trying to push a wheelchair around the town centre can be a real challenge due to the uneven pavements”*

Interviewee - Dementia Carer



Bus routes are valued\* but frequency of bus services is very limited.

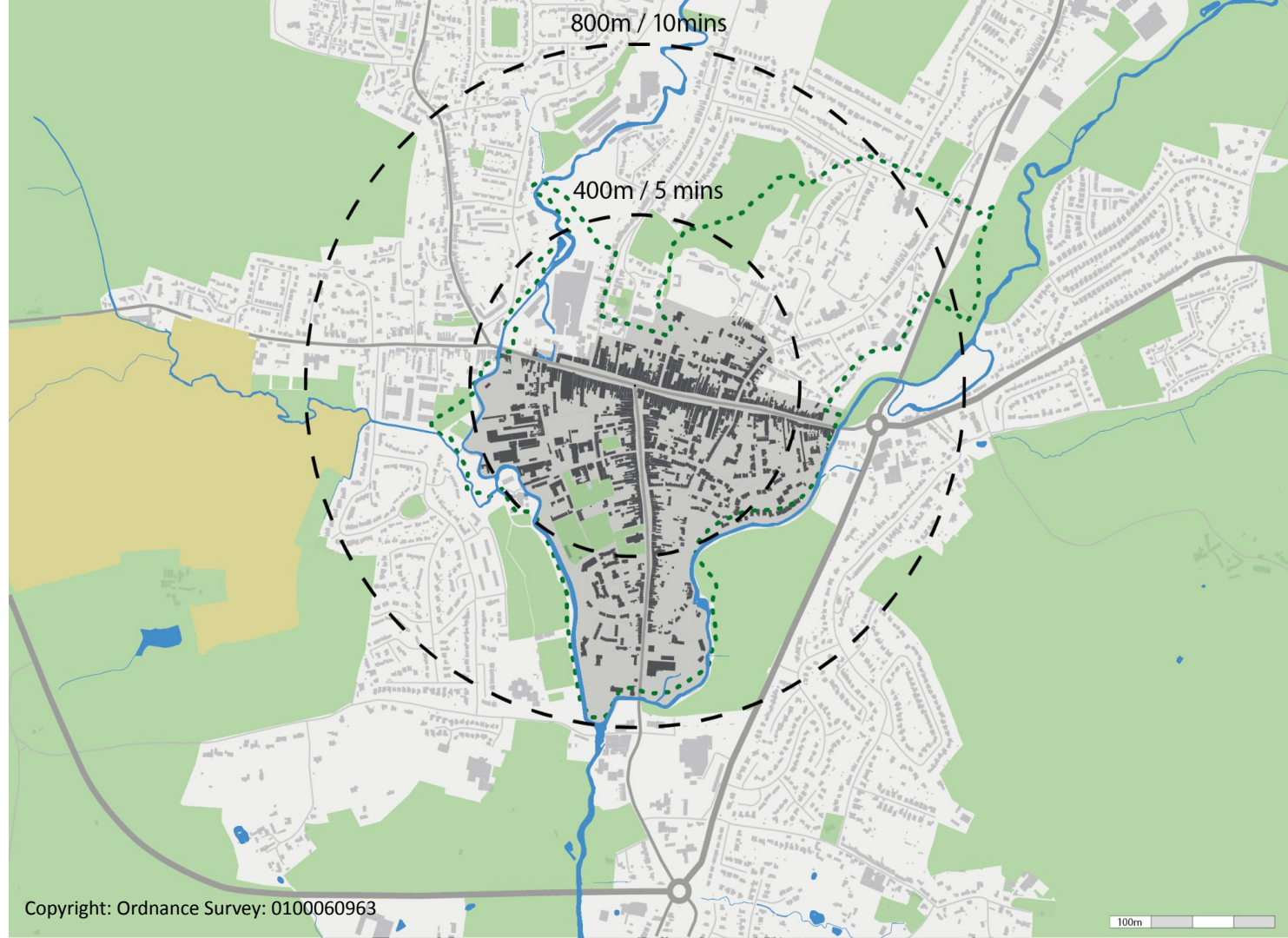
\*in particular Number 7  
(Dorset Community Transport)



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# Compact & Walkable Town Centre



**Current Wayfinding provision is limited.**

Could include:

Walking distances.

Mapping to aid orientation.

Interpretation  
(e.g. describing the rich history of Bridport).





# Local Context: A Growing Town

- Vearse Farm Development  
(760 new homes)
- Care Home Development (South St)
- St Michael's Development



# Local Context: Road Network Reaching Capacity

The West Street/ East Street/ South Street signal junction will be at technical capacity once Vearse Farm is delivered.

(90% Degree of Saturation)



Source: Vearse Farm Transport Assessment



# Predicted Traffic Impact of Vearse Farm Development

South Street approaching the East Street junction;

AM Peak = 13.8% impact

PM Peak = 15.5% impact

AM Peak = 8 - 9am

PM Peak = 5 - 6pm

West Street approaching the East Street / South Street junction;

AM PEAK 18.6% impact

PM PEAK 19.9% impact

**Source:** Based on analysis of data  
presented at Vearse Farm Design  
Review May 2021

East Street approaching the South Street junction;

AM PEAK 13.6% impact

PM PEAK 15.1% impact

## Bridports' Current Assets

- Strategic road connections
- Street markets
- 500 listed buildings
- Green & Social Spaces
- Compact & Legible town centre
- Sections of good walking & cycling infrastructure

## Drivers for change

- Growth of the town
- Road network reaching capacity
- An ageing population
- Climate Change

## Response

**Develop joined up and integrated sustainable transport solutions which enable more short journeys to be made by foot or bike.**

Approach to delivery;

- Incremental Steps
- Embrace Change
- Transformational



The logo features a stylized 'S' composed of two curved segments, one teal and one yellow, positioned to the left of the text. The text 'Streets' is in a teal, sans-serif font, and 'reimagined' is in a darker teal, sans-serif font, with the 're' in yellow.

Streets  
reimagined