

Bridport Investment Plan

A developed country is not a place where the poor have cars. It's where the rich use public transportation." —

[@EnriquePenalosa](#)

Transport, access and movement

What are the challenge and opportunities identified through the consultation with Bridport businesses?

If you plan for cars and traffic you'll get cars and traffic – plan for people and places! What are places (insert diagram)

Through traffic issue – lack of alternative routes..stuck with a crossroads??

Large commercial vehicles in town? Accessing businesses (Waitrose lorries) short cut through to Allington/ Marshwood vale? Enforcement options? Introduce a Last mile schemes ??

Parking issues – for locals to shop, for visitors – seasonal and diurnal congestion...

Sustainable solutions for travelling from surrounding hinterland into Bridport...- alternatives?? Slow ways?

Mission to invest in Bridport

Modal shift

De car – pro walking and cycling

Park and stride, park and ride, parking linked to culture through names...(Asker Meadows)

Traffic signage/ parking signage – hierarchy of parking options..1st park and ride, second football club etc..

20 mph as driver changes to place..

Link access and movement to heritage projects...invest in Bridport..

Traffic free road from villages to next village hub onto Bridport...

More bike parking!!

Our Ambition:

A thriving well-connected town, a vibrant and sustainable town centre, embracing our independent alongside national retail offer, with a viable evening economy. A place where our community and visitors feel safe walking and cycling with a sense of well-being and purpose, enhanced by its natural surrounding.

However, it faces a challenge with changing consumer behaviour, outdated and disconnected public realm, limited range of leisure and social offer with 'unfinished' business from the original regeneration programme for St Michaels that has been going on since ***

Selected comments:

<p>Our public transport situation is dire, with many places having no access and young people who want to attend college unable to rely on buses to get them there and back.</p>	<p>Not convinced that investment in transport will lead to economic benefits. Public transport and cycling should be supported by other funding.</p>
<p>What's the long game? Where does Bridport need to be connected to? For what reasons. Is it about getting residents out of petrol cars or linking Bridport businesses with skilled workers?</p>	<p>Outlying villages will die without improved local transport. It is necessary to invest in this area to make it useful for the community and eventually profitable. We need a bus to villages which runs after 7.00 pm to support pubs, restaurants and town nightlife. More frequent buses are needed during the day. Once an hour makes them almost non viable.</p>
<p>Since this plan is dependent on close collaboration with local businesses and villages, it offers an opportunity to develop a low carbon delivery scheme using electric vehicles and cargo bikes. A last-mile ev/bike scheme based at the football club car park could dramatically cut delivery traffic across town while collaboration between businesses could lead to shared use of larger deliveries.</p>	<p>The appalling lack of public transport in the area and especially from the surrounding villages into Bridport makes it difficult if not impossible for many people, and especially the young to get to and from work. At present using a car is the only option for most and that unnecessarily adds to carbon emissions</p>
<p>There is so little parking that the town centre is congested with deliveries and commercial vehicles. These could be streamlined with timed zones and also with car movements restricted to outside core business hours like Cheap Street in Sherborne between 10am-4pm.</p>	<p>It feels like the ability of BTC to really exert much influence over transport issues is limited - working closely with Dorset Council on the Local Transport Plan may pay greater dividends.</p>

<p>Bridport is surprisingly inaccessible for people with mobility issues.</p>	<p>Any spending on transport, access and movement must have the stated aim to reduce car use and traffic in town. Considered provision of park and ride, local buses and a low-carbon delivery hub could make a big difference to air quality as well as carbon emissions.</p>
<p>"Shared space" works very well in many towns. I believe it would work well here. People need to take responsibility and have respect for all those using the roads, whether disabled, walking, or using any form of transport.</p>	<p>Ensuring that some free short stay (up to an hour) roadside parking spaces are retained in town for those wanting to pop into a shop quickly.</p>
<p>Make top of South St one way moving south to north only. Reduce east west to two lanes. Widen non-traffic area (pavement / market zone) throughout to facilitate "cross anywhere".</p>	<p>Apart from improving the traffic light phasing at the Town Hall, do not waste money on this.</p>