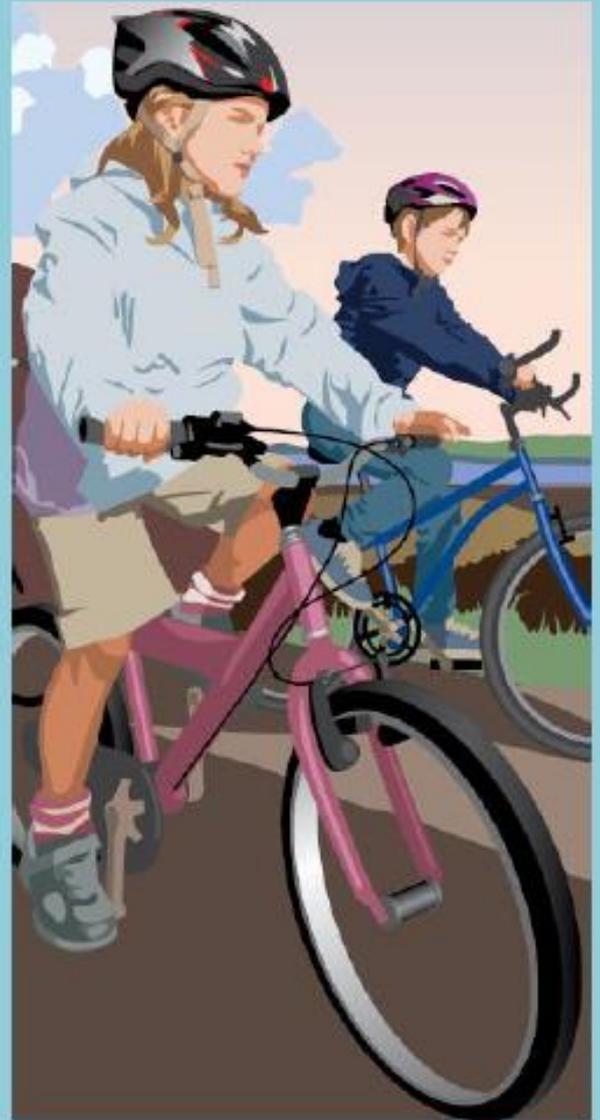




*“It’s all about
the journey”
Transforming
travel on the
Isle of Wight*



*IW Council
LSTF 15/16
Revenue Bid*

Local Sustainable Transport Fund 15/16 Revenue

Application Form

Applicant Information



Local transport authority name(s): Isle of Wight Council

Bid Manager Name and position: Wendy Perera, Deputy Head of Planning Services (Policy)

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Website address for published bid:

<http://www.iwight.com/Residents/Environment-Planning-and-Waste/Planning-Policy-new/Transport-Policy/Island-Transport-Plan>

A1. Project name: It's all about the journey; transforming travel on the Isle of Wight

A2. Headline description:

Our programme will inspire residents and visitors to build active, sustainable modes into everyday journeys, supporting economic growth and reducing carbon. This will be achieved through an innovative programme of workplace and school engagement, and an ambitious expansion of our current LSTF programme aimed at transforming visitor travel.

We will deliver through proven partnerships with the education, business and tourism sectors, creating 202 additional FTE jobs, saving 872 tonnes of CO₂, and achieving a 6% reduction in private car trips.

Our programme is cross cutting and ambitious, we will embrace innovation and deliver inspirational sustainable transport solutions for our residents and visitors, and achieve the following three objectives:

- Reduce the impact of visitor travel on the Isle of Wight, while growing the value of the visitor economy
- Reduce dependency on single occupancy car trips and promote sustainable alternatives for access to employment
- Improve the health and wellbeing of young people through sustainable access to education

A3. Geographical area: Isle of Wight

The Isle of Wight is situated off the south coast of England separated from the mainland by the Solent. The Island is unique in many ways, being a self-contained geography and the only highway authority in England which is exclusively an Island. Island status creates a place where traditional solutions will not work, yet at the same time, an ideal test bed for new ideas, where innovative solutions can be embraced and outcomes achieved.



A4. Total package cost (£m): £1.315M

A5. Total DfT revenue funding contribution sought (£m): £990k

A6. Local contribution (£m): £325k.

We have secured the following local contributions:

Source	Level of match funding	Bid element matched
Isle of Wight Community Rail Partnership (CRP)	£15,000	Education
Visit Isle of Wight	£110,000	Visitor Experiences
Electric vehicle hire provider	£20,000	Visitor Experiences
Southern Vectis	£10,000	Employment
Hydrogen vehicle partner	£30,000	Employment
Sport England Community Activators	£50,000	Education
Match funding generated through grant schemes	£90,000	All
Total	£325,000	

Letters of support from partners are available at **Appendix E**

A7. Equality Analysis

Has any Equality Analysis been undertaken in line with the Equality Duty?

Yes No

A8. Partnership bodies:

The programme will be led by the Isle of Wight Council, the accountable body for the programme.

Isle of Wight Council will oversee the delivery of the programme, but will work closely with the delivery body assigned to each of the three bid elements, unlocking and inspiring new partnership approaches, shared outcomes, and greater benefits.

Partnership Body	Role	Bid Element
Isle of Wight Council	Local Council	All
Solent Local Enterprise Partnership	Enabler of economic growth	All
Solent Transport	Local Transport Body	All
Isle of Wight Chamber of Commerce	Business network	Employment, Visitor Experiences
Visit Isle of Wight (Destination Management Organisation)	Growing the visitor economy	Visitor Experiences
Red Funnel	Ferry operator	Visitor Experiences
WightLink	Ferry operator	Visitor Experiences
Island Line (South West Trains)	Rail operator	All
Southern Vectis (Go-Ahead Group)	Bus operator	All
Sport and Physical Activity Alliance (SPAA)	Increasing activity in young people	Education
Public Health	Improving health	Education

A9. Local Enterprise Partnership:

Solent Local Enterprise Partnership (SLEP)

Note: The SLEP has published its draft Strategic Economic Plan¹, *Transforming Solent*, as an Executive Overview. Evidence in the table below has been sourced from this Executive Overview and discussion with SLEP. It is anticipated that additional more detailed synergies will exist between this application and the full SEP.

Draft SEP section and/or page number	Evidence
Strategic Priorities (p4)	Develop Strategic Sectors...transport, low carbon, visitor economy
Strategic Priorities (p4)	Building on our substantial knowledge assets to support innovation
The Solent (p7)	Solent also has immense natural advantages supported by, renowned heritage, countryside and coastline, and excellent transport links by road, rail...and sea.
An evidence based Strategy (p14)	Transport - working with the TfSHIoW15 and through the Solent LTB, we have identified the role of transport in supporting economic growth, for example through unlocking strategic sites, tackling congestion, and improving access to skills and employment.
Transport Infrastructure (p19)	85% of businesses identified the quality and reliability of transport as having a very significant or significant influence on their investment decision-making. Research undertaken for the Solent25 shows that the 'loss' of potential GVA to the Solent area due to congestion would be at least 1.3% (£300m per annum) by 2025. It will also constrain future job creation leading to 1.7% of future output (15,000 jobs) interventions.
Delivering the plan (p33)	The development of the Solent as a Low Carbon Economy represents a significant opportunity for both the Solent LEP to deliver not just environmental benefits, but economic growth and jobs.

SECTION B – The Business Case

B1. The Scheme - Summary

Our programme will deliver three complementary bid elements, which together will achieve a shared vision to normalise the use of sustainable transport for the Islands' door to door journeys, thus reducing the impact of private car, growing the local economy and cutting carbon.

We will target over 16000 school children, over 10000 employees and over 2.4M annual visitors to the Island. We have ambitious targets, and aim to deliver a 6% reduction in private car trips, save 872 tonnes of Co2, and significantly increase levels of cycling and walking.

The three bid elements will significantly improve access to education, employment, and visitor experiences by sustainable modes. Our bid introduces a number of innovative projects, each designed to meet the objectives of the LSTF fund. Delivered in harmony, our projects will come together to create a significant step change in levels of engagement and participation with sustainable transport, inspiring a new generation of active travellers.

¹ http://solentlep.org.uk/uploads/documents/A_Strategy_for_Growth.pdf

Our programme will provide an intensive, targeted approach to achieving travel behaviour change, quickly and effectively. We will demonstrate how packages of low cost targeted interventions can deliver ambitious outcomes within a relatively short period of time.

Element 1: Access to Visitor Experiences

Working with and through our delivery partner, the Destination Management Organisation (DMO) for the Isle of Wight, Visit Isle of Wight, we propose to expand a selection of projects from our current LSTF programme, setting new ambitious targets, reaching more visitors, and achieving new outcomes. These will be complemented by additional projects which embrace innovation, challenge tradition, and realise new travel aspirations for our target market.

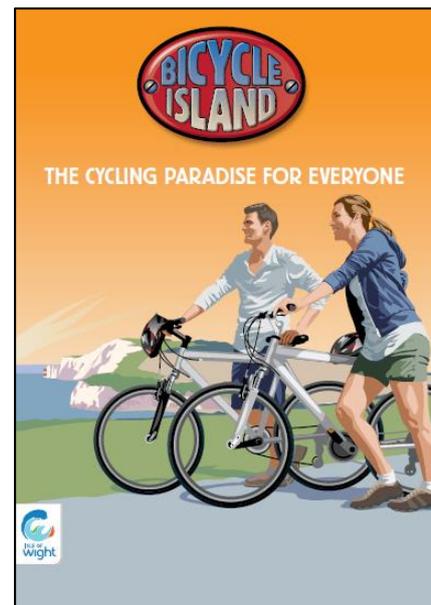
Objective 1: Reduce the impact of visitor travel on the Isle of Wight, while growing the value of the visitor economy

We will achieve our objective by:

- Delivering the ambitious second phase of our **'Bicycle Island'** marketing campaign, a multi-channel media campaign aimed at increasing the cycle tourism market on the Island through a combination of digital, social, broadcast and outdoor media. This will build on the 14/15 campaign which will generate an additional 5000 staying cycle tourism visitors contributing £1.2M to the Island economy.

Our current LSTF programme is improving our cycling infrastructure through the introduction of new routes and signage. **Bicycle Island** marketing will inspire usage and lead to the Isle of Wight becoming one of the UK's premier destinations for cycling.

- Growing the Isle of Wight **Walking and Cycling Festivals** and maximising the sustainable transport legacy impact of these festivals for residents and visitors. We will expand our festivals and use them as a way of growing our staying visitor market and links with economic growth. We will also introduce new mechanisms for ensuring that festival experiences create healthy habits and hobbies in everyday lives.
- Introducing a team of **Travel Ambassadors** to support visitors to change their travel behaviour and maximize their enjoyment of the destination. Our Travel Ambassadors will provide an inspirational welcome to the 4M annual customers arriving by ferry, provide effective visitor information and show visitors how to explore the Island without their cars. Our Travel Ambassadors will also inspire confidence among visitors that a 'car-free' experience is possible on the Island, help visitors to understand the special qualities of the Island and how a 'car-free' holiday experience will protect this, and provide opportunities for the project team to make direct observations of visitor travel behaviour and attitudes to influence other areas of the programme.
- Introducing electric vehicle hire to provide low carbon transport to day and staying visitors. We will support the private sector to deliver this project, working with and through an existing hire provider on the Island. This project will link with existing established initiatives in the Lake District and New Forest, which have achieved significant carbon and economic growth outcomes in its first year of operation.



- Introducing a **grant fund** which businesses and organisations can apply to seek funding to deliver their own revenue projects which achieve LSTF outcomes, examples could include a variety of marketing initiatives and training. This will help to engage businesses in the LSTF programme, achieve greater benefit, and realise match funding.
- Working with and through the Islands consumer facing brands to ensure that the ***Drive Less See More*** strapline reaches 72% of residents and 82% of visitors during 15/16. We will achieve this by creating a tool kit of marketing collaterals, including imagery and video, which will be made available for our businesses to integrate into their digital and printed media.



These new projects will complement and extend schemes which are being delivered through our current tourism focused LSTF programme, '*Sustainable Transport Access to Tourism*', including:

- Enhancements to the [Island Coaster](#) bus service, which generated a 400% increase in passenger journey numbers in its first LSTF support season (summer 2013). The service is now on a trajectory towards full commercial viability in 2015.
- A capital grant scheme for local tourism businesses and transport operators to access to funds to deliver projects relating to cycle parking, cycle hire and other cycle related schemes. Delivered through our partners at Community Action Isle of Wight, this grant programme has proved popular and is generating LSTF outcomes and match funding.
- Significant improvements to cycling experiences delivered through capital investment in cycling and walking infrastructure

Element 2: Access to employment

Working with and through our delivery partners, the IoW Chamber of Commerce, we will educate, inspire, and incentivise our target market to change their travel behaviour, creating a legacy of change which will benefit the long term health of the Islands economy and population. Our focus will be on the Islands 18 largest employers, which employ a combined workforce of 10762.

Objective 2: Reduce dependency on single occupancy car trips and promote sustainable alternatives for access to employment

We will achieve this objective by:

- Introducing a team of **Business Travel Champions** which will engage with the Island largest employers to deliver a series of proven interventions which encourage use of sustainable modes, and reduce private car use. The project will be hosted by the Isle of Wight Chamber of Commerce, which has developed a highly effective business network, and is already engaged with delivering healthy workplace programmes under contract from Public Health, including workplace health checks and smoking cessation. The role of the Champions will be diverse and varied, with outcomes and KPI's relating to achieving sustainable door to door journeys. Much work has already been done to by the Islands employers on workplace travel planning, the Champions will take this to the next level, with regular events, training, personalised journey planning and monitoring.
- Increasing the peak time frequency of the bus route 39, which links Newport with a major employment site and retail park, and relaunching bus route 1, which links West Cowes with Newport, passing major employment sites en route.
- Developing a partnership with a market leader in workplace travel behaviour change, through a process of engagement with former European Green Capitals to learn from best practice, share ideas, and create innovation going forward. Our partnership will include bringing

inspirational speakers to the Island to share the art of the possible with our workplace community.

- Delivering a [Share the Road](#) campaign, raising awareness of the needs of all road users and developing a shared level of understanding.
- Supporting the delivery of wider outcomes from the UK's first publically-accessible hydrogen re-fuelling facility at East Cowes. We will work with our private sector partner, ITM Power, to develop the UK's first hydrogen vehicle car club for local residents and first hydrogen vehicle rental scheme for visitors to the Island. We will use the car club to replace resident journeys on the Island currently undertaken by unsustainable modes and the rental scheme, based near the Red Funnel ferry terminal and Marina in East Cowes, will allow visitors to travel to the Island without a private car. Both groups will have an opportunity to experience a hydrogen powered vehicle and to undertake re-fuelling, paving the way for a sustainable scheme which allows the re-fuelling facility to remain on the Island and the number of vehicles to increase after the end of the LSTF2 period.
- Establishing a **grant fund**, designed to inspire employers to apply for funding which they can use to deliver projects which meet LSTF outcomes. The popularity of our current capital grants programme illustrates the potential that grant schemes can have in engaging and empowering business, and realising match funding.

Element 3: Access to Education

Our Access to Education theme will support economic growth by tackling local congestion problems caused by journeys to and from the Islands 49 primary, secondary and special educational needs schools. Working with and through our delivery partners, the IoW Sport and Physical Activity Alliance (SPAA), we will educate, inspire, and incentivise our 16000+ target market to change their travel behaviour, delivering transport, health and wider community outcomes for the benefit of all.

Objective 3: Improve the health and wellbeing of young people through sustainable access to education

We will achieve this objective by:

- Delivering a series of proven interventions in and around educational settings to change the travel behaviour of students. These will enable young people, their families, staff and neighbouring communities to walk, cycle or use public transport more often. A team of **School Travel Champions** (3 x FTE) will be employed or commissioned to provide travel advice and outputs, tailored to the unique geography and circumstance of each of the Islands 49 IoW schools. The project will focus on inspiring young people to travel to and from school more sustainably through a range of creative approaches, building on existing school travel plans already adopted by the schools.

This project will be delivered through the IoW Sport and Physical Activity Alliance (SPAA), an existing collaboration between Public Health, IoW Council and physical activity providers. The SPAA has a number of options for procuring the School Travel Champions and will ensure that a thorough market engagement exercise takes place before committing to a delivery approach. Options include direct employment or commissioning third party suppliers e.g. Sustrans, Living Streets, My Journey, British Cycling etc. A number of informal discussions have already taken place with each provider and a full consideration of options will take place when the successful bids are announced, followed by a market engagement exercise in line with the adopted procurement policies of the accountable body.

- Delivering a new phase of the successful **Travelsafe** campaign, which will educate all road users about road safety, focusing on the safe and responsible use of public transport for young people using the ferry, bus, walking, cycling and the train users. This in turn will help to reduce the negative perceptions that cycling and walking can be less safe than alternative modes. This project will be developed through our existing partnership with the Isle of Wight Community Rail Partnership, unlocking £15k in match funding.

- Establishing a **grant funding scheme**, enable schools to deliver their own revenue projects to alter travel behaviour and reduce congestion around their sites. This will also generate match funding and help schools to prepare for the transition period beyond March 2016 when they will be expected to have realised the benefits of the programme and embrace the legacy using their own resource.
- Using the home to school journey to build physical activity into everyday lives. We will work with and through the **Sport England Community Activators** programme, realising match funding and shared outcomes through complementary activities which increase activity amongst young people.
- Implementing a programme of **adult Bikeability training** (Level 2), which will target adults which have a role in the home to school journey e.g. parents and teachers. We will deliver Level 2 training to 500 adults during 15/16, complementing the successful Bikeability programme of Level 2 training for primary school children, funded by a separate LSTF funding stream and delivered through the Isle of Wight Fire and Rescue Service.

A summary of all schemes is set out below:

Table 1: Summary of all schemes

Element	Code	Project	LSTF funding	Match funding	Total cost
Visitor Experiences	1A	Bicycle Island media campaign	£50,000	£25,000	£75,000
	1B	Growing the festival economy	£30,000	£60,000	£90,000
	1C	Electric Vehicle Hire	£40,000	£20,000	£60,000
	1D	Drive Less, See More toolkit	£5,000	£5,000	£10,000
	1E	Inspirational Travel Ambassadors	£100,000	£20,000	£120,000
	1F	Grant fund	£30,000	£30,000	£60,000
	1G	Travel Coordinator post	£45,000	£0	£45,000
Employment	2A	Workplace Engagement Programme	£193,000	£0	£193,000
	2B	Workplace bus enhancements	£40,000	£10,000	£50,000
	2C	Partnerships with European success stories	£10,000	£0	£10,000
	2D	Hydrogen vehicles	£47,000	£30,000	£77,000
	2E	Share the Road Campaign	£10,000	£0	£10,000
	2F	Grant fund	£30,000	£30,000	£60,000
Education	3A	School Engagement Programme	£200,000	£0	£200,000
	3B	Travel Safe Campaign	£15,000	£15,000	£30,000
	3C	Community Activators	£50,000	£50,000	£100,000
	3D	Active Journey Grant	£30,000	£30,000	£60,000
	3E	Adult Bikeability Training	£20,000	£0	£20,000
	4A	LSTF Programme Manager	£45,000	£0	£45,000
	Total		£990,000	£325,000	£1,315,000

B2. The Strategic Case

Supporting existing employment and generating growth in the local economy

The Isle of Wight has a fragile economy. It is characterised by low wages, low GDP, high levels of seasonality in terms of employment and unemployment and an economy that is constrained by its geographic isolation. The Island has a strong, modern manufacturing base and there is real potential to catalyse the area through additional support and investment. Tourism is also important to the Island and the sector has ambitious plans for 4% year on year growth, generating an additional 300,000 extra visitors a year within five years.

All LSTF programme partners recognise the link between sustainable transport and the economy. Prominent in our common approach is the aspiration to support economic growth through providing sustainable transport alternatives to the car, therefore reducing costs associated with congestion, reducing carbon emissions and contribution to health economies. The programme will also improve road safety and health, promote equal opportunity, improve accessibility, improve the quality of life and create a healthy natural environment.

The Isle of Wight Chamber of Commerce and the Isle of Wight Council have agreed ambitious targets which will continue to grow the Island economy over the next six years, aligned to the objectives of the Solent LEP.

Table 2: Current IoW employment by sector and 2020 targets

Industry Sector	Number of jobs	2020 Target %	Current %		
		IoW	IoW	South East	Great Britain
Manufacturing	5,400	14.0	10.6	8.1	10.2
Construction	2,000	4.5	3.8	4.5	4.8
Tourism	14,700	28.0	28.7	24.6	23.4
Transport and Communications	2,300	6.0	4.5	5.9	5.8
Finance and IT	5,500	17.0	10.7	24.0	22.0
Public, education and health	16,500	25.0	32.2	25.6	27.0
Other	3,400	5.5	6.6	5.6	5.3

Each element of our programme will complement and align with a wide range of existing plans and strategies, including:

Solent LEP Strategic Economic Plan (Draft)

The Isle of Wight Council is a founding member of the Solent LEP, and is currently prioritising a series of capital schemes for submission to the Solent Transport Board.

Growing the visitor economy and supporting the low carbon sector are key objectives of the Solent LEP, and there are clear synergies with the objectives of our LSTF programme. Importantly, the Solent LEP area aims to become a national leader which is internationally recognised for its low carbon green economy, and this LSTF programme will ensure that the Isle of Wight plays its role in achieving this collective aim.

The Solent LEP SEP² is also keen to embrace innovation and will ensure that:

“Innovative practices are embedded throughout the workforce and business community in order to drive productivity and economic growth. One of the key ways of facilitating innovation is through brokering collaboration and networking, including business-to-business and University-to-business as well as very early exposure to business and innovation within our schools”

Our programme contains a range of innovate projects which align with this aim, including the introduction of a hydrogen vehicle project, brokering collaboration with Europe’s ‘Green Capitals’, and introducing innovative ways to deliver sustainable home to school journeys.

Door to Door Strategy

Our programme support the aims and objectives of the Door to Door Strategy. The Door to Door strategy suggests "the ease of switching between stages is integral to the overall convenience and speed of the journey". The National Transport Survey shows that journeys by public transport tend to be multimodal, with on average between 1.02 and 2.74 stages per trip. As an island destination, the number of journey stages is likely to be significantly higher, taking into account travel to and use of ferry services. For example, a day visitor from Winchester to Sandown would likely utilise train and shuttle bus before

² See http://solentlep.org.uk/uploads/documents/A_Strategy_for_Growth.pdf

boarding the ferry at Southampton and two connecting bus services on the island to reach their destination.

Isle of Wight Council Corporate Plan (2014 – 2017)

Priority 4: Growing the Economy and Tourism

- Creating and safeguarding jobs by supporting business start-ups and growth, securing inward investment and
- improving skills and employability to meet the needs of key employment sectors
- core and potential visitor markets
- and grow the visitor economy
- Championing Cross Solent travel so that it is as secure, accessible and affordable as practicable

Priority 5: Working in partnerships to improve outcomes

- The Council have strong working relationships with the community, voluntary sector, Town and Parish groups in enabling and delivering outcomes for the Island and vulnerable residents
- The support the Council is able to give is effectively co-ordinated and targeted to outcomes that deliver the greatest benefit

Isle of Wight LTP3 (2011 – 2038)

- Objective B - Maintain and improve journey time reliability and predictability for all road users
- Objective C - Protect and enhance the environment and quality of life
- Objective D - Improve road safety and health
- Objective F - Promote travel choice

Island Plan Core Strategy

- Policy SP3: Economy - Economic growth on the Island over the plan period will be focussed upon employment, retail and high quality tourism, with a target of creating around 7,550 new jobs.
- DM18: Sustainable Travel - The council will support proposals that increase travel choice and provide alternative means of travel to the car. Development proposals will be expected to:
- Contribute to meeting the aims and objectives of the Isle of Wight Local Transport Plan.

Public Health outcomes

- Improving the wider determinants of health
- Health Improvement

Table 3: Alignment with LSTF objectives

Element	Intervention	Core Objectives		Secondary Objectives			
		Economic Growth	Carbon Reduction	Community Benefits	Improve Safety	Improve Air Quality	Increase physical activity
Visitor Experiences	Bicycle Island Phase 2	✓✓	✓✓	✓	✓✓	✓✓	✓✓
	Growing the Festival Economy	✓✓	✓	✓✓	✓	✓	✓✓
	Electric vehicle hire scheme	✓✓	✓✓	✓	✓	✓✓	✓
	Drive Les, See More toolkit	✓✓	✓✓	✓	✓✓	✓✓	✓✓
	Travel Ambassadors	✓✓	✓	✓✓	✓	✓	✓✓
	Grant fund	✓✓	✓	✓	✓	✓	✓
Workplace engagement programme	✓	✓✓	✓	✓	✓	✓	

		Core Objectives		Secondary Objectives			
	Workplace bus enhancements	✓✓	✓✓	✓✓	✓	✓✓	✓
	Best practice partnership	✓✓	✓	✓	✓	✓	✓
	Hydrogen vehicles	✓✓	✓✓	✓	✓	✓✓	✓
	Share the Road campaign	✓	✓✓	✓	✓	✓	✓✓
Education	School engagement programme	✓	✓✓	✓	✓	✓✓	✓✓
	Travel Safe campaign	✓	✓✓	✓	✓✓	✓	✓
	Linking the school journey to sport	✓	✓	✓✓	✓	✓	✓✓
	Active journey grant	✓✓	✓	✓	✓	✓	✓✓
	Parent and Teacher Bikeability training	✓	✓	✓	✓	✓	✓✓

Access to Visitor Experiences

Table 4: Summary of barriers and solutions

Barrier	Solution	Code
Island is not perceived as a 'household name' cycling destination	Delivery of 'Bicycle Island' Phase 2 media campaign	1A
Festival attendees don't contribute to the Island economy	Maximise opportunity to expand cycling and walking festivals and associated spend and lifestyle benefits	1B
Lack of awareness amongst visitors of alternatives to the private car	Electric Vehicle hire project will provide a low carbon and innovative way to explore the Island	1C
	Drive Less, See More campaign phase 2, delivered in partnership with businesses and transport operators	1D
Lack of information on ferries about onward sustainable travel options	Travel Ambassadors project will provide direct engagement with ferry customers	1E
Tourism business don't have resources to deliver sustainable transport projects	Grant funding to be made available to tourism businesses to enable them to deliver their own revenue projects which achieve LSTF outcomes	1F

Visitor survey data from 2012³ identified that 73% of visitors to the Island explored by private car, 7% by bus, 8% by walking, and 1% by cycling. The same survey also identified that nearly two thirds of staying visitors originated from London and the south east - demonstrating a real opportunity to increase the numbers visiting the Island car-free.

Figure 1 – Number of visitors to the Isle of Wight (2008-2012)

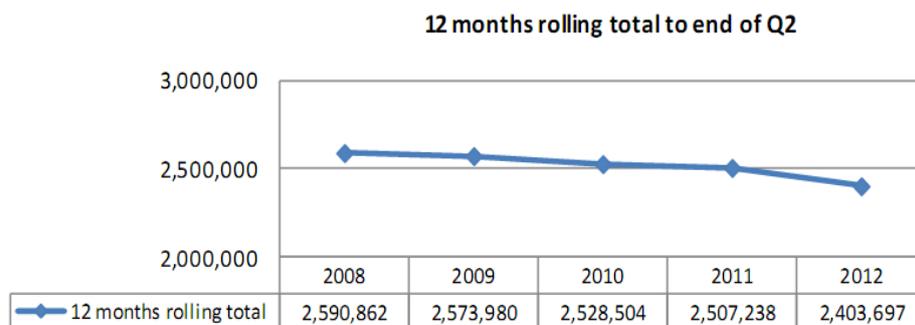


Figure 1 shows how the value of the visitor economy has decreased in recent years. Visit Isle of Wight, the new DMO, is looking to revitalise a lapsed visitor market, which presents an opportunity to re-attract

³ See <http://www.visitisleofwight.co.uk/media-and-trade/isle-of-wight-tourism-research-reports>

car free visitors. The DMO has ambitious plans for tourism growth, seeking to attract an additional 187,000 visitors by 2016. This is reinforced in the emerging Isle of Wight tourism strategy, including relevant objective such as:

- Additional messaging: It's all about the journey.... The ferry crossing has to be seen as an integral part of the holiday experience, not simply a means of travelling here.
- Encourage visitors to leave the car at home, or park up and use other forms of sustainable transport when visiting or travelling around the Isle of Wight

Through a combination of marketing and product development, our visitor focussed projects will reduce the car exploration of the Island by 3 percentage points, removing 99748 private car journeys and saving 204 tonnes of carbon. There are significant cost savings of achieving this, as set out in the Economic Case, and an increased visitor spend in the local economy of £3.8M.

We will use the Anable Model (2005) to help us tailor our Bicycle Island and *Drive Less, See More* campaigns to key target audiences. Malcontented motorists show a moderate to high intention to change, despite high car use. While their car use is similar to Complacent Car Addicts, their motivations and barriers are significantly different. Aspiring Environmentalists offer a 'quick win' for behaviour change, their intention to change is strongest.

Aspiring Environmentalists (~30% of visitors)

Barriers	Motivations
<ul style="list-style-type: none"> • Attached to the practical benefits of car use • Lack of opportunity to use alternatives • Lack of knowledge of where alternatives exist 	<ul style="list-style-type: none"> • Positive aspects of alternative modes (particularly cycling, walking) – fitness, adventure, fun for the children • Reinforce environmental message • Provide good quality information on alternatives • Keep them informed of opportunities available to them

Malcontented Motorists (~18% of visitors)

Barriers	Motivations
<ul style="list-style-type: none"> • Perceived control when driving • Psychological attachment to car • Weak perception about how much their own behaviour can make a difference 	<ul style="list-style-type: none"> • Releases them from the negative aspects of car driving – traffic jams, stress, family arguments • Positive aspects of alternative modes of transport, such as scenery, fresh air, freedom • Moral obligation to protect the environment, but less of a motivator than for other segments

Festival tourism is a significant part of the islands tourism economy with over 20,000 participants in the Islands walking and cycling festivals, many arriving by car. Festival participants are roughly split 50/50 between residents and visitors, and whilst the community benefits are valuable, LSTF will provide an opportunity to market the festivals to potential staying visitors, further increasing the contribution to the local economy.

Through the current LSTF programme, signage of the official Round the Island cycle route is being completed. With over 200 kms of waymarked quiet country lanes and scenic off-road cycling routes, the Isle of Wight an ideal destination for a cycling holiday. However, visitor research suggests that only 1% of visitors currently explore the Island by bike, growing this by 1% will create another 23835 cycle staying visitors. Opportunities to create more positive cycling experiences in a leisure context which translate into healthy habits when visitors return home will be realised through the Phase 2 Bicycle Island marketing campaign. Links to nearby cycling destinations on the mainland e.g. New Forest and South Downs National Parks will be enhanced to develop benefit across neighbouring LSTF programmes with similar markets and objectives.

Access to Employment

Table 5: Summary of Barriers and Solutions

Barrier	Solution	Code
Lack of awareness about alternative modes within the business community	Programme of Business Travel Champions will provide targeted and motivational engagement.	2A
Perception that sustainable transport won't benefit business	Engage in partnerships with European cities to share best practice and drive forward innovation	2C
Buses offer an unreliable service which doesn't connect with my business	Peak hour frequency improvements to bus route 39 linking business and retail parks with transport hubs	2B
Perception that cyclists just get in the way	Delivery of 'Share the Road' campaign	2E
Business need additional resources to deliver their own project which achieve LSTF outcomes	Establish small grants fund for businesses to apply to for funding to deliver their own tailored marketing	2F
Business pool vehicles are uncoordinated and costly	Participate in innovative hydrogen fuelled vehicle project	2D

Although the Isle of Wight is part of the south east region, the Island does not benefit from the same prosperity of our neighbours. In 2010 the GVA per Island employee stood at £29,000 compared to £39,000 for the South East region and £37,000 for the UK.

Unemployment on the Island is also higher than both the regional and national averages. In January 2012 the Island had a JSA unemployment rate of 4.7% compared to 2.7% in the south east and 4.0% nationally. Unemployment on the Island falls during the summer months illustrating the Islands reliance on seasonal employment (i.e. August 2011 – Isle of Wight 3.4%. SE 2.6%, GB 3.9%).

Our approach will be to directly target the Islands 18 largest employers, which employ 10742 of the Islands 30000 employees (excluding tourism employment). The programme will seek to achieve a 6 percentage point reduction in the private car commuting, converting single occupancy car journeys to cycling, walking, car sharing and bus. This will achieve a carbon saving of 585 tonnes over the funding period and provide a sustainable legacy for the future.

Many employees are mainly based in the Medina Valley and Newport, which is the hub of the Islands road network, and is identified in LTP3 as one of the Islands congestion hot spot – 80% of private car journeys entering Newport are single occupancy. At Newport, traffic seeks to both cross the Island and gain access to the town, creating impacts on congestion and air quality; higher levels of pollution have been identified in this area.

Engagement with businesses has identified where transport is a particular barrier to growth and where cost savings can be made. A number of large businesses are leasing additional car parking spaces for employees, a cost which could be saved through replacing car journeys with alternative modes. Other employers are funding separate minibuses between their sites and the ferry ports, costs which can be saved by collaborating with others to deliver these journeys more effectively. Our projects in this element directly respond to these concerns.

The 2011 census (table 6) shows the main modes of travelling to work by the employed population of the Isle of Wight. It shows that the island is significantly ahead in working from home and walking, but car use is in line with the national average. With existing infrastructure there is scope to significantly increase use of buses and bikes as a method of getting to work.

Table 6 – Main mode of travel for the employed population of the Isle of Wight and England & Wales

Main mode of travel to work (2011 census)	Isle of Wight (% of employed population)	England & Wales (% of employed population)	Notes
Work from home	12.29	10.2	Above average
Light rail	0.17	3.7	Lack of options on island
Train	1.35	5.0	Limited rail service operates on island
Bus	4.21	7.1	Below average
Taxi	0.17	0.5	Below average
Motorcycle	1.68	0.8	Above average
Car	54.55	54.4	Broadly average
Car passenger	4.55	5	Broadly average
Bike	3.03	2.8	Broadly average
Walk	15.99	9.8	Significantly above average
Other	2.02	0.5	One of the highest in the country, probably due to use of ferries.

Access to Education

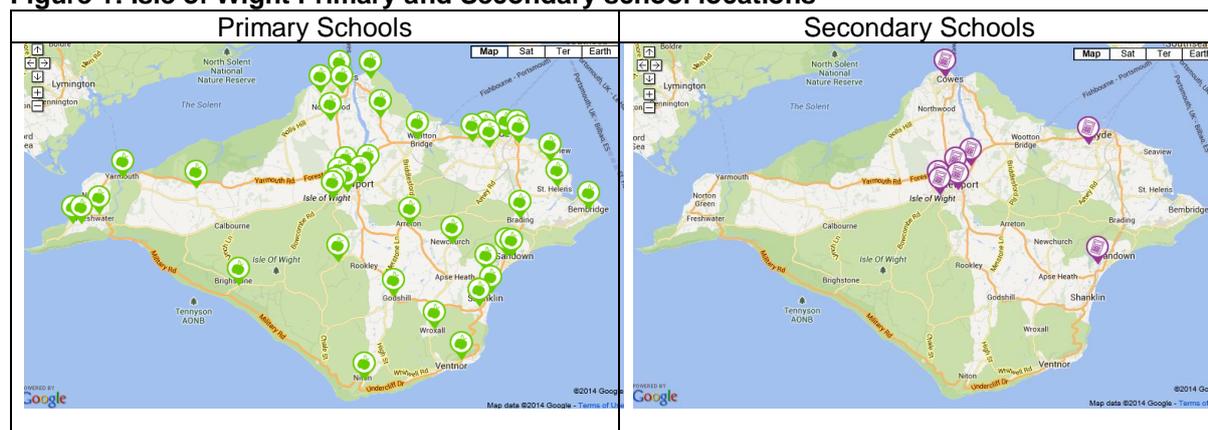
Table 7: Summary of Barriers and solutions

Barrier	Solution	Code
Increasing inactivity and obesity levels in young people	Programme of school engagement to deliver active home to school journeys	3A
Lack of resource within schools to influence home to school journeys	LSTF programme funds a team of School Travel Champions to delivery results	3A
Road safety perceptions influence number of active journeys	Schools can apply for LSTF small grants to deliver their own innovative revenue projects Delivery Travelsafe campaign	3D 3B
Active travel for school journeys isn't practical	Parent and Teacher Bikeability training to complement child Bikeability training (funded separately).	3E
One year isn't long enough to make a difference	Deliver increase in cycling and walking through community partnerships	3C
	School engagement programme identifies a network of education and volunteer champions to continue the programme	3A

It is the vision of IoW Council that every child should be able to travel to school in a healthy, sustainable and safe way. Our programme will directly engage each of the Islands 49 schools to provide a travel choice and for the Islands 16827 students. We estimate that of these, 947 will change their primary mode of home to school travel during 15/16 as a result of LSTF interventions.

In 2011, the Isle of Wight moved from a three tier school system to a two tier school system. One of the advantages of this approach is that schools are now grouped in 'clusters', which enables them to work closely together for the benefit of all children. The cluster approach presents opportunities for the delivery of the LSTF programme; schools are now networked efficiently and can share best practice and information quickly and effectively.

Figure 1: Isle of Wight Primary and Secondary school locations



To research our target market for this element of the programme we have used a recent ‘all schools’ survey, analysed School Census and National Travel Survey data, and the current network of School Travel Plans on the Island.

Demand for schools for active home to school journeys is compelling. Less than 30% of Island school children are current achieving 3 x 30 minutes of physical activity each week, 25% state ‘time’ as a barrier to achieving more physical activity, and over 60% state that weekday mornings and / or afternoons would be their preferred time to undertake more physical activity. This links well with the travel to school window and illustrates the latent demand for school engagement measures which will be delivered through this programme.

Currently 54% of trips to and from school by primary school children (aged 5-10) are made on foot and 38% by car. Among secondary school children (aged 11-16) in 2012, 36% of school trips were on foot and 26% were by car, compared with 42% and 20% respectively in 1995/97. For secondary school children, the proportion of trips by bus (including school bus/coaches) was 29% in 2012 and 2% were by bicycle. The programme will seek to reverse these trends, inspiring use of alternative sustainable modes where appropriate, and through reduction car trips.

Road safety continues to be a priority for the Isle of Wight. The Island all severity casualty rate per 100,000 population for cyclists over the last three years is 31.8 in 2011, 28.18 in 2012 and 21.67 in 2013. The national all severity casualty rate for 2012 was 29.24. Increasing the confidence of parents in their child’s road safety skills has the potential to improve parent-child relationships regarding travel choices. A systematic review of attitudes towards cycling found that despite children expressing responsible attitudes towards transport choices, ‘parental responses emphasised children’s safety at the expense of developing their independence’. Further, there is consistent evidence to show motorists are less likely to collide with pedestrians and cyclists if more people walk or cycle. Our projects to deliver Travelsafe marketing, and Bikeability training to 500 adults (parents and teachers) during 15/16 will help to address these issues.

Table 8 – Measuring the success of the Programme

Bid Element	Outcome
Visitor Experiences	More visitors and residents will make local transport journeys around the Isle of Wight by sustainable modes instead of car. We recognise that car journeys will still take place, but there will be more choice and encouragement of sustainable modes of travel.
	Growth in visitor numbers, new first time visitors more likely to be travelling car-free
	A truly integrated sustainable transport experience for visitors will be completed allowing simple interchanges between train, ferry, bus, electric vehicle and cycle hire
	Positive leisure experiences created on the Isle of Wight which lead to new healthy hobbies and habits when visitors return home.
Employment	A fitter healthier workforce delivering increase productivity and lower levels of absenteeism.
	Cost savings generated for employers through more efficient transport networks and lower direct costs associated with transport

Bid Element	Outcome
	Reduced congestion and improved air quality in the locality
	Increased access to workplaces through a wider choice of travel options for local people, employees and visitors
	Growth in low carbon and innovation employment sectors
Education	Environmental and social improvements in and around schools
	Improved levels of health and fitness amongst young people and their families
	Safer home to school journeys, delivered through focussed marketing campaigns which achieve results
	Introduction of healthy travel habits which last a lifetime
	Enhanced educational outcomes through more motivated students.

Assessment of the consequences of the proposed project not being delivered:

- The Isle of Wight will not reach its potential as a sustainable tourism destination. Car will continue to be the dominant mode for Island exploration.
- Economic growth within the visitor economy will not be realised.
- Access to employment sites by private car will remain high, leading to increasing congestion and air quality issues.
- Number of car journeys to school will increase in line with the national trend.
- Obesity levels amongst young people will continue to increase in line with national projections.

B3. The Economic Case – Value for Money

To estimate value for money, we have assessed four areas of economic growth and money saving. These areas are; decongestion, value of reduced carbon dioxide (CO₂) emissions, value of improved health through physical activity, and contribution to the visitor economy.

Based on our calculations, as set out in **Appendix D**, the headline impacts of the package of measures includes:

- £3,837,274 additional contribution to the visitor economy
- £707,383 in local economic benefit realised by the end of 15/16
- 872 tonnes of CO₂ emissions saved
- 583 additional resident cyclists per day and 23835 cycling experiences delivered to visitors
- 2.4M fewer car trips in 15/16
- 231 additional FTE jobs created, primarily in the tourism industry

To make this assessment we have used the Local Authority Basic Carbon Tool, the World Health Organisation's Health Economic Assessment Tool (HEAT) and decongestion benefits using standard methods recommended by DfT.

Table 9: Summary of non-monetary benefits across the programme

Element	Factor	Metric
Education	Expected decrease in number of annual car trips	166,421
	Expected decrease in number of annual car km's	682,121
	Reduced CO ₂ emissions (t)	100
	Additional cyclists	339
	Additional FTE jobs	8
Employment	Expected decrease in number of annual car journeys	238,473
	Expected decrease in number of annual car km's	3,434,011
	Reduced CO ₂ emissions (t)	540

	Additional cyclists	224
	Additional FTE jobs	10
Visitor Experiences	Expected decrease in number of annual car journeys	77,900
	Expected decrease in number of annual car km's	1,635,900
	Reduced CO2 emissions (t)	232
	Additional cycling visitors	23,865
	Additional FTE jobs	184
Total expected decrease in annual car journeys		452,794
Total expected decrease in annual car km travelled		5,752,032
Total reduced CO2 emissions (t)		872
Total new FTE jobs		202

Table 10: Summary of estimated monetary benefits

Element	Factor	At end of 15/16 (£)
Education	Decongestion	40,927
	Value of reduced CO2 emissions	2900
	Improved physical health	195,942
Employment	Decongestion	206,040
	Value of reduced CO2 emissions	15660
	Improved physical health	141,032
Visitor Experiences	Decongestion	98154
	Value of reduced CO2 emissions	6728
	Visitor Economy benefit	3,837,274
Total		£4,544,657 (BCR 4.5:1)

Table 11: HEAT model Outputs

		Current Situation	As a result of the proposed programme	Current Situation	As a result of the proposed programme
	Measure	Cycling		Walking	
Education*	Average distance cycled / walked per person per year	800km	800km	666km	666km
	Reduction in the risk of mortality	16%	16%	28%	28%
	Total number of individuals regularly doing this amount of cycling / walking	166	505	8374	8874
	Additional cyclists / walkers	N/A	339	N/A	500
Employment	Average distance cycled / walked per person per year	3130km	3130km	666km	666km
	Reduction in the risk of mortality	49%	49%	28%	28%
	Total number of individuals regularly doing this amount of cycling / walking	325	569	1708	1932
	Additional cyclists / walkers	N/A	244	N/A	224
Visitor Experiences	Average distance cycled / walked per person per year	28km	28km	N/A element focusses on cycling	
	Reduction in the risk of mortality	1%	1%		
	Total number of individuals regularly doing this amount of cycling / walking	23835	47670		
	Additional cyclists / walking	N/A	23835		

* HEAT caveats that information on the relative risk in younger populations is insufficient for inclusion, as such HEAT model outputs for education journeys are indicative only.

Key Assumptions

- The average home to school journey by car is 4.1km⁴
- The average home to work journey is 14.4km⁵
- The price per tonne of Co2 emissions is valued at £29⁶
- The cost of congestion is estimated to be 6p per km⁷
- Domestic staying visitors will spend an average of £161.18 per trip⁸
- There are 195 days in a school year⁹
- There are 222 days in a working years¹⁰
- Car occupancy for visitor trips is 2 persons per car¹¹

For scheme pro-forma, risks and uncertainties, and other data, please see numerical inputs and outputs at **Appendix D**

B4. The Financial Case – Project Costs

Please complete the following tables. **Figures should be entered in £000s** (i.e. £10,000 = 10).

Table A: Funding profile (Nominal terms)

£000s	2015-16	2016-17	2017-18	2018 - 19	2019 - 20	2020 - 21	Total
DfT funding sought	£990						£990
Local Authority contribution¹²	£160	101	102	103	104	105	£675
Third Party contribution including LGF¹³	£165	150	150	150	150	150	£915
TOTAL	£1315						£2580

B5. Management Case - Delivery

See Gantt chart at **Appendix A**

Table 12: Output milestones

Date from	Activities
Qtr 3 and 4 14/15	Programme Management team in place, procurement of 15/16 projects to be delivered by third parties, engagement with LEP to secure funding for complementary capital schemes, grant funds open for applications
Qtr 1 15/16	Delivery of marketing programmes commences, launch of key initiatives such as Business Engagement and School engagement programmes, Hydrogen car club, electric bus, and electric vehicle hire
Qtr 2 15/16	Monitoring and evaluation programme commences,
Qtr 3 15/16	Adult Bikeability programme commences, Travelsafe campaign delivered, grant funded projects commence delivery
Qtr 4 15/16	Monitoring and evaluation complete,

⁴ See https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/243957/nts2012-01.pdf

⁵ See https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/243957/nts2012-01.pdf

⁶ See https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/48184/3136-guide-carbon-valuation-methodology.pdf

⁷ See https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/4428/chap21.pdf

⁸ See <http://www.visitisleofwight.co.uk/media-and-trade/isle-of-wight-tourism-research-reports>

⁹ See <http://www.iwight.com/azservices/documents/1842-School-Term-Dates-2015-16.pdf>

¹⁰ See <http://www.timeanddate.com/date/workdays.html>

¹¹ See https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/243957/nts2012-01.pdf

¹² Combination of contribution from s106 funding and PFI contract with Island Roads

¹³ Figures are an indicative estimate. We predict continued investment from stakeholders e.g. transport operators. LGF contribution is subject to confirmation of LGF allocations.

16/17	LSTF funded revenue programme ends, self-sufficient elements continue.
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B6. Management Case – Statutory Powers and Consents

N/A

B7. Management Case – Governance

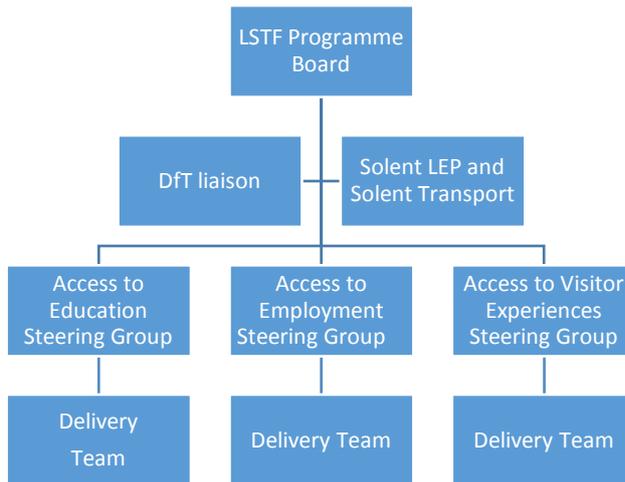
Governance and implementation will be as follows:-

Element	Lead Partner
Programme Management	Isle of Wight Council
Access to Visitor Experiences	Visit Isle of Wight (Destination Management Organisation)
Access to Employment	Isle of Wight Chamber of Commerce
Access to Education	Isle of Wight Sport and Physical Activity Alliance (SPAA), made up of IoW Council, Public Health and Education sector

Isle of Wight Council will facilitate and chair a high level Programme Board to include representatives from the Chamber of Commerce (Employment), SPAA (Education) and Visit Isle of Wight (Visitor Experiences).

The main role of the Programme Board will be to agree key decisions for the programme, and to receive and monitor information relating to delivery, outcomes, and finance.

Figure 2: Governance Organogram



B8. Management Case - Risk Management

The risk register in **Appendix C** summarises the key risks to delivery of this project and indicates planned measures for managing these risks. A full risk register covering the specific risks to each component of the project will be prepared once funding is secured.

B9. Management Case - Stakeholder Management

Table 13: Main stakeholders, their influence and how we will communicate with them.

Key stakeholders	Influence and interests	Communication mechanism
Solent LEP	Delivering economic growth	Updates to LEP Board
Isle of Wight Council Members	Key role in programme Governance	Formal committee reports and informal briefings as appropriate
Business Community	Support is critical to the success of the programme	Updates via the Chamber of Commerce
Parish councils	Local leadership role. Mechanism for communicating with local residents at a grassroots level.	Presentations to meetings as appropriate
Transport operators	Key delivery body	Regular meetings and updates
Schools	Key partner	Regular engagement through School Travel Champions
CycleWight	Representative body for cyclists	Inputs via the cycling forum
Tourism businesses	Key to promoting the scheme to visitors upon arrival and promoting the sustainable travel to the destination.	Engagement through Visit Isle of Wight

a) Can the scheme be considered as controversial in any way?

Yes No

b) Have there been any external campaigns either supporting or opposing the scheme?

Yes No

B10. The Commercial Case

Table 14: Procurement Strategy by scheme, and viability beyond 15/16

Element	Code	Project	Procurement Strategy for 15/16	Viability beyond 15/16
Visitor Experiences	1A	Bicycle Island Phase 2	Extension of existing relationships with existing media suppliers	Achieves return on investment target and becomes embedded within DMO annual marketing programme
	1B	Growing the Festival Economy	Delivered through IoW Council / DMO	Festivals will be commercially viable from a combination of ticket sales and corporate sponsorship
	1C	Electric vehicle hire scheme	Market engagement to commence immediately following successful bid announcement	Commercially viable from sales and sponsorship, as per New Forest model.
	1D	Drive Les, See More toolkit	Extension of existing relationships with media suppliers	Embed within DMO Business Plan
	1E	Travel Ambassadors	Project design to commence Q3 15/16. Recruitment of Ambassadors in Q4 15/16	Funded through commissions and sponsorship
	1F	Grant fund	Extension of existing arrangement with Isle of Wight Community Action	Grant fund ends. Grant funding beneficiaries continue to deliver and grow projects.
	1G	Travel coordinator	Extension of current	N/A
Employment	2A	Workplace engagement programme	Market engagement to commence immediately following successful bid announcement	Contributions from participating and new businesses
	2B	Workplace bus enhancements	Southern Vectis is named pass through partner	Revenue from passenger journeys, ongoing leasing costs become part of Southern Vectis annual fleet renewal.
	2C	Best practice partnership	Costs are below procurement threshold	N/A
	2D	Hydrogen vehicle project	ITM Power is named pass through partner	Commercially viable

Element	Code	Project	Procurement Strategy for 15/16	Viability beyond 15/16
	2E	Share the Road campaign	N/A cost for marketing collaterals only	Year 2 costs are minimal
	2F	Grant fund	Extension of existing arrangement with Isle of Wight Community Action	Grant fund ends. Grant funding beneficiaries continue to deliver and grow projects.
Education	3A	School engagement programme	Market engagement process immediately following successful bid announcement.	Contribution from participating schools and / or sponsorship
	3B	Travel Safe campaign	Extension of existing relationship with the IoW Community Rail Partnership	Funded through CRP core funding and/or sponsorship
	3C	Community Activators	IoW Council is accountable body for the SPAA	Project is absorbed within annual SPAA work programme
	3D	Active journey grant	Extension of existing arrangement with Isle of Wight Community Action	Grant fund ends. Grant funding beneficiaries continue to deliver and grow projects.
	3E	Adult Bikeability	Extension of arrangement with existing provider	Combination of sponsorship and charging for training
Programme Management	4A	Programme Manager FTE	Extension of existing	Post ends

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

This scale of revenue investment in sustainable transport is rare and therefore project evaluation is vital in order to establish which interventions generate the most successful outcomes. Our approach will be to build on the monitoring and evaluation strategy adopted for the current LSTF programme. **Appendix B** provides an outline framework of the proposed approach to monitoring this project.

There are also benefits from collaborating with other LSTF bids covering similar geography and/or target markets. This will provide a wider catchment for analysis and therefore a much more accurate picture of the outcomes of successful interventions and projects. Potential collaborate monitoring partnerships have already been identified with the Lake District and New Forest National Parks, and with the Transport for South Hampshire Isle of Wight (TfSHIoW) LSTF programme.

SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for [*scheme name*] I hereby submit this request for approval to DfT on behalf of [*name of authority*] and confirm that I have the necessary authority to do so.

I confirm that [*name of authority*] will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Bill Murphy

Signed:

Position: Head of Planning



D2. Section 151 Officer Declaration

As Section 151 Officer for [*name of authority*]* I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that [*name of authority*]

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;

- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2015/16;
- confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name:

Stuart R Fraser

Signed:



**This is only required from the lead authority in joint bids*

