

Transforming Travel: Continuing Our Journey to Sustainability and Growth

Application to the Sustainable Travel Transition Year Revenue Competition 16/17

Isle of Wight Council

March 2016



Applicant Information

Local transport authority name: Isle of Wight Council

Bid Manager Name and position: Wendy Perera, Head of Planning and Housing

Contact telephone number: 01983 821000

Email address: wendy.perera@iow.gov.uk

Postal Address:

Planning & Housing Services
Isle of Wight Council
Seaclose Offices
Fairlee Road
Newport
Isle of Wight
PO30 2QS

Website address for published bid:

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

SECTION A - Project description and funding profile

A1: Project name: Transforming Travel: Continuing Our Journey to Sustainability and Growth

A2: Headline description:

We will deliver an ambitious programme of travel behaviour change through proven partnerships with the education, business and tourism sectors, securing 55 FTE jobs, saving 1530 tonnes of CO2, removing 11M private car kms, and generating a net increase of 478,037 walking and 324,934 cycling trips.

Our objectives are:

- Work with tourism businesses to grow the value of the visitor economy, and embed active travel into visitor experiences;
- Normalise walking and cycling to work and transform access to employment opportunities for jobseekers;
- Improve the health and wellbeing of young people and their families through sustainable access to education.

A3: Total package cost (£m): £0.661

A4: Total DfT revenue funding contribution sought (£m): £0.450

A5: Local contribution (£m): £0.211

Table 1: Summary of package costs

Theme		Scheme	DfT Funding Contribution	Match Funding Contribution	Match Funding Source
Access to Visitor Experiences	1A	Tourism Business Engagement Programme	£40000	£10000	Visit Isle of Wight
	1B	Travel Ambassador Apprenticeship Programme	£40000	£10000	Visit Isle of Wight
	1C	Destination Walking and Cycling	£45000	£10000 £15000	Isle of Wight Council Visit Isle of Wight
Access to Employment	2A	Workplace Engagement Programme	£40000	£0	
	2B	SMART Cycling corridor	£30000	£0	
	2C	Cycle Hubs	£30000	£0	
	2D	Sustainable Transport Broker Programme	£105,000	£0	
Access to Education	3A	School Engagement Programme	£40000	£105,000 £10000	Isle of Wight Council Sustrans
	3B	Access to Education Grants	£30000	£30000	100% match funding from successful grant applicants
	3C	Isle Be Active	£10000	£10000 £11000	Sport England Isle of Wight Council Public Health
Programme Management and Administration			£40000		
Totals			£450,000	£211,000	£661,000

Note:

- DfT funding secured competitively to deliver Car Club and electric bike hire schemes (via Carplus) on the Isle of Wight is not included as match funding, as per the Guidance.
- Match funding from external partners is confirmed in letters of support in **Annex 2E**

A6: Equality Analysis

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

Yes No

A7: Partnership bodies: Table 2: Isle of Wight Transition Fund Partnership Bodies

Partnership Body	Organisation Type	Transition Fund Role and Responsibility
Isle of Wight Council – various departments including Economic Development, Public Health, Planning, Sport and Physical activity	Public Sector	Accountable body & Project Lead for projects 3A, 3B Joint Lead for 1C
Visit Isle of Wight	Private Sector	Project lead for project 1A, 1B Joint project lead for project 1C
IoW Chamber of Commerce	Private Sector	Project Lead for project 2A
Jobcentre Plus	Public Sector	Project partner for project 2D
Shaw Trust	Third Sector	Project partner for project 2D
Sustrans	Third Sector	Project partner for project 3A
Isle of Wight College	Public Sector	Project partner for project 2A

SECTION B – The Business Case

B1. The Strategic Case

Introduction

The Isle of Wight is situated off the south coast of England and is separated from the mainland by the Solent; it is the only island local transport authority in England. The Island is home to over 138000 residents and welcomes over 2.3M visitors each year. Covering an area of nearly 150 sq. miles, the Islands transport network includes over 800km of public roads and cycle tracks, and 827km of public rights of way.

Vision:

The Island's vision is to be a world renowned sustainable-Island with a thriving economy and a real sense of pride; where residents and visitors enjoy healthy lives, feel safe and are treated with respect. Our goal is a sustainable economy, we want people to have better access to qualifications and skills and higher aspirations. We need to encourage private sector business and enterprise and provide a climate for innovation and growth so that the wealth created on the Island can be reinvested back into our communities.

Isle of Wight Council, Economic Development Plan, 2008 to 2020

Our programme builds on past success and presents a compelling case for continued sustainable transport investment on the Island in 16/17, as well as setting out a pathway to the Access Fund. Our diverse and ambitious programme includes:

- Defining the Isle of Wight as the premier destination for walking and cycling experiences; inspiring our visitors to build active travel into everyday journeys;
- Providing sustainable transport access, support and training for the Islands 7700 out of work benefit claimants;
- Improving skills within the tourism sector through the delivery of 250 Travel Ambassador Apprenticeships to 16-18 year olds in higher education;
- Continued engagement with the Islands 49 schools to change the travel behaviour of over 16000 young people and empowering schools to deliver their own sustainable transport projects.

Figure 1: Towards the Access Fund: Sustainable Transport on the Isle of Wight 2012-2020



The Isle of Wight is realising the benefits of previous and current LSTF investment, and although end of 15/16 programme metrics are yet to be concluded, successes include:

- An award winning team of Travel Ambassadors, inspiring residents and visitors to explore the Island using sustainable modes. Our Travel Ambassadors have achieved 22600 1:1 meaningful engagements with visitors to date and reached over 1.2M visitors indirectly.
- Converting 520 car commuters to bus commuters during an intensive programme of workplace travel interventions in February 2016; removing 65400 car kms from the Islands highway network and saving 9.3 tonnes of CO₂
- A comprehensive school engagement which has reached 15340 of the Islands 16400 young people in full time education in just one year.
- Positioning the Island as a sustainable transport exemplar, enabling it to realise additional complimentary funding to establish a 10 vehicle car club and 25 unit electric bike hire scheme.

Measures which support cycling and walking are at the heart of our 16/17 proposal, in line with Isle of Wight Councils aspiration to increase and normalise cycling on the Island. Each of our ten projects includes a strong cycling and/or walking component, generating a predicted net gain in active travel of 478,037 walking and 324,934 cycling trips delivered by the end of the implementation period. This is additional to cycling and walking increases evidenced through the current programme, which include a doubling of visitors citing cycling as their main transport mode for exploring the Island. Isle of Wight Council acknowledges the publication of the *Cycling and Walking Investment Strategy* and welcomes its commitment to double cycling stages by 2025 and increase walking. Isle of Wight Council looks forward to working with national and local stakeholders to play its role in supporting delivery of the Strategy.

All Transition Fund programme delivery 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 delivering health outcomes. The programme will also improve road safety, promote equal opportunity, improve accessibility, improve the quality of life and support the natural environment.

Our programme will expand, diversify and benefit from projects which have been delivered using LSTF funding to date, **we are able to mobilise quickly to commence programme delivery in May 2016, utilising established, experienced human resources and channels to market, along with adopted governance structures.** Our core LSTF delivery themes of Access to Visitor Experiences, Access to Employment and Access to Education are retained for 16/17.

Table 3: Scheme Alignment with Transition Fund Objectives

Theme	Scheme		Primary Objectives		Additional Objectives	
			Economic Growth	Carbon Reduction	Wider social and economic objectives	Increased levels of physical activity through walking and cycling
Access to Visitor Experiences	Tourism Business Engagement Programme	1A	✓✓	✓✓	✓	✓✓
	Travel Ambassador Apprenticeship scheme	1B	✓	✓✓	✓✓	✓
	Destination Walking and Cycling	1C	✓✓	✓✓	✓✓	✓✓
Access to Employment	Workplace Engagement Programme	2A	✓✓	✓✓	✓	✓✓
	Newport / Cowes SMART cycling corridor	2B	✓	✓✓	✓✓	✓✓
	Cycle hubs	2C	✓✓	✓✓	✓	✓✓
	Sustainable Transport Broker Programme	2D	✓	✓	✓✓	✓✓
Access to Education	School Engagement Programme	3A		✓✓	✓✓	✓✓
	Access to Education Grants Fund	3B	✓	✓✓	✓✓	✓✓
	Isle Be Active	3C	✓	✓✓	✓✓	✓✓

Access to Visitor Experiences

Objective: Work with tourism businesses to grow the value of the visitor economy, and embed active travel into visitor experiences

Table 4: Access to Visitor Experiences Theme Barriers and Solutions

Barrier	Solution
Island is not yet perceived as the 'go to' cycling and walking destination	Our Destination Walking & Cycling project will deliver product development and marketing which positions the IoW as the place to experience active travel behaviors for life.
Majority of sustainable transport messaging is aimed directly at visitors	Continue direct messaging but do more to engage with and through tourism business owners and employees in the sector.
Tourism businesses generate significant volumes of car trips and CO2 emissions.	Encourage tourism business owners to become more aware of alternatives to the car.
High demand for tourism and travel skills, particularly among young people.	Travel Ambassadors Apprenticeships will be delivered to 250 young people in partnership with Isle of Wight College
Visitors lack the skills and confidence to embrace new sustainable transport options such as e-bikes, e-cars and car club cars.	Travel Ambassadors and transport operators are on hand to provide all the necessary advice and support.

In 2015, the Isle of Wight welcomed approximately 2.3m visitors, contributing over £263m to the local economy and generating over 10M transport trips. 2015 represented the first annual increase in visitor volumes since 2011. Research undertaken by Tourism South East¹ shows that first time visitors have increased by 11% during 2015, along with longer holidays (+6%) and short breaks (+5%). This illustrates the effectiveness of the new Destination Management Organisation, Visit Isle of Wight, in increasing the volume of visitors from higher spending sectors. This

¹ https://visitwightpro.files.wordpress.com/2016/02/island-tourism-monitor_calendar-year-2015-results.pdf

approach will continue as funding for destination management moves towards a Destination Business Improvement Model (DBID) during 16/17. During this transition phase visitor volumes are expected to be maintained at current levels whilst visitor spend is projected to increase by 3% during 2016². Tourism related volume and value are vital to the Islands economy; currently 28.8% of all employment on the Island is in the tourism sector, a total of over 17000 jobs, over 42% of which are seasonal.

Previous and current LSTF investment in the Islands visitor economy is delivering encouraging results; private car trips made by visitors have decreased by five percentage points during 15/16, removing 155k trips from the highway network and saving 317 tonnes of CO₂. However, seasonal congestion remains an issue and there are many opportunities to further increase the numbers visiting and exploring the Island car-free.

The 15/16 LSTF programme also facilitated to creation of a team of Travel Ambassadors, hosted by Visit Isle of Wight. The role of the Travel Ambassadors has been primary to engage directly with visitors to and on the Isle of Wight to encourage car free exploration. Between May 15 and March 16 the Travel Ambassadors achieved over 2250 direct 1:1 engagement and over 300,000 indirect engagements with visitors, contributing to a 1.5% reduction in visitor private car trips, a 1% increase in cycling trips and a 3% increase in visitor bus trips. The initiative has been well received, generating significant national press and a Gold award in the Tourism South East Visitor Information provider of the year category. One of the team was also shortlisted to the final 11 in the VisitEngland Tourism Superstar awards. Commercial activity initiated during 15/16 will maintain a core team of Travel Ambassadors without further public sector intervention.

Car-free engagement activity to date has focused on direct interaction with visitors, and much of this activity is now embedded as 'business as usual' within destination marketing, reducing the requirement for ongoing public sector support. For 16/17 the focus of our visitor sector interventions will shift from consumer to industry, providing skills and accessibility improvements for business and employees so that they are better placed to champion sustainable transport to their 2.4M customers. We will deploy Travel Ambassadors to deliver a **Tourism Business Engagement Programme** to 500 accommodation providers on the Isle of Wight, targeting business owners and employees and providing them with the collaterals and training that they need. This approach is in line with Visit Isle of Wight's Destination Management Plan³ Objective around encouraging innovation and industry investment.

In January 2016, The Coastal Tourism Academy published its *Employee Engagement in Coastal Tourism SMEs* report⁴. Among the findings identified was that a 'lack of qualified or experienced staff' was cited by tourism businesses as the second biggest recruitment challenge (after costs). In order to develop skills within the tourism sector, we will work Isle of Wight College and Jobcentre Plus to develop and deliver a structured **Travel Ambassador Apprenticeship Programme**, providing valuable new skills to aspiring tourism sector job market entrants. We will deliver a two week structured training programme to 250 students and jobseekers between May and April 2017; the programme will include work experience, self-learn modules, research and journey planning.

We will also establish **Destination Walking and Cycling**, a project which will position the Isle of Wight as the 'go to' UK visitor destination for walking and cycling experiences; the Island is well placed to deliver this ambition. Currently 233k (9%) of our 2.5M visitors cite walking as their main mode for Island exploration, this compares with 51k (2%) for cycling, and 63% using a private car as driver or passenger. Destination Walking and Cycling will include a package of consumer facing initiatives which put walking and cycling at the heart of the visitor experience including an expanded series of walking⁵ and cycling⁶ festivals, routes and digital information which facilitate the sustainable exploration of the Area of Outstanding Natural Beauty (AONB). We wish to build on evidence which suggests that recreational sustainable transport experiences undertaken on holiday lead to increased propensity to build sustainable transport into everyday utility journeys when back home. Evidence to support this has been identified through the Cycling England *Finding New Solutions*⁷ programme, which set out to identify to what extent a positive leisure cycling experience, accompanied by follow-up support and interventions, lead to more habitual cycling. The programme identified that 38% of non-cyclists being introduced to cycling through a leisure experience reported a sustained increase in their cycling in follow up surveys, defining them as regular or occasional cyclists.

² <https://isleofwightbiddotcom.files.wordpress.com/2016/03/viowbid-our-vision-23mar-v-2.pdf>

³ <https://www.iwight.com/Meetings/committees/Economy%20and%20Tourism%20EAC/19-6-14/PAPER%20B%20-%20APPENDIX.pdf>

⁴ <http://www.people1st.co.uk/getattachment/Research-policy/Research-reports/Monthly-insights-reports/Insights-report-March-15-Seasonal-workers.pdf.aspx>

⁵ <http://www.isleofwightwalkingfestival.co.uk/>

⁶ <http://www.sunseaandcycling.com/>

⁷ www.visitengland.org/Images/3%20Finding%20New%20Solutions%20Leisure%20Cycling%20Programme%20-%20Summary%20Report_tcm30-33248.pdf

Access to Employment

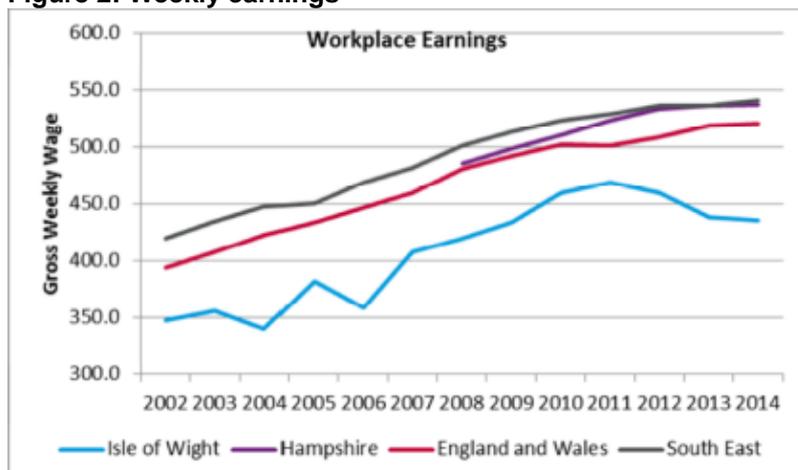
Objective: Normalise walking and cycling to work and transform access to employment opportunities for jobseekers.

Table 5: Access to Employment Barriers and Solutions

Barrier	Solution
Jobseeker discounted travel is currently only available on the Islands rail network.	Develop a simple multi-modal discount arrangement to improve jobseeker access to interviews, training and employment
Jobseekers lack information and confidence around transport options	Ensure that appropriate training and confidence building sessions are available to jobseekers through the Sustainable Transport Broker Programme
Vehicle congestion on approaches to Newport is a barrier to growth	Inspire additional use of the Cowes – Newport traffic free cycle route using SMART technology.
Majority of employees on the Island were not targeted by sustainable transport messages during 15/16.	Workplace Engagement Programme expands to target over 21000 employees on the Island during 16/17. NB: The Programme intentionally targeted the largest 20 employers.
Vehicle access to the high-speed ferry terminal in Cowes causes local congestion impacting on journey time reliability	Establish Cycle Hubs in Cowes (and Newport) to create capacity to store, maintain and provide access to bicycles.

The Isle of Wight has an economy which performs below the average for wider Solent LEP and South East areas as a whole. Whilst overall productivity, measured as GVA per head, has been growing relative to national and regional trends on the Isle of Wight, this is from a much lower base. Productivity on the Isle of Wight (GVA per head of £15,300) is notably below wider benchmarks (South East – £25,800, Hampshire and IOW – £24,200 and England - £24,000). According to the Annual Survey of Hours and Earnings, median resident earnings on the Island are £459 gross per week. This is significantly lower than the equivalent figure for England (£521) and the South East (£567). While wages in Hampshire (excluding the IOW), the South East and England have continued to rise since 2002, earnings on the Island have declined since 2011.

Figure 2: Weekly earnings



90.2% of economically active Island residents are employed in jobs which are based on the Island. Only 5% of jobs on the Island are taken up by non-residents, indicating a residence based self-containment level of 95%. 86% of the population live in rural areas or larger market towns⁸ and the Island meets the Rural-80 definition under the LA Classification (DEFRA 2005); the highest category of rural isolation.

The Island also has a comparatively low level of its population educated to degree level or more, with only around 30% of 16-64 year olds residents educated to at least NVQ level 4. In comparison, the Solent LEP

figure is 34%, the South East 38% and England 35%.

Planning, Economic and Transport policies are seeking to facilitate solutions to these issues. Isle of Wight Councils Economic Strategy sets out a framework to achieve a sustainable economy, where people have better access to qualifications and skills and higher aspirations. This is mirrored by the Isle of Wight Council Core Strategy⁹, which includes objectives to support the local economy and increase the range of higher skilled jobs available locally, and the Local Transport Plan, which includes policies to promote travel choice.

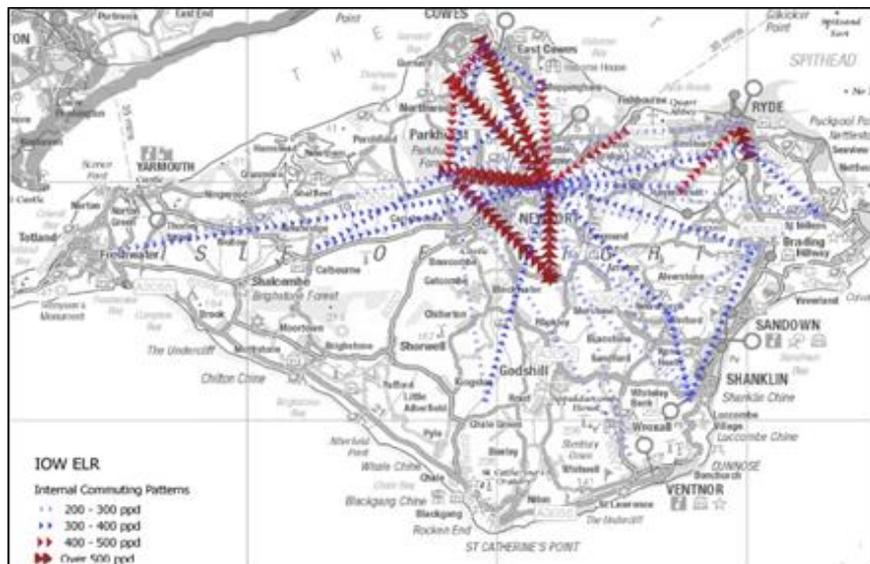
Engagement with businesses has identified transport as a particular barrier to growth and where interventions will generate the more effective outcomes. One of our key 15/16 LSTF projects is a Workplace Engagement Programme targeting the top ten largest employers on the Island. Key outcomes from which include a 238k reduction in single

⁸ See LA Classification-dataset-post0409, as linked from: <http://archive.defra.gov.uk/evidence/statistics/rural/rural-definition.htm#class>

⁹ <https://www.iwight.com/azservices/documents/2776-Core-Strategy-Adopted-March-2012-updated-web-links-May-2013-wiith-cover.pdf>

occupancy private car trips, leading to 540 tonnes of CO₂ saved, and a circa 200k increase in cycling and walking trips. For 16/17 we propose to directly target the Islands 72 largest employers through an expansion of our **Workplace Engagement Programme**, to engage with 21484 of the Islands 42000 employees (excluding tourism employment). The programme will seek to achieve a 5.55 percentage point reduction in the private car commuting, converting single occupancy car journeys to cycling, walking, car sharing, bus, or reducing the need to travel through home working. This will achieve a saving of 1165 tonnes of CO₂ during 16/17 and provide a sustainable legacy for the future.

Map 1: Isle of Wight Commuting Patterns



Source: Census 2011 (Map reproduced from Employment Land Study, Isle of Wight Council, March 2105¹⁰)

Many employees are mainly based in the Medina Valley (between Cowes and Newport) and there is strong planning policy approach towards facilitating sustainable employment provision within the Medina Valley area, as set out in SP3 (Economy), DM8 (Economic Development), and DM18 (Sustainable Travel)¹¹ policies within the Core Strategy. Newport, which is the hub of the Islands road network, is identified in the Local Transport Plan as one of the Islands congestion hot spots; 80% of private car journeys entering Newport are single occupancy. Although not an Air Quality Management Area, nitrogen dioxide recordings taken in central Newport are well above the average

recordings taken at other locations on the Island. At the northern end of the Medina Valley, Cowes is a key Island access and departure point for cross Solent travelers using the ferry.

Connectivity options between Newport and Cowes include the A3080, the main road corridor which carried 5.1M car movements in 2014¹² and a dedicated traffic free cycling and walking route, which hosts 110,000 cycle trips, broadly following the west bank of the river Medina,. Bus passenger journeys along the A3080 corridor are between 1m and 1.5m per year.

There is significant potential to increase cycling usage of the 7.1km off road cycle route; it is well surfaced, flat, mostly traffic free, and notably, offers competitive journey times with equivalent journeys along the A3080 by car and bus. To achieve an increase of 40000 cycling trips in 16/17, we will develop phase 1 of the UKs first **SMART cycling corridor**. Taking best practice from SMART cities and our partnerships with European settlements¹³, the objective of the SMART cycling corridor will be to inspire additional users through mobile applications, open data and GPS information with a range of two way real time data, gamification and experiential enhancements to achieve this ambitious trip increase. This is a clear commitment to embrace technological innovation to increase cycling. Our proposals align with the Islands economic strategy which seeks to improve links with the research and development sector, universities and other major research establishments to support the development of knowledge transfer partnerships and investment.

To further inspire cycling journeys along this corridor, we will develop a network of **Cycle Hubs** in Newport and Cowes, at either end of this popular cycle route. Both locations have different demand drivers; Cowes is a key access point to the Island, welcoming both foot and vehicle ferries serving the cross Solent route, whilst Newport is the commercial centre of the Island. The implementation of Cycle Hubs will facilitate the diversification of existing businesses, the expansion of existing cycling related businesses, and/or the creation of new businesses, generating new skills and jobs. We will prove the economic case that businesses can grow by responding to the needs of cyclists. We will invite proposals from the market and select those which deliver the best outcomes, however the basic requirement is anticipated to include the provision of space for secure cycle storage, together with maintenance and hire related services in order to inspire additional journeys and give confidence to new route users. In short, we want

¹⁰ Figure 2, P16 www.iwight.com/azservices/documents/2782-IOW-ELS-March-2015.pdf

¹¹ 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.

DM8: Economic Development – The Council will support proposals for knowledge-driven and high technology industries within the Medina Valley
DM18: Sustainable Travel - The Council will support proposals that increase travel choice and provide alternative means of travel to the car.

¹² <http://www.dft.gov.uk/traffic-counts/cp.php?la=Isle+of+Wight>

¹³ The Isle of Wight 15/16 programme included establishing sustainable transport networking partnerships with Houten (Netherlands), Vaxjo (Sweden) and Mechelen (Belgium).

support communities and business which share the ambition to make cycling and walking the natural choice for shorter journeys.

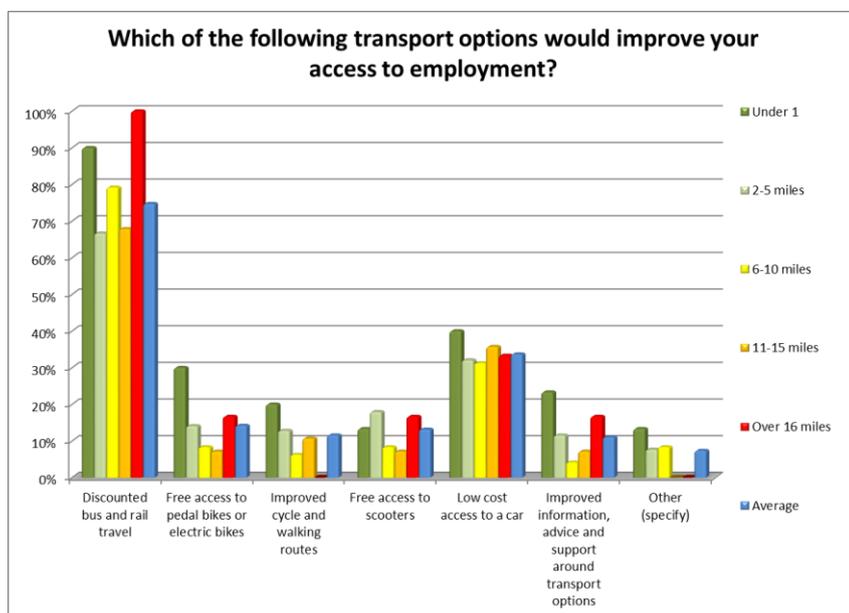
These projects will set the scene for the Isle of Wight Councils Access Fund application later in 2016. There is enormous potential to apply for our cycling corridor approach to other traffic free corridors on the Isle of Wight from 2017 onwards, in particular the East Cowes to Newport corridor which is well placed to benefit from Local Growth Fund investment during the Access Fund implementation period.

Meeting the sustainable transport needs of jobseekers is key to our 16/17 proposals, with the Islands unemployment rate higher than both the regional and national averages. The most recent statistics (January 2016), available through NOMIS¹⁴, show that there are 1707 JSA and 5950 ESA claimants on the Island. JSA claimants represent 2.1% of the resident population aged 16-64, and ESA claimants 7.4%. Both are higher than claimant proportions for the south east and Great Britain. Job availability on the Island is heavily influenced by the tourism, 42% of employment in this sector is seasonal.

Primary research undertaken with over 400 jobseekers, to inform our Transition Fund application, demonstrates the extent to which transport is a barrier to growth on the Isle of Wight. Over 70% of respondents cite transport as a barrier to accessing employment and over 80% rate access to affordable, accessible transport as a key factor when applying for new jobs. Jobseekers on the Isle of Wight spend £53962 a month, or £647,544 per annum on transport costs associated with trips to and from Jobcentre Plus offices alone. Private car trips account for 19% of journeys to and from Jobcentre Plus offices, generating 139,384 trips per annum. With an average trip length of 7km, these trips are responsible for 143 tonnes of CO₂ per annum.

Figure 3 demonstrates that there is quantifiable demand for additional support to assist jobseekers to access interviews, skills, training and employment. Nearly 80% of jobseekers on the Island would welcome discounted bus and rail travel, and all other options generated support.

Figure 3: Popularity of options to improve access to employment for jobseekers



Working with Jobcentre Plus and the third sector, we will establish a **Sustainable Transport Broker Programme** for jobseekers. The programme will have three key elements:

- Establishing a marketable multi-modal discounted travel solution for jobseekers. This will include, but not be limited to bus and rail, pedal and e-bikes, electric cars and car club vehicles. The scheme will build upon the existing Jobcentre Plus Travel Discount card currently available to rail users on the Island;
- Providing advice and training which empower jobseekers to have full confidence to use the sustainable transport mode which best suits their needs. Advice and training will be delivered in group and/or 1:1 sessions depending on the requirement, and responds our survey finding suggests that 15% of jobseekers require improved information, advice and support around transport options;
- Marketing both elements of the above scheme to both jobseekers and transport operators.

The programme will be developed during May and June, and live by July. All 7700 of the Isle of Wights JSA and ESA claimants will be eligible to participate in the programme.

¹⁴ <https://www.nomisweb.co.uk/reports/lmp/la/1946157281/report.aspx>

Access to Education

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

Table 6: Access to Education Barriers and Solutions

Barrier	Solution
Increasing inactivity and obesity levels in young people	Programme of school engagement to inspire active home to school journeys
Lack of resource within schools to influence home to school journeys	IoW Council and the Transition Fund support a team of School Travel Champions to deliver results Schools can apply for sustainable transport small grants to deliver their own innovative revenue projects
Road safety perceptions influence number of active journeys	Consistent road safety messaging delivered across all 16/17 projects. Complimentary Bikeability training (funded separately) provides cycling skills and training to young people.
Active travel for school journeys isn't practical	Through the development of School Travel Action Plans, we will capture, update, and promote the most appropriate routes to school
One year isn't long enough to make a difference	School engagement programme allows an existing initiative to extend, expand, and recruit a network of education and volunteer champions to embed the programme as 'business as usual' in schools. Clear links to Access Fund.

In line with the statutory guidance on home to school travel and transport¹⁵, it is the vision of Isle of Wight Council that every young person should have the opportunity to travel to school in a healthy, sustainable and safe way. Our 16/17 programme will directly engage each of the Islands 49 schools to deliver a sustainable travel choice and for the Islands 16827 students, continuing to deliver a vision which improves the health and activity levels of our young people, and delivers public realm and air qualities improvements to communities.

We have used the 2011 School Census, National Travel Survey and emerging data from our current 15/16 LSTF programme to understand the scale of the opportunity. In 14/15 travel to / from school in private cars (child as passenger) generated circa 1.4M trips generating 890 tonnes of CO₂. By the end of 15/16 this will have reduced to 1.25M trips, removing 682k car kms from the highway network and reducing CO₂ emission by just over 100 tonnes. With support from the Transition Fund, our targets for 16/17 are to further reduce car passenger trips to 1.13M, a further reduction of 140k trips.

Demand for continued interventions to support active home to school journeys is compelling. Sport England's Active People Survey¹⁶ provides evidence that 58.4% of the Isle of Wight population aged 14+ does not participate in sport, and less than 30% of Island school children are currently 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.

Schools on the Island have embraced the 15/16 LSTF School Engagement Programme delivered in partnership with Sustrans. 48 out of the 49 schools on the Island have signed up to the programme, with meaningful engagements delivered to over 15000 of the Islands 16827 young people in education. **The programme has been structured to extend seamlessly into 16/17, using delivery resources already in place.**

"The impact of so many children and their families taking part in the active challenge week was extraordinary - more children arrived on time, happy, relaxed and ready to learn; more parents were smiling and calm and there were far fewer cars blocking the road and car parks! I'm really optimistic that we can make this positive change a permanent improvement!"

Richard May, Head Teacher, Greenmount Primary School, Isle of Wight

Whilst the 15/16 programme has concentrated on direct engagements with pupils and schools, 16/17 will see a change of focus with a **School Engagement Programme** designed to complement the revenue funded interventions with small scale infrastructure improvements. Isle of Wight Council is committing £105,000 from its Local Transport Plan to design and implement capital measures within and in the vicinity of school sites. These capital schemes will be

¹⁵ www.gov.uk/government/uploads/system/uploads/attachment_data/file/445407/Home_to_School_Travel_and_Transport_Guidance.pdf

¹⁶ <http://activepeople.sportengland.org/>

identified through an updated suite of School Travel Action Plans, contributing to safer home to school journeys by responding to requests for small scale infrastructure improvements already identified by schools, pupils and parents.

The Transition Fund programme also includes an **Access to Education Grant Fund** which will provide funding to individual schools to empower them to deliver their own sustainable transport projects. This is an extension of an existing, successful 15/16 LSTF project which facilitated the award of grants of between £2000 and £7000 to 19 Island schools to deliver staff and pupil sustainable transport training, skills, challenges, plus facility and sustainable transport hire.

We will also deliver a programme of active travel events to expand our **Isle Be Active**¹⁷ initiative, which aims to increase participation in physical activity and sport amongst key target audiences within the Islands nine most deprived wards¹⁸. The 16/17 programme will introduce a series of Healthy Walks, delivered in partnership with Public Health, Breeze cycle rides and SKY ride local events. This project responds to the Public Health England publication: Everybody Active, Every Day¹⁹, which provides evidence that resources such as existing schools and leisure facilities, including playing fields, should be available to communities, especially children and young people before, during and after the school day and especially during school holidays.

Table 7: Measuring Success of the Programme

Theme	Outcome
Visitor Experiences	More tourism businesses, employees and guests will make local transport journeys around the Isle of Wight by sustainable modes instead of private cars. We recognise that private car will remain the dominant mode, 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
	Island residents in higher education will be delivered training to enable a seamless transition to employment in the travel and tourism sector
Employment	A fitter, healthier workforce delivering increased productivity and lower levels of absenteeism.
	Cost savings generated for employers through more efficient transport networks and lower direct costs associated with transport
	Reduced congestion and improved air quality in the locality
	Jobseekers will have access to funding support, advice and confidence building to enable them to access sustainable transport which meets their needs.
Education	Growth in low carbon and innovation employment sectors
	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 attainment through more motivated students.	

B2. The Economic Case – Value for Money

Please refer to **Annex 1 for the completed schemes impact pro forma**. A single pro forma has been completed for the programme as a whole.

To estimate value for money, we have assessed decongestion, value of reduced CO2 emissions, value of improved health through physical activity (cycling), and additional contribution to the visitor economy. To make these assessments we have used decongestion benefits using standard methods recommended by DfT, the Local Authority Basic Carbon Tool, the World Health Organisation’s Health Economic Assessment Tool (HEAT) and comparative analysis of similar visitor destinations to determine the contribution to the visitor economy.

The headline impacts of the package of measures include:

- £1,554,000 additional contribution to the visitor economy;
- £1,683,345 in local economic benefit;
- 1530 tonnes of CO2 saved;
- A net active travel gain of 387,349 walking and 324,934 cycling trips delivered during the implementation period;
- 871,500 fewer private car trips in 16/17 than in 15/16, removing over 11M car kms from the network;
- Creating and supporting 55 FTE jobs.

¹⁷ <https://www.iwight.com/azservices/documents/1484-2711ETL-Isle-Be-Active-End-of-year-report.pdf>

¹⁸ As identified through the 2015 Indices of Multiple Deprivation

¹⁹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/366113/Evidence_layout_23_Oct.pdf

Economic Appraisal Summary

Tables 8, 9 and 10 set out modal shift trip metrics across each of the three programme themes. These tables are designed to complement the programme Schemes Impact Pro Forma by providing a more detailed narrative around evidence used and assumptions made. Each Table represents the cumulative trip variance achieved when combining the outcomes of each of the projects within a theme.

Table 8: Access to Visitor Experiences Trip Outputs

Mode	Number of annual trips without scheme	Number of annual trips with scheme	Variance	Evidence Used and Assumptions Made
Car Driver	3263400	3108000	-155400	Current LSTF programme is on track reduce trip private car trips by 7% by March 2016, against the 15/16 baseline of 70% modal split. We forecast an additional 3 percentage point reduction through 2016/17, achieved through an increased marketing drive for car free breaks, and an increasingly diverse and compelling sustainable transport offer e.g. electric vehicle hire and electric bike hire schemes will both be introduced in spring 16.
Car Passenger	3263400	3108000	-155400	We forecast the same reduction as above, based on a 2 person per vehicle occupancy rate for tourism related car trips ²⁰
Bus Passenger	1139600	1346800	207200	An increase of 15.3% is forecast, based on an increase of 2 percentage point from 11% to 13% of modal split. Growth will be achieved through marketing, joint ticketing and product development
Rail Passenger	52059	52059	0	No growth forecast.
Cyclist	207200	310800	103600	An increase of one percentage point, from 2% to 3% of visitor modal share. There is significant scope to grow cycling on the Island, particularly cycle tourism, and much of the focus of both our current and proposed programmes seeks to achieve this.
Walking	932400	1139600	207200	A 2 percentage point increase in walking is forecast, increasing from 9% to 11% of modal split. This will reflect increased activity delivered as part of the Destination Walking and Cycling project

Notes and assumptions:

- Data used to populate this table is obtained from the Island Visitor Monitor²¹, an independent survey undertaken with visitors to the Island.
- Survey information is available for all trading periods since Visit Isle of Wights inception in 2012.
- The key survey question analysed is “What is our main mode of transport used to travel around the Island”. No data is available for secondary modes.
- With scheme projections reflect combined impact of all projects within the Access to Visitor Experiences theme, together with impact of ‘business as usual’ marketing undertaken by Visit Isle of Wight which incorporate car-free messaging.
- Each visitor undertakes 4 trips using their main mode during their visit.
- Average car journey length is 14.4km

Table 9: Access to Employment Trip Outputs

Mode	Number of annual trips without scheme	Number of annual trips with scheme	Variance	Evidence Used and Assumptions Made
Work from Home	N/A	N/A	-76771	We forecast 76771 additional Work From Home (WFH) days for Island employees during 16/17. This represents an increase in homeworking of 1.71% over 15/16 figures, reflecting a focus within the workplace engagement project on online meeting technology and flexible working.
Car Driver	4449110	3950774	-498336	A -5.55 reduction in mode share is forecast, from 49.55% to 44%. This is comparable to the 5% target in the current LSTF programme, and comparable with outcomes achieved in the Sustainable Travel Demonstration Town programme in Peterborough ²²
Car Passenger	498336	588126	89790	A 1 percentage point increase is forecast, based on an increase in mode share from 5.55% to 6.55%. This will be achieved through the business engagement programme with a particular emphasis on car sharing
Bus Passenger	557598	628352	70754	A 0.79 percentage point increase is forecast, increasing modal split from 6.21% to 7%. The IoW has a comprehensive bus network and this increase would see ‘commuting by bus’ usage approach the national average (7.1%).
Rail Passenger	121127	121127	0	We do not forecast an increase in rail patronage as our target employers are mostly located away from the Islands rail network.
Cyclist	451645	631226	179581	We forecast a 2 percentage point increase in cycle trips from 5.03% to 7.03% mode share, delivering a 60% increase in trips. Again, this accords with outcomes

²⁰ p22 www.gov.uk/government/uploads/system/uploads/attachment_data/file/243957/nts2012-01.pdf

²¹ <http://visitwightpro.com/solent-traffic-research>

²² See https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/4418/chap11.pdf

				achieved through the Sustainable Travel Towns programme, and will be realised through our workplace, engagement programme, SMART corridor and Cycle Hub projects.
Walking	1615328	1706016	90688	Modest growth will be achieved through an increase of 1 percentage points, from 18% to 19% mode share. Capital improvements delivered through the current LSTF programme and the highway maintenance agreement with Island Roads are improving the walking environment on the Island.

Notes and assumptions:

- Modal split data in this table is extrapolated from Method of Travel to Work data obtained from the 2011 Census (Table CT0015²³), factored to include the outcomes of 15/16 LSTF interventions.
- Data covers trips relating the Access to Employment target market only, 21484 jobs on the Isle of Wight, 35% of all jobs.
- *With scheme* projections reflect combined impact of all projects within the Access to Employment Theme
- The average home to work journey for the Isle of Wight is 12.6km²⁴
- There are 222 days in a working year²⁵

Table 10: Access to Education Trip Outputs

Mode	Number of annual trips without scheme	Number of annual trips with scheme	Variance	Evidence Used and Assumptions Made
Car Driver	N/A	N/A	N/A	Programme target market is young people ages between 4 and 16, lower than the legal driving age.
Car Passenger	1275035	1134042	-140993	Based on a reduction of 4% percentage points for trips made by car for primary school children, 5% for secondary school children, and 1% for SEN.
Bus Passenger	998661	998661	0	No change forecast. Home to school bus transport is operating effectively on the Island, with limited scope for efficiencies.
Rail Passenger	60200	60200	0	Rail network is limited to one corridor on the Island, limited scope to increase modal split in the education sector. Secondary schools are clustered around Newport, which isn't served by the rail network.
Cyclist	196993	238746	41753	Ambitious growth is conservative when compared outcomes achieved through the Sustainable Travel Towns Programme ²⁶ . Increase will be achieved through delivery of a full range of proven interventions, in partnership with Sustrans, to achieve modal shift.
Walking	3460721	3640870	180149	Walking is already the predominant mode for journeys to school on the Island, currently 54% for primary schools and 46% for secondary schools. Projected growth is consistent with results from the Sustainable Travel Towns programme and emerging performance data relating to the current LSTF programme.

Notes and assumptions:

- Table uses 2011 School Census data, which breaks down school travel by mode and school for each Isle of Wight School.
- Without scheme figures are representative of a combination of School Census Data and on target projections arising from deliver of the current LSTF programme.
- With scheme projections are a combination of the impacts of all projects contained in the Access to Education theme.
- The average home to school journey by is 4.1km²⁷
- There are 195 days in a school year²⁸

Table 11: HEAT Model Outputs

	Measure	Cycling		Walking		Notes / Comments
		Pre Intervention	Post Intervention	Pre Intervention	Post intervention	
Visitor Experience	Average distance per person / per year	28km	28km	7.5km	7.5km	
	Reduction in risk of	1%	1%	1%	1%	Relates to cycling activity while visiting

²³ <http://webarchive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/rel/census/2011-census-analysis/method-of-travel-to-work-in-england-and-wales/art-method-of-travel-to-work.html>

²⁴ <http://webarchive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcn%3A77-295663>

²⁵ See <http://www.timeanddate.com/date/workdays.html>

²⁶ [Darlington], Cycling increased by 425% and 540% respectively (in both cases, 5%-points) in these two groups of schools. See https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/4419/chap12.pdf

²⁷ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/243957/nts2012-01.pdf

²⁸ <http://www.iwight.com/azservices/documents/1842-School-Term-Dates-2015-16.pdf>

	mortality					the loW only.
	Total number of individuals	51800	77700	233,100	284,900	
	Additional individuals	-	25900	-	51800	
Employment	Average distance per person / per year	3130	3130	710	710	Based on cycling mode share amount target market of 21484 employees
	Reduction in risk of mortality	26%	26%	18%	18%	
	Total number of individuals	1074	1503	3865	4081	
	Additional individuals	-	429	-	216	
*Education	Total number of individuals	556	654	9492	9983	Based on cycling mode share amongst target market of 16837 children in full time education
	Average distance per person / per year	1599	1599	710	710	
	Reduction in risk of mortality	13%	13%	18%	18%	
	Additional individuals	-	98	-	491	

*HEAT model outputs for Access to Education trips are indicative only. The HEAT advisory group recommend that the relative risk shall be applicable for an age range of approximately 20–74 years (walking) and 20-64 years (cycling).

Analysis of Employment Impacts

In assessing the extent to which our scheme will create additional jobs, we have referred to the *Local Sustainable Transport Fund – Analysis of Employment Impacts*²⁹ report published by DfT. This provides an illustration of a methodology that could be replicated by scheme promoters seeking to make a case for investment in sustainable transport. Employment impacts considered are direct and supply-chain jobs: jobs that are supported in the sectors benefitting from funding and within their associated supply chains.

Table 12: Number of additional FTE

Theme	Number of new direct and supply chain jobs (FTE)	Methodology and assumptions
Access to Visitor Experiences	40	<p>Based on estimate of FTE's created through products and services delivered through the programme:</p> <ul style="list-style-type: none"> - Tourism Business Engagement Programme = +2 FTE - Travel Ambassador Apprenticeship Programme = +1 FTE - Destination Walking and Cycling = +2 FTE <p>By using a calculation which links FTE jobs to visitor spend it is estimated that growth generated by sustainable transport investment will support an additional 35 jobs in the tourism sector during 15/16:</p> <ul style="list-style-type: none"> • 2015 visitor spend/FTE = £263M/14700FTE³⁰ = £17891 i.e. for every increase in spend of £17891 a new FTE is created. • Based on 3% growth in visitor spend projected for 2016, a net gain in visitor spend of £7.89M will be achieved. • £7.89M/£17891 = 441 additional FTE for the tourism sector as a whole, reduced to 35 with a factored assumption that the schemes delivered through the Transition Fund programme generates 8% of all new visitors.

²⁹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/417702/lstf-employment_impacts.pdf

³⁰ <http://www.ons.gov.uk/ons/rel/lms/labour-market-statistics/october-2013/single-month-labour-force-survey-estimates--october-2013--not-designated-as-national-statistics-.html>

Access to Employment	6.5	Based on estimate of FTE's created through products and services delivered through the programme and existing products which receive additional usage through mode shift. - Workplace Engagement Programme = +1.5 FTE - Sustainable Transport Broker Programme = +2.5 FTE - Cycle Hubs = +2 FTE Includes induced multiplier of 1.14 to estimate supply chain jobs.
Access to Education	8.5	Based on estimate of FTE's created through products and services delivered through the programme, noting that the outcomes for the education elements are focused on improving health and wellbeing of young people - School Engagement Programme = +4 FTE - Active Journey Grant = +3 FTE, cumulative growth generated across all grant funded projects - Isle be Active = +1 FTE Includes induced multiplier of 1.14 to estimate supply chain jobs
Total	55	

Table 13: Carbon Reduction

Theme	Measure	Pre Intervention	Post Intervention	CO2 saved (tonnes)	Cost saving at £29 per tonne of CO2 saved (£)
Visitor Experiences	Total trips	3263400	3108000		
	kms	46992960	43822800		
	CO2 tonnes	6673	6223	450	13055
Employment	Total trips	4449110	3950774		
	kms	62732451	55705913		
	CO2 tonnes	8908	7910	998	28935
Education	Total trips	1275035	1134020		
	kms	5227644	4649482		
	CO2 tonnes	742	660	82	2381
				1530	44371

Key Assumption:

- The cost per tonne of CO2 emissions saved is valued at £29³¹

Table 14: Projected 2016/17 visitor spend achieved through modal shift (net gain).

Mode	Car Replacement Trips	Spend by Mode (£)	Total projected spend in 16/17 by mode (£)	Equivalent spend from car users of £13	Sustainable Mode Additional Spend (£)
Cycle	103600	21	1087800	673400	414,400
Walk	207200	14	1450400	1346800	103,600
Bus	207200	23	2382800	1346800	1,036,000
Total	518000		4921000	3367000	1,554,000

Key Assumptions:

- No Isle of Wight data is available for visitor spend by mode, therefore we have used data obtained from representative destinations in other parts of England, including the North York Moors, New Forest and the Lake District to create spend by mode calculations. These are weighted averages based on a combination of day and staying visitor spend, and are supported by visitor spend methodology and projections set out in the *Lake District 2011-2015 LSTF application* and *Two National Parks 2015/2016 LSTF application*³²

³¹ See https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/48184/3136-guide-carbon-valuation-methodology.pdf

³² See Table 6 <http://documents.hants.gov.uk/transport-fundingbids/TwoNationalParksLSTFbid1516310314.pdf>

Table 15: Summary of non-monetary benefits across the programme

Element	Factor	Metric
Visitor Experiences	Expected decrease in number of annual car trips	155,400
	Expected decrease in number of annual car km's	3,170,160
	Reduced CO ₂ emissions (tonnes)	450
	Additional FTE jobs	40
Employment	Expected decrease in number of annual car trips	498,336
	Expected decrease in number of annual car km's	7,026,538
	Reduced CO ₂ emissions (tonnes)	998
	Additional FTE jobs	6.5
Education	Expected decrease in number of annual car trips	141,015
	Expected decrease in number of annual car (as passenger) km's	578,162
	Reduced CO ₂ emissions (tonnes)	82
	Additional FTE jobs	8.5
Total expected decrease in annual car trips		794,751
Total expected decrease in annual car km travelled		10,774,859
Total reduced CO₂ emissions (tonnes)		1530
Total new FTE jobs		55

Table 16: Summary of estimated monetary benefits

Element	Factor	At end of 16/17 (£)
Visitor Experiences	Decongestion	268,531
	Value of reduced CO ₂ emissions	13055
	Visitor Economy benefit	1,554,000
Employment	Decongestion	985,660
	Value of reduced CO ₂ emissions	28935
	Improved physical health (429 additional cyclists at £590 per year)	253,110
Education	Decongestion	72752
	Value of reduced CO ₂ emissions	2381
	Improved physical health (98 additional cyclists at £590 per year)	57820
Total		3,236,244
Scheme BCR		4.89:1

Key Assumptions

- The cost of congestion is estimated at 12p per km³³
- The cost per year of each additional cyclist is valued at £590³⁴

B3. The Financial Case – Project Costs

Table 15: Funding Profile (Nominal terms)

£000s	2016-17
DfT funding sought	£450
Local Authority Contribution	£126
Third Party Contribution including LGF	£85
Total	£661

A breakdown of costs associated with individual projects is set out in **Table 1**.

³³ <https://www.gov.uk/government/publications/cycling-and-walking-the-economic-case-for-action>

³⁴ See para 4.11 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/371096/claiming_the_health_dividend.pdf

B4. Management Case – Delivery

Please see project plan at **Annex 2A**

Table 16: Output milestones

			Key Output Milestones 16/17 (cumulative)			
Theme	Project	Current Status	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Access to Visitor Experiences	Tourism Business Engagement Programme	Links to existing LSTF project and can commence in Qtr 1	150 business signed up to the programme of targeted engagement	300 business signed up to the programme of targeted engagement	450 business signed up to the programme of targeted engagement	500 business signed up to the programme of targeted engagement
	Travel Ambassador Apprenticeships	Links to existing LSTF project and can commence in Qtr 1	Programme established and promoted. 25 Apprenticeship placements delivered	75 Apprenticeship placements delivered	150 Apprenticeship placements delivered	250 Apprenticeship placements delivered
	Destination Cycling and Walking	Links to existing LSTF project and can commence in Qtr 1	Walking Festival delivered, including 50 walking events Cycling and walking destination marketing campaign 1	20 additional cycling and walking routes promoted Cycling and walking destination marketing campaign 2	Cycling Festival delivered, including 30 cycling events Cycling and walking destination marketing campaign 3	40 additional cycling and walking routes promoted Cycling and walking destination marketing campaign 4
Access to Employment	Workplace Engagement Programme	Links to existing LSTF project and can commence in Qtr 1	Targeted sustainable transport engagement to 5000 employees	10000 employees engaged	15000 employees engaged	21000 employees engaged
	SMART Cycling Corridor	In development, benefit realisation will commence in Qtr 2	Grant prospectus completed and market testing commences	SMART cycling corridor provider(s) procured.	SMART cycling corridor phase 1 launch	50000 interactions with SMART cycling corridor collaterals
	Bike Hubs	In development, benefit realisation will commence in Qtr 2	Grant prospectus completed and market testing commences	Cycle Hub host locations confirmed. Product development and marketing. Launch	Cycle Hub benefit realisation.	Continued Cycle Hub benefit realisation
	Sustainable Transport Broker Programme	In development, benefit realisation will commence in Qtr 2	Scope of programme agreed. Discounts with operators agreed Marketing plan developed and agreed	Scheme live 500 jobseeker beneficiaries	1500 jobseeker beneficiaries	2500 jobseeker beneficiaries
Access to Education	School Engagement Programme	Links to existing LSTF project and can commence in Qtr 1	15 schools engaged	30 schools engaged	40 schools engaged	49 (100%) of schools engaged
	Access to Education Grants	Links to existing LSTF project and can commence in Qtr 1	Scheme launch and promotion. 7 grants awarded	Scheme promotion 14 grants awarded	Scheme promotion 17 grants awarded	Scheme promotion 20 grants awarded
	Isle be Active	Expansion of existing project. Delivery can commence in Qtr 1	10 Health Walks Delivered 10 Breeze Ride leaders trained and 15 events delivered	20 Heath Walks delivered. 20 Breeze events delivered	30 Health walks delivered, 30 Breeze events delivered	40 Health walks delivered, 40 Breeze led rides delivered

B6. Management Case – Governance

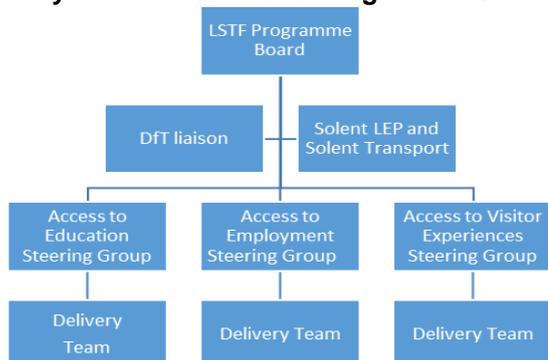
Table 17: Function and Key Partners

Function	Key Partners
Accountable Body and Programme Management	Isle of Wight Council SRO: Wendy Perera, Head of Planning and Housing
Access to Visitor Experiences Theme Governance	Isle of Wight Council and Visit Isle of Wight
Access to Employment Theme Governance	Isle of Wight Council, Chamber of Commerce, Jobcentre Plus and third sector
Access to Education Theme Governance	Isle of Wight Council, Sustrans, Schools

Isle of Wight Council will facilitate and chair a high level Programme Board to include representatives from key partner organisations. The key role of the Programme Board will be to agree key decisions for the programme, and to receive and monitor information relating to delivery, outcomes, finance, risk management and monitoring. This is an extension of established arrangements already in place for manage the current LSTF programme.

A summary organogram is shown in **Figure 4**. Detailed programme management and governance organograms are included in **Annex 2C and 2D**.

Figure 4: Summary of Transition Fund Programme Governance



B7. Management Case – Risk Management

Please see Risk Register at **Annex 2B**

B8. Management Case – Stakeholder Management

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

B9. The Commercial Case

Table 18: Scheme Mobilisation Plan

Theme	Project Name	Code	Procurement Approach	Viability beyond 16/17	Possible Access Fund Project
Access to Visitor Experiences	Tourism Business Engagement Programme	1A	Funding will be passed through to named provider via grant agreement	500 additional tourism business embed sustainable transport messaging into 'business as usual'. Project expands to target additional tourism businesses post 16/17	✓
	Travel Ambassador Apprenticeships	1B	Funding will be passed through to named provider via grant agreement	Qualified Travel Ambassador Apprentices commence employment in travel and tourism sector and/or deliver outcomes as volunteer Travel Ambassadors.	✓
	Destination Walking and Cycling	1C	Combination of existing IW Council officers and named provider	Destination Walking and Cycling marketing activity cost is offset against the additional visitor spend delivered by additional active travel visitors.	✓
Access to Employment	Workplace Engagement Programme	2A	Funding will be passed through to named provider via grant agreement	Expands to engage additional employers	✓
	SMART cycling corridor	2B	Funding will be allocated via grant agreement market testing	Project expands to cover additional cycling corridors across the Island.	✓
	Cycle Hubs	2C	Funding will be allocated via grant prospectus market testing.	Project expands to establish Bike Hubs at additional Isle of Wight locations.	✓
	Sustainable Transport Broker Programme	2D	Funding will be passed through to named provider(s) via funding agreement	Business case for expansion / continuation of project is presented in Q3 16/16	✓
Access to Schools	School Engagement Programme	3A	Funding will be passed through to named provider in the bid via	Activity will increasingly become business as usual for schools,	✓

			funding agreement		
	Access to Education Grant Fund	3B	Grant administration will be undertaken by existing IW Council officer resource	Target is for all 49 schools to have successfully delivered projects by end of 16/17. Links to 3A	
	Isle Be Active	3C	Will increase utilisation of an existing part time resource	Core Isle Be Active is funded beyond 16/17 by Sport England	✓

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

Table 19: Output and Outcome Monitoring Framework

	Project Name	Key Outputs	Outcome Monitoring	Data Sources	Long terms impacts
Access to Visitor Experiences	Tourism Business Engagement Programme	Targeted delivery of proven interventions within the 500 accommodation providers.	Increase awareness of travel choices/behavioural change Modal shift Increase in cycling Increase in use of cycling parking	Pedestrian and cycle counts Visitor perception/attitudinal surveys Cycle parking audit	Reduction in carbon emissions Increased accessibility/social inclusion
	Travel Ambassador Apprenticeships	Travel Ambassador Apprenticeships delivered to 250 16-18 year olds.	Cycling and walking festival attendances Reduction in cycle/pedestrian related accidents Reduction in car use Increase in number of cycle hires Electric vehicle hires	Number of cycles hired Number of passengers using interchanges Number of visitors taking bikes on ferries Full value and volume data	Increased physical activity Increased economic activity Cycling and Walking Investment Strategy ambition realisation
	Destination Walking and Cycling	Package events, marketing and festivals designed to build cycling and walking into everyday journeys	Reduce local congestion Meaningful engagements achieved by Travel Ambassadors Media monitoring	Media ROI monitoring Growth in jobs	
Access to Employment	Workplace Engagement Programme	Targeted delivery of proven interventions to 21500 employees	Reduced car use Reduced local congestion Modal shift Increase awareness of travel choices/behavioural change	Local vehicle (ATC) counts Modal shift (before/after) surveys Visitor perception/attitudinal surveys	Reduction in carbon emissions Increase accessibility /social inclusion Increase physical activity
	SMART cycling corridor	Accessible and timely digital information	Increase cycling/walking to workplaces	Full travel plan monitoring	Increase economic activity
	Cycle Hubs	Between 3 and 6 Cycle Hubs established in Cowes and Newport	Increase cycling Number of participants in Programme	Manual cycle counts Number of electric cycles hired	Cycling and Walking Investment Strategy ambition realisation
	Sustainable Transport Broker Programme	Advice, funding and confidence building activity to link jobseekers with sustainable transport to enable them to secure employment	Car club usage e-bike usage Number of JSA and ESA claimants	Number of Cycle Hubs Number of interactions with SMART corridor collaterals.	
Access to Education	School Engagement Programme	Targeted delivery of proven interventions within the Islands 49 schools	Increase awareness of travel choices/behavioural change Increase in cycling and walking Modal shift	School travel plans School Census Hands up surveys (pre and post) Event attendance	Reduction in carbon emissions Increased accessibility/social inclusion Increased physical activity Improved health Cycling and Walking Investment Strategy ambition realisation
	Access to Education Grant Fund	100% match funded sustainable transport projects delivered by education sector	Reduce car use Reduce local congestion Increase in visitors arriving by public transport		
	Isle Be Active	Programme of Healthy Walks and guided cycle rides	Reduce carbon emissions Increase in walking, cycling and public transport		

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and evaluation of impacts.

Yes

No

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: WENDY PERERA	Signed: 
Position: HEAD OF PLANNING AND HOUSING IWC.	

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]	
<ul style="list-style-type: none">- 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 2016/17;- 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: KERRY HUBBLEDAY, STRATEGIC MANAGER FINANCE (& DEPUTY S151 OFFICER)	Signed: 

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