



Smarter Choices



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A. Smarter Choices

A.1 Introduction

Travel to work and school together form the bulk of our everyday peak hour journeys. Issues, such as the way in which we work and how we travel to work and school, can have a major impact on the number of car trips and congestion. It can also impact on the wider issues such as pollution and personal health. The Council recognises that issues such as flexible working, working from home, workplace and school travel plans, car sharing, walking and cycling have the potential to make a positive contribution to many of our key priorities including accessibility, health, education, congestion and the environment.

The Council is looking to address these issues and, as well as working with partners to deliver workplace and school travel plans, has chosen a challenging target to increase the numbers of people cycling to work and school as the transport element of a Public Service Agreement (PSA) agreed with the Government as a method to improve local services. This target, which is to reach the national target (now abandoned) earlier than required, is being delivered using a partnership approach involving school travel plans, road safety, health, education, Sustrans and others.

A.2 Background

As a predominantly rural community the council recognises the importance of encouraging flexible working and supporting local businesses to maximise opportunities for home shopping. With over 25% of the island population without access to a car the council recognises the need for local projects to supplement the public transport network. The Rural Community Council are looking to assist the accessibility of specific client groups and the council have worked with the organisation to facilitate these initiatives. The schemes have included a car share project and a scheme to assist with the provision of power two wheels for young persons in low-income employment.

Parts of the Island are ideally suited to allow and encourage everyday short trips to be made on foot and by bicycle. The opportunity to walk and cycle safely for health and leisure should also be recognised as an important part of the attraction of the Island as a tourist destination.

The importance of sustainable transport is recognised in the Community Plan, "Island Futures" and the Local Transport Plan (LTP), is working with a range of other plans including the Local Development Framework (LDF) and Draft Tourism Plan to help put these improvements on the ground.



A.3 Reducing the need to travel

We can help to reduce the need to travel through a number of means. Workplace and school travel plans can, through the adoption of flexible working practices, reduce the number of journeys made. They can also encourage modal shift and foster walking and cycling.

Longer-term land use policies can help reduce journeys by locating services close to where people live. Locating development where it can be accessed by means other than the car can also help increase transport choice.

Internet shopping can help increase the choice and availability of goods and services, and the growth of "armchair shopping" is continuing to increase. The ability to take services to people – such as the mobile library – can also help reduce journeys and increase accessibility.

A.4 Travel to school

Travel to school, participation in after-school activities, the healthy schools programme, participating in National Campaigns and cycling as part of the PE curriculum are all key initiatives embraced by schools. The success and benefits of the introduction of cycling into the PE curriculum in two of the high schools has received national recognition and has a key role to play in the raising of standards in Island schools. The project will now to be offered to the remaining high schools during the 2005/2006 academic year.

Thirteen teachers at primary and middle schools have now achieved a cycle coach qualification and are in the process of including cycling either in the curriculum or in extended schools activities. There are currently 35 additional teachers being trained. The continued success of these initiatives is dependant on partnership working with the Isle of Wight Council and other organisations including British Cycling.

A.5 Travel to work

Travel to work accounts for a large number of our everyday journeys. The 2001 census shows that locally 60 % of journeys to work are undertaken by car. Local surveys show that at peak times nearly 80% of the cars entering Newport, our capital town, are single occupancy journeys – one person, one car, of those journeys 60% are under 2 mile long.

The council and local NHS Trust have already acknowledged the need to develop work place travel plans as a method to increase travel choice and maximise joint capacity. Establishing a joint travel plan in this way could help, increase travel by sustainable means and have a positive benefit in terms of helping to reduce congestion and increasing the health and fitness of employees through walking and cycling.

A.6 Transport and health

At present only 37% of men and 24% of women and three in ten boys and four in ten girls are meeting the recommended levels of physical activity. The challenge we face to encourage more people to become more active creates an opportunity to increase the number of people cycling and walking. The Local Authority are working in partnership with the Primary Care Trust to make walking and cycling more accessible for all Island residents. The authority has recently appointed a Physical Activity Alliance co-ordinator who is working closely with the cycling promotion officer to develop a programme of activities to include walking and cycling for patients referred for cardiac rehabilitation and obesity management.

B. Policy Context

B.1 National Policy

The Government have published a number of key, cross-department strategic documents that highlight the role that walking and cycling can play in achieving a safe, environmentally sustainable and health promoting local transport option. The Isle of Wight Council's approach to Walking and Cycling takes account of the following policies:

B.1.1 Walking and Cycling

Walking and Cycling: An Action Plan (2004)

Identifies key areas that have the potential to make a positive contribution to increasing the levels of walking and cycling.

B.1.2 Cycling England

In 2005, following a review of cycling by DfT, the National Cycling Strategy Board (NCS) was replaced by a new body, Cycling England. Cycling England have been charged with the planning and co-ordination of investment to deliver cycling with the support of a cross-government coalition of funding and steering Departments. "The Government Group"

B.1.3 Safer Routes to School

The Safer Routes to School (SRTS) programme, supported by Sustrans, aims to encourage walking and cycling to school by employing both physical engineering measures and education to improve road safety on the school journey.

B.1.4 Health Promotion

Choosing Activity: a physical activity action plan

As a cross-government plan to co-ordinate action aimed at increasing levels of physical activity, this document gives clear guidance on how all local authority departments can work towards increasing the attractiveness and accessibility of cycling and walking for the whole population.

The Healthy Blueprint for Schools, Our Healthier Nation

This document supports a "whole school" approach to health via the organisation and the taught curriculum to encourage a healthy lifestyle with one key objective to physical activity.

B.1.5 Social Inclusion

Making the connections

Published by the Office of the Deputy Prime Minister (ODPM), highlights the importance of accessible transport in relation to social inclusion for individuals from disadvantaged groups or communities. Accessibility planning is key to ensuring jobs and essential services are available to the community as a whole.

B.2 Local Policy

The overarching strategy for the Island is in the Community Plan, "Island Futures" and there are a number of policies and strategies which impact on walking and cycling include policies for health and education.

B.2.1 Rights of Way Improvement Plan

As required by the Countryside and Rights of Way Act 2000, (CROW) the Rights of Way Improvement Plan, is a strategic document in respect of the management and improvement of the local rights of way network. Its key aim is to ensure better provision for walkers, cyclists equestrians and individuals with mobility impairment. The topography of the Island will enable this plan will pay a key role in the development of rights of way that will also provide accessible routes to local amenities for Islanders and tourists. This document is currently under preparation and a draft copy is included as annex to LTP2 for consultation.

B.2.2 Planning Policy

The transport strategies and policies in the Isle of Wight Unitary Development Plan 1996-2011 (UDP) aim to improve the sustainable transport infrastructure through the following key objectives :

- To try and reduce the need to travel, especially by car
- To promote alternatives to car use
- To make the best use of the existing highway network
- To increase opportunities for walking and cycling
- Limit the undesirable impact of car use

The UDP refers to Section 106 agreement developer contributions into sustainable transport fund. These monies are being used for the improvement cycling and walking infrastructure as well as public transport improvements.

Transport is a key element in the preparation and delivery of the Local Development Framework (LDF), which when adopted will replace the UDP.

C. Aims and objectives

C.1 Objectives

This document does not exist in isolation, but provides a focus for an improved infrastructure for cyclists and walkers to enable the authority to work within the framework of current national and local health, transport and education policy and strategies. The document is also looking to improve accessibility, reduce congestion and pollution and improve Road Safety as part of the Local Government Agenda shared priorities as walking and cycling have a key role to play in their delivery.

- C.1.1** Developing a transport infrastructure that will ensure that new schemes do not disadvantage or discourage walkers and cyclists and thereby assist with the reduction in congestion and the increase the levels of physical activity.

Objective SC/1

Using the new design guidance*, a cycle audit for all highway schemes will be carried out at each stage of design and implementation to ensure that, where possible, the opportunity is taken to encourage cycling and walking and, at a minimum, no measures are taken which serve to discourage or exclude these user groups. Consideration will be given to:

- Safety and security
- Directness and continuity of provision
- Convenience, including clear signing

* The design guidance is currently being prepared and will be submitted with the final plan

Objective SC/2

The Council will implement measures to develop an "invisible infrastructure" for pedestrians and cyclists on the existing highway network using a range of non-cycling schemes. By making the best use of existing road space, speed management and good junction design practice, they will improve safety and accessibility with priority given to locations where safety or accessibility problems are identified.

- C.1.2** Improving accessibility by creating a safe and convenient network that links to local and regional networks and public rights of way. Improving accessibility to local schools and facilities for both Islanders and tourists.

Objective SC/ 3

The Council will continue to work with Sustrans to ensure the National Cycle Network Route 22 is completed on the Island within 3 years and that local amenities and schools are linked to the facility where possible.

Objective SC/4

The Council will ensure that the implementation and any reviews of the Rights of Way Development Plan continue to maximise the development of the network as an addition to the highway for accessing local amenities for Islanders and tourists where appropriate.

Objective SC/5

The Council will continue to work with all organisations involved in any Island wide or local area regeneration initiatives and new developments to ensure that walkers and cyclists needs are included in the development of their projects to include:

- **The provision of good quality, covered, secure cycle parking in accordance with guidelines in the most recent Council guidelines. (Currently the UDP)**
- **The provision of seats or benches for resting where appropriate.**
- **The provision of showers and lockers where appropriate.**

- C.1.3** Partnership working with organisations to ensure all Travel Plans maximise the opportunities for sustainable travel including walking and cycling, and consider the need and provision of alternatives to travel.

Objective SC/ 6

The Council will encourage interested organisations and the public to assist in the development of walking and cycling on the Island by consultation and through the cycle forum and the circulation of cycling policy and plans.

Objective SC/7

The Council will utilise new and current planning policy to ensure that travel plans are produced as an integral part of the planning process for existing and new developments.

Objective SC/8

The council continue to promote and support a range of flexible working measures that reduce the need to travel to include:

- **Teleworking**
- **Teleconferencing**

- C.1.4** In recognition of the importance of an active lifestyle the authority will continue to work with the local PCT to ensure joint promotion of cycling and walking as realistic healthy options that are accessible to all.

Objective SC/9

The Council will work with the PCT and the Physical Activities Alliance Co-Ordinator to assist in the delivery of specific goals in the Choosing Activity: a physical activity action plan. The relevant identified goals are:

- **Ensuring high-quality, well-targeted and attractive provision for walking and cycling.**
- **Encouraging activity in early years, schools, further and higher education.**
- **Ensuring people understand where the opportunities exist in daily life to be active.**

- C.1.5** Working with schools and employers to ensure the sharing of best practice in the provision of facilities and support for individuals choosing to participate in walking and cycling for health, transport, leisure or educational purposes.

Objective SC/10

The Council will continue to develop on road cycle training and improve cycle safety through:

- **The provision of cycle training to the new accredited national standard.**
- **The provision of education and awareness campaigns for walkers, cyclists and other road users.**

Objective SC/11

The Council will continue to develop working partnerships with Island organisations and internal departments that seek to support individuals in sourcing the necessary equipment to participate in walking and cycling activities through:

- **Continuing to foster relationships between schools, employers, retailers and cyclist and walking organisations and volunteer groups providing equipment and materials needed to access the activities.**

Objective SC/12

The Council will continue to encourage and support schools choosing to include cycling in the curriculum, including PE and citizenship.

Objective SC/13

The Council will continue to produce and distribute maps and other information to assist both recreational and utility cyclists and walkers, and ensure, where practicable, that the maps are updated to include any infrastructure changes that may assist with accessibility to local services and amenities.

- C.1.6** Recognising the dual role of walking and cycling in supporting Island tourism.

Objective SC/14

- **To ensure sustained growth in the green tourism industry by working with the relevant bodies to provide a high quality visitor experience for walkers and cyclists through: Promotion of the "chartermark" scheme for accommodation providers**
- **Ensuring convenient, covered secure cycle parking at tourist locations**

- C.1.7** Promotion of a range of measures that will create opportunities for informed choices about the need to travel.

Objective SC/15

The council will actively work with organisations involved in any local area or Island wide projects and developments to ensure their projects include a range of travel options and alternatives to reduce the need to travel including:

- **Flexible working schemes, including working from home.**
- **Personalised travel planning.**
- **Car share schemes**
- **Home delivery schemes.**

D. Targets

D.1 LTP2

The Council will submit its second Local Transport Plan to the Government in July 2005. The Plan contains 2 cycle specific indicators and targets.

D.2 Annualised index of cycling trips

D.2.1 Indicator Description

Annualised index of cycling trips.

D.2.2 Methodology and Monitoring

Data is to be collected manually at 9 locations across the Isle of Wight covering both on and off road cycling (see separate monitoring sections for more details). Figures will be factored to provide annual figures and indexed (using a 2003/04 base).

D.2.3 Target Selection and Rationale

Cycling is considered an important local issue and can assist in tackling congestion, increasing accessibility and addressing air quality.

The Council are pleased with the progress made during their first LTP and are continuing to strive for their very ambitious, stretched Local Public Service Agreement (LPSA) target of tripling cycling levels by 2006 compared to 2000 base. This stretched target equates to 243,700 trips in 2005/06.

Although the national cycling target has now been abandoned, the Council are continuing to increase cycling and, in recognition of the work already completed, have set a target to achieve the stretched LPSA target and to maintain this level to the end of the plan period.

LTP2 Target T8

- **By 2005/06, to increase cycling tips to 243,700 and maintain at this level**

Assuming an index based upon 2003/04 levels, this would equate to a target index of 1.288 or an increase of 28.8% over the plan period.

Trajectories

Trajectories are set in accordance with agreed LPSA targets.

Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Number (thousands)	189	189	-	-	-	-	-	-
Trajectory (thousands)	-	-	244	244	244	244	244	244
Index	1.00	1.00	1.288	1.288	1.288	1.288	1.288	1.288
LTP2 Change								
Number (thousands)				55				
%				28.8%				

D.2.4 Actions to Achieve Targets

Isle of Wight Council and Partners

The Council are actively promoting and encouraging cycling and have recently completed their draft Rights of Way Improvement Plan and an Active Travel - Smarter Choices document (both appended to this plan).

In addition, the Council will:

- Ensure the needs of cyclists are considered in new and upgraded highway infrastructure – including stage 1, 2 and 3 cycle audits.
- Consider new cycling infrastructure.
- Ensure, where appropriate, new developments provide adequate cycling facilities.
- Work with others on national and local cycling events – eg Cycling Festival, Cycle Week, Wight Air.
- Work with organisers to provide facilities for cyclists at non-cycling events – eg Isle of Wight Rock Festival, Cowes Week.

The Council, in partnership with others, have introduced a number of new cycling initiatives including the Children's Cycling Club, development of a Cycle Forum and are planning to work with schools to introduce cycling into the national curriculum (see cycle training target).

D.2.5 Risks to Target Delivery and Risk Management

This is an ambitious target and, in order to reach and maintain the target, the Council and its partners will need to continue with ongoing work and initiatives.

Cycling can be affected by weather. Poor conditions on a monitoring day may adversely affect figures and not give a true representation of actual levels. In order to consider the effects of weather, manual counts also record half hourly weather conditions.

To supplement the cycle counts, the Council also conducts monthly cycle parking surveys at key locations (ie interchanges, town centres and major employers). This survey is to be adopted by neighbouring Solent Local Authorities.



D.3 Cycle training

D.3.1 Indicator Description

Percentage of school aged children participating in cycle training.

D.3.2 Methodology and Monitoring

The training will be delivered by Road Safety Unit staff teaching staff in schools, and other independent qualified cycle trainers and will therefore require 3 separate procedures for collecting the data.

Road Safety Unit Data

This data will be obtained from the training records maintained by the Road Safety Unit and will be supplied by the Principal Road Safety Officer on a termly basis and reported annually.

Schools Data

Schools data will be obtained from school student data and will be supplied by relevant teaching staff on a termly basis and reported annually

Independent Trainers Data

Data relating to training delivered by independent trainers will be obtained from the membership database of the Island Youth Cycling Club and will be supplied and reported on an annual basis.

D.3.3 Target Selection and Rationale

The Isle of Wight has achieved national recognition for its success within cycling and is looking to build and improve upon this. This target will give the authority the opportunity to proactively contribute to a wide range of local and national government objectives including: accessibility, sustainability, public health, social inclusion and also reducing road congestion.

The target creates the opportunity for the authority to develop working partnerships with a variety of bodies and organizations to aid delivery, and would see Cycling England, Sustrans and British Cycling as some of the key partners. A pilot scheme in schools has demonstrated the potential for cycling to assist in the delivery of the local aim to improve standards in schools and the authority are keen to develop this currently popular and successful scheme.

LTP2 Target T14

- By 2010/11, to increase to 24% the percentage of children participating in cycle training.

(Percentages based upon total of 24,000 children).

Year	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Number	1176	-	-	-	-	-	-
% of children	4.9	-	-	-	-	-	-
Trajectory	-	1176	2088	3000	3912	4824	5736
% of children	-	4.9	8.7	12.5	16.3	20.1	23.9
LTP2 Change							
Number				4560			
%				19			

Following the positive response to current introduction of cycle training into the school curriculum, it was hoped that we would be able to effect a large increase in numbers trained over a short timescale. However, after considering the possible changes facing education, it has been decided to produce a linear trajectory.

D.3.4 Actions to Achieve Targets

Additional funding for road safety initiatives has been identified, enabling the Council to identify priority areas, including cycling casualty reduction, through the delivery of road safety engineering, education and publicity

To encourage participation it is key that cycling is perceived as a safe activity and the Council's casualty reduction targets, which include reducing cyclist casualties, are linked to the Government's road safety strategy, "Tomorrow's Roads – Safer For Everyone" and will be delivered through Council – Road Safety Plan 2005-2010 a copy of which is included as an annex in the LTP.

The extension of the cycle training beyond physical participation, to include curricular links to technology, mathematics, geography and other key subjects is seen as an opportunity to develop a future generation of individuals with a better understanding of sustainable transport modes and their impact on daily lives, and it is planned to extend the scheme into more schools. The newly formed Island Youth Cycling Club will support the project. This will allow any children unable to participate in training in the school environment, or through the service provided by the road safety unit, to still have access to formal cycle training.

Following a successful bike to school week campaign held on the dates originally planned for a national campaign, the authority aims to increase the support for both local and national campaigns to promote and support cycling.

D.3.5 Partners

The authority currently demonstrates strong partnership working with Sustrans in developing off road cycle ways. We are keen to develop this further as a method improving cycling and assisting with the delivery of more school links.

British Cycling's "Go-Ride" scheme is the basis for the development of the training in schools and they are currently providing dedicated training courses for Island teachers. This has proven to be instrumental in encouraging teachers to volunteer as cycle trainers, and the authority will continue to work closely with the organisation.

Cycling England, the new national body to plan and co-ordinate the development of cycling across the country and a new National Standard for Cycle Training, have a clear agenda to deliver cycle training and it is planned to work closely with this body to ensure we maximise best practice.

D.3.6 Risks

The local authority is undergoing a period of change following a recent change of administration. One of the key priorities for the new Council is to raise standards in education and to minimise any risk of any impending changes. It will be vital to ensure that there is clear communication with education and it is proposed to invite a member of staff from education to join the Cycle Forum.

E. Monitoring

To fulfil the monitoring requirements for both APR and the PSA the authority has an established a comprehensive, detailed monitoring regime which has been recognised by Department of Transport as “best practice”.

E.1 Cycle Monitoring

The Council commenced a detailed programme of cycle monitoring in 2000. Cycle trips are currently monitored monthly at 9 locations across the Isle of Wight covering both on and off road cycling:

1. Newport to Cowes cycle track;
2. Cowes to East Cowes floating bridge;
3. Freshwater to Yarmouth cycle track;
4. Newport to Sandown cycle track;
5. Fairlee Road, Newport;
6. Blackwater Road, Newport;
7. Carisbrooke Road, Newport;
8. Staplers Road, Newport;
9. Medina Way, Newport.

During the period of the Council's first LTP (2000/1-2004/5) the number of factored trips cycling increased by 133% (from 81,000 to 189,000).

As part of the development of their second LTPs, Local Authorities are required to report on an annualised index of cycling trips based on 2003/04 levels. The Council have considered targets for this index and have set a target to increase cycling trips to 244,000 by 2005/06 (in accordance with their existing LPSA target) and to maintain these levels to 2010/11. This would equate to an index level of 128.8.

Figures will be reported every July in the Council's Annual Progress Reports copies of which can be downloaded from the Council's website at www.iwight.com/transport.

F. References

1. Isle of Wight Council – *Local Transport Plan 2001 – 2006*
2. Isle of Wight Council – *Local Public Service Agreement 2003*
3. Department for Transport – *Walking and Cycling: An Action Plan – 2004*
4. Department of Health – *Choosing Activity: a physical activity action plan – March 2005*
5. The Healthy Blueprint for Schools, – *Our Healthier Nation*
6. Office of the Deputy Prime Minister – *Making the connections: Final Report on Transport and Social Exclusion – February 2003*
7. Isle of Wight Council – *Countryside and Rights of Way Act 2000*
8. Isle of Wight Council – *Isle of Wight Unitary Development Plan 1996-2011 – appendix G-7 other parking provisions*
9. Isle of Wight Council – *Island Futures – Summary of the Isle of Wight Community Strategy*
10. Isle of Wight Council – *Annual Progress Review*
11. Department for Transport – *Tomorrows Roads – Safer For Everyone*
12. Isle of Wight Council – *Road Safety Plan 2005-2010*

