B. Transport & the wider context

B.1   Introduction

This section sets transport on the Island in the wider context. It gives a brief overview of the Island, its people, where they live and what they do. It explains how this Local Transport Plan (LTP2) fits with and takes account of National Policies, existing and emerging Regional Strategies our Community Plan – "Island Futures", our Corporate Plan, the emerging Local Development framework (LDF) and other local polices and strategies.

B.1.1   Background

Transport is a fundamentally important part of our everyday lives. Our quality of life is influenced by how easy it is to access what we need every day - jobs, education, health, shopping and leisure.

It is recognised that we need an efficient transport system if we are to achieve economic growth and prosperity. However the way we travel and how often we make those journeys can have a detrimental impact on our local environment and quality of life. As the global demand for transport grows we are now actually changing the very climate of our planet.

Increasing car ownership has helped revolutionise the way in which we live. For those who have a car, access can, in real terms, still be comparatively easy and cheap. Whilst it must be recognised that increasing access in this way can improve the lives of those who can benefit from it, it nevertheless brings with it growing problems of congestion and pollution.

The challenge therefore is how we can balance this increasing need to travel without having a detrimental impact on our environment, our health, and the economy. This Plan has taken into consideration the impact that transport has on the environment and the Strategic Environmental Assessment carried out into the Plan seeks to ensure that any detrimental impact is reduced as far as possible and where possible mitigating measures are put in place. (See Sections E and I).

B.2   An introduction to the island

The Isle of Wight is located south of the cities of Portsmouth and Southampton and separated from the mainland by the stretch of water known as the Solent, which is in the region of 5km (3 miles) wide. The Island is roughly diamond shape and measures approximately 21km (13 miles) north to south and 37km (23 miles) west to east. The total land area is 38,014 ha (approximately 146 square miles).

Transport & the wider context

The Isle of Wight in context - main transport routes
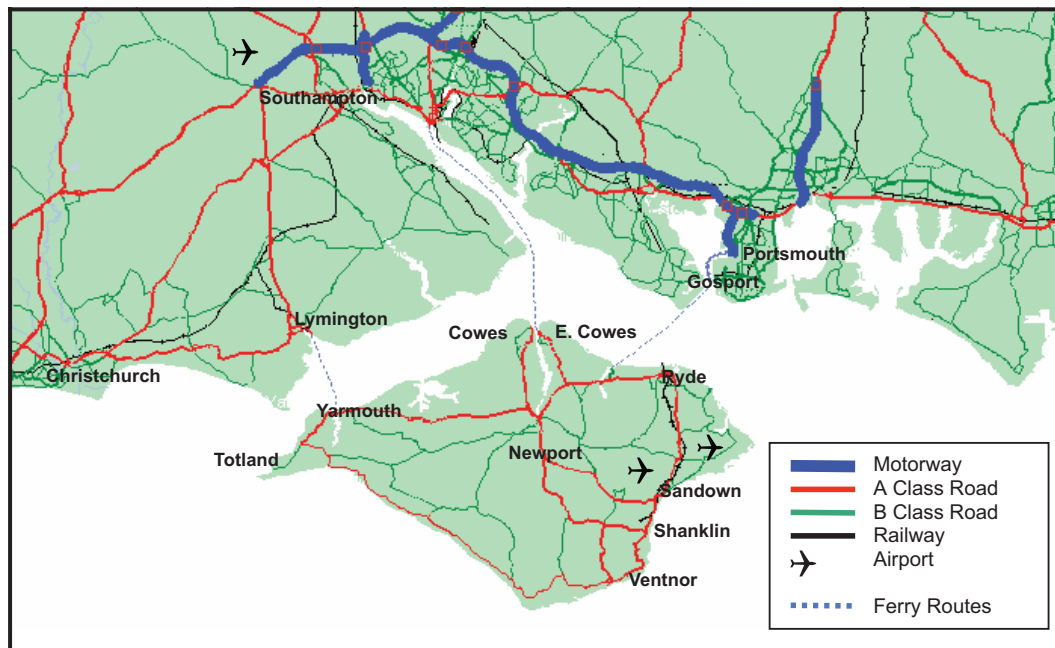
Motorway	
A Class Road	
B Class Road	
Railway	
Airport	
Ferry Routes	

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The Island has a 833km (517 miles) road network, set in a landscape of which half is designated
an Area of Outstanding Natural Beauty. Its 827km (514 mile) network of public rights of way
provides urban links and allows easy foot and cycle access into the countryside.

The Island is unusually rich in species and habitats, compared to other similar areas on the mainland.
The chalk grasslands, maritime cliffs and slopes and estuaries are particularly important, not only
in regional context, but also on a national and international scale.

Much of the Island is covered by nature conservation and other designations.

- Over half of the Island is designated as an Area of Outstanding Natural Beauty (AONB).
- 11% of the Island is designated as a Site of Special Scientific Interest (SSSI).
- 10% has been designated as Sites of Importance for Nature Conservation (SINC).
- The Island has more than 10% of the South East Regions chalk grassland.
- The Island has some of the best examples of undeveloped estuaries in the South - East region.
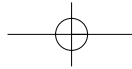
The map below illustrates protected areas.
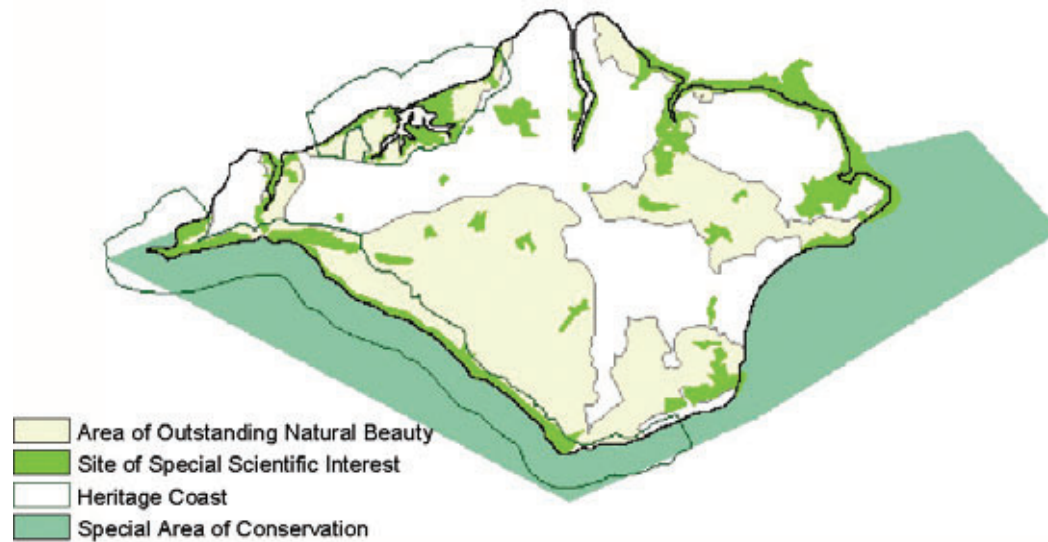
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## B.3 Improving the quality of life for everyone

Our Island status brings with it many benefits - it inspires a high degree of pride and generates a strong sense of local identity. Those who live here and those who come as visitors, prize the quality of our environment and enjoy what many see as a more relaxed lifestyle.

Despite this we can be seen as an Island of two parts, the glitz and glamour associated with our national and international events and the prestige and attraction associated with some of our towns and villages can make a sometimes, stark contrast with some other elements of the Island. For example, 15 of our 48 wards are within the top 20% nationally of most deprived areas and at 28% of the population, we also have one of the highest levels of people of pensionable age in the UK. The difficult life circumstances facing some people can mean that they are effectively excluded from the opportunity to live prosperous, healthy and fulfiled lives.

Social exclusion impacts upon people and communities in many different ways - it can exclude them from employment from access to good quality affordable housing, from access to leisure activities and can also affect their state of health. Social exclusion can reduce people's quality of life, restrict their ability to realise their full potential, and force them to live below the standards they would wish with damaging consequences for individual and social cohesion. It also acts to put a "brake" on the economic prosperity of the Island and imposes additional costs on our services and provisions.

B.3.1 Creating a healthy Island

Over recent years the Island has witnessed a change in the age of our population and where people live, whether they are employed, where they are employed and how they travel all have a big impact on the quality of life impact on the environment and the number and type of journeys made.
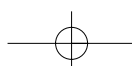
The Island has a significant number of older people, which has important implications for a range of issues including public health, social services, employment and transport. A wide range of indicators of deprivation show that many people on the Island experience health inequalities and social exclusion. Health and life expectancy are closely linked to social circumstances and childhood poverty and these inadequacies can mean poorer health, reduced quality of life and earlier death than rates experienced by people who are better off.

It is recognised that if the Island is to prosper, we must do this by working together as a whole. The establishment of the Local Strategic Partnership (LSP) partnership, implementation of Aim High and delivery of our Local Area Agreement (LAA) will all help foster an environment where agencies can work better together to improve the delivery economic regeneration and help address the high levels of socio-economic deprivation on the Island. These policies should recognise the importance of maintaining and improving accessibility to services such as health, education and the key role that transport and active transport - such as walking and cycling has to play.
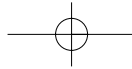
B.3.2   Equality and diversity

We live in an increasingly diverse society. It is important that we treat people in the way in which they want to be treated. Where people were born or issues relating to health, age, race or sex should not have an adverse impact on their quality of life.

The Isle of Wight has a higher percentage of people with Limiting Long Term Illnesses (LLTI) than the South East Region and England and Wales (22% IOW, 15.5% South East and 18.2% England and Wales). Some 6% of the adult Isle of Wight population were issued with a disabled parking badge 2004/05.

The 2001 Census shows an increase in the non-white ethnic population of the Isle of Wight to 1,749 persons. This equates to some 1.3% of the 2001 total census population, compared to 8.7% of the figure for England and Wales.

| Ethnic Groups	IW Nos.	IW %
White	130,982	98.7%
Mixed White & Black Caribbean	270	0.2%
Mixed White & Black African	65	0.1%
Mixed White & Asian	243	0.1%
Other Mixed	141	0.1%
Asian or Asian British – Indian	189	0.1%
Asian or Asian British – Pakistani	88	0.1%
Asian or Asian British – Bangladeshi	89	0.1%
Asian or Asian British – Other Asian	66	0.1%
Black & Black British – Caribbean	160	0.1%
Black & Black British – African	109	0.0%
Black & Black British – Other Black	35	0.1%
Chinese	123	0.1%
Other ethnic group	171	0.1%

Source: Census of Population 2001.

The development of this Plan has allowed us the opportunity to reach out to the Island's diverse community. The Council values equality and diversity and will continue to consult with a range of different groups both through the QTP and by other means. It is important that we bring equality and diversity to all aspects of our daily business and details of our Comprehensive Equality Plan are included in Section C - Transport Issues and Opportunities.

B.3.3 Demographic changes

During the last one hundred years the population of the Island has increased year on year from 82,418 in 1901 to 132,731 in 2001. This increase has been greater since 1951 due to inward migration as opposed to births exceeding deaths. During the last ten census years (1991 - 2001), the Island witnessed a 5.4% increase in population. This is higher than all other regional averages.

The map included below illustrates the locations of the main towns and villages on the Isle of Wight.
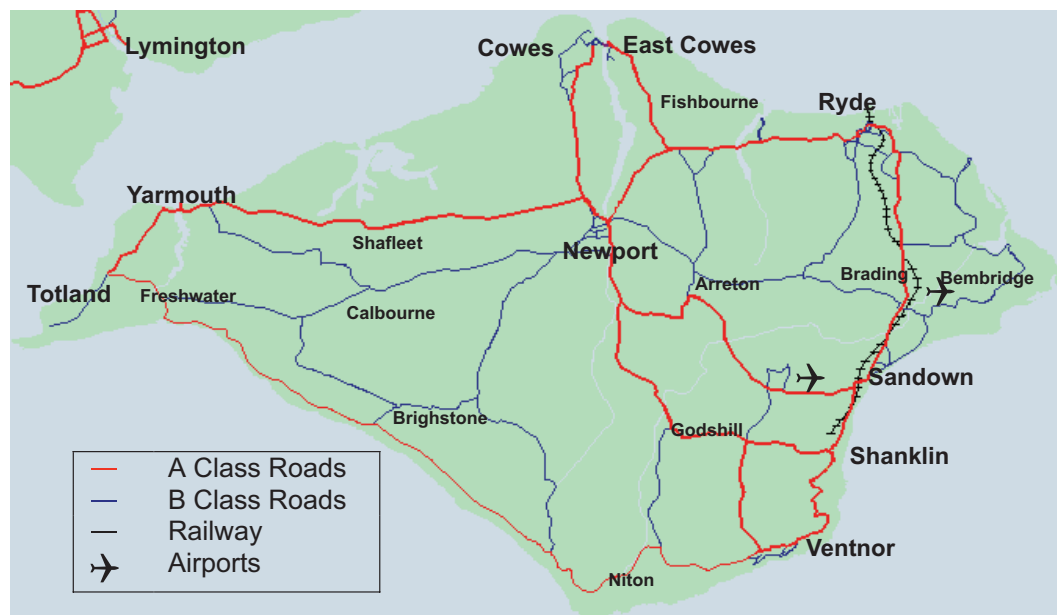
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The numbers of people living on the Island, where they live, work and go to school and college can have a big impact on our transport infrastructure and issues such as congestion, air quality and the environment.

The population of the Island is centred on a number of coastal towns and Newport at the centre. Our transport network reflects this pattern, with roads radiating out from Newport and with our coastal roads following the fringe, the shape of our network is similar to that of the spokes and rim of a cycle wheel.

The 2001 census indicated that the majority of people are located in the towns of Newport (map ref K-4), Ryde (map ref O-2), Cowes (map ref J-1) and East Cowes (map ref K-1) and the southeast coastal areas of Sandown (map ref O-6), Shanklin (map ref N-8) and Ventnor (map ref N-9). Whilst the lowest population densities are within, what are predominately the most rural areas of the Island - Shalfleet, Yarmouth, Brighstone, and Calbourne.
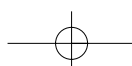
Population of main towns

| Town	Population
Newport	23,600
Ryde	24,000
Cowes	13,600
East Cowes	7,000
Sandown	6,500
Shanklin	8,700
Ventnor	6,300
Lake	5,000
West Wight	10,700
Bembridge	3,800

Source: Census of Population 2001.

How old people are, can have an influence on how often and by what means they travel. The age profile of those living on the Island has changed considerably over the last 100 years. In 1901 the largest number of people living on the Island were in the age range 15 – 25 years. From 25 years and older the numbers decreased annually with very few people living to 85 years and above. One hundred years later the picture is very different. The numbers being born has dropped noticeably and the largest age group is now those aged 50–54, with over 4000 people living beyond 85 years.

The Island has become a popular retirement area and in 2001, 28.4% of the Island's population were aged 60 years or over compared to 20.9% in England and Wales. At the same time we have less young people living on the Island - 18.2% aged under 16 years compared to 20.2% in England and Wales.

The map included below illustrates the percentage of ward over pensionable age (60+ women, 65+ men). (Source 2001 Census of Population)

PENSIONERS,
10.3 -	16.9
16.9 -	23.6
23.6 -	30.3
30.3 -	36.9
36.9 -	43.6
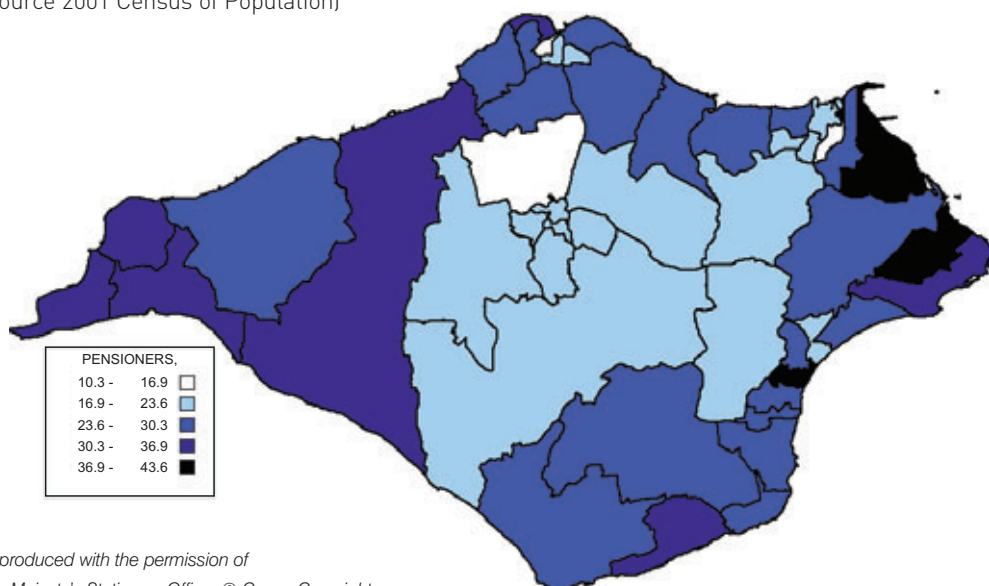
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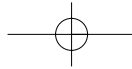
B.3.4 Where we live

Whether people live on their own, or as part of a family group, can also have an influence on how often and by what means they travel.

The number of dwellings on the Island has continued to increase more rapidly than the growth in population. There are now 5,000 more dwellings than in 1991 and in the last ten years there has been an average of 580 new properties built each year. The 2001 census showed that whilst the population and number of dwellings has risen, the number of people per dwelling has fallen and average family sizes are now far smaller than they were 50 years ago.

The 2001 Census showed that whilst married couples occupy the majority of households, the number of single parent households has risen from 3.0% in 1991 to 6.1% in 2001. Single pensioner households still account for 18% of all households, whilst people living on their own occupy another 13% of all Island households.

## B.4 Ensuring job creation and economic prosperity

In many ways, the industrial structure of the Island's economy mirrors that of the South East Region and that of the UK as a whole. Heavy industry has declined over recent years and the service sector now dominates our economy by a considerable margin, with manufacturing now accounting for just 17% of our local economy.

However despite having similarities with the economy of the South East, the Island is different in many important ways. These are:

- **The relatively high concentration of retail, hotels & catering and health on the Island. These sectors combine to account for 27% of total output on the Island, compared with just 16% in the South East and 17% in the UK.**
- **In contrast, business services and transport & communications account for just 12% of output on the Island, compared with almost 25% in the South East Region.**
- **The construction sector and engineering account for a greater proportion of output on the Island than they do in either the southeast or the UK.**

Put quite simply, the Island does not share in the economic prosperity more generally enjoyed by our mainland neighbours. Above average unemployment, lower wages and a dependence on the seasonally variable tourist industry and emerging skills shortages all serve to hamper business growth and competitiveness.

We are looking to tackle this issue in a number of ways, including in partnership with the Government through the delivery of our Local Area Agreement (LAA), which seeks to focus on improving wealth creation through targeted business support and training. (Further details of our Local Area Agreement is included in Section D – Long term Strategy).

Transport & the wider context
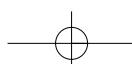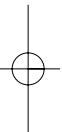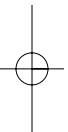
B.4.1 Transport and employment

How many people are employed and where they live and work is an important factor when considering transport and its implications. The 2001 census has identified that there is a link between where people live and the type of employment they undertake. This could be attributable to a number of factors including - the choice or availability of jobs, desire to reduce travel distances and availability of accommodation.

The map below illustrates by percentage of population the distribution of economically active people on the Island. (Source 2001 Census of Population).

ECONACT,

53 -	75	□
57 -	61	□
61 -	65	■
65 -	68	■
68 -	72	■
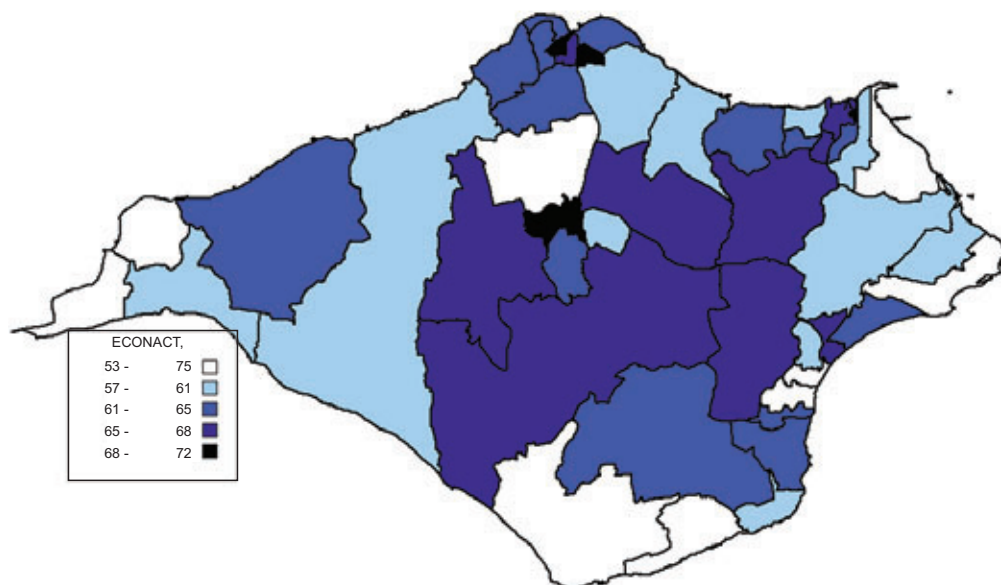
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We know from the Census that those employed in manufacturing appear to be more likely to live in the Cowes/Newport/Ryde triangle where these types of industry are more common.

People employed in the tourist industry (Hotels and Restaurants) live closest to the coastal holiday resorts of Sandown, Shanklin, and Ventnor and to a lesser extent Ryde. Those employed in agriculture, forestry and fishing tend to live in the predominately rural wards to the south of Newport and south and west of the Island.

B.4.2 Tourism and the economy

Hotels and catering is considerably more important to the local economy than nationally. Tourism remains a significant factor on the Island and the value of tourism to the local economy should not be overlooked.

Over 2.5 million visitors come to the Island each year and visitors spend over £300 million in the local economy. It is thought that the multiple, indirect effect of this spend; add a further £100 million to the Island's economy.
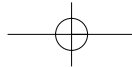
The number of full time staff employed in tourism varies from 12,000 in the winter to 18,000 in the summer and tourism supports one in four local jobs. Proportionally this figure is double the regional and national levels and indirectly the tourist trade supports many thousand more jobs.

On the Island the three largest occupations in terms of total employment are: corporate managers, sales occupations and elementary administration & service occupations. This group includes kitchen porters, kitchen and catering assistants, waiters, waitresses, bar staff, elementary cleaning occupations, elementary security occupations and shelf fillers. Together these 3 occupations account for 30% of all jobs on the Island.

Tourism investment

As part of the recent Isle of Wight Tourism Base Line Audit, tourism based business were asked about the levels of income they re-invested in their businesses:

- **29% of tourism businesses reinvested between £1-£5,000 a year in their business.**
- **21% of tourism businesses reinvested between £6-£50,000 a year in their businesses.**

Investment confidence in the Island is increasing and a number of hotel developments, extensions and refurbishments have been carried out over recent years and a number of these developments have cost close to £1m. These developments include the building and subsequent extension of the Premier Travel Inn at Newport Quay - developed in partnership with the Council as part of the regeneration of the Quay, as well as the extension and refurbishment of Seaview Hotel at Seaview, extension of the Albany Hotel and Sandpipers at Freshwater Bay and The Wellington Hotel at Ventnor.

The Base Line Audit showed that majority of reinvestment had been spent on the refurbishment of existing premises or new buildings and the money invested had, in the majority of cases, been fed back into the local economy through the building trade. Using the above information, based on the 3305 tourism businesses and an average spend of £10,000, this would equate to an additional £16.5m ploughed back into the local economy. Based on the average wage for the Island (2001 New Earning Survey) this would equate to 841 jobs being supported through this investment, (see www.islandbreaks.co.uk for more details).

B.4.3 Achieving economic prosperity

The Island is striving to achieve full employment. Although the employment levels on the Island are currently high, the actual numbers employed and the pattern of unemployment on the Island differs to that experienced elsewhere in the country. Although the numbers unemployed and claiming benefit on the Island has followed national trends and fallen steadily since 1996, the Isle of Wight rate is unusual in that it has a high percentage of people claiming incapacity benefit and is still consistently higher than both the England and Wales and South East averages. Our local unemployment figure also demonstrates peaks and troughs from summer to winter, due to the high dependency on seasonal tourist trade.
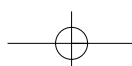
These seasonal variances are also evident when looking at the numbers of claimants aged 18 – 24 years, which although following the general trends exhibited elsewhere show marked seasonal fluctuation.

The 2001 census shows that our unemployment is highest in the 20-29 years age group, followed by those aged 16-19. When compared with England and Wales the Island has equal or higher unemployment in all age groups. The Council is working with others to help reduce the numbers of unemployed and our LAA includes targets to help drive our performance in this area.

B.5   Raising education standards and promoting lifelong learning

Improving education and lifelong learning is a priority for the Island. The Community Plan and Council's Aim High Change Management Plan acknowledge the importance of raising our educational standards and believe that access to continuing education is a basic right for everyone. This is all the more so, given the rapid pace of economic and technological change. Harnessing and realising the talents of all, especially our young people, will be essential to the future of the Island.

Whilst we have many excellent centres of education on the Island there is a common agreement that there is room to improve our education performance and the Council has chosen to tackle this issue as a high priority.

The Island operates a three-tier education system. These are: primary schools, age 5-9 years, middle schools - age 10-14 years and high schools age 14-16 years. All high schools currently cover 6th form education and the Isle of Wight College offers a range of further education courses.

School travel plans

How scholars' travel to their place of education can have a major influence on peak time traffic levels. The development of school travel plans can play a major role in reducing travel demands and encourage modal shift. By working with pupils, teachers, parents and governors to understand their travel needs, help remove barriers and encourage and facilitate change it is possible to reduce a major part of our peak time traffic, reduce congestion, pollution and accidents. Increasing travel by foot and cycle can also contribute to healthy schools initiatives and help reduce childhood obesity and health problems in later life.

Improving accessibility

The Council is pledged to improve educational standards on the Island and any possible considerations or modifications to schools or their location should consider the implications for transport. Colleagues from education have already been involved in our accessibility planning work and one of our accessibility action plans seeks to address access to schools as part of a wider coordinated project.
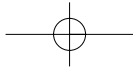
B.6   Improving access for all

The Island is not affected by other people's commuter journeys; virtually nobody travels through the Island as part of a longer journey. It therefore follows that every journey that takes place on the Island is generated locally and occurs as a direct result of own particular circumstances, the availability of transport, personal decisions, actions and choices.

We live in an area surrounded by water which means that most of our everyday journeys are by comparison to elsewhere far shorter and because of the physical and geographical limitations, take place on regular and often well used routes.

B.6.1   Daily travel

How and where we travel each day has a huge impact on issues such as, congestion, pollution, public transport patronage, fitness and health.

The 2001 Census has helped broaden our understanding of local travel patterns. We already know that on average 52.8% of journeys to work on the Island are under 5km (3 miles) long, yet more than half of the Island's working population travel to work by car (54.2%). We have been monitoring car occupancy on vehicles entering Newport as part of LTP1 and know that at peak times nearly 80% of cars surveyed are single occupancy vehicles.

Travel to work by bus on the Island is lower at 3.9% compared to 7.4% which is the average for England and Wales.

Addressing these issues and encouraging travel by sustainable means will be a challenge we will have to face over the next 20 years. We will have to consider how we can reduce the need to travel and increase travel by public transport and encourage walking and cycling if we are to cater successfully for future growth without increasing congestion and pollution.

Workplace travel plans

It is recognised that developing workplace travel plans which allow and encourage working from home, car sharing, support travel by public transport, walking and cycling are beneficial to personal health and the environment and can help reduce peak time traffic, congestion, pollution and accidents. Further details of how such plans fit within our overall strategy is included in Sections E – L of this document.

B.6.2   Car ownership

The levels of car ownership on the Island have changed since 1991. The numbers of households without a car has decreased while the numbers of households with more than one car has increased.

Compared to England and Wales, the Island has a higher proportion of car ownership (47.6% of IOW households compared with 43.8% nationally.) We know that households without cars are more likely to be located in the urban areas rather than rural areas - this may be due to a number of factors, including affordability, easier access to services, access to and availability of public transport and density of development. Of the 1,992 families with dependant children on the Island who do not own a car, the majority are located within the Island's main towns.

Transport & the wider context

The map below illustrates those households with no car. (Source 2001 Census of Population).

NOCAR,

|	
9 -	16
16 -	22
22 -	29
29 -	36
36 -	42
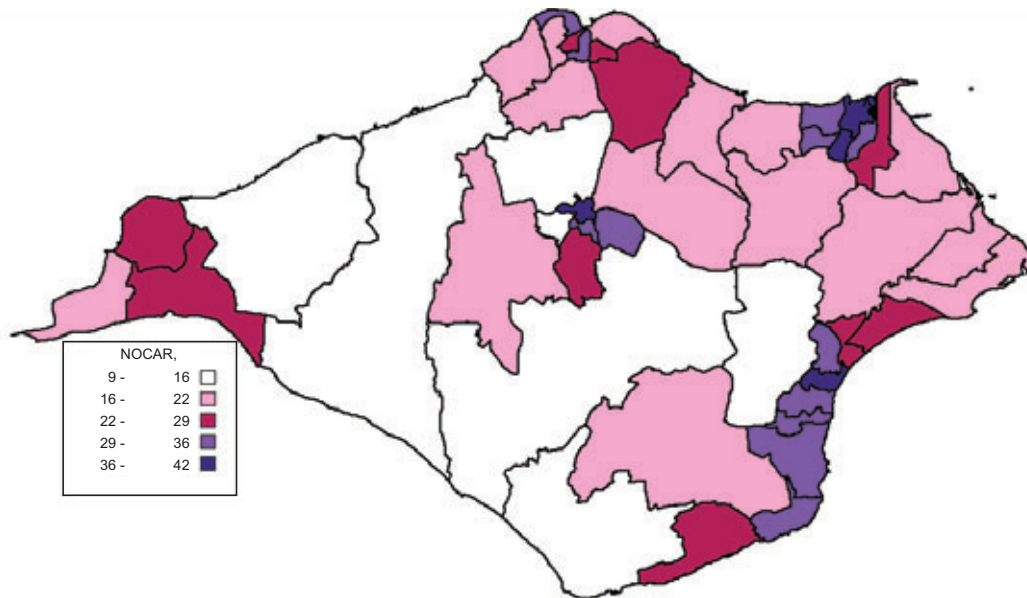
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We now know that households with two or more cars are most highly concentrated in the rural areas of the Island. Once again this could be for a number of reasons including housing density, a greater affluence and access to or availability of frequent public transport.

B.6.3 Improving accessibility

Maintaining and improving accessibility without adding to increasing levels of congestion and pollution will form a key "thread" running through the development of a wide range of plans currently being developed under the "umbrella" of the Community Plan including the emerging Local Development Framework (LDF) - the Island Plan. It is therefore important that this Local Transport Plan, with its 5 year and 20 year vision, fits and works with those other plans and strategies currently being developed for planning and the environment, health and tourism.

The development of this Plan and our accessibility strategy has allowed us the opportunity to build on existing information and by working with our partners from Planning, AONB, Health, Social Services, Education, Employment, the Quality Transport Partnership (QTP) and elsewhere, to develop a real understanding of the problems and barriers that people currently face in accessing jobs and services and putting in place a sustainable and coordinated approach to help solve them. Further details of this work is included in Section F.
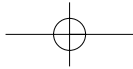
B.7 Developing our transport strategy for the Isle of Wight

The Island is unusual in that the majority of our everyday journeys are contained within our county boundary. It is therefore fair to say that without the pressures placed upon us by the demands and needs of people travelling through our area to access jobs and services elsewhere, we are to large extent "masters of our own destiny".

The aim of this Plan is therefore to identify our transport problems and opportunities and establish a set of policies and the initiatives and proposals and measures, which will help address them.

This Plan seeks to deliver our 7 key objectives based on the LGA shared priority. These are:

1. **To increase accessibility for all.**
2. **To encourage and support economic prosperity and regeneration.**
3. **To make Island roads safer.**
4. **To improve local air quality and conserve and enhance the environment.**
5. **To tackle congestion.**
6. **To ensure effective management of the highway network.**
7. **To achieve value for money solutions.**

B.7.1 Links to other policies and strategies

It is clear that we must have a local transport strategy if we are to improve accessibility and maintain and make the best use of our existing transport infrastructure. For this to be successful our transport "vision" has taken account of the wider global issues and how it fits with a broad range of National, Regional and other local Plans and Strategies.

The Government has taken a lead to ensure that this happens and the Transport Act 2000 requires every Local Authority in England, with the exception of those within London, or classified as "excellent" under the Governments Comprehensive performance Assessment (CPA) to prepare a Local Transport Plan (LTP) for their area.

B.8 Local plans and strategies

This Plan outlines the transport vision for the next 20 years and by building on the progress made during the development and delivery of the first LTP sets the transport strategy for the next five years.
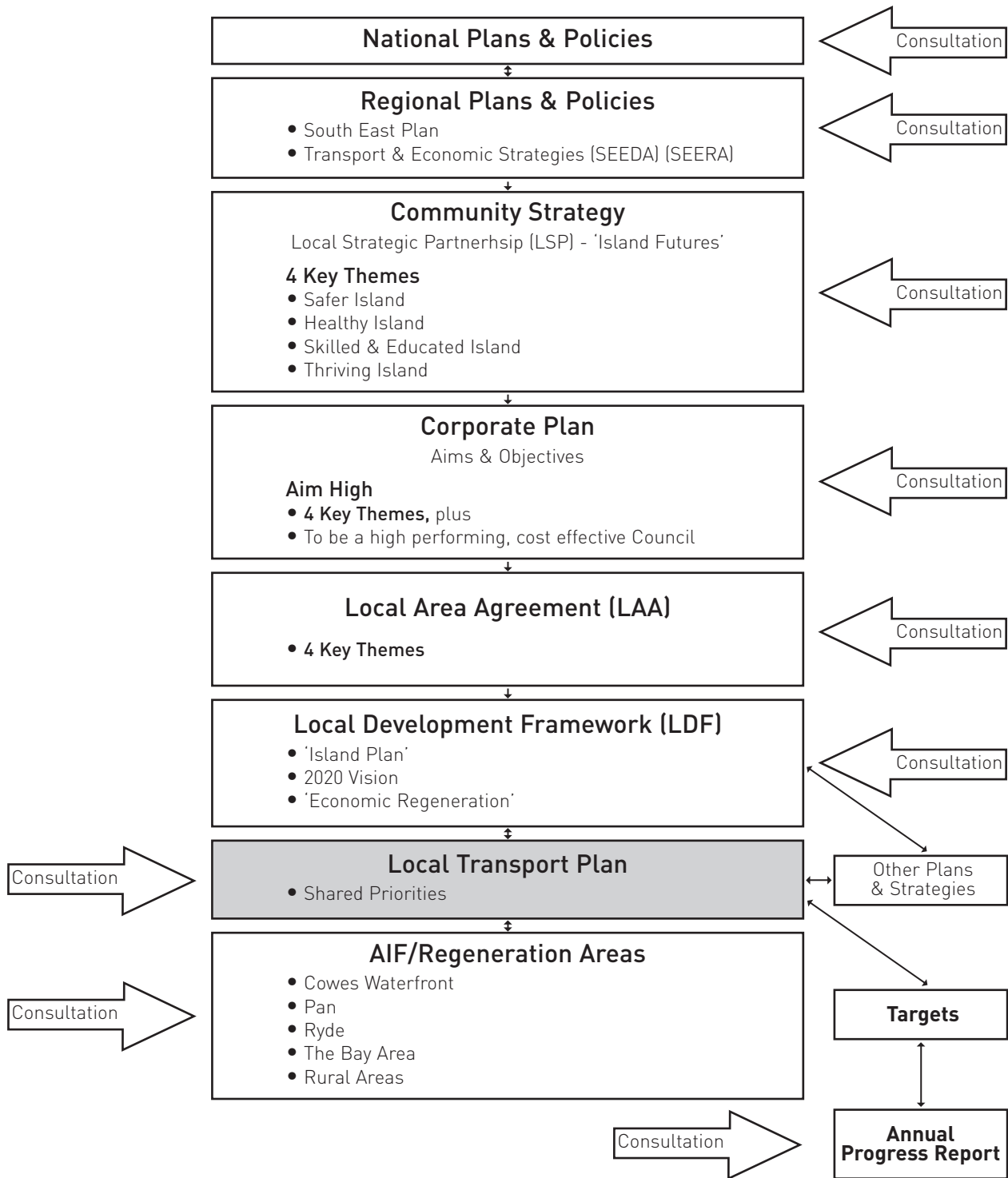
B.8.1 Shaping the Island's future

The Plan fits with, and is one strand of, the delivery mechanism for the Isle of Wight Community Strategy, "Island Futures" which was prepared by the Local Strategic Partnership. It sits alongside and helps deliver the emerging "Island Plan" the Local Development Framework (LDF) for the Isle of Wight and has been developed taking into consideration the needs of motorists, public transport users and a broad range of local service providers including - planning, environment, health, education, tourism, transport operators, business groups, Town and Parish Councils and transport users.

Transport & the wider context

Transport & the wider context
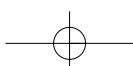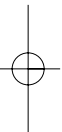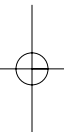
The diagram included below illustrates the relationship between National, Regional and local policies, the position of the Community Plan and links to our Corporate Plan, "Aim High", the emerging "Island Plan" Local Development Framework (LDF) and delivery of targets and schemes on the ground as part of the Area Investment Framework (AIF). It also shows the importance of monitoring our progress. It is hoped that in the future this process will be run in parallel to the monitoring of the LDF.

Local Transport Plan Links

National Plans & Policies	Consultation

Regional Plans & Policies	Consultation
• South East Plan • Transport & Economic Strategies (SEEDA) (SEERA)	

Community Strategy
Local Strategic Partnerhsip (LSP) - 'Island Futures'

4 Key Themes
• Safer Island
• Healthy Island
• Skilled & Educated Island
• Thriving Island

Consultation

Corporate Plan
Aims & Objectives

Aim High
• **4 Key Themes,** plus
• To be a high performing, cost effective Council

Consultation

Local Area Agreement (LAA)

• **4 Key Themes**

Consultation

Local Development Framework (LDF)
• 'Island Plan'
• 2020 Vision
• 'Economic Regeneration'

Consultation

Consultation

Local Transport Plan
• Shared Priorities

Other Plans & Strategies

Consultation

AIF/Regeneration Areas
• Cowes Waterfront
• Pan
• Ryde
• The Bay Area
• Rural Areas

Targets

Consultation

Annual Progress Report

B.8.2 Developing our Community Plan – "Island Futures"

The Isle of Wight Community Plan "Island Futures" was prepared following extensive and wide-ranging consultation and represents the overarching "umbrella" document under which all other local plans and strategies sit.

The founding "Island Future Partnership" partners included: Healthcare NHS Trust, SEEDA, The Countryside Agency, Island Business Representatives, Island Housing Association Representatives, Local Learning Partnership, Primary Care Trust, The Economic Partnership, The IW Youth MP, IW College, Tourist Industry, Transport Industry Representatives, and Voluntary Sector. Other groups are now represented on the group (now known as the Local Strategic Partnership - LSP) including a representative from Government Office for the South East (GOSE).

The Plan includes four key components, these are:

- A long-term vision that involves outcomes.
- An action plan with shorter-term priorities.
- Obtaining a shared commitment to moving things forward.
- Monitoring progress and reporting to local communities.

The structure of the LSP has been recently revised to reflect the content of the LAA and the four "themes" within the LSP are now four of the five key themes adopted by the Council in its own Aim High - Change Management Plan. These are:

- Safer Island.
- Healthy Island.
- Skilled and Educated Island.
- Thriving Island.

B.8.3 Transport and the LSP

Transport is a key element within "Thriving Island" and input into this theme is through the Quality Transport Partnership (QTP) a broad group comprising, transport operators - bus, rail, cross-Solent, freight and taxi. Transport users, motorists, bus users, cycle and motorcycle groups, business representatives, environmental groups and the Isle of Wight Council.

B.8.4 The Quality Transport Partnership

This group is the link between those groups it represents and the LSP and the Chair of the QTP represents the transport and access view within the LSP. The QTP has helped formulate and evaluate local transport policy and helped monitor and improve our delivery against targets.

The development of this Plan has been influenced and guided by the QTP and details are included within the introduction to this document setting out the process by which this was achieved.

Transport & the wider context

Transport & the wider context
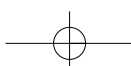
B.8.5 Aim High - The Council's Change Management Plan

The Council recognises the importance of prioritising and focussing its delivery and the "Aim High" - Change Management Plan, is the foundation on which the Council's vision and values are now established.

The Council has determined that it will focus its resources to deliver measurable and positive outcomes for its community across the same four "outward facing outcomes" or "themes" identified in the Local Area Agreement (LAA).

These are:

- Safer and stronger communities.
- Healthier communities.
- Economic Development and enterprise.
- Children and young people.

The Council has also chosen to adopt a fifth, more inward-looking objective:

- To be a high-performing, cost-effective Council.

By aligning our objectives with those contained in the Community Plan - "Island Futures" and the LAA, the Island has now established the bedrock principles on which measurable and coordinated improvements can be made.

The Council is committed to making this happen through strong political leadership, a commitment to strategically driven excellence in service delivery, value for money, improving our customer and community focus and continuous organisational improvement and staff development.

B.8.6 The Local Development Framework

The Local Development Framework (LDF) sits below and is the delivery mechanism for the Community Strategy. As the broad planning policy document, it will when adopted, supersede the existing adopted Unitary Development Plan (UDP). The LDF must accord with the National Policies and Regional Guidance and when adopted will help guide future development on the Island.

The work required to develop this LTP has many areas in common with the LDF and we have carried out our accessibility work and the development of a Strategic Environmental Assessment (SEA) in parallel with the development of the LDF.

Section D of this Plan details how the development of our transport policies have and will continue to take account of the emerging framework being established as part of the development of the LDF. We have deliberately sought to develop these two key plans in this way, so as to ensure close compatibility and compliance.
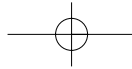
B.8.7 Delivering our shared priorities

The Government have made it clear that Local Authorities should "continue to consider a wider variety of transport modes and policy options appropriate to their localities and that they continue to integrate transport and other activities". This must reflect the "shared priorities" which were agreed between central and local government. These are:

- **Improving access to jobs and services - particularly for those in need in ways, which are sustainable.**
- **Improving public transport.**
- **Reducing problems of congestion.**
- **Reducing pollution.**
- **Increasing safety.**

The Government has made it clear that when appraising the content of a local authority's LTP it will look for evidence that "a focus on the shared priorities has been at the heart of the LTP development".

This LTP has therefore been developed to reflect this guidance and the four key principles of this Plan are therefore to:

- **To set transport in the wider context.**
- **Set locally relevant targets for outcomes, where an outcome is a measurable change in activity.**
- **Identify the best value - for - money solution to deliver those targets.**
- **Set trajectories for key targets – so as to enable the greatest possible transparency and rigour in assessing performance.**

The following sections explain how this Plan fits with and takes account of national, regional and local issues.

B.9 National Issues

It is now recognised at a national level that transport policies, which have been dominated in the past by short term solutions, have actually resulted in a reduction in choice for all the travelling public - including motorists, those who travel by public transport, pedestrians and cyclists.

The Government White Paper "The Future of Transport, a network for 2030", which was presented to Parliament in July 2004 sets out the Government's vision for transport for up to 2030. The strategy is built around three central themes - "sustained investment, improvements in transport management and planning ahead" It recognises that nationally "we need a transport network that can meet the challenges of a growing economy and the increasing demand for travel, but can also achieve our environmental objectives.

Transport & the wider context
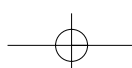
This means coherent transport networks with:

- The **road** network providing a more reliable and freer - flowing service for both personal travel and freight, with people able to make informed choices about how and when they travel.
- The **rail** network providing a fast, reliable and efficient service, particularly for interurban journeys and commuting into large urban areas.
- **Bus** services that are reliable, flexible, convenient and tailored to local needs.
- Making **walking** and **cycling** a real alternative for local trips; and
- **Ports** and airports providing improved international and domestic links.

The development of this plan, its 5-year strategy and 20-year vision has given us the opportunity to talk to our partners and take stock of our current situation. This document therefore addresses the three central themes set out in the Government's White Paper and sets this against the needs of those who live on and visit the Island, together with issues such as sustainability and capacity and how the Island could change over the next 10-20 years.

B.10 The regional picture

The growth in travel is closely associated with our economic well-being and people becoming "better off". As the country becomes more prosperous, we chose to, or have to travel more - it's how often and by what method we make those journeys, that makes a difference to where we live.

B.10.1 A transport vision for the South East

The Island falls within the boundary of the South East Region. Although in many ways separate from and slightly behind our regional neighbours, particularly in terms of employment and affluence, we nevertheless to a degree, feel the impact and influence of our more economically buoyant neighbours.

The picture of South East England as being one of the most successful regions is reflected in some of the most commonly used indicators.

These show that the region has:

- The highest employment rate in the UK (although there are some fairly large regional variations and these levels of employment are not reflected on the Island).
- Higher than average household income (18% higher than the UK average).
- Higher than average car ownership (483 cars per 1000 compared to a UK total of 410 cars per 1000).
- Well below average unemployment.
- Well below average mortality rate.
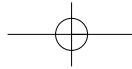
The region is one of extreme comparisons and despite its generally high economic performance; there remain pockets of comparative deprivation, of which the Island is one such area. The regional significance of London cannot be understated. Although outside the region, it is almost completely enveloped on three sides and many of the daily journeys are into, or round the nations capital. Severe traffic congestion is now evident within parts of the region and what the business community sees as the failure of the region's transport system is starting to have an impact on the region's vitality and future expansion.

B.10.2 Regional Transport Strategy

The Regional Transport Strategy is the regional framework that will ensure that the investment programmes of local authorities, transport providers and other key stakeholders in the transport sector complement and support the wider regional objective of delivering a more sustainable pattern of development.

The Regional Transport Strategy (RTS) was published by the Secretary of State in July 2004 and forms the basis of the draft transport policies for the South East Plan. The Regional Transport Strategy represents a replacement of the transport chapter of Regional Planning Guidance for the South East (RPG9), published in March 2001. The Transport Strategy has been informed by the outputs generated by the multi-modal transport studies commissioned by the Government following publication of the Roads Review in July 1998. A significant proportion of the Region's transport system has been covered by these studies.

Of particular interest to the Island was the South Coast Corridor Multi-Modal Study (SoCoMMS) study of the south coast route from Southampton to Ramsgate, looking at congestion, safety and environmental problems. The Isle of Wight Council was involved in discussions and made comment on this study.

Gateway to Europe

The South East is a major gateway to Europe and beyond. The Regional Transport Strategy seeks to address the pressures associated with this important national function and the impact of our proximity to London. The Plan seeks to establish a balanced approach and its vision "is a high quality transport system to act as a catalyst for continued economic growth and provide for an improved quality of life for all in a sustainable and socially inclusive manner: a regional transport system which progressively reaches the standards of the best in the North West Europe". In setting the long-term regional framework, the RTS provides the context within which other relevant regional strategies should be developed. This LTP conforms to policies in the RTS.

The White Paper on Aviation was published on 16th December 2003. It set out the strategic framework for the development of airport capacity in the UK over the next 30 years and made recommendations relating to a number of local airports on the south coast and close to us. Of particular relevance was support for the development of Bournemouth International and Southampton Airports.

B.10.3 The South East Plan

The South East Plan is the overarching plan for the region and prepared by South East of England Regional Assembly (SEERA). It sets the framework for development, includes the Regional Transport Strategy and links to the Regional Economic Strategy prepared by South East of England Development Agency (SEEDA). The overarching vision is to "bring about an urban renaissance in order to improve the quality of life for those in urban areas and protect the countryside".
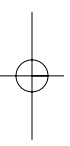
The Plan considers the growth potential of the Region, particularly in terms of housing and employment and focusing on improvements that we need to make to ensure the region remains economically successful and an attractive place to live.

The Draft Plan, Part 1: Core Regional Policies were developed following extensive consultation; approved by the Regional Assembly's annual meeting on 13 July 2005 and submitted to Government on 29 July 2005. The full Plan, to include Part 2: Sub-regional Details will be submitted for Government approval on 31 March 2006.

The South East Plan sets the context for sub-regional strategies and the new Local Development Framework (LDF) documents being prepared at a local level. This LTP will help deliver the transport elements of the Island Plan. Once adopted the South East Plan will shape the development of our region through to 2026. It is therefore important that both the LTP and LDF accord with the South East Plan.

B.10.4 Our role in the region

The following table gives a brief overview of the policies included in the RTS and illustrates how this Plan accords with them.
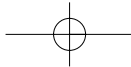
In the RTS each policy relates to how it should impact on relevant Regional Strategies, Local Development Documents and Local Transport Plans.

RTS Policy	Policy Summary	LTP Implications
Policy T1	**Manage and invest** Plans should support appropriate management policies. Encourage access to services and facilities by non-car modes. Reduce the need to travel, support transport hubs and spokes. Facilitate urban renewal and sustainable growth.	This Plan includes a programme of planned works and initiatives that encourage sustainable travel and the use of non-car modes. The Plan recognises the importance of regional hubs and spokes and the new transport Interchange at Ryde is included as a important interchange in the RTS.
Policy T2	**Key Management issues** Plans should include policies to facilitate economic growth, environmental enhancement and promote social inclusion - this will be done by: maintaining the existing transport system. Improving road safety, improving access for all, reducing environmental impact. Ensuring the environmental impact of schemes is reduced.	This LTP contains proposals and initiatives to address social exclusion by increasing access and maintain our transport infrastructure and make the best use of existing facilities. The Council is developing a PFI which if successful will ensure that our transport infrastructure is maintained at the highest possible standard.

| RTS Policy	Policy Summary	LTP Implications
Policy T3	**The Rural Dimension** LTPs should develop innovative approaches to public transport in rural areas, to reflect social and economic characteristics of the region.	Improving accessibility is a key element of this Plan which includes initiatives and proposals to improve access by public transport. We will be using the information achieved through our accessibility planning to identify where efforts. should be targeted.
Policy T4	**Regional Hubs** LTPs should give priority to the development of high Quality Interchanges at all levels. Give priority to measure that increase the level of accessibility by public transport, walking and cycling.	The development of the new Interchange at Ryde is identified in the RTS. This Plan seeks to increase opportunities to walk and cycle. The emerging LDF will look to concentrate development in sustainable locations.
Policy T5	**Regional Spokes** LTPs should support the role of regional gateways (hubs) as a focus of economic activity and the connecting transport links.	The RTS recognises the importance of the Portsmouth to Ryde link as well as Portsmouth, Southampton, and London (A3) corridors. This Plan contains initiatives, which will support this policy.
Policy T6	**Airports** LTPs should include policies and proposals, which take account of the outcome of the Aviation White Paper. Recognise the importance of Southampton Airport and encourage travel to airports by sustainable means.	This Plan recognises the regional and local significance of both Southampton and Bournemouth Airports.
Policy T7	**Ports** LTPs should include policies and proposals, which support and enhance the role of the region's ports. Including Portsmouth and Southampton.	As an Island this Council recognises the importance of maintaining and improving transport by sea.
Policy T8	**Ports – Short Sea Services** LTPs should encourage the development of short sea shipping connections between the regions ports, including: Southampton and Portsmouth.	This Council is seeking to increase transport choice and availability and recognises the importance of transporting goods to and from the Island using short sea shipping.

Transport & the wider context

Transport & the wider context

RTS Policy	Policy Summary	LTP Implications
Policy T9	**Public Transport** LTPs should foster improvements, which will facilitate travel by public transport, including bus, rail, demand responsive services etc.	This plan includes initiatives to support travel by public transport including the introduction of cheaper travel options.
Policy T10 (a&b)	**Mobility Management** LTPs should support measures to "rebalance the transport system" by reducing the need to travel, encourage the development of travel plans, car sharing schemes, charging initiatives, and encourage and facilitate travel by bus, cycle and on foot.	This plan recognises the importance of mobility management and the Council will through flexible working, the introduction of its own travel plan and other initiatives support this policy.
Policy T11	**The role of Charging** Local Transport Authorities should use their powers to introduce new charging initiatives.	The Council do not consider charging is applicable or desirable on the Island.
Policy T12	**Parking Provision for New Developments** LDF and LTP should adopt restraint based measures linked to public transport and accessibility improvements. Set maximum parking standards in line with PPG13 and PPG3.	The Council parking guidelines were established as part of the UDP process and are in line with PPG13. This Plan includes initiatives to improve transport accessibility.
Policy T13	**Travel Plans and advice** The LDF and LTP should identify those developments for which Travel Plans are required.	Travel Plans are currently requested as part of major developments and at schools - for which there is a target to have travel plans in all schools by 2010.
Policy T14	**Rail freight** The rail system should be developed to carry an increasing share of freight movements.	This is not directly relevant to the Island's railway, which is unable to carry freight due to rolling stock constraints.
Policy T15	**Freight and Site Safeguarding** LDFs and LTPs should ensure the most efficient distribution of goods, by safeguarding freight wharfs, depots, particularly those that are alongside rail or water.	The movement of freight is an important local issue and will be considered as part of the production of this LTP and the LDF. Our local freight operators are represented on the Quality Transport Partnership.

RTS Policy	Policy Summary	LTP Implications
Policy T16	**Inter-modal Interchanges** SEERA, SRA, FTA, Highways Agency and Local Authorities to identify locations in the South East for development of new Inter-modal interchange.	Although supported – not specifically relevant to IOW.
Policy T17	**Delivery partnerships** SEERA will encourage and support the development of innovative integrated management partnerships at a sub regional level.	The Solent Transport partnership is nationally recognised as a effective method of joint working for south Hampshire.

The following map is an extract from the Regional Transport Strategy and illustrates regional transport hubs and spokes. Improvements to Ryde Interchange are included.
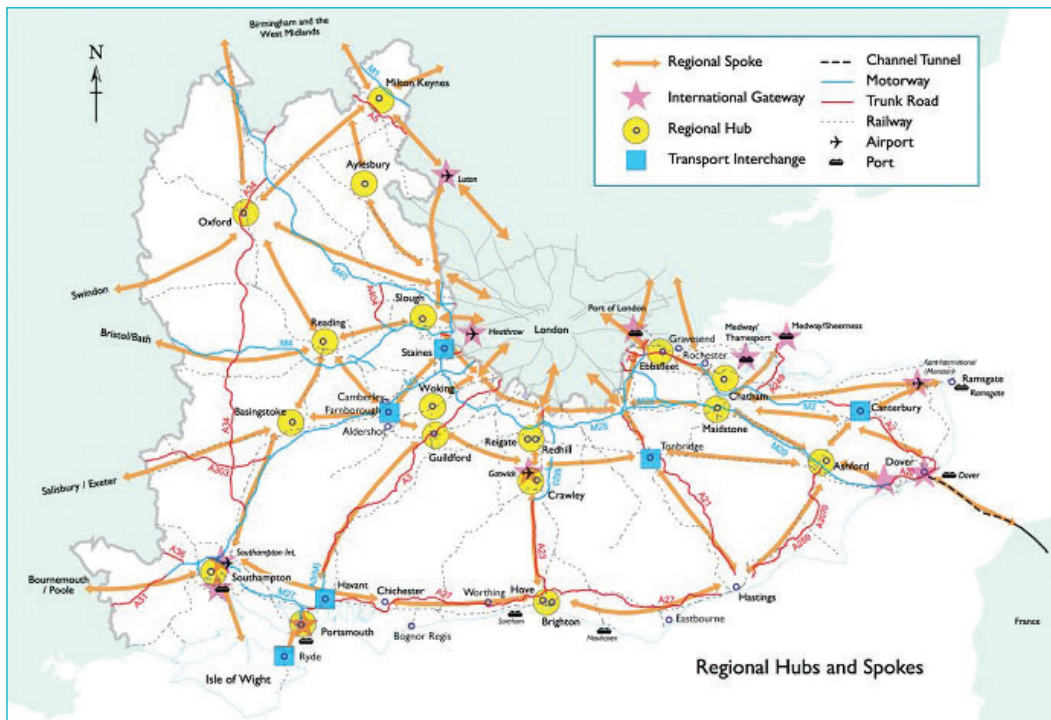
All road rail alignments are purely indicative / Map subject to further changes.
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B.10.5 Regional Economic Strategy

The purpose of the Regional Economic Strategy (RES) is to shape the future economic development of the South East. The role of SEEDA is to lead the development and overall implementation of the strategy on behalf of the region, but it is a strategy for all who have an interest in the future performance of the South East economy.
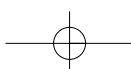
The Regional Economic Strategy (RES) for the South East England (2002-2012) was published by South East England Development Agency in 2002. The Strategy describes the economic dynamics of the area and sets out how our economic performance can be improved. Government guidance has made it clear that the Regional Spatial Strategy - the South East Plan (prepared by SEERA) should encompass and assist the implementation of the RES.

The RES sets a 10 - year framework for economic development and seeks to ensure that "by 2012 the South East will be recognised by all as one of the world's 15 top performing regional economies as measured against a broad range of economic, social and environmental indicators".

The Strategy identifies the functions of the South East Economy as being:

- A global gateway.
- An International Region.
- A hub of innovation and creativity.
- A manufacturing base.
- A centre for creative, cultural and sporting industries.
- An environmental economy.
- A rural economy.
- A learning region.

The RES recognises the importance of transport and communications and seeks to ensure we are "an Integrated Region" - with good cross boundary links. The Plan recognises the problems associated with our current transport systems and the need to maintain and improve accessibility, particularly where this impacts on economic development and the vitality and viability of the region. The Plan recognises that "we cannot build our way out of the congestion problem". It confirms, "we do need urgent investment to provide new transport infrastructure for the region. However, we must also be prepared to tackle the seemingly insatiable demand for road transport." When considering the relationship between transport and employment it is clear that "as employers and individuals we must be prepared to change our travel behaviour, to embrace new communications technology and flexible working".

South Hampshire is identified as an "area of economic opportunity" in the RES and the Plan contains policies to ensure it achieves that status. Policy RE1 seeks to ensure that Plans promote sustainable communities, focus development on urban areas, locate development so as to minimise commuting, make the best use of public transport, support the agricultural, horticultural and forestry industries and rural economic diversification.

Updating the RES

Following a series of Public Consultation event held across the South East, SEEDA published the RES Consultation Document, along with an independent Economic Impact Assessment of the 2002 RES, prepared by consultants KPMG and an interim Evidence Base Document, prepared by SEEDA's Strategy Team in collaboration with consultants Deloitte. The formal Consultation Period closed on Friday 17th February 2006.
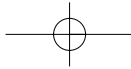
Impact on the Island

This Plan must take account of the potential for economic development, both in where growth takes place on the Island and the implications in terms of access to those jobs for both people and deliveries.

The Island economic regeneration can offer a major force for change - these issues will be taken into consideration as part of the development of the Community Strategy, Aim High, the LAA, the Island Plan (LDF) and this Plan. These issues are covered in Section G - "Economic Regeneration".

B.11 Maintaining and improving cross solent links

The Island is reliant on the South East in many ways and local surveys show that an increasing number of people now choose to or have to travel to the mainland for employment, health, education or training. With the exception of a small number of direct journeys by private yacht or plane, nearly all of the personal journeys, goods and services transported to the Island have to travel through the South East Region.

It is important therefore that this plan and our other emerging development plans consider and take into account the Island's ability to provide for its local needs and requirements in terms of jobs, healthcare and training. We know that a growing number of people choose to live on the Island and commute daily to the mainland for work and if congestion continues to grow in Hampshire and elsewhere in the Region, improved cross Solent access and the use of the Solent as a transport highway could have a knock on effect on Island life in particular access to and the demand for parking at Cowes and Ryde.

B.11.1 Cross Solent Study

The Council has commissioned consultants to carry out a Cross Solent Study. This has examined the following issues:

- Whether the existing ferry based connections are sufficient to service the Island's future needs.
- In broad terms, whether the entry ports have spare capacity or the potential to expand or relocate; and
- The degree of integration of Islandwide transport links at the entry ports.

Whilst the findings of this report are still to be considered in detail by the Council, the initial conclusions were:

- Capacity problems relate to both cross Solent service capacity and the capacity of onward transportation links.
- Capacity problems mainly occur during the May Bank Holiday and summer weekends.
- Generally little capacity problems occur at other times.
- Operational improvements could help spread demand and reduce peak.
- Capital improvements will ensure long-term solution, but has issues in terms of land use implications.
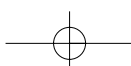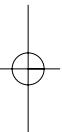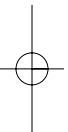
B.11.2 Improving interchange and accessibility

The Council recognises the importance of maintaining and improving cross-Solent links and the necessity to improve and update our key cross Solent interchanges.

Our first LTP identified the need to improve facilities at Yarmouth, Cowes, East Cowes and Ryde and the development of new interchange at Ryde to facilitate connections between on-Island journeys made by foot, cycle, public transport - bus, train, taxi, coach and bus and cross-Solent journeys made by the Fast Cat and Hovercraft. A planning application for the redevelopment of Ryde Interchange was approved in 2005 and work on this scheme is progressing.

Access to health care

We are already working with partners from a number of Island agencies, plus health education and transport providers to share information, establish the current and likely demand for cross-Solent travel and identify the best and most cost effective ways in which travel for health treatment, education and training can be catered for in a cost effective way.

The importance of developing and maintaining good cross-Solent links and South East transport links will be examined further with our neighbours in Portsmouth and Southampton City Councils and Hampshire County Council, which together with Hampshire transport providers, business organisations and others, form Solent Transport. Details of this are included in Section F.

B.12 The Solent transport area

Nearly all goods and services that arrive on the Island are transported through Hampshire and the Solent Transport Area, to ports at Portsmouth, Southampton and Lymington.

The Solent Transport Area is a densely populated urban area stretching along the South Coast from the New Forest waterside and Southampton in the west to Portsmouth, Havant and Hayling Island in the east. The area extends to Eastleigh and Waterlooville in the north. Although Winchester falls outside the Solent area, movements to and from the north are taken into account in the emerging Solent Transport Strategy.

The Isle of Wight is closely associated with the Solent Strategy area. Ferry journeys to the Island are important features of the ports of Southampton, Portsmouth and Lymington, with its links to the New Forest and the west. Access to and from these ports is essential for residents of the Island, both in terms of tourism and to provide access to facilities not available on the Island, such as specialist further education and healthcare.

It is important to maintain and improve good cross Solent links and an increasing number of people chose to, or have to commute to the mainland for employment and other purposes. The towns and cities within South Hampshire can offer a more varied range of employment, retail and other facilities.
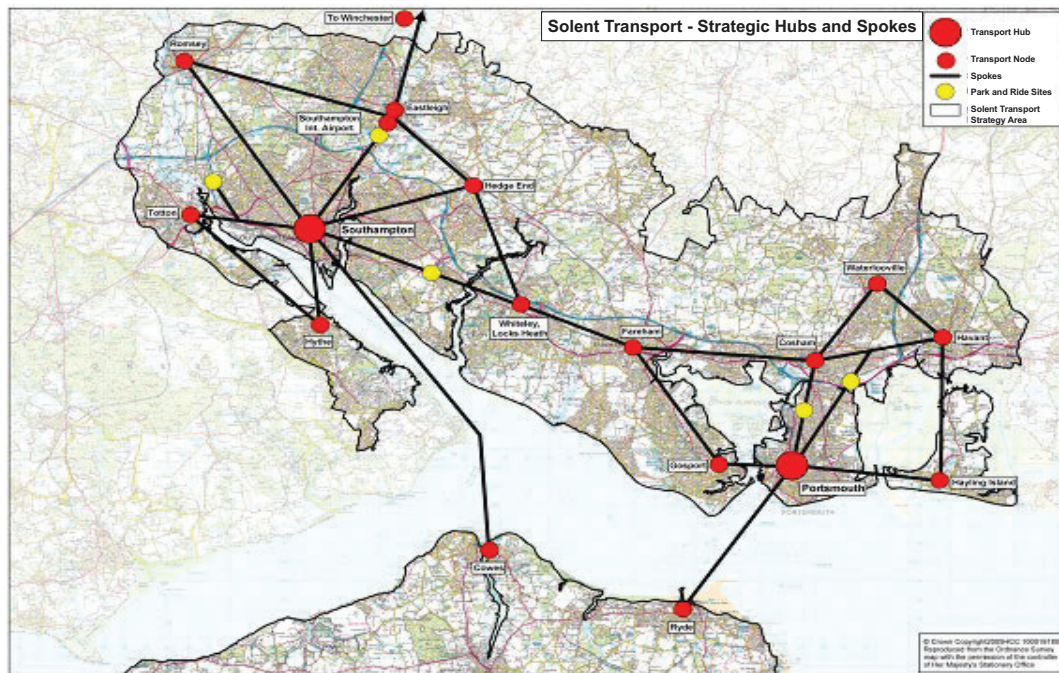
The two cities of Southampton and Portsmouth together form the largest urban area in the South East England outside London and is home to almost one million people.

The table below illustrates the population of the Solent Strategy area. The total including the Island is 1,097,744.

Area	Total Population
East Hampshire (part)	15,191
Eastleigh	116,169
Fareham	107,977
Gosport	76,415
Havant	116,849
New Forest (part)	68,275
Portsmouth	186,701
Southampton	217,445
Test Valley (part)	43,160
Winchester (part)	16,831
Total (Solent Transport Area)	965,013
Isle of Wight	132, 731
Total including IOW	**1,097,744**

Source: Census of Population 2001.

The Solent Strategy area is one of the South East Region's major economic centres outside London. The coastline is an intrinsic part of the character of this area. Whilst other successful areas in the South East rely upon linkages with the capital, the Solent area operates in a distinctively separate manner to London, relying instead upon connections with other regions, including other south coast areas and through the Channel ports, Europe and to a lesser extent the Island.

Transport & the wider context

Transport & the wider context

Source – Solent Transport Strategy.

B.12.1 Solent ports

The ports of Southampton and Portsmouth and airport at Southampton and Bournemouth (outside the Solent Area) are important gateways to Europe and elsewhere and provide a large part of the area's economy. They also have a significant influence on export/import and the defence related industries.

The port of Southampton, operated by Associated British Ports, is one of the largest ports in Europe. In 2001 it handled significant amounts of commercial traffic including 570,000 vehicles, 1.7 million containers and 25 million tonnes of oil and a range of other products. The port provides:

- Container services.
- Berths for cruise liners.
- Ferry services - including car ferry and catamaran services to the Island and catamaran to Hythe.

The port of Portsmouth handled over 1 million tonnes of freight in 2004 of which over 850,000 tonnes were imports (mainly fruit and vegetables). The port provides:

- Continental ferry services to Caen, Le Havre, Channel Islands and Spain serving passengers and road haulage operators.
- Fast Cat service to Ryde, car / passenger ferry to Fishbourne and passenger carrying Hovercraft service from Southsea to Ryde.
- Local passenger ferries to Gosport.
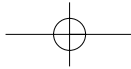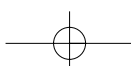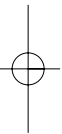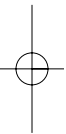
B.12.2 Travel by air

Southampton airport is an important regional and global airport and currently carries around 1.53 million passengers per year with an increase of 27.5% on 2003 passenger numbers. Currently served by 9 airlines and 6 tour operators flying to 26 European and UK destinations including Amsterdam, Dublin and Paris - worldwide connections are offered by Air France, KLM and SN Brussels creating a readily accessible global gateway almost minutes from the Island. The aviation White Paper (December 2003) underlined the importance of Regional Airports and envisaged that the number using the Southampton airport could grow to between 2.5 and 7 million passengers per annum.

Travel from Bournemouth Airport can also be convenient for those living on the Island, especially for those living in the west Wight. Bournemouth is one of the fastest growing airports in the UK offering flights to a range of worldwide destinations, including - Amsterdam, Barcelona, Belfast, Channel Islands, Dublin, Dubai, Glasgow, Paris, Malaga, Palma, Pisa, Costa del sol. Ferry connections from Yarmouth to Lymington are fast and frequent and travel options from Lymington include rail to Bournemouth by rail, changing to the mainline service at Brockenhurst, or alternatively by road, involving car or taxi.
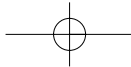
B.13 Working with our solent transport partners

We recognise the importance of working in partnership with our colleagues in Hampshire County, and Portsmouth and Southampton City Council's, which together make up Solent Transport. Although not strictly a partner of the group, the Council is keen to participate in joint discussions and help influence policy decisions.

We recognise the importance of maintaining and developing our links with this group and have been sharing information and working with them on the development of a range of mutually beneficial systems and strategies. Council Officers have been attending regular meetings as part of the formulation of the development of this Plan and will be expanding this work as part of our accessibility planning, particularly with regard to access to the mainland for specialist healthcare, education and training.

Transport & the wider context

Transport & the wider context