

C CONTRIBUTION TO THE WIDER OBJECTIVES

C.1 DELIVERY OF THE WIDER POLICY AIMS AND OBJECTIVES

This section demonstrates the key role that transport and the first LTP have played in the delivery of our wider policy aims and objectives.

During the last five years the value of the LTP and LTP process has been recognised at the highest level. The LTP is now a significant driver for change in a range of ways including:

- Improved delivery of local schemes and initiatives.
- Influence at a local strategic level through the QTP and thereby directly into the Local Strategic Partnership (LSP).
- Helping to deliver the wider policy initiatives.

Using the QTP

The QTP has been used to help gauge and influence the content and delivery of the LTP and UDP and more recently as a “sounding board” to assist the production of the emerging Local Development Framework, the Island Plan.

Delivering the wider policy areas

The approach and policies contained in the LTP have also been influential in helping the deliver our wider policy areas and this section demonstrates the key role that transport policy has played in the delivery of two of these broader policy areas.

The areas we have chosen to highlight are as follows:

- Economic Regeneration.
- Health and education aims and objectives.

C.2 HOW TRANSPORT HAS HELPED DELIVER ECONOMIC REGENERATION

The Issue of achieving sustainable economic prosperity was recognised in LTP1 as a fundamentally important issue. Paragraph C.6.1 (page 69) of the Plan noted that the Council’s Unitary Development Plan (UDP) was clear that the Island “is striving to achieve a prosperous economy and full employment, it acknowledges that its “severance by sea” presents the Island with its own particular set of problems and puts it at a disadvantage against other mainland UK areas when seeking inward investment”.

C.2.1 UDP objectives

- The Council's objectives as identified in the UDP were as follows.
- To promote and encourage a range of employment uses to retain and enhance the Island’s economy.

- To ensure the availability of sufficient useable land for future employment needs.
- To locate new development so as to reduce the need to travel.
- To resist the development of allocated employment land for other purposes.

During the plan period the Island's economy remained primarily focused geographically with retail and manufacturing concentrated in the Ryde, Newport and Cowes areas. With tourism primarily located in the Sandown Bay area and agricultural uses predominating in the south and west of the Island.

C.2.2 Transport impact and influence.

LTP1 (paragraph C.6.6 – page 70) recognised the impact and influence that transport has on the Island's economy and employment and the Plan sought to and supported a number of regeneration schemes. These included supporting the successful Single Regeneration budget bid (SRBVI) for Ryde (map ref. O2), extensive infrastructure improvements at Cowes (map ref. J1) and East Cowes (map ref. K1) in partnership with South East England Development Agency (SEEDA). Improvements to Newport town centre (map ref. K4), plans for Pan Urban Extension, improvements to our local railway in partnership with Island Line (South West Trains)

C.2.3 Implications on housing and development

Transport is now regarded as a key element of any new development. The location of the development in terms of proximity to the development envelope boundary (UDP Policy G1 page 4-1), proximity to public transport routes, ability to walk and cycle and availability of parking are all issues which must be considered as part of the planning process.

C.2.4 Cowes Waterfront Development

The Cowes Waterfront project was identified as a “dynamic vibrant and unique project”, the aim of which was to help secure a “prosperous future for the Medina Valley” from Cowes and Newport in the north to Newport in the south. The Medina Valley was identified as key driver of local regeneration, the home of Cowes Week and an important centre of employment and employment development.

The development was jointly promoted by the Council, Isle of Wight Economic partnership (IWEP), and the South East England Development Agency (SEEDA) and supported by a wide range of key individuals, organisations, local companies and landowners.

The LTP paragraph E.1.4 and E.1.5 (pages 169–172) identified opportunities for improvements in Cowes and the Supplementary Planning Guidance (SPG) was based on and took account of the following UDP transport policies:

- TR10 - Cross Solent Ferry Links

- TR15 - Bulk freight Handling and distribution.
- TR17 (a) – Public Rights of Way (Newport Quay to East Cowes – footpath/cycleway)

The project identified a number of key priorities. These included:

- Creating new employment.
- Improved branding.
- Maximising development opportunities.
- Maximising the tourism offer.
- Maintaining and enhancing the environment.

And importantly:

- Improving transport linkages and accessibility.

The transport element included:

- Improving pedestrian and cycle linkages developed in partnership with Sustrans.
- New waterfront access.
- Greenway between East Cowes and Newport
- Additional berthage.
- Potential for river bus service.
- Retention and enhancement of deep-water wharfage and storage facilities.
- Comprehensive redevelopment and strengthening of East Cowes town centre; and
- Potential relocation and expansion of Red Funnel Terminal at East Cowes.

The development of this scheme continues and several areas are now complete or nearing completion. The planning application for the redevelopment of the East Cowes element is expected shortly (June 06).

C.2.5 Improving Newport Town centre

The Council sought to improve the attractiveness of Newport Town Centre (map ref. K4) by improving pedestrian facilities and increasing access by public transport. A number of proposals were developed using computer based traffic modelling techniques and between January and May 2002 the Council undertook a major public consultation exercise on the possibility of reorganising traffic flows and pedestrianising various sections of Newport High Street. Detailed in our 2003 APR (page 13), the scheme as proposed included traffic management improvements and the introduction of a new bus contraflow. Extensive consultation was carried out to help establish public acceptance to a number of options.

Extensive consultation

The council produced 20,000 colour leaflets setting out the options, 14,500 of which were delivered to households and businesses in central Newport. Exhibitions were placed in 11 key locations including the town's major retail outlets, Council Offices and the local library. The scheme was covered in

detail in the local paper (IOW County Press) and included on our website at www.iwight.com, together with an online questionnaire. Six public meetings were held at locations across the town.

The Council received 1,233 responses (including 193 digital replies) of which 63% were in favour of pedestrianisation. A number of local residents and businesses raised a range of concerns, mainly in respect of the possible impact that redirected traffic would have on their properties. In light of the consultation a number of revisions were made and the cost of the scheme reduced. Although not the full pedestrianisation as originally hoped, the final scheme was successful in improving pedestrian safety and improving access for public transport, cycles and taxis. Under the scheme taxis and cycles are able to use the bus contraflow lanes and cycle parking has been provided in new locations around the town.

C.2.6 Increasing access to jobs and employment

The Council has been successful in increasing transport choice and assisting travel and regeneration by the introduction of a number of schemes and initiatives.

Two park and ride schemes have been developed during the Plan period. The first at Somerton on the outskirts of Cowes (map ref. J1) was a 72 space car park developed in conjunction with the local bus operator so as to provide a useful and cheaper alternative, particularly for cross Solent commuters who otherwise would normally park all day in Cowes adding to the demands for on street parking. The Council monitors the use of the site throughout the year and is encouraged by the numbers using the site.



The second was to formalise and extend an ad hoc park and ride site at Ryde St Johns Station (map ref. O3). Originally conceived as part of the larger Ryde Interchange project, the Council took the initiative and developed this part of the scheme in advance of the proposed Interchange element planned for the Esplanade at Ryde (see Major Bids text - Section B5) Providing 105 car parking spaces, disabled bays and provision for staff cars, plus secure cycle parking and CCTV, the development of this scheme has helped provide a cost effective and sustainable solution particularly for those who commute by rail and high-speed catamaran to Portsmouth and beyond.

C.2.7 Railway station enhancements

The Council has worked in partnership with Island Line (South West Trains) to improve the railway and its infrastructure. The establishment of the Community Rail partnership (CRP) and employment of a jointly funded Partnership Officer has helped the overall improvement of the service plus the delivery of individual schemes, such as the upgrading of Sandown and Shanklin Stations. The provision of secure (CCTV) park and ride facilities together with the refurbishment of the stations and moves such as the

introduction of facilities such as a dentist, offices and other community facilities will help increase local employment opportunities, help regenerate the area and increase the use of the line.

The improvements being put in place at Brading Station by Brading Town Council in partnership with Island Line and the CRP have greatly enhanced its use with the introduction of new community facilities.

C.2.8 Ryde Regeneration Project

The achievement of £6.5m funding through a successful Single Regeneration Budget Bid for Ryde (SRBVI) early in the Plan period gave us the opportunity to put in place a range of regeneration and improvement schemes in the town. Including a range of social, environmental, planning and transport schemes, the last three years has seen considerable activity focussed on putting place physical improvements, supporting economic activity and fostering community involvement.

Highlighted in LTP2 Section L (page 10) improving transport and the built environment has been at the heart of the improvements that have taken place in the town.

These included:

- Funding for the employment of the project manager and development of Ryde Interchange.
- New “Welcome to Ryde” gateway treatments established on main access roads.
- Extensive pedestrian improvements, paving and hard and soft landscaping at North Walk, and the Canoe Lake area of the Esplanade.
- Development of traffic quiet cells and pedestrian improvements in streets off St John’s Road.
- New traffic management, paving and pedestrian improvements in the town centre.

C.2.9 Transport considerations as part of new housing developments

Transport considerations have been a key element in the design and consideration of new housing schemes. The Council has taken the opportunity to extend its cycleways and sustainable transport infrastructure as part of the development of new housing estates, including the Carisbrooke Meadows development at Newport and the Westbury development at Cowes. The development of the Pan Masterplan for a new development of 800 homes east of Newport has been planned around sustainability, especially sustainable transport.

Pan Urban Extension

In June 2003 the Council commissioned consultants to prepare a masterplan and Supplementary Planning Guidance (SPG) to guide the future development of a new 800 home development to the east of the town adjoining the existing Pan Estate.

Identified for residential development in the UDP, the vision for the Pan Urban extension was based upon creating a new area of Newport that could be seen to be part of the town, rather than as a new “estate” which was, as it were just “bolted” onto the existing settlement boundary. Developed through extensive consultation, the scheme sought from the outset to “promote a more sustainable pattern of development and use” and by incorporating a range of linking and harmonising features to achieve a coordinated approach for the whole Pan area.

Sustainability at all levels

Identified by the Government as a “pathfinder project” within their Neighbourhood Management Programme, the scheme was included as a “GO feature” on page 27 within “GO”, the Government Office for the South East partners newsletter for the Region (Winter 2003/04). The concept included a range of sustainable measures and design principles that “will aim to reduce energy and the use of resources, at every level from masterplan principles to the detailed design of every new home”. The broader transport sustainability issues were also addressed by including an employment area so as to help provide local employment and reduce the journey to work.

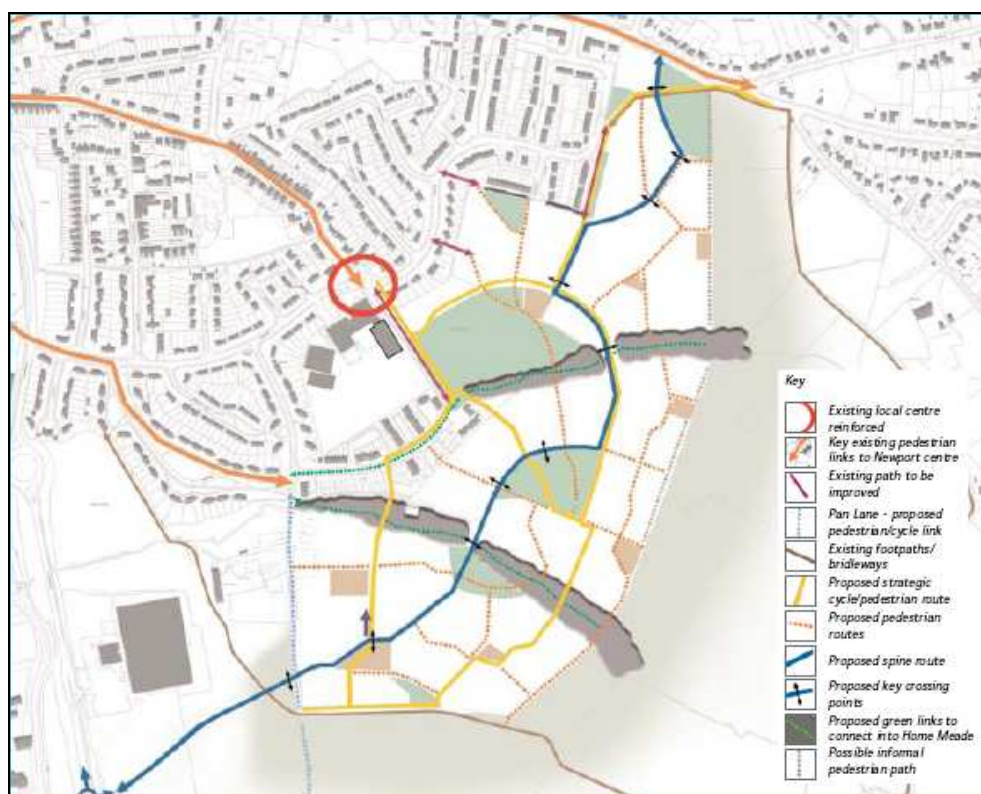
Demonstration project

The masterplan identified the opportunity to promote the scheme as a demonstration project, incorporating a wide range of sustainable technologies and features, based around the transport links, new park, community and education facilities around it.

The illustration below shows the type of development envisaged.



The illustration included below shows potential foot and cycle links



Increasing sustainable travel

Sustainable transport was a key theme running through the design from the inception. The Master Plan sought to promote sustainable transport and increase transport choice. The design incorporated a spine road that was designed to be a “main street, lined with buildings. Along this route there will be a series of open spaces and buildings that form a sequence of “events” helping people to find their way around”. It was planned that “the housing areas away from this route will be designed around a connected network of streets, lanes and courtyards that do not allow the car to dominate. Buildings will be arranged to create urban spaces that feel well supervised” It was proposed that a new pedestrian, cycle and bus only vehicular access would provide a key link between the existing Pan development and the new area.

Moving it forward

The Council is continuing to drive the project forward and is currently looking to team up with a partner developer.

C.2.10 Transport and Retail developments

Transport considerations have played a significant part in the planning and development of major new retail developments on the Island. The location of developments in terms of the development envelope boundary, parking provision, access by public transport, foot, cycle and the parking of bikes has been a key factor during discussions with developers and as part of the planning application process.

New schemes for development have contributed to the funding of associated transport infrastructure improvements and funding support achieved through these agreements have helped to put in place a range of pedestrian, cycle and public transport Improvements across the Island.

The development of the new B&Q Superstore to the north of the town funded the provision of a new “scoot” traffic control system at Coppins Bridge, the major gyratory system which acts as the “hub” of the Island’s highway network. The development also helped fund an extension to the local Newport town bus. As a proactive employer and leader in this field, B&Q have also developed their own workplace travel plan, which sought to reduce traffic impact and encourage staff to walk, cycle and travel by public transport.

C.2.11 Employment developments

During the last five years the Council has worked in partnership with the Isle of Wight Economic Partnership (IWEP), Chamber of Commerce (COC) and others from the business community to further enhance our employment base. The location, layout, design and operation of new employment developments can have a significant impact on our transport infrastructure and we have been using the planning process and developer discussions to ensure that full consideration is given to the development of workplace travel plans, public transport access and the provision of cycle routes, racks and associated staff facilities.

The table included below sets out our key achievements in this area.

C.2.12 Economic Regeneration – transport contribution

Project	Transport contribution	Outcome and outputs	
Ryde - SRB	Gateway treatments and improved signing.	Introduced as part of public realm strategy. Improved travel and transport information.	
	Improvements to North Walk (Esplanade)	Public realm / pedestrian improvements. Pedestrian safety.	
	Improvements to Ryde Town Centre.	Public realm / traffic and pedestrian improvements. Road safety.	
	Ryde Interchange (Major bid underway)		Improved integration.
			Improved accessibility.
			Improved information.
			Improved waiting and ticketing facilities.
	Improved access, to and between modes of transport.		
	Improved cycle links as part of NCN 22.		
Cowes Waterfront Development	Improving pedestrian and cycle links.	Improved accessibility.	
	New waterfront access	Improved accessibility to key waterside areas.	
	Greenway between Newport and East Cowes	Improved accessibility.	
	Deep water frontage	Retention and enhancement.	
	Potential river bus	Improved accessibility.	
	Additional berthage	Improved sustainable transport access.	

Project	Transport contribution	Outcome and outputs
Newport Town Centre	Pedestrian & mobility improvements.	Pedestrian safety & access. Dropped crossings installed
	Improving bus access.	Introduction of bus lanes - improved bus access, times and reliability.
	Improving facilities for cycling.	Improved cycle parking at locations throughout the town. Improved access using bus lanes.
Pan urban extension	Increasing sustainable travel	Transport implications fully considered and bus routes, pedestrian routes and cycle routes included in outline scheme.
Rail improvements	Increasing travel by train.	Establishment of CRP
		Park and Ride introduced at Ryde St Johns Station.
		Station improvements as part of CRP.
		Pedestrian / mobility improvements. Improved cycle parking at stations
Retail developments	AS part of B&Q superstore, Newport	SCOOT traffic management system installed. Workplace travel plan developed – increased travel choice.
		At Sainsbury's, Town Gate, Newport
	As part of Tescos development at Ryde	Transport implications considered as part of application.
	South Street Retail Development	Increased travel choice through bus Station / pedestrian improvements.
Employment Developments	St Cross Business Park, Newport	New foot, bus and cycle links.

C.3 LINKING TRANSPORT, ROAD SAFETY, EDUCATION AND HEALTH

The second key delivery area highlights the improved links and partnership working that now exists between transport, road safety and health.

LTP1 recognised the importance of transport, education road safety and health and the synergy that exists between them. Over the plan period we have been able to build on these foundations and have, by working in a more coordinated and focused way established working principles and practices that have reinforced the links between these key elements and seen a real change on the ground.

C.3.1 Changing lifestyles

Clinical research has shown that our changing, more sedentary lifestyles are having a detrimental impact on our health and in particular the health of our children. The use of the car for even the shortest journey is a contributing

factor when considering the reduction of physical fitness levels and the increase of obesity and circulatory diseases.

Paragraph C.7.1 of LTP1, page 72 “Links to Transport” stated “how people travel, the availability of travel and the result of that journey, such as pollution and congestion, can all have an affect on our health”

Paragraph C.9.1 of LTP1, page 77 continued, “Nationally, in 1986 children aged 16 and younger made nearly 60% of their journeys to school on foot and only 16% by car. Ten years later, the proportion of trips on foot had fallen by over 10%, whilst those travelling by car had almost doubled”. It also noted a drop in the numbers travelling to school by bus and public transport.

Section C.7.3 “Travel and Exercise” included on page 72 of the plan highlighted “that “the school run” has become an increasingly important issue. The growth in the number of parents concerned about their children’s safety has resulted in a rise in the number of pupils being taken to school by car. The switch from walking and cycling, to being dropped off at the gate has raised a range of concerns, not only in terms of congestion and pollution, but also with regards to children’s health and the lack of exercise”.

Taking a coordinated approach

The Council has taken an holistic approach to addressing this issue by coordinating our work on school travel plans, safer routes to schools and road safety education, linking this to the Healthy Schools Education Programme. For example identified by CTC and others as best practice cycling has been introduced within the PE curriculum at High Schools, replacing football and hockey as a PE option. Teachers trained through the Cycling Promotion budget are delivering these lessons.



Working in partnership with schools

Since the appointment of the School Travel Plan Advisor, school communities have been encouraged to research and develop their own travel plans, leading to practical solutions owned and implemented by pupils, parents and staff. These in turn link to the Healthy Schools Enhanced Validation, and are supported by measures such the Council’s provision of hard engineering, cycle and pedestrian training, and transport services, as appropriate.

Additional support

The delivery of the school travel plan strategy is funded partly from central government and partly by the DEFRA -supported “Leader+” programme, thus recognising the importance of having school travel plans across the Isle of Wight and the fact that rural sites pose different problems and opportunities to the more urban locations.

Hitting our targets

25% of schools achieved an approved Travel Plan by March 2006, in line to achieve the Government's target of all schools having an approved Travel Plan by March 2010. In addition, nearly half of all Island schools have submitted travel data, which shows that currently 47% of children walk to school, comparable with an average in the South East Region of 45%. Currently 28% of children travel by car, compared with a regional average of 37%. In one middle school currently 75% of children walk to school.

What children want

Importantly, children would choose to be more active as 25% want to walk to school, and a massive 44% want to cycle, with only 14% wanting to be transported by car. This demonstrates pupils' awareness of the importance of activity, possibly an effect of the growing success of the Healthy Schools programme, and they frequently express strong opinions about the environmental impact of transport (source: School Travel Plan Strategy - March 2006); thus the travel plan project is increasingly being linked to the Eco-Schools project, forming another partnership outside the Council, assisting the delivery of school travel plans.

C.3.2 Moving towards more active and sustainable travel

A variety of innovative projects have been developed to support children in moving towards more active and sustainable travel.

These include:

- Park and stride.
- Walking Maps.
- Bus/ Rail roadshow.
- Promoting responsible driving.

Park and Stride

Acknowledging that many parents/carers have to drop children off at school on their journey to work, the Council has arranged for schools nearby to Council car parks to permit parents/carers to have a free half hour parking morning and afternoon - the 'Park & Stride' scheme. This allows children to gain some road safety and 'street skills' experience with their parents, as well as reducing car congestion outside the school site, thus improving the environment and road safety for all.

Walking Maps

'Walking Maps' can be commissioned showing the local area around the schools, highlighting pedestrian and cycle routes, school crossing patrols, 'Park & Stride' sites, and so on. Information on the health benefits of walking, including calorie use, is also provided for parents. This project was developed in conjunction with the Physical Activities Alliance Coordinator, and the Healthy Schools Lead Manager.

Bus / rail road show

Another effective partnership has been the development of the Bus/Rail Roadshow, piloted in the Ryde-Shanklin corridor during 2005/06 and funded through the LIFT scheme. Aimed at Year 4 pupils at primary schools prior to the transition to middle school, it involves staff from Wightbus working with pupils on tickets, fares and behaviour on buses, including details such as how to flag down the bus. The children then have to go through the exercise for real, taking a bus journey to a train station where Island Line repeats the educational session. Pupils then have a ride on the train back to their local train station before being returned to school. Feedback from the project has been excellent from children and staff alike, and it is intended to offer this to more schools from Autumn 2006.

Creating a safer environment

Creating a safer environment outside schools is an objective shared by almost all stakeholders in a school community, and this was achieved at Cowes Primary School. Parents, governors and school staff worked with the local police, traffic warden and Road Safety Unit on an education programme backed up by enforcement when necessary. The police sponsored a competition for pupils to design a leaflet for parents promoting responsible driving outside the school - respecting yellow lines and zigzag markings, driving slowly and carefully outside the school, and so on. The campaign proved a great success and again it is hoped to offer this wider - demonstrating that when the community works together, real gains can be achieved.

C.3.3 Establishing best practice

Our improvements in delivery has been achieved through a wide ranging number of initiatives, many of which have been identified as best practice and put in place elsewhere. These include:

- The creation of a more coordinated approach through the establishment of a joint School Travel Plan (STP) steering group including our School Travel Planner, Cycling Promotion Officer, Road Safety Team, plus colleagues from Engineering, Health, Planning, Transport and Education.
- Adopting a STP led approach, which through consultation and surveys guides the necessary “hearts and minds” and engineering solutions.
- Identified as best practice and now copied elsewhere, we have, by working with our High Schools introduced cycling into the school curriculum as a physical education option. This helps to ensure both that children participate in PE at school and has the added benefit that that participating children now ride their bikes to school so that they can use them later.
- Bringing added value though our partnership approach with Sustrans. This very positive partnership has not only brought benefits in terms of expertise and assistance but also in terms of welcome funding and support. One very successful project at Solent

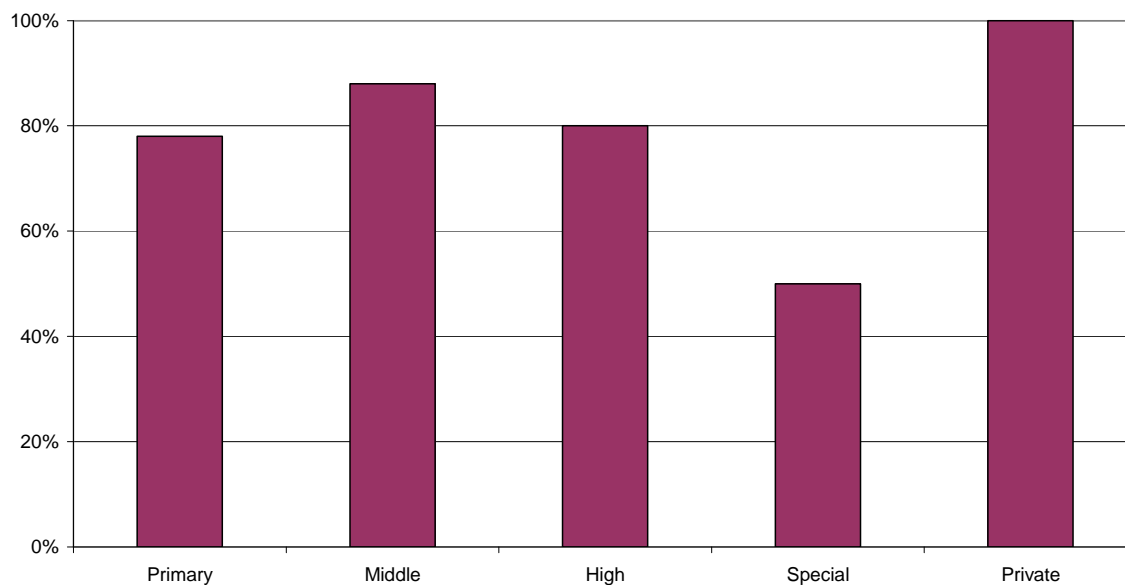
Middle School is testimony to the co-ordinated approach taken within the authority. The School Travel Plan process identified that the 32% of the school population wanted to cycle to school and also identified the issues preventing this happening. A project team comprising School Travel Plan Advisor, Safer Routes to School Team, Cycling Officer, the school and Sustrans worked together to develop a safer routes to schools scheme that included cycling facilities to meet the children's needs.

- We have, by working in partnership with one of our major employers (AMS at Cowes) established a children's cycling club. The club is affiliated to British Cycling and now boast a membership exceeding 80 children who meet on a regular monthly basis. The club is run by British Cycling qualified coaches and is now recruiting parents who are training as coaches. The club enables its members to experience many different cycling disciplines cultivating a new generation of cyclists both for leisure and transport purposes.
- Within its Local Public Service Agreement (LPSA) the authority committed to a challenging target. The agreement focussed our attention on three targets, based around the since abandoned national cycling target. We were pleased to achieve two of these three very testing targets and only just missed the third. Further details of this initiative are included later in this report in the cycling section in (Proforma B).
- As winners of the 2005 Shimano Cycling Concept Award, the authority has been able to develop a new and innovative project named BikeWight. This exciting and innovative project is aimed at children with a message that cycling is fun, healthy and environmentally sound. It uses a computer game that requires actual cycling physical activity to be able to participate.
- Our cycling budgets have been used to support schools in their enthusiasm to increase cycling in their schools. We have installed covered, secure cycle parking at 10 of the Island's schools, doubling the number of space available at all of these particular locations. The results have been overwhelming and in 2 of the schools the new racks are now full on a regular basis.

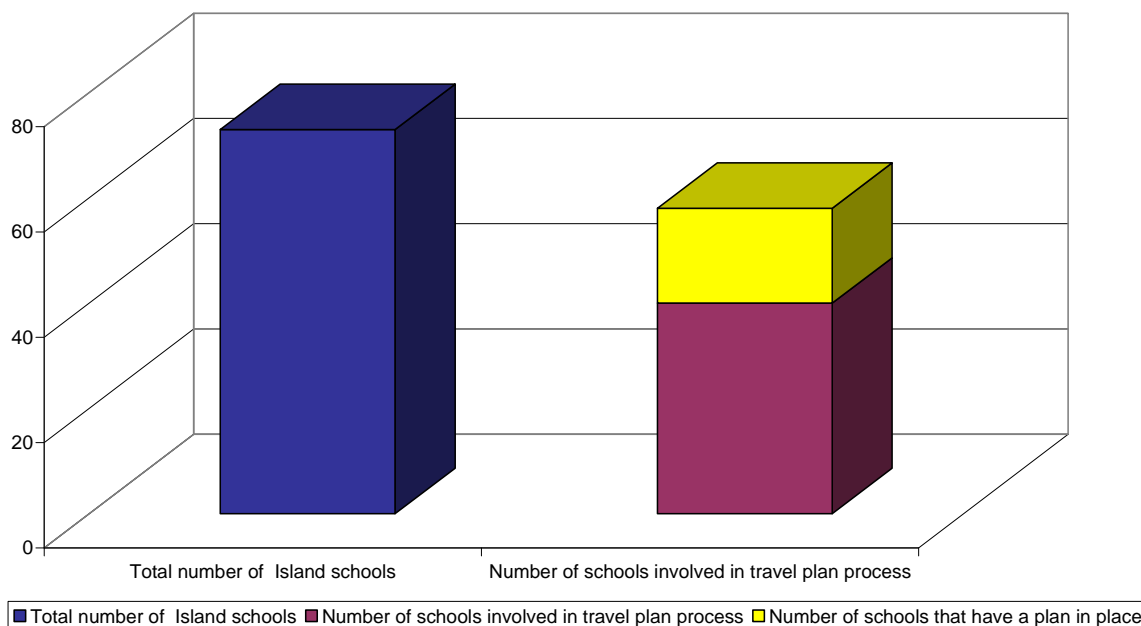
Our work on cycling development helped us achieve two prestigious national cycle awards. One, the 2005 National Transport award for cycling, sponsored by DfT, and the Centre for Transport Policy at the Robert Gordon University Aberdeen. The second was awarded by the English Regional Cycling Development Team (ERCDT) and presented by the House of Commons Cycling Group.



PERCENTAGE OF SCHOOLS ENGAGED IN SCHOOL TRAVEL PLAN IMPLEMENTATION



SCHOOL TRAVEL PLAN STATUS



C.3.4 Linking Transport, Road Safety, Education and Health.

Project	Transport contribution	Outcome and outputs
Healthier schools	Establish and develop STP steering group.	Better coordination and understanding between delivery areas. Stronger links to Education Stronger links to planning – policy and development control. Stronger links to health (PCT) and healthy schools initiatives.

Project	Transport contribution	Outcome and outputs
Increasing cycling	Cycling as part of the curriculum.	Direct links to health and education. Increase in number riding to school.
	Local Public Service Agreement (LPSA)	Successful delivery of 2 of our 3 PSA targets.
	On and off road Cycle training.	Increased safety and awareness.
	Children's Cycling club.	Increased safety and awareness.
	Shimano bid	Successful bid – helping to increase the numbers of children walking and cycling
Increasing walking	Child pedestrian training.	Increased child pedestrian safety.
	Walk to school week	Awareness raising and Increase in numbers walking to school.
	“Walk on Wednesdays”	Increase in the numbers walking to school.
	“Park and stride” – walk to school from nearby car parks	Reduced congestion and improve safety near school gates.
	Walking buses	Increased numbers walking to school.
Increasing safety	Adult driver training	Advanced training, increased safety and awareness
	Young driver education.	Increased safety and awareness.
	Junior Citizen – year 6	Increased safety and awareness.
	Road crossing patrols –	Now run by road safety team with better integration and improved delivery.

