

# D. Long term strategy

## D.1 Introduction

This section sets out the Council's long-term vision for the Island, as developed in conjunction with the Local Strategic Partnership (LSP) and others. It describes its development through the Community Plan "Island Futures," the links to the transport vision established as part of our best value process and how these in turn has influenced and shaped the emerging Local Development Framework (LDF) the "Island Plan," which together with the LTP and other documents will help put in place improvements on the ground.

The establishment and development of this vision is essential if we are to put in place our plans for the future and assist the coordination of inward investment and regeneration.

## D.2 Developing an overarching vision for the Island

Like all communities, the Isle of Wight is facing many challenges. However the particular circumstances of the Island mean that those challenges are in many ways unique.

The Island is changing. Our vision is to establish a strong focus on regeneration using economic growth, new employment and the development of the skills to drive prosperity

The Community Plan has helped set the scene and the emerging "Island Plan", LTP, other plans and strategies and inward investment through the LAA and AIF will help make this vision a reality.

### D.2.1 Facing the challenges

In preparing our vision, consideration has been given to the challenges facing the Island today. These are seen as:

Transport:

- Public transport is expensive and is not "joined-up."
- Increasing levels of traffic congestion on an inadequate and worn out road system.

Economy

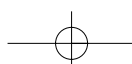
- The need to increase the wealth generated on the Island.

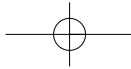
Youth and Education

- Talented young people leaving the Island for higher/further education facilities.
- Lower than average educational standards.

Health

- A growing gap in the health economy (£12m plus).





#### Demographic changes

- Declining birth rate, increasing numbers of residents over retirement age.

#### Housing

- A lack of affordable houses.

#### Tourism

- "Running on empty" - high costs to pay for peak tourism capacity with low income for the rest of the year (the tourism trap).

### D.3 Meeting the challenges

How we meet and overcome these challenges has helped form the basis of the "Island Plan" Local Development Framework currently being prepared for the Island in partnership with our Local Strategic Partnership.

#### A voice for the future

We recognise that with a vision that has a 20 year horizon, it is important that take account the views of those people who live on the Island now, but in particular the young people of the Island for whom the future is even more important.

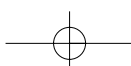
The Council has sought to engage with the young people of the Island and is using the feedback received from meetings and discussions with the Youth Council, annual "Wight2BHeard" Conference and Youth MP to focus improvements. The comments received during these meetings have helped paint a picture of Island life from a young persons perspective. They told us:

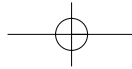
- "It's a great place to live and too many people take it for granted.
- Some people say we are 10-50 years behind, but it means we can learn from others and we should aim to leap ahead in what we market.
- The style of the Island is incredible; it's calmer than the mainland.
- If you think it's boring it's your fault!
- I really enjoy the sense of security here, even after dark I still feel safe.
- It's a really good place to live, but the lack of higher education means I know I've got to leave".

### D.4 Taking account of the bigger picture

In developing our vision we must take account of the national and Regional picture. The emerging regional spatial policy has identified the Island for economically led regeneration, with a view to creating greater economic opportunities for local communities.

The basis for this future role is one of balanced economic growth and regeneration, with development on the Island meeting the needs of the locals, by generating greater wealth, and redressing the age balance in the population. It is important that this is carried out within a climate of sustainable development.





## D.5 Developing our long term transport strategy

**Our long-term transport strategy will need to take account of the size and location of new development and the resulting need for transport interventions. The draft South East Plan, including sub regional plans for the Island and South Hampshire will have a major influence on this and it is not anticipated that the Deputy Prime Minister will approve the final SE Plan until the end of 2006.**

### D.5.1 Fitting with the South East Plan

There will, no doubt, be a requirement to see some new development in order to implement and accommodate our aspirations. The Draft S E Plan currently proposes that the Isle of Wight accommodate a minimum annual average of provision of at least 520 additional dwellings every year until 2026. The range and type of housing required, together with the distribution and means of implementation will be developed through the LDF in partnership with the LSP.

The LDF will need to develop policies to monitor and manage the level of housing provision. This provision should clearly link with the objective of achieving economic regeneration and improving economic opportunities on the Island and the provision of affordable housing.

### D.5.2 Improving travel choice

It will be necessary to ensure that the traffic and transportations of such growth are fully considered, so as to ensure that the impacts on travel demand will not add to our current levels of congestion and pollution.

The contents of this Plan and the emerging LDF share common elements, including the need to take full account of the need to understand and plan to improve accessibility and the requirement to test the content and approach of each plan through a Strategic Environmental Appraisal (SEA).

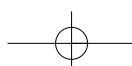
## D.6 The Island plan - an Island vision for 2020 and beyond

**“Island Futures” is the overarching plan for the Island and has a key role to play in the preparation of the LDF, and ensuring that our Island Vision maps a clear, strategic path that will enable us to respond to and meet future challenges in manner that is both acceptable and appropriate for the Island community.**

The overarching Island Futures vision is that by 2020 we will be:

**“A progressive Island, built on economic success, high standards and aspirations and a better quality of life for all”**

The four themes encapsulated in the Community Plan have been recently revised to align more closely with the coordinated approach adopted by the LAA and “Aim High” - the Council’s own Change Management Plan.

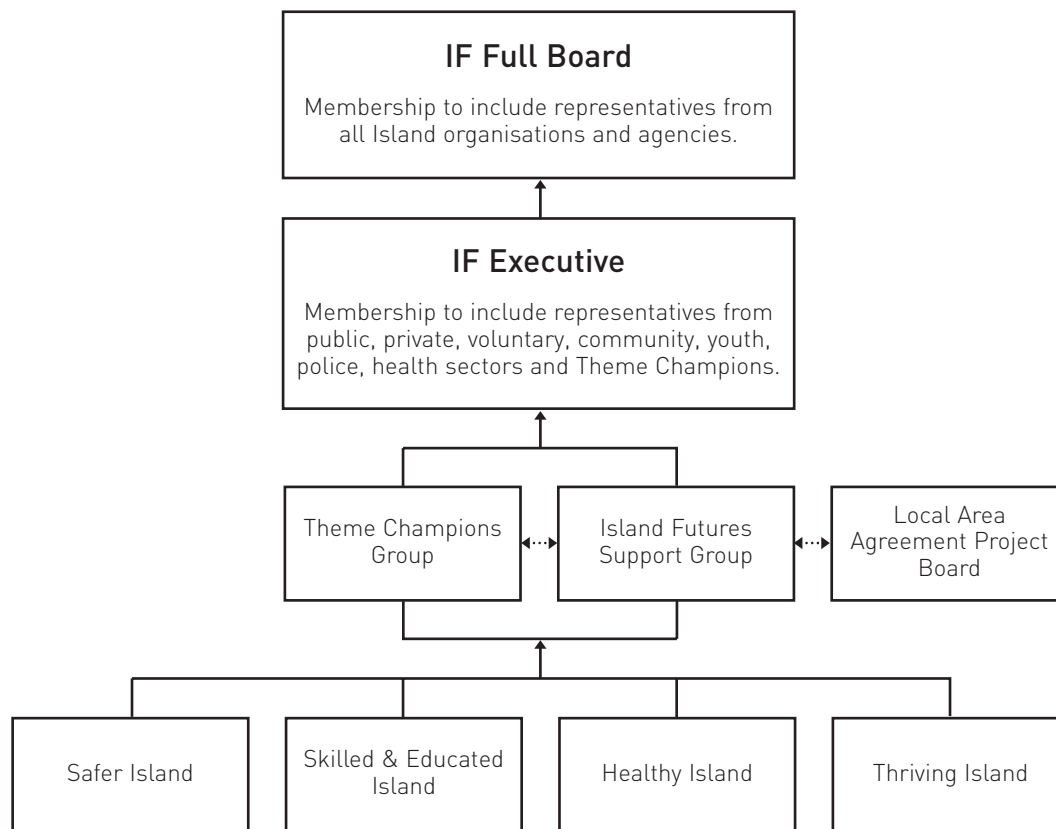


The Island Futures structure is now as follows:

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

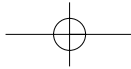
Under the new framework transport is included in thriving Island, along with the tourism element, of Leisure Island, "Thriving Island" and "attractive Island".

The structure of "Island Futures" is included below:



#### D.6.1 Public Service Board

Consideration is currently being given as to how our delivery can be improved through the LSP and whether, by redefining the role and membership of the group, we could establish a Public Service Board (PSB) which could by working alongside the LSP to coordinate better the delivery of our agreed priorities.



## D.7 Links to the local area agreement

In June 2005 the Council was invited to participate in the second round of the LAA programme. Led by “Island Futures” and through the Local Strategic Partnership (LSP) this agreement with Government has offered a potential platform to help deliver our desire to achieve joined up service delivery and improved user outcomes. These improvements will be within the following blocks:

- Children and young people.
- Healthier Communities and Older people.
- Safer and stronger Communities.
- Economic Development and Enterprise.

Having an LAA offers a number of potential benefits to the Island. These are:

- It will directly support delivery of the 2020 Vision and Community Plan - “Island Futures”.
- It provides a clear focus by which the LSP can make a real difference and improve service and community outcomes.
- It offers the flexibility to utilise existing resources to more directly support achievement of local priorities.

The LAA priorities also now clearly link with the Council’s own corporate priorities as expressed in the “Aim High” agenda.

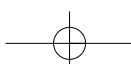
## D.8 Improving our focus through the “Aim High Agenda”

The Council is refining its own vision with which to underpin the “Island Futures” plan and the 2020 vision, the driving principles of which are:

- Community leadership,
- Sustainability,
- High performance and cost effectiveness.

So as to deliver its vision, the Council has determined that it will focus its efforts to deliver a range of measurable outcomes across four outward looking objectives. These are:

- Drive the sustainable regeneration and development of the Island.
- Improve the health and well being of Island communities.
- Create safer and stronger communities.
- Improve outcomes for children and young people.



These are deliberately aligned to the four “themes” now driving the LSP and we have also added a fifth, more specific Council objective to aid our own performance. This additional Council objective is as follows:

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

The Council’s number one priority is to deliver a no more than inflation rate Council tax increase in each of the next four years and to deliver a Council tax in line with the most frugal Unitary Authorities by 2009.

Of almost equal importance to the Council is its desire to drive up the education standards in all Island schools such that our children are performing to the national average standards as a minimum.

The Council’s desire to be a community leader will lead to a number of new strategic partnerships being developed over its lifetime. The development of our Highways PFI bid is seen as one of the first such initiatives to be developed.

## D.9 Delivering our priorities

**As part of the development of the Community Plan a number of short-term priority project areas have been defined, and these now link into the four Area Investment Framework, Regeneration Area priorities.**

These projects areas are as follows:

### 1. A Healthy Island

- **A programme of prevention of heart disease and cancer, which focuses on tackling smoking and obesity.**
- **Tackling fuel poverty.**
- **The promotion of mental health and well-being.**

### 2. The Inspire Programme

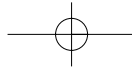
- **A programme to raise the profile of the Island and attract future investment and ensure the future prosperity of the Island.**

### 3. The Cowes Waterfront Initiative, (including Cowes, East Cowes and Newport)

- **A holistic regeneration project, which covers the whole of the Medina Valley.**

### 4. An Educated Island - A crosscutting priority that aims to:

- **Enhance workforce skills including the creation of centres of vocational excellence.**
- **Raise post 14 aspirations and achievement levels.**
- **Support local higher/further education facilities.**



5. A Connected Island - developed through the QTP, this is a priority that will major on accessibility and will focus on:

- **Access to jobs, education, health, social and retail services.**
- **Consideration of non-car means of transport.**
- **Reduction in the need to travel by workplace/school travel plans, broadband, shaping service provision to meet community needs.**
- **Improving cross-Solent travel.**
- **Improved integration between transport and services.**

These five project areas now form the basis of an action plan, which looks forward up to three years, and which should, naturally, connect with the Island's longer-term aspirations - the 2020 Vision - all of which will be contained within the Island's Community Strategy.

The LTP looks to deliver these priorities in tandem with the LSP alongside the development of the AIF priority areas.

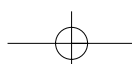
## D.10 Transport vision - putting in place a connected Island

**Our overarching transport vision has been prepared taking into consideration consultation and discussions with a broad range of groups including:**

- **The Local Strategic Partnership.**
- **Quality Transport Partnership.**
- **Town and Parish Councils.**
- **Local Community Forums.**
- **Voluntary Sector.**
- **Chamber of Commerce.**
- **Select Committee Task Group.**
- **Transport user groups.**
- **Island Voices – Citizens Panel.**
- **Transport operators – internal and external.**
- **Health providers.**
- **Education representatives.**
- **Social services.**
- **Tourism.**

It was prepared as part of our "Best Value" process and seeks to build on project five listed above. The Council, the Local Strategic Partnership and QTP have endorsed it. It takes into consideration the content of the Community Plan – "Island Futures", regional strategies and the emerging long-term strategic vision.

Our long-term transport vision seeks to achieve a situation "where there is greater access on and off the Island by the development of an interlinked transport network".



## D.11 Island futures 2020 vision and transport

The following sections explain how this vision sits with the emerging LDF core strategy confirms the importance of transport, sets out the elements which make up the vision, including public transport and cross Solent services. Roads and the use of roads and the steps we will need to take to achieve the vision.

Our vision for transport is an essential part of the overall 2020 vision for the future of the Island. It will help deliver a more prosperous, accessible, healthy, environmentally friendly Island, and through the development and improvement of the Island's transport system assist the economic regeneration.

### D.11.1 The importance of transport

It is recognised that transport is important for the Island. It is the catalyst which brings everything together, without good internal transport the Island would cease to function as we know it today. Good transport across the Solent is essential for our future development.

Transport provides access for all people from our homes and jobs to, education, shops, leisure, health & social care, friends and relations, across the Solent to the UK and the rest of the world. It supports the economic regeneration of the Island, our health and well being through better social inclusion.

## D.12 Our transport vision

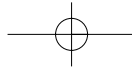
**Our transport vision is an Island where all methods of transport including walking and cycling with public transport form an interlinked transport network across the Island, the Solent and beyond. This enables travel of people and goods from wherever they are, to the destinations of their choice both on and off the Island, with safety, reliability, ease of access, and affordably at a convenient time.**

Our transport vision seeks to help promote social inclusion, enable accessibility for all, reduces congestion and improves safety and air quality. The implications of the SEA process will be taken into consideration and measures will be put in place to reduce any potential impacts on soils, geology, water quality, biodiversity, fauna and flora.

The table below illustrates how these common priorities will be achieved in line with the shared priority.

Our transport vision		Shared priority
We want to achieve	A transport strategy that enhances the quality of Island life. Helps ensure economic prosperity by connecting people, improving access for all.	Improving accessibility
We will achieve this	By the effective provision, coordination, and management of transport networks for all modes of transport and transport users, minimising delays and disruption.	Reducing congestion



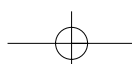


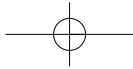
Our transport vision		Shared priority
We want to minimise	The number of casualties and fatalities caused by the operation or use of the transport networks, with an emphasis on the safety of vulnerable groups.	Improving safety
We want to protect	The people, communities, air quality and environments that could be adversely affected by transport.	Maintaining air quality and the environment

## D.13 Features of our transport vision

Transport organisation and planning

- The Council will play a leading role in ensuring that the benefits of an interlinked transport network are maximised for the users.
- The Council will play a leading role in coordinating and planning improvements in transport on the Island and across the Solent, ensuring partnerships between users and providers, encouraging investment in transport and its infrastructure.
- Air transport to and from the Island will form part of the transport network.
- The Council will be open and accountable for its decision and actions.
- The Council will react to changing circumstances by regularly updating its plans for the benefit of users.
- The transport network on the Island will link to travel across the Solent and beyond in a seamless manner.
- Economic regeneration of urban and village centres through development will lessen the need for travel.
- Tourism development will attract high quality tourism markets, and promote access to the Island by public transport.
- Freight handling and distribution systems will enable goods to be available on time for companies and people on or off the Island.
- Industries will be encouraged to the Island, which do not have significant transport needs or costs, such as research, high value goods, and leisure.





### D.13.1 Public transport, including services across the Solent

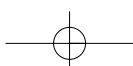
- Increasing numbers of people will choose to use walking, cycling and public transport on the Island (bus, train, taxi for journeys), because it will be an attractive alternative to car use and is cheaper. This will be particularly true in urban areas and for short journeys.
- Public transport will be affordable, convenient, safe, sociable, frequent, punctual, comfortable, reliable and accessible to all.
- There will be modern user-friendly facilities, which will assist the transfer from one form of travel to another.
- There will be excellent real time information available for residents and visitors at points of access, so they are aware of the transport options, and be able to make informed decisions.
- On-board information services will be in place on tourist routes.
- Tickets will be able to be purchased to our final destination, from all transport providers.
- Payment of fares can be achieved electronically before or during travel.
- The needs of families and people with wheelchairs will be accommodated on public transport.

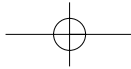
### D.13.2 Roads & use of roads

- The need to rely on the car will be reduced through increasing travel choice.
- There will be reduced congestion particularly at peak times on highways.
- As a result of reduced car use and congestion there will be less traffic accidents.
- The road infrastructure on the Island will be maintained to good standards, and will assist the public transport network using it.
- Technology will provide vehicles which are less damaging to the environment.
- Increased numbers of people will walk or cycle using improved urban paths and pavements.
- Visitors will have a choice as to whether to bring a car to the Island. People won't have to travel if they don't need to, as the need will be minimised through development identified in the Island Plan.

## D.14 How to achieve the vision - what needs to be done

The following section is a series of proposals arising out of the consultation process and development of the vision. This consultation process together with other discussions and specific LTP and accessibility workshops, have helped form the basis of our five-year strategy and implementation programme.





### D.14.1 Research, planning & organisation

- Research and understand in detail what journeys people make, and would like to make.
- Workplace travel plans for each major employer.
- School travel plans for each school.
- Healthcare travel plan, both on and off the Island, in co-ordination with the council for the benefit of patients and service users.
- The development of transport across the Island, the Solent and beyond will be co-ordinated through this Local Transport Plan. This will show how priorities and resources will be developed across a range of transport issues for health, education, social care, and tourism.
- Planned development of the Island that incorporates issues from transport and other major plans will be developed through the Island Plan and the South East Regional Plan. (Island Plan - Core strategy in December 2005).
- The Council will work to provide benefits for public transport users through partnerships with transport providers, both locally, across the Solent and regionally to provide an interlinked transport network and infrastructure through joint planning and operating skills.
- The Tourism Development Plan will give visitors a choice to visit the Island without a car. ([See www.islandbreaks.com/](http://www.islandbreaks.com/)).
- The Council will work with our partner authorities in Southampton, Portsmouth and Hampshire to improve access to and from the Island.

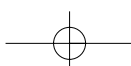
Long term strategy

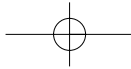
### D.14.2 Promotion in the media

- Public transport development and education on its benefits.
- The health and other benefits of walking and cycling.

### D.14.3 Public transport improvements

- Reduce the price of public transport to increase ridership, widen discounted fares, and offer incentive fares.
- Make public transport "nicer" - clean, comfortable, staff friendly to all customers.
- Improve bus journey times - bus lanes, prioritised traffic lights. (Experimental system in Newport).
- Develop the role of Wightbus or alternative provider as community transport.
- Develop rail services as part of the transport network, which involves the community. (Community Rail Partnership commenced).
- Promotion and development of walking & cycling routes, especially in urban areas.
- Make public transport more convenient - on-demand via a transport call centre; use taxis; widely available tickets; through ticketing; common tickets; community transport schemes; good information;
- Make public transport more accessible - people with mobility problems; visitors with luggage; parents with buggies & shopping.





#### D.14.4 Infrastructure improvements

- Provide investment in a safe, well maintained, road system, including a network for buses, lorries and coaches, through for example private finance initiatives or other forms of investment initiatives. (PFI bid in future).
- Incorporate accident reduction schemes into the development of roads.
- Provide freight facilities that suit the needs of the Island, including a distribution centre for freight to improve capacity and support the economy.
- Development of walking and cycling facilities in urban areas; Quiet Lanes; Home Zones.
- Provide modern interchange facilities at access ports to the Island, and at major hubs. (e.g. Ryde Interchange).



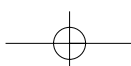
#### D.14.5 Reduce the need for travel

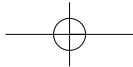
- Employers to be encouraged to provide home working opportunities for staff where appropriate.
- Employers to encourage the use of flexitime, amongst other reasons to assist employees who want to travel to and from work outside peak travel times.
- Maximize opportunities to use technology to provide access to information, services and goods, which assist convenience and can reduce the need to travel.
- Ensure that new planned development of houses, services and facilities takes place at locations, which ensure that access by walking, cycling and public transport is maximized. This to be achieved as far as possible through the normal planning processes including UDP and subsequent Island Plan (LDF).
- Encourage local products and services for local customers, so that travel of goods back and forth to the mainland is minimised.

#### D.14.6 Our key priorities

To deliver this vision our key priorities are therefore as follows:

	Key priorities
1	Where practicable and relevant, reduce journey lengths and the need to travel
2	Where journeys cannot be avoided, work in partnership with the transport operators and others to make the best use of existing infrastructure across all modes and introduce measures, which will increase travel choices.
3	In those circumstances where travel demand cannot be met by the existing infrastructure, then look at value for money solutions, which will provide additional infrastructure and facilities.

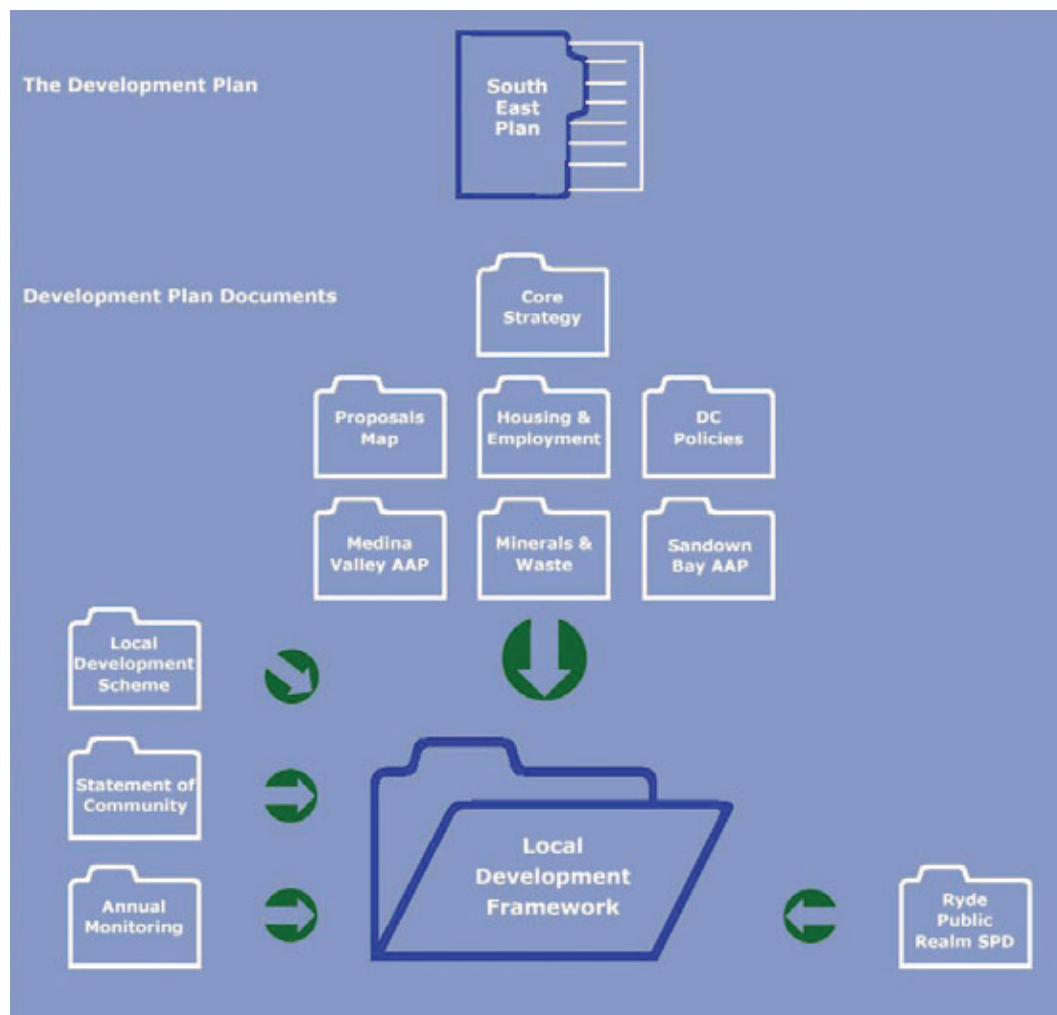




## D.15 Transport and the Island plan

**Transport is a key element of the “Island Plan” currently being developed, by the Council and LSP.**

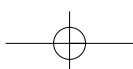
The Island has a critical role to play in the South East and UK economy and the Council and the LSP are committed to improving our circumstances through economic-led regeneration. The “Island Plan” will be the spatial strategy to achieve this change and it is through the LDF working with the LTP that improvements to transport will be achieved.

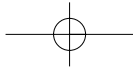


Long term strategy

### D.15.1 Our coordinated approach

The Island Plan has taken account of the transport vision and like the LTP is driven by the overarching themes, which now run through the Community Plan, Aim High and Local Area Agreement. It must also accord with Regional Planning Guidance and the emerging South East Plan. This guidance indicates an annual construction of 520 houses and that this should continue to 2026, subject to the necessary infrastructure being put in place.





### D.15.2 Developing the core strategy

The Core strategy will build on our existing plans and policies and when approved set:

- The Long-term vision for the Island until 2026.
- Strategic spatial objectives relating to the vision.
- Approaches to the future sustainability of the Island.
- The approach to the provision of employment and support economic regeneration.
- The approach to the provision of housing.
- The broad spatial distribution of development.
- Recommendations for the character of new development

## D.16 Helping to deliver the 'Island Plan'

**The Island Plan recognises that future economic regeneration and enhancements to quality of life on the Island requires efficient and sustainable connections between our urban centres and smaller settlements and critically between the Island and the mainland. It is therefore important that this Plan (LTP2) and the LDF work together to support spatial, regeneration and sustainability objectives.**

### D.16.1 Working together

The Island Plan Core Strategy has been developed in parallel with the LTP. Joint workshops, shared discussions and the synergy achieved through the SEA process has ensured that both plans share similar aims and objectives.

#### Consultation

The consultation carried out for the production of the Island Plan Issues and Options Report, identified public preference for an emphasis to be placed on the development of those areas that offer the strongest potential for the use of public transport and alternatives for the car and offer the best access to cross Solent transport connexions.

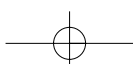
### D.16.2 Six options for change

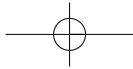
Six options development options were considered as part of the production of the core strategy. All had implications in terms of transport and accessibility.

These six options were:

#### Option 1: UDP led - continuing existing policy

This option considered the continuation of the existing development policy as established through the current Planning Policy Strategy the Unitary Development Plan (UDP). This sought to concentrate development around the main towns of Cowes, Newport, Ryde, Sandown and Shanklin, where 85% of new housing and employment land was allocated as part of that process.





### **Option 2: Focus Regeneration on the Medina Valley.**

Option 2 sought to focus development on the Medina Valley Area, which runs north - south from Cowes to Newport.

### **Option 3: Regeneration focussed on the North East Triangle.**

This option looked to contain development within the three main settlements of Cowes, Newport and Ryde.

### **Option 4: Focussing Regeneration on the East Wight corridor.**

Option four proposed concentrating development along the existing rail corridor, which runs from Ryde to Shanklin.

### **Option 5: Linked Regeneration Opportunities.**

Option five sought to focus development on five existing centres spread across the Island. Totland/ Freshwater in the west, Cowes in the north, Newport at the centre, Ryde on the north east coast and Shanklin on the south east coast.

### **Option 6: Dispersed Regeneration Opportunities.**

Option six suggested we target growth at a number of existing settlements located across the Island. These included, Totland and Yarmouth in the west, Cowes, Newport, Wootton - which is approximately half way between Newport and Ryde, Ryde, Seaview on the coast to the east of Ryde, Bembridge on the Island's most eastern coast, Brading inland north of Sandown, Shanklin on the south east coast and Ventnor. Some of our villages would also see increased development.

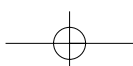
## **D.16.3 Consultations and discussions - choosing the preferred option**

An options paper was prepared advertised and made widely available and it was these 6 options that formed the focus for wide ranging consultation and discussions. As well as the public a number of groups and organisations were asked to be involved and invited to comment. This process included:

- **Council Members.**
- **Town and Parish Councils.**
- **The Business community.**
- **Quality Transport Partnership.**

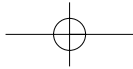
## **D.16.4 The preferred option**

The preferred option, currently out for consultation (February 2006) represents a hybrid of three of the six original options. This option, which was developed following extensive consultation, is focussed on the North East Triangle (option 3), recognises the advantages of regenerating the Bay area with its good rail links (option 4) and seeks to support investment in the West Wight (Option 5).









## D.17 Island plan - core policies

The Island Plan, preferred core strategy issued in February 2006 includes core policies for each section of the Plan. These are:

- E1 Supporting Employment Generating Sectors.**
- E2 Economic Growth Locations**
- H1 Housing Numbers**
- H2 Housing Locations**
- H3 Affordable Housing, Tenure and Size.**
- T1 Transport and Accessibility**
- SF1 Health, Education, Community and Social Facilities.**
- SF2 Town centre, Retail and Leisure.**
- ENV1 Conserving, Protecting, Managing and Enhancing the Natural Environment.**
- ENV2 Use and Protection of Natural Resources.**
- ENV3 Sustainable Waste Management.**
- NNV4 Flood Risk and Coastal Management.**
- BE1 Promoting Design Quality.**
- BE2 Conserving, Protecting, Managing and Enhancing the Built Environment.**
- BE3 Building Quality and Efficiency.**
- BE4 Inclusive Development.**
- IMP1 Delivery and Implementation**
- IMP2 Monitoring and Review**

### D.17.1 Core policy - T1 Transport and Accessibility

Core Policy T1 has been developed taking into consideration extensive discussions and the outcome of a number of workshops, including one to which were invited transport operators, transport users, representatives from the QTP, LSP, national, regional and local bodies and organisations, officers from Engineering Services plus neighbouring authorities.

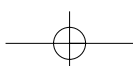
Core Policy T1 - Transport & Accessibility is reproduced below:

#### T1 - Transport & Accessibility

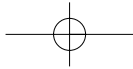
Improvements to the entire Island's transport networks, including infrastructure and facilities are of critical importance to the successful economic regeneration and quality of life of the Island. It is essential that the Island Plan contributes to regional and sub-regional transport objectives to deliver sustained and sustainable improvements to transport including road, rail, water and air.

Development proposals will be required to contribute to the implementation of the Isle of Wight Local Transport Plan and its subsequent reviews to deliver improved accessibility through integrated and sustainable transport modes. This will be achieved by, where appropriate, working with our partners to:

1. Improve the road and rail networks and infrastructure to deliver improvements to Islandwide accessibility, improving travel choice, reduce congestion, improve freight distribution and cross Solent travel;



2. Reduce the predominant reliance on the car for accessibility to existing centres;
3. Improve access by sustainable means, public transport, cycle and on foot;
4. Ensure new residential, service and facilities developments are in locations, which are accessible by a full range of transport alternatives;
5. Help reduce the impact of seasonal traffic growth through the encouragement of car free tourism;
6. Strengthen and extend the cycle and pedestrian network and access as part of the public realm;
7. Safeguard existing and former rail transport routes for future use for sustainable transport purposes;
8. Widen travel choice particularly through car share, rail, bus, taxi, cycling and walking;
9. Encourage the development and implementation of Travel Plans for employment, education and health facilities (Work Place and School Travel Plans) by voluntary agreement as part of the formal planning process;
10. Encourage employers to allow "smarter choices" such as home working and flexitime to reduce travel needs and peak hour impacts;
11. Safeguard and upgrade Cross-Solent port gateways for future use for transportation, passenger and freight handling purposes;
12. Realise the potential of the Solent to function as a sustainable transport corridor for the movement of goods and people;
13. Provide for the development of high quality transport interchanges at key locations such as the Cross Solent gateways and within the principal towns;
14. Support modern port and interchange facilities at access points to the Island and at major transport hubs to achieve efficient staging, loading and unloading;
15. Establish effective bulk material handling infrastructure at suitable locations to improve capacity and support economic regeneration;
16. Apply maximum vehicle parking standards within the context of promoting economic regeneration and minimum cycle standards to reduce overall reliance on private vehicles in new developments;
17. Encourage local products and services for local communities to be sourced from the Island where possible, to reduce the need for cross-Solent and cross-Island transportation of goods and products.



### D.17.2 Working with the Island Plan

The LDF core policy takes account of the 2020 transport vision and accords with the approach taken in the LTP. Developing the Plans together has allowed the Council the opportunity to maximize joint working and the process of strategically environmentally assessing the documents has been carried out by the same consultants, using a similar set of criteria.

The accessibility planning work we are doing as part of the development of the LTP is already proving to be of benefit to the development of spatial options in the Island Plan.

Although slightly disadvantaged by having to work to two different production timetables, the Council is nevertheless looking to coordinate the content of these two plans as far as possible.

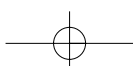
The Council have chosen to produce the LTP in a way that it can be amended to reflect changes in the Island Plan and other strategies. This will be done through consultation with Government, QTP and others and will help ensure that the LTP remains flexible and up to date as possible.

The Council have made their Draft Core Strategy Structure available for consultation and every effort will be made to ensure that the LDF and LTP continue to work together to deliver improvements on the ground.

## D.18 Delivering the vision

**The table below illustrates the timescale for delivering the key projects identified in this plan. Some of these projects have been identified for implementation during the LTP period (2006-2011); others will have a longer-term timeframe and may therefore be delivered as part of the next plan (2011+).**

The delivery of the projects contained in the Plan and future Plans will be carried out in partnership with the development and delivery of the Island Plan and in line with our core strategies and shared priorities.

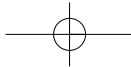


Long term strategy

Issue	Opportunities	Timescale						Shared Objectives						
		LTP2					Longer term	Improving Accessibility	Prosperity & Regeneration	Road Safety & Health	Air Quality & Environment	Tackling Congestion	Effective Management	
		06/07	07/08	08/09	09/10	10/11	2011+							
Delivering our shared priorities and Island Plan Reduce Congestion	<ul style="list-style-type: none"> <li>• Five Year LTP Strategy</li> <li>• Traffic study for Newport</li> <li>• Investigate Park and Ride sites</li> <li>• Major bid - Newport</li> <li>• Major bid - Yarmouth</li> <li>• Investigate Medina crossing</li> <li>• Rail extension / development</li> <li>• Rail improvement passing loop</li> <li>• Improve transport links - Park Road</li> <li>• Improve information at terminals</li> </ul>													
	<ul style="list-style-type: none"> <li>• Work with operators and Solent Transport to improve cross Solent links</li> <li>• Improve handling capacity</li> <li>• Cowes Newport Waterbus</li> <li>• T AMP</li> <li>• Maintenance PFI</li> <li>• Develop bulk freight sites (PFI)</li> <li>• Improve links and connections (PFI)</li> <li>• Public transport PFI</li> <li>• Cross Solent PFI</li> </ul>													

Issue	Opportunities	Timescale						Shared Objectives							
		LTP2					Longer term	Improving Accessibility	Prosperity & Regeneration	Road Safety & Health	Air Quality & Environment	Tackling Congestion	Effective Management		
		06/07	07/08	08/09	09/10	10/11	2011+								
Reduce Pollution	Tackle hot spots							✓	✓	✓	✓	✓	✓	✓	✓
	• Newport							✓	✓	✓	✓	✓	✓	✓	✓
	• Lake							✓	✓	✓	✓	✓	✓	✓	✓
Improve travel choice	Investigate airport development							✓	✓	✓	✓	✓	✓	✓	✓
	• Bembridge							✓	✓	✓	✓	✓	✓	✓	✓
	• Sandown							✓	✓	✓	✓	✓	✓	✓	✓
	• Helicopter							✓	✓	✓	✓	✓	✓	✓	✓
	• Extend footways / cycleways							✓	✓	✓	✓	✓	✓	✓	✓
	• Route 22 Newport - Yarmouth							✓	✓	✓	✓	✓	✓	✓	✓
	• Route 22 Newport - Ryde							✓	✓	✓	✓	✓	✓	✓	✓
Freight	Improve operation							✓	✓	✓	✓	✓	✓	✓	✓
	• Establish Freight Partnership							✓	✓	✓	✓	✓	✓	✓	✓
	• Deliver Freight Partnership							✓	✓	✓	✓	✓	✓	✓	✓
Environment	Routes and signing							✓	✓	✓	✓	✓	✓	✓	✓
	Use SEA process							✓	✓	✓	✓	✓	✓	✓	✓
	• Coastal management study							✓	✓	✓	✓	✓	✓	✓	✓
	• Stabilisation works - Ventnor							✓	✓	✓	✓	✓	✓	✓	✓
	• Wight made diesel							✓	✓	✓	✓	✓	✓	✓	✓
• Bio fuels							✓	✓	✓	✓	✓	✓	✓	✓	

Long term strategy



Long term strategy

