



ISLE OF WIGHT COUNCIL

LOCAL TRANSPORT PLAN (2001-2006)

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Directorate of Environment Services

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CONTENTS

Page No

Executive Summary	1
Introduction	4

A ISSUES, PROBLEMS AND POLICIES

A.1 Transport Issues and Problems	8
A.1.1 Regional Perspective	8
A.1.2 Island Perspective	9
A.2 Policies and Objectives	14
A.2.1 The Government White Paper on Transport	14
A.2.2 Government Guidance	15
A.2.3 Regional Planning Guidance - RPG 9	17
A.2.4 Local Planning Policy Guidance	18
A.2.5 Road Traffic Reduction Act 1997	20
A.2.6 Local Agenda 21	20
A.2.7 Island Plan for Health and Well Being	21

B CONSULTATION PROCESS

B.1 Consultation and Public Participation	23
B.2 Quality Transport Partnership	28
B.3 Local Agenda 21 Process - Island Voices	29
B.4 Best Value	32

C DEVELOPING A TRANSPORT STRATEGY

C.1 Population	35
C.2 Transport Accessibility	36
C.3 Public Transport Information	57
C.4 Island Environment	61
C.5 Rural Transport	64
C.6 Economy and Employment	66
C.7 Health	68
C.8 Tourism	72
C.9 Education	75
C.10 Road Safety	77

C.11	Social Exclusion	81
C.12	Crime and Disorder	82
C.13	Cross-Solent Links	84
C.14	Movement of Freight	91
C.15	Air Quality and Climate Change	94

D A TRANSPORT STRATEGY FOR THE ISLAND

	Introduction	101
D.1	Demand Management	101
D.2	Road Traffic Reduction Report	105
D.3	Road Safety	119
D.4	Walking	122
D.5	Cycling	124
D.6	Passenger Transport	128
D.7	Public Transport Information	135
D.8	Freight	136
D.9	Taxis and Private Hire Vehicles	139
D.10	Powered Two Wheelers	139
D.11	Road Maintenance	141
D.12	Mobility Impairment	142
D.13	Air Quality and Climate Change	145
D.14	Noise Pollution	147
D.15	Green Travel Plans	148
D.16	Social Exclusion	148
D.17	Rural Traffic Management	150
D.18	Transport Strategy - Summary of Targets and Measures	152

E DELIVERING THE STRATEGY

	Introduction	157
E.1	North East Triangle	160
E.2	Coastal Resorts	176
E.3	The Rural Areas	183

F FIVE YEAR PROGRAMME

	Introduction	187
F.1	Revenue Funding 2001/2003	187
F.2	Bridge Assessment and Strengthening	188
F.3	Principal Road Maintenance	196
F.4	Local Safety Schemes	198
F.5	Sustainable Transport	201
F.6	Amendments to the Programme	203

G MONITORING AND EVALUATION

G.1	Appraisal Tables	210
G.2	Performance Indicators	240

H FINANCE FORMS

	LTP F.1 Table	242
	LTP F.2 Table	243
	LTP F.3 Table	244
	LTP F.4 Table	245

I APPENDICES

I.1	Unitary Development Plan - Transport Policies	247
I.2	Island Plan for Health and Well-Being (HImP)	265
I.3	Local Agenda 21 Focus Group Findings	270
I.4	Review and Assessment of Air Quality	273
I.5	Provisional LTP Questionnaire	276
I.6	Employee Travel Survey	279
I.7	List of Consultees	283

EXECUTIVE SUMMARY

- (i) This Local Transport Plan (LTP) is based upon and develops the Transport Policies and Programme set out in the Provisional Plan (2000-2001). It sets out a five year framework for the development of a sustainable transport strategy specifically tailored to the particular needs of the Isle of Wight and includes the Council's Road Traffic Reduction Report.
- (ii) The Isle of Wight is predominately a rural area, with the main town of Newport at its centre and a number of smaller peripheral towns. There are some clear distinctions between this environment and that of many other local authorities. The Island has a relatively elderly population and high level of unemployment. The combination of low wage rates, isolation from the mainland and high numbers of part time and seasonal jobs has created a situation where many people find it hard to secure employment opportunities which can bring them above unemployment benefit level.
- (iii) The 1991 Census showed that the older retirement age groups are more concentrated in towns near the coast, whilst the younger people live nearer the centre of the Island. With a largely dispersed population, transport is inevitably an important issue on the Island. 30% of households do not own a car and many more people within car-owning households do not have access to that car during the working day.
- (iv) Whilst tourism provides the Island's economy with a much needed boost during the summer period, the influx of tourists brings with it particular pressures on the transport infrastructure. The Council is seeking to address these particular transport issues, whilst at the same time encouraging easy access to and from the Island for those wishing to travel without a car. The Council recognises the importance of promoting sustainable tourism and is actively developing the Island as an all year round holiday destination. Particular emphasis is placed on the development and marketing of edge of season activities based around local walking, cycling and sailing festivals.
- (v) This Plan builds on the sustainable approach taken in the Council's Unitary Development Plan (UDP) which seeks to locate new development within or close to existing centres and includes a range of measures to reduce travel needs. It is recognised that planning decisions can impact on travel demands and it is vital that the transport strategy contained in this document is considered together with the policies contained in the UDP as part of the planning process.
- (vi) The Plan seeks to create more transport choice for Island residents and visitors by placing increased emphasis on the provision of quality transport through partnership between the Council, transport providers and those who wish to travel.

The main points of the plan are as follows

- ± □ **Consultation** - the LTP strategy is based firmly on the policies contained in the UDP for the Island as modified through public participation and tested during the spring of 1999 at a public inquiry.

The Provisional Local Transport Plan was based upon the strategy and policies contained in the UDP and the content of this document has been further developed through extensive consultation with a range of groups, individuals and agencies,

including Town and Parish Councils, interest groups, the business sector, the general public and neighbouring authorities.

The Plan has been developed in conjunction with the development of the Local Agenda 21 strategy and through the Island's Quality Transport Partnership (QTP). This partnership includes a broad range of transport providers, transport users, elected members and relevant Council Officers. It was established by the Council and now meets on a regular basis to discuss specific transport issues. An Environment and Transport Select Committee was established on a trial basis by the Council in April 2000, as part of a modernised local government structure. Representatives of the Partnership and other appropriate organisations will be invited to attend meetings of the Select Committee to assist in the formulation and review of policies.

The Plan draws upon the conclusions of the report which has been produced following extensive public consultation and development by the LA21 transport focus group.

- ±□ **Island needs** - the Plan takes account of the Island's particular demographic make up, problems associated with its severance by sea, high levels of unemployment, rural transport issues, social exclusion, pollution and particular needs placed on the transport infrastructure by tourists, primarily during the summer months.
 - ±□ **Working together** - the Plan stresses the importance of working together in partnership with all those involved - transport providers, travellers and decision makers. The Council believes that it is essential that a co-ordinated approach is taken to transport. This Plan therefore accords with the policies contained in the UDP, in particular those which relate to transport, encourage sustainability, guide the location of new development and in doing so help reduce the need to travel, particularly by private car. Both documents take account of the most recent national Planning Policy Guidance. They should be considered together and are mutually supportive.
 - ±□ **A better deal for all travellers** - the Plan seeks to widen transport choice for all sections of the community. It is not the intention to force people out of their cars, but instead help create an integrated and sustainable transport network where transport can be conveniently made by methods other than just the car. The Plan seeks to improve transfer between different transport modes and includes specific proposals to improve transport interchanges. The largest single scheme is for the development of such a new interchange at Ryde Esplanade.
 - ±□ **Better protection for the environment** - the Island has a richly diverse countryside - half of the Island is designated an Area of Outstanding Natural Beauty. The Plan sets out measures necessary to maintain and monitor air quality, targets to increase cycling in line with national policy, address traffic growth and includes a road traffic reduction report.
- The document takes into consideration the effects of transport on the environment. It has clear links to other strategy documents and includes detailed reference to the UDP, Island Plan for Health and Wellbeing (Health Improvement Programme), air monitoring, LA21 and other relevant policy documents.
- ±□ **Aims and Goals** - the Plan develops the Council's Strategic Objectives and clearly sets out targets for each area of the plan, the types of measure necessary to achieve each target and the method by which achievement can be measured.

- ±□ **Highway maintenance** - it is important that the Island's roads are well maintained for the sake of all road users. The Plan seeks to provide preserve the amenity and asset value of the infrastructure to ensure accessibility for all travellers, fullest possible transport integration and support the Island's economic viability.

- ±□ **Area based strategies** - the Plan sets out three area based transport strategies for the Island. These are (1) the predominantly built environment of the Ryde, Newport, East Cowes and Cowes area, (2) the coastal towns and holiday resorts of Sandown, Shanklin and Ventnor and (3) the rural areas of the Island. Each strategy seeks to make the best use of the existing transport infrastructure and illustrates the method by which facilities will be improved and provided to address the future needs of the area.

- ±□ **Future financial arrangements** - the Council supports the single pot budget for transportation for capital funds. This will enable priorities to be actioned subject to sufficient funds being available. Block allocation of funds to encompass the broad range of transport issues contained in the LTP provides the flexibility which previous ring fencing inhibited. Funds will be focused on reducing dependancy on the private motor car, help create a better deal for all travellers, increase transport choice, and encourage travel by other modes, reduce social exclusion and harmonise with the environment.

INTRODUCTION

This comprehensive five year plan seeks to build on agreed Council and Government goals to reduce the need to travel, increase transport choice and travel by sustainable means. The document takes account of local issues such as social exclusion, health, education and economic generation. It seeks to address problems associated with traffic growth, such as congestion and pollution.

The plan seeks to develop the strategy set down in the Council's Unitary Development Plan to secure a more prosperous, safer and healthier environment and increase travel choice and accessibility for all those living on and visiting the Island. It will be necessary to achieve this goal against a background of a dispersed population and higher than average, seasonally fluctuating, unemployment levels.

The Island has a 492 mile (791.8 km) road network, set in a landscape of which half is designated an Area of Outstanding Natural Beauty. Its 517 mile (827km) network of public rights of way allows urban access, links settlements and gives access to the countryside. These sustainable transport routes allow additional opportunities for those who wish to walk, cycle and travel by horse, both as means of sustainable transport and for recreation and tourism.

The Island is a popular retirement area. Its high percentage of retired persons, forecast to rise to 36,000 over 60 by the year 2005, require easily accessible and frequent public transport if car reliance and social exclusion are to be reduced.

The Island's main bus operator annually completes some 6 million passenger journeys. Commuters and shoppers account for over a third, children / students nearly the same, tourists 11% and senior citizens 19%. The Council is seeking to increase transport by sustainable means and meets transport operators through a number of forums, including the Quality Transport Partnership. The opportunity exists to increase bus patronage and discounted bus travel, car sharing and increased cycling opportunities should be considered at part of any employer based Green Travel Plans.

The Island is a popular tourist destination and the industry is an important source of Island employment. The Council is seeking to extend the season and build on the sustainable tourism themes by developing edge of season walking, cycling and sailing festivals.

The introduction of Quiet Lanes and other rural initiatives can help make rural roads safer for vulnerable road users. The Newport Transportation Study indicated that a higher proportion than the national average are travelling on foot as a first transport choice. If walking and cycling are to be encouraged it is important that proper facilities are provided for safe travel by such means.

The Isle of Wight Council has been more pleased with recent transport settlements over recent years. Recognition that the Island does not have the same infrastructure as mainland areas in terms of Trunk Roads and Primary Routes has enabled funds to be directed more appropriately towards priority areas on the Island.

Acceptance of the A3055 Military Road as a principal road maintenance scheme provides the necessary support for the Island's tourist industry and highway network. However, the lack of funds for maintenance of the minor roads on the Island continues to be a considerable problem for the Council. Many of these routes are utilised in a different way from the mainland where there are major roads as alternatives.

The change in the funding process to provide two year Supplementary Credit Approvals and to remove the ring fencing is seen by the Council as a positive move. This will enable the Council to target funding to the areas where the public want to see progress and where there are specific problems to be dealt with.

The recent allocation of funding for integrated transport has enabled progress to continue on walking, cycling and public transport projects across the Island. The Council continues to utilise car parking as a demand management tool and the income assists in subsidising public transport provision as well as other sustainable modes of travel.

The additional funding provided by the Rural Bus Grant has been welcomed on the Island. It has enabled services to be added to an already good service compared with other rural areas in the country. Expectations have risen with regard to these services and the Council is keen to get clarification from government on the future funding of this initiative.

The Local Transport Plan Process

The Council has prepared its first full Local Transport Plan (LTP) which replaces the Transport Policies and Programmes document (TPP). The process has involved a considerable amount of local consultation in the preparation of the plan involving all transportation stakeholders. The plan clearly sets out the transportation policies which the Council has developed for the Island and demonstrates how these will deliver a sustainable, integrated transport network for the Island.

Consultation

The Council initially developed these strategies through both the TPP, provisional Local Transport Plan and the Council's forward looking planning document, the Deposit Draft Unitary Development Plan (UDP). The UDP has been the subject of extensive public participation throughout the Island as part of the statutory consultation process. The transport policies contained in the UDP have been developed in line with a range of recently issued Government Planning Policy Guidance Notes and the Government White Paper Transport - A New Deal For Everyone. The UDP policies were tested through consultation and at public inquiry and the Inspector's report should be received by the Council in August 2000. Any changes resulting from the Inspector's report that impact upon this LTP will be reported to Government Office for the South East as soon as possible.

The Local Transport Plan is very much led by policy and the close links with the Unitary Development Plan cannot be overstated. The linkage between these policies and other strategic areas such as education, social issues and economic regeneration provides the sustainable and integrated basis of the plan.

Format of the Plan

This five year plan is based upon the framework laid down in the Provisional Local Transport Plan. It is based upon the policies and strategy set out in the Unitary Development Plan - Deposit Draft and Government Guidance and refined in the light of extensive consultation carried out with the public, Town and Parish Councils, transport operators and a wide range of other public and private sector partners and agencies.

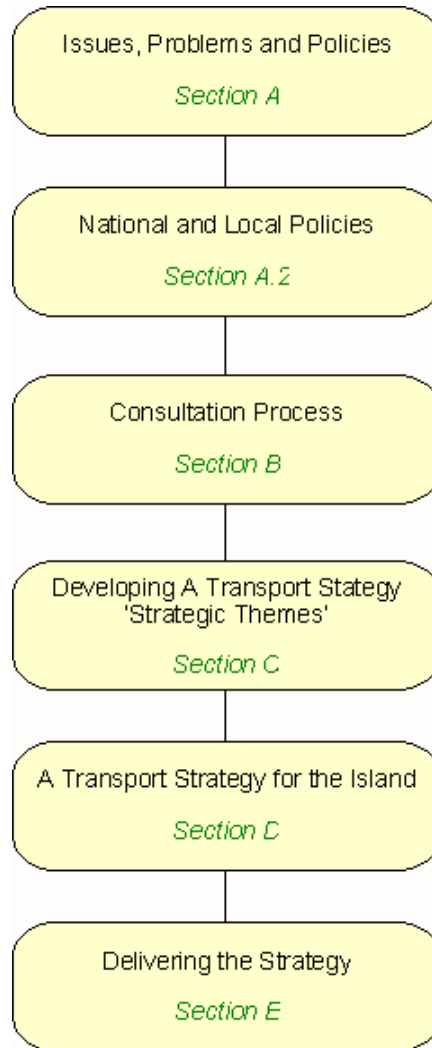
The content of the plan has taken into consideration the responses from the consultation exercise carried out both on the provisional plan and as part of the development of the Local Agenda Strategy, the consultation of which was run in tandem with that for the LTP. The advice from Government for the South East and latest guidance from the Department for the

Environment Transport and the Regions have also been reflected in the content of the document.

The content of the plan reflects the process by which the transport strategy has been developed:

- ±□ **Section A - Issues, Problems and Policies.** This section sets out the background to the Island's issues and problems. It gives a local, regional and national perspective and explains contributing local policies and relevant national guidance.
- ±□ **Section B - Consultation Process.** This section explains the way in which consultation has been carried out, how the Plan addresses Island issues and problems and links to other Island strategies including those for planning, environment, Local Agenda 21, The Island Plan for Health and Well being (HImP).
- ±□ **Section C - Developing a Transport Strategy.** This section explains the strategic transport themes and includes reference to broader transport related issues such as accessibility, economy and employment, health, education and air quality. Section C contains details of a number of relevant policies and strategies underway or planned by the Council and other bodies.
- ±□ **Section D - A Transport Strategy for the Island.** This section sets out the transport strategy. It has been developed through the process and guidance set out in the previous sections of the document.
- ±□ **Section E - Delivering the Strategy.** Section E explains how the strategy will be delivered on the ground, taking into consideration the strategic themes, Government and local guidance and consultation carried out as part of this plan process. The measures contained in this section will deliver solutions across the Island and accord with national aims such as reducing social exclusion, increasing transport choice and reducing car reliance.
- ±□ **Section F- Five Year Programme.** This section outlines the details of the Council's five year programme including revenue funding, bridge assessment and strengthening, principal road maintenance and Local Safety Schemes. It explains the anticipated expenditure on Sustainable Transport and the way in which the programme can be modified in the light of the amount of funding received in response to the proposals contained in this document.
- ±□ **Section G- Monitoring and Evaluation.** Monitoring will be key to the delivery of the plan over the next five years. This section outlines the content of the plan and measures by which the Council's performance can be judged. The table included is based upon Annex D of the DETR's Guidance on provisional transport plans and indicates the criteria against which the quality of the plan will be assessed.
- ±□ **Section H - Finance Forms.** This section identifies the capital programme expenditure.
- ±□ **Section I - Appendices.** This section includes the transport section from the Deposit Draft Unitary Development Plan, the emerging LA21 Strategy, Review and Assessment of Air Quality, Provisional LTP Guidance, the Health Improvement Programme Strategy and List of Consultees.

PLAN PROCESS



A ISSUES, PROBLEMS AND POLICIES

A.1 TRANSPORT ISSUES AND PROBLEMS

A.1.1 REGIONAL PERSPECTIVE

A.1.1.1 Links to Neighbouring Authorities

The Isle of Wight is an island lying to the south of the mainland cities of Portsmouth and Southampton, connections being via ferry services to various locations. Transport policy and strategy in neighbouring highway authorities are likely to significantly influence transport on the Island. The Island's economy is heavily reliant upon the level of tourism which is generated from the mainland. Travel to and from the mainland has therefore to be frequent and convenient. Equally the ability of the Island to generate economic investment is directly related to the ease of communication.

A.1.1.2 Working in Partnership

It is essential that the Council is aware of what is happening in Hampshire, Southampton and Portsmouth, therefore close liaison has been established between the authorities through a number of forums. Regular meetings take place between officers such as South East County Surveyors, Hampshire and Isle of Wight Planning Officers Groups (HIPOG) and Central Southern England Regional Alliance (CSERA). The Council is also represented by members and officers at meetings of the South East Hampshire Transport Partnership. There are a number of strategic issues which are considered to be of high importance to all authorities within this area and the Isle of Wight Council supports these projects.

A.1.1.3 Hampshire Links - Rail

Improved rail services between Portsmouth and Waterloo would bring this route up to the same standard as between Southampton and Waterloo. It is felt that more modern units and improvements to track infrastructure would help with this, such as improvements to the track at Petersfield and Haslemere to enable fast trains to pass slow trains thereby improving the fast link between Portsmouth and Waterloo. Links can then be improved to the Island and connections to public transport within the Island upgraded. Improvements to frequency, speed and time tabling connections will assist those travelling to and from the Island.

Rail links along the south coast between Southampton and the Channel Tunnel are in desperate need of improvement. It is currently far more convenient to travel by car even though road routes are not of the highest order. The Council is keen to see the multi-modal study take place along this very important corridor and urge the Government to take into account the views of the Isle of Wight and the connections required to assist in the regeneration of the Island.

The Council is keen to see progress made on the South Hampshire Rapid Transit scheme which is seen as a good example of what can be achieved in public transport. This will clearly provide better access to and from the Gosport peninsula which currently is extremely difficult for Island residents. The mixture of

heavy rail, light rail and guided bus is of interest to Islanders wishing to see modernisation of the Island's railway. (See Sections C.2.26, D.6.6 and D.6.7.)

A.1.1.4 **Hampshire Links - Road**

The Council has accepted that many road improvements are unlikely to be forthcoming under current policy initiatives and that reductions in car use have to be the aim. However there is one key highway scheme that will assist traffic movement within this part of the south east, the A3 Hindhead bypass. The Council is pleased to hear that work to assess possible options for this improvement are underway and are keen to be involved in the progress of the project. The A3 provides a direct road route through Surrey and Hampshire to the Isle of Wight and any improvement to this bottleneck can only be good for the region.

The Council is also considering the developing regional transport strategy carefully and how it may influence transportation for the Island. It considers that there should be recognition that the rural areas and those on the periphery of the region geographically may need a different approach to the larger built up areas. Clearly the development of improved transport infrastructure to assist in the economic regeneration of the Island and surrounding area should feature within South East England Development Agency's objectives.

A.1.1.5 **Airport Links**

Although the Isle of Wight has two airports, Bembridge and Sandown, these are small local facilities which mainly cater for short link and pleasure flights. Travel to long haul destinations must therefore be made from mainland airports and good links to Southampton, Bournemouth and London airports are essential for Island travellers. The Council supports improved transport links to these airports, many of which are popular with Island residents.

A.1.2 ISLAND PERSPECTIVE

A.1.2.1 **Island of Wight - Facts and Figures**

Land Area	146.8 sq miles (38,014 ha)
Area of Outstanding Natural Beauty	Approx 50% of Island
Length of coastline	57 miles
Resident Population	126,989 (1998 mid year estimate)
Visitors to the Island (1999)	2.7 million people
Staying visitors (1999)	1.5 million people

Total Road Network	492 miles	791.8 km
Principal Roads	76.0 miles	122.3 km
Other Classified Roads	167.5 miles	269.6 km
Unclassified Roads	248.5 miles	399.9 km

Rights of way network	517miles	827 km
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The Isle of Wight is predominantly a rural area with the principal town of Newport at its centre and a number of other towns, each playing a role in the economy of the Island. They are principally Ryde, Cowes, East Cowes, Sandown, Shanklin,

Ventnor, Freshwater and Yarmouth. The population of the main Island towns (1991 Census figure) are as follows:

Newport	25,033
Ryde	26,152
Cowes	13,028
East Cowes	6,891
Sandown	5,299
Shanklin	8,055
Lake	4,405
Ventnor	5,978
Freshwater	5,267

There are some clear distinctions between the Isle of Wight and many other local authorities and being an Island brings particular benefits and difficulties for both internal and external transportation. These issues could be broadly described as follows:

- ±□ Rural transport issues - cost, availability
- ±□ High unemployment - seasonal variation
- ±□ Increased cross-Solent traffic - increased numbers of vehicles arriving on the Island
- ±□ Changing distribution patterns - change from bulk freight to lorry distribution
- ±□ Tourism development - impact of cars in summer months
- ±□ Social exclusion - inability to access facilities, goods and services
- ±□ Cross-Solent Links - frequency and cost

Cross-Solent ferry crossings are generally of a high quality, frequent and convenient. However, the costs of such services are considered by many members of the public to be a deterrent to travelling particularly for those seeking employment or educational opportunities. Some Island residents also have to rely upon medical facilities provided on the mainland and the high cost of travelling to them can become a burden for many. This aspect will be discussed further within the body of this Plan.

For much of the year the Island enjoys a highway network which is not affected greatly by congestion apart from a number of key hot spots around Newport. During the summer season this changes significantly with the influx of tourist traffic. Clearly the economy of Isle of Wight is heavily reliant upon the level of tourist activity achieved during the year. Part of this activity is linked to the ability of being able to travel around the Island safely and conveniently. Therefore whilst wishing to provide a transport system which is both sustainable and integrated, it needs to be recognised that tourism relies to an extent on the ability of people to use their private cars. The volume of visitors who are able to visit the Island during the peak season using their car is limited by the capacity of the ferries. At present some of the car ferry operations are running at near capacity throughout the peak summer period. Opportunities however exist to further develop foot passenger services. (See Section C.13.7.)

The rural nature of the Island also means that there will always be a reliance on the car for certain types of journey. What is achievable within an urban environment is not really applicable to the rural setting. The Council has worked extensively with public transport operators on the Island to ensure that a good level of service is provided for the public. However there will always be limitations on how far this can accommodate the needs of the majority of those who need to travel. For this reason this plan aims to provide a system of transport which offers people more choice about the way they travel whilst not seeking to penalise those who have little choice. The development of area based strategies will ensure that local needs can be fully taken into account. The three area strategies reflect distinct patterns of travel principally commuting, tourist and the remaining rural area. (See Section E.)

As part of the local consultation meetings have been held with Town and Parish Councils and they have been encouraged to carry out their own locally based consultation to gauge views on transport issues. This enables a very specific local base to be developed for proposals. Some have gone one step further to develop their own mini transport plan. Council officers are providing a high level of support in this regard. Further information on the detail of this work is provided later in this plan.

A.1.2.2 **Isle of Wight Council - Aims and Objectives** (See also Section B.4)

The Council is seeking to strengthen the links with the people it serves. As part of this process it has sought to re-examine its aims and objectives and further develop these through the best value review process.

The following sets out the Council's overall aim, key objectives and cross cutting issue for the best value review. Many of the issues listed relate to transport on the Island and are therefore pivotal to the production and delivery of this plan and the transport strategy for the Island.

The Council's stated aims are as follows:

Overall aim to be one clear voice for the Island responding to its needs and enabling its success.

Key objectives
(intended to deliver the aim)

- To promote and encourage excellence in service provision.
- To enhance the quality of Island life.
- To promote economic development
- To secure effective resource maximisation
- To empower people to achieve

Cross cutting issues
(for best value performance plan) *Community safety* - promoting a safer society and environment.

Investment - improving funding and investment coming into the Island and retaining it within the Island economy.

Unemployment - enhancing life opportunities and encouraging the creation of real job opportunities.

Rural Deprivation - supporting our rural economies

Health - working towards better health and health care for all.

Housing - dealing with the Island's housing problems.

Qualities Amenities - providing a wide range of quality recreational, cultural and social amenities

Social Exclusion - helping the vulnerable and under-privileged members of our community

Local Agenda 21 - protecting the Island's heritage and developing sustainable, environmentally friendly services and policies.

Transport and separation by sea - Co-ordinating a transport policy that meets the Island's needs.

The impact which transport can have on the way that we live including economic development, health, the environment and the creation of sustainable development is recognised. The importance of transport is reflected in the Council's key objectives, in particular the quality of Island life and economic development. Transport is directly linked to several of the identified cross cutting issues, notably community safety, rural deprivation, health, social exclusion Agenda 21, transport and separation by sea.

Transport is an important element of the Council's Unitary Development Plan, a document which was subject to public inquiry early in 1999. The UDP transport objectives are as follows:

- ±□ to try to reduce the need to travel, especially by car
- ±□ to promote alternatives to car use
- ±□ to remove road schemes no longer considered desirable or realistic from the plan
- ±□ to encourage the provision of improved public transport facilities
- ±□ to make the best use of the existing highway network
- ±□ to increase the opportunities for cycling and walking

- ±□ to limit the undesirable impact of car use
- ±□ to encourage the improvement of cross-Solent ferry links
- ±□ to encourage the retention of the Island railway network and safeguard disused lines for future transport use.

The strategies developed in this Local Transport Plan also take into consideration the policies and objectives included in the guidance on health, environment and transport, as set out in Governments policy and the New Deal for transport. It seeks to put in place a co-ordinated approach, by building on policies outlined in the UDP, and takes into account the content of the Island Plan for Health and Well-Being (Health Improvement Programme - HImP) and other local strategies, including those currently being developed on Local Agenda 21 and Air Pollution.

A.1.2.3 **Local Transport Plan**

The following section sets out the aims, objectives and goals of this plan. This framework is further expanded in Section C of this document. The overall transport strategy is detailed in Section D and Section E explains how this will be applied across the Island in the three distinct transport areas.

A.1.2.4 **Aims**

- ±□ to help widen travel choices and provide real alternatives for car owners
- ±□ to enhance the quality of Island life
- ±□ to encourage the provision of a safer and more secure transport system
- ±□ to make the best use of the existing transport infrastructure
- ±□ to encourage travel by sustainable means
- ±□ to include measures to reduce social exclusion
- ±□ to develop a framework by which future transport investment can be made.

A.1.2.5 **Objectives**

- ±□ **Integration** - to adopt an integrated approach to transport and create easy access between different transport modes
- ±□ **Unification** - to ensure that land use planning and transport planning work together
- ±□ **Accessibility** - to improve access for all sectors of the population
- ±□ **Environment** - to protect and enhance the Island s natural and built environment
- ±□ **Economy** - to support and encourage the Island s economic development

±□ **Safety** - to improve the health and safety of those on the Island.

These objectives will be achieved by the following means:

±□ **Partnership** - through the development and co-operation with local businesses, transport providers, voluntary organisations, transport users and representation groups, public and private sector representatives.

±□ **Local democracy** - taking into account the views and concerns of local residents and fostering a sense of real communication through public participation at all levels.

±□ **Investment** - making the best use of available funding so as to sustain and develop quality services.

A.2 POLICIES AND OBJECTIVES

A.2.1 THE GOVERNMENT WHITE PAPER ON TRANSPORT

The Government published its White Paper on Transport, *A New Deal for Transport - Better for Everyone* in July 1998. The White Paper set the framework within which detailed policies are to be developed and taken forward.

The emphasis of the White Paper is on providing an integrated transport network with sustainability as the key. The basis of this policy is to integrate different modes of travel so that people can move easily between them. The policy statement requires closer integration of transport policy with land use planning in order to reduce the need to travel and provide more choice.

The document draws on previously produced Planning Policy Guidance documents and sets out the Government's policy within a number of headings which are summarised below.

- a. *Better places to live* - revitalise towns, reduce traffic congestion and improve air quality. Reduce rural isolation for those without a private car. Make it easier to walk and cycle.
- b. *Local Transport Plans* - integrate transport to meet local needs. Set local targets for improvements and reductions. Greater use of traffic management. Certainty of funding. Powers to charge for congestion and parking. Additional funding.
- c. *Better buses* - cleaner, more comfortable, more reliable buses which can be a real alternative to the car. Quality Partnerships with operators and Quality Contracts giving opportunities to improve the network.
- d. *Better trains* - Strategic Rail Authority - co-ordinate passenger and freight interests. Better interchanges, information and integration of services. Tougher regulation, better value and vision.
- e. *Better protection for the environment* - cleaner vehicles, tax incentives and task force for enforcement. Reduce greenhouse gases. Reductions in noise nuisance from vehicles and aircraft.

- f. *Better safety and personal security* - reduction of accidents and new road safety strategies. Safe routes to schools, safer public transport. Review of traffic speeds. Secure stations to improve safety for users of facilities.
- g. *More inclusive society* - high quality public transport, transport supporting regeneration, reducing isolation in the countryside, assessing transport needs of elderly, disabled, low incomes and women.
- h. *Moving goods sustainably* - promotion of rail freight through Quality Partnerships, reducing the number of unsuitable lorries on the roads, promotion of shipping for freight movement, freight grants for short sea shipping.
- i. *Sharing decisions and modernising local democracy* - strengthening planning to secure integration of land use and transportation, accountability at a local level for transport decisions.
- j. Everyone doing their bit - local authorities and businesses to produce green transport plans, national awareness campaigns, school journeys to be targeted, everyone to consider their own travel patterns.

A.2.1.1 Government Consultation Paper - Breaking the Logjam

Produced by the DETR in December 1998, *Breaking the Logjam* is the Government's consultation paper on fighting traffic congestion and pollution through road user and workplace charging. Issued as a follow-up to the Government's White Paper on transport this document sets out how local authorities could if they wish fund new transport schemes by charging users of congested roads or the introduction of workplace car parking charges.

A.2.2 GOVERNMENT GUIDANCE

Planning Policy Guidance Notes (PPGs) set out the Government's policies on different aspects of planning. Local planning authorities must take their content into account when preparing development plans and considering planning applications. The following guidance has an impact on the preparation of the Council's transport policy:

A.2.2.1 Planning Policy Guidance Note 1 - General Policy and Principles (PPG1)

Issued in 1997, PPG1 emphasises the contribution that the planning system can make in achieving sustainable patterns of development and help to reduce the environmental impacts of transport.

The guidance stresses the necessity to integrate transport programmes and land use policies in ways that will help to reduce the length of motorised journeys, reduce the reliance on the private motor car and encourage travel by sustainable means. The guidance is clear that the key objectives for the planning system is to influence the location of different types of development relative to transport and foster forms of development which encourages walking, cycling and public transport.

A.2.2.2 Planning Policy Guidance Note 3 - Housing (PPG3)

Issued in 1992, PPG 3 sets out the general policies in relation to housing. The guidance stressed the importance of local choice through the local plan and UDP process and encouraged the re-use of urban land for housing as a means of taking pressure off the countryside and promoting sustainability.

A revised version of PPG3, issued for public consultation in March 1999, put increased emphasis on sustainability issues, seeking to create more sustainable patterns of development by building in ways which deliver accessibility by public transport to jobs, education and health facilities, shopping, leisure and local services. The guidance seeks to reduce car dependency and place the needs of people before cars when designing the layout of residential developments.

A.2.2.3 Planning Policy Guidance Note 13 - Transport (PPG13)

Issued in 1994, the key aims of this national government guidance are to ensure that local authorities integrate transport and land use planning, adopt and carry out carry out policies and transport programmes which reduce reliance on the private car and encourage alternative forms of travel which have less environmental impact. The methods suggested for achieving these aims were to strengthen local centres and the rural economy by encouraging development close to these centres so as to reduce the need to travel, improve accessibility for those on foot, cycle and those who use public transport and adopt reduced parking requirements for new development in those areas which have good access to public transport.

PPG13 represented a real change in the Government's approach to transport and sustainability issues. It was anticipated that the adoption of this approach would help meet the commitments in the Government's Sustainable Strategy to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts.

Planning Policy Guidance Note 13 is currently under revision. A consultation draft document was issued by the Department of the Environment Transport and the Regions in October 1999, with a closing date for comment early in January 2000.

The impact that transport can have on issues such as the environment, health and social exclusion is now recognised and the current draft guidance builds on the stance set out in the Transport White Paper and other Government guidance, including that for health. The guidance seeks to build on and clarify the approach set out in the original planning policy document and strongly promotes the need for better integration between planning and transport policy and decision making at all levels. It stresses the importance of sustainable development and the need to ensure easy transfer between different transport modes.

The aim of the guidance is to ensure that the planning system plays its part in encouraging sustainable development, including promoting social inclusion in both urban and rural areas and revitalising towns and cities as places in which to live and work.

The main objectives of the guidance are to:

±□ promote more sustainable transport choices, and

- ±□ reduce the need to travel, especially by car.

It suggests that in order to deliver these objectives local authorities should:

- ±□ ensure that strategies in the development plan and local transport plan complement each other and that the consideration of development plan allocations and local transport investment and priorities are closely linked
- ±□ focus major generators of travel demand in city and district centres and near to major public transport interchanges
- ±□ locate local and day to day facilities which need to be near their clients in local centres so that they are accessible by walking and cycling
- ±□ accommodate housing principally within existing urban areas, with increased densities for both housing and other uses at locations which are highly accessible by public transport, walking and cycling
- ±□ in rural areas, locate development for housing, jobs, shopping, leisure and services in local service centres which are designated in the development plan to act as focal points for housing, transport and other services
- ±□ use parking policies to promote sustainable transport choices and reduce reliance on the car for work and other journeys
- ±□ give priority to people over traffic in town centres, other areas with a mixture of land uses and local neighbourhoods and consider giving more road space to pedestrians, cyclists and public transport in these locations
- ±□ ensure that the needs of disabled people are taken into account in the implementation of planning policies and traffic management schemes, and in the design of individual developments
- ±□ protect sites and routes which could be critical in developing infrastructure to widen transport choices for both passenger and freight movements.

A.2.2.4 Planning Policy Guidance Note 6 - Town Centres and Retail Developments (PPG6)

Issued in June 1996, the primary objectives of PPG6 were to sustain and enhance the vitality and viability of town centres, focus development, especially retail development, in locations where the proximity to other uses will help maintain an efficient, competitive and innovative retail sector and ensure the availability of a wide range of shops, employment, services and facilities to which people have easy access by means other than by the private car. The guidance seeks to promote sustainable development and is consistent with the Government's Sustainable Development strategy and in line with the Guidance contained in PPG13.

A.2.3 REGIONAL PLANNING GUIDANCE - RPG 9

Issued in March 1994, this guidance note was issued by the Secretary of State for the Environment and covers the period 1991-2011. This guidance sets out

Government policy, should be read alongside the PPGs and will help shape the region's environment and guide its development.

The objectives of RPG9 in respect of transport are:

- ±□ to provide for safe and efficient movement
- ±□ reconcile the demand for travel with environmental concerns, including impacts on human health and climate change
- ±□ reduce the growth in reliance on the motor vehicle
- ±□ increase transport choice and encourage walking, cycling, travel by public transport and the shipment of freight by rail and water.

The guidance stressed the importance of taking account of the interaction between transport and land use and the high and rising economic and environmental costs of transport in the south east.

This guidance has recently been reviewed through the Public Examination into SERPLAN's Draft Regional Planning Guidance for the South East (A sustainable development strategy for the South East). The Secretary of State for the Environment, Transport and the Regions appointed an independent panel to carry out an examination of the Draft. A public examination was held in May-June 1999 and the findings published in October 1999. The Secretary of State has had regard to the panel's recommendations and representations from individuals in proposing changes to Draft RPG9.

The Draft RPG9 identified the Island as a priority area for economic regeneration and developed further the guidance on a range of transport issues including:

- ±□ minimising the need to travel, by the location of new development close to existing settlements
- ±□ making the best use of the existing transport infrastructure
- ±□ the promotion of sustainable travel - public transport, cycling and walking
- ±□ the adoption of maximum car parking standards
- ±□ encouraging transport by sea / waterways
- ±□ encouraging more environmentally friendly delivery and freight movements.

A.2.4 LOCAL PLANNING POLICY GUIDANCE

A.2.4.1 Unitary Development Plan (UDP) (See also Section A.1.22.)

The Deposit Draft Unitary Development Plan was placed on deposit in May 1997 and provides the strategic and detailed framework to encourage and guide development on the Island and to protect the environment. The Plan which was the subject of a Public Inquiry which ran from 26 January 1999 to 14 May 1999, will, when adopted, replace the existing statutory Structure and Local Plans for the Island and provide a framework for development up to the year 2011.

The UDP is produced in two parts. Part I is the broad development strategy, in which is set out the overall planning framework. Part II of the document contains the more detailed policies, proposals and guidance for a full range of topics including transportation.

The UDP has evolved from the broad land use and transportation principles established in the adopted structure and local plans and was written taking into consideration the content of the latest available government guidance, including PPG 13 and PPG6. The broad approach taken in the Plan has been to promote development within or close to existing town and rural centres, so as promote sustainability and reduce the need to travel. The concept of sustainability is now well established and underpins not only the planning system but also a wide range of recent Government policies. The Planning Policy Guidance Notes sanction and encourage authorities to promote sustainability through the planning system. PPG1 states:

A key role of the planning system is to enable the provision of homes and buildings, investment and jobs in a way which is consistent with the principles of sustainable development .

A.2.4.2 Unitary Development Plan, Part I - Strategic Policies

UDP Part I strategic policy S7 states that there is a need to provide for the development of 8000 housing units over the plan period and policy S3 states that new development of a large scale will be expected to be located in or adjacent to the main Island towns of Cowes / East Cowes, Newport, Ryde and Sandown and Shanklin . Policy S4 adds that areas outside the urban areas (ie in the countryside) will, in general, be protected from development. Strategic policy S11 states that land use policies and proposals to reduce the impact of and reliance on the private car will be adopted and the Council will aim to encourage the development of an effective and integrated transport network .

A.2.4.3 Unitary Development Plan, Part II - Detailed Policies

The policies within the detailed transportation section in the Deposit Draft Plan are in line with the guidance contained in PPG 13. The policies place a strong emphasis on an integrated approach to transport planning, support a sustainable land use strategy and set out a range of measures to encourage a shift towards travel by public transport, cycling and walking.

The UDP only includes those road proposals for which funding has been agreed or which there is a realistic likelihood of construction during the plan period and seeks to maintain the effectiveness of the existing transport infrastructure whilst promoting alternative methods of transport and reducing travel needs.

The UDP sets out the Council's transportation objectives as :

- ±□ to try and reduce the need to travel, especially by car
- ±□ to promote alternatives to car use
- ±□ to remove road schemes no longer considered desirable or realistic from the plan
- ±□ to encourage the provision of improved public transport facilities

- ±□ to make the best use of the existing highway network
- ±□ to increase the opportunities for cycling and walking
- ±□ to limit the undesirable impact of car use
- ±□ to encourage the improvement of cross-Solent ferry links
- ±□ to encourage the retention of the Island railway network and safeguard disused lines for future transport use.

A.2.5 ROAD TRAFFIC REDUCTION ACT 1997

A.2.5.1 Purpose of the legislation

The Road Traffic Reduction Act (RTRA) completed its passage through Parliament in 1997, and draft guidance on implementing the Act was issued for consultation early in 1998. Final guidance, taking account of subsequent development of policy on LTPs and the need to consider the implications of *Tackling Congestion and Pollution*, was issued as part of the *Guidance on Full Local Transport Plans* published in March 2000.

The guidance identifies standards in data collection and forecasting, which although not mandatory are commended to Councils in the interest of robust analysis.

The RTRA obliges each local authority which is a local traffic authority to produce a report containing an assessment of existing levels of local road traffic and a forecast of expected growth in those levels. It should also contain targets for reducing the level of local road traffic in their area or its rate of growth. Authorities have the option of not setting targets for all or part of their area should they consider them to be inappropriate, but need to make clear their reasons for so doing.

A.2.5.2 Links with Local Transport Plans

The main aim of the Transport White Paper is to increase personal choice by improving the alternatives to the private car and to secure long term sustainable mobility. The delivery of this policy depends to a large extent on action at a local level and LTPs are the essential building blocks of the Government's approach.

The preparation of RTRA reports should be an integral part of the process of LTP preparation, reflecting the particular circumstances of each authority which may have a significant effect on traffic in their area.

A.2.6 LOCAL AGENDA 21

Transport is acknowledged nationally and locally as being of vital importance to the local economy and to community well being. Whilst it is essential that communities have ease of access to services and amenities, as well as the freedom and scope to enjoy a wide social network, the stress and pollution levels

generated by traffic congestion can have very serious consequences for human health and the natural environment. (See also Sections B.1.3 and B.3.)

A.2.6.1 Transport and Health Partnership

The Isle of Wight Council and Health Authority have been working together to develop a Local Agenda 21 strategy. The document, which is currently being finalised, will set out a range of locally developed policies and actions to help bring social, economic and environmental benefits to the Island community. The Strategy has been developed in conjunction with the Local Transport Plan through a process of Island-wide public participation and consultation involving organisations, groups and individuals. Finalised through the use of subject based focus groups, this method was chosen to ensure that the resulting plans and proposals reflect the views and aspirations of the people of the Island.

A.2.7 ISLAND PLAN FOR HEALTH AND WELL BEING

The New National Health Service White Paper required Health Authorities to develop three year action plans for partnership working to improve health and tackle the root causes of ill-health and social inequalities.

The concept of the Health Improvement Programme (HIMP) recognises the influences of the social, economic and physical environment on the health and well-being of individuals, families and communities. (See also Section C.7 and Appendix I.)

A.2.7.1 Links to Transport and the Environment

Health Improvement Programmes are just one element of the Government's plans for developing joined up working. The concept of the HIMP recognises that the factors which promote positive health status and well-being in communities are almost entirely beyond the limit of health services and are affected by a range of other external forces and influences. Whilst it is recognised that high quality health services are essential, it is acknowledged that the way to achieve this is in partnership with the range of groups and organisations which are outside the health service but have a direct affect on the social, economic and physical environments within which people live and work. Action on cross-cutting issues such as transport, social exclusion, planning, housing, education, Local Agenda 21, crime and disorder and trading standards all have a potential impact on health.

A.2.7.2 Working together

The Council is working in partnership with the Health Authority to raise awareness about the range of initiatives that each area is developing so as to form links, maximise resources and ensure a whole system approach to identifying priorities for action and agreeing how to deal with local problems.

A.2.7.3 Health Improvement Plan - Aims

The aims of the HIMP are seen as follows:

- ±□ the development of a strategy for meeting the assessed needs of the local population, drawing on the knowledge of all key local organisations

- ±□ creating a method by which the provision of local services can be shaped
- ±□ underpinning effective partnership working, especially between the National Health Service and the Local Authority and ensuring the full contribution of all local key players in tackling the root causes of ill health and inequalities
- ±□ providing strong links to national policy and giving the means to deliver these on the Isle of Wight.

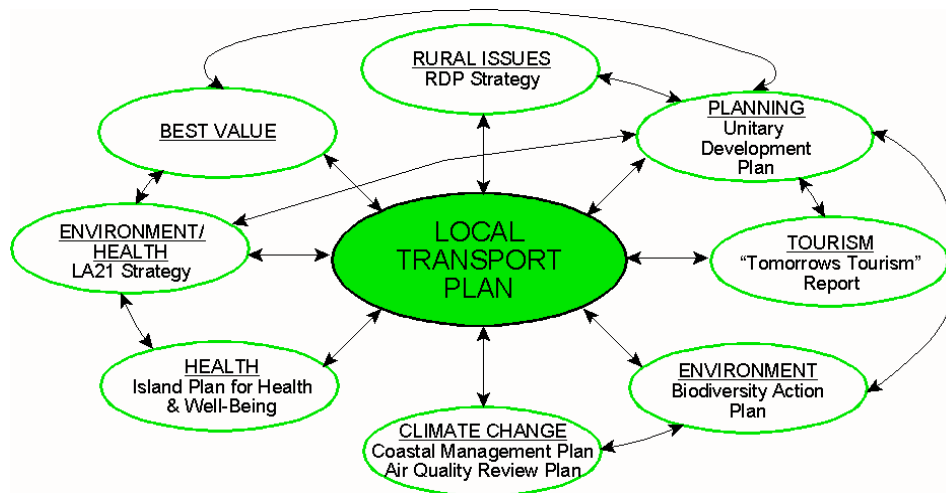
A.2.7.4 An Integrated Approach to Transport

The Transport White Paper stressed the importance of transport integration. This is not just making sure that timetables complement each other, but that transport related policies were working together at a higher level. It means that transport policies are working in tandem with those on health, education or wealth creation. Local and regional policies should now be in step with one another rather than viewed in isolation. A holistic approach should be taken to the whole issue.

The expectation of the Government is that HImPs will be part of a broader, co-ordinated approach to investment decisions by partner agencies, so as to ensure that local and national targets for improvements in health and well-being are achieved.

Council strategy documents such as the Local Transport Plan, Unitary Development Plan and Local Agenda 21 Strategy are key elements to this process and the main themes and targets contained in this LTP are reflected in the HIMP. A copy of the HIMP transport strategy is included as an Appendix to this document.

LINKS BETWEEN MAIN ISLAND PLANS



B CONSULTATION PROCESS

B.1 CONSULTATION AND PUBLIC PARTICIPATION

The process of the LTP requires consultation on a far wider basis than has previously been achieved through the TPP. This process began through consultation with Town and Parish Councils, neighbouring authorities and the Island's Quality Transport Partnership (QTP). This work, coupled with the preparation and examination of the policies contained in the Deposit Draft Unitary Development Plan, has enabled the Council to develop the plan.

General public consultation was also carried out through a publicity campaign in the local media. Advertisements and articles covering the draft plan were placed in the Isle of Wight County Press which reaches more than 80% of households across the Island. Coverage was also provided by Isle of Wight Radio in the form of discussion items / phone-ins.

Some 500 copies of the draft plan were circulated throughout the Island along with 1000 copies of a questionnaire. A number of these were placed in publicly accessible locations to ensure the widest possible coverage, whilst others were distributed to a wide range of consultees, Town and Parish Councils, Council Departments, interest groups, and statutory bodies.

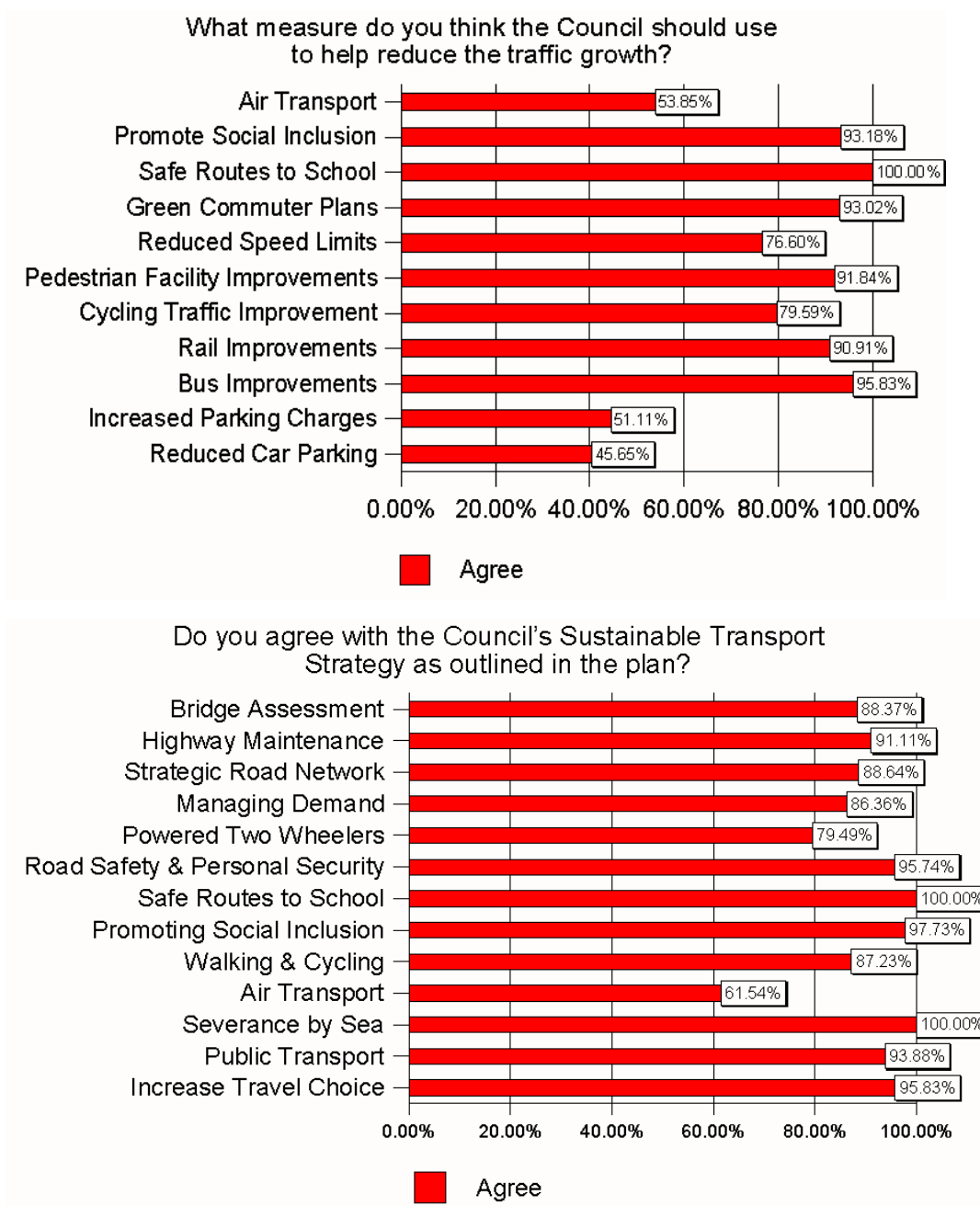
B.1.1 Questionnaires

Questionnaires were issued to gauge specifically the response to the transport strategy developed in the Provisional Plan. Copies of the questionnaire were issued with each document and also made available at locations where the plan was available for inspection. (A copy of the questionnaire is reproduced and appended to this Plan.)

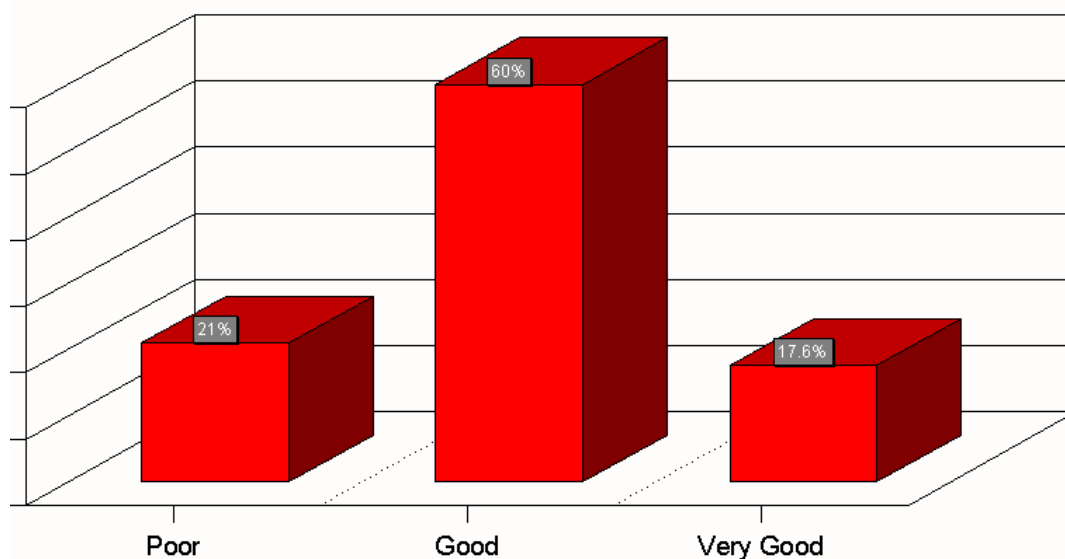
The Questionnaire was produced in a simple tick box basis and sought a response on the following issues:

- ± **Prioritisation of Transport Schemes** - a measure of support for the prioritisation of transport schemes outlined in the Plan
- ± **Sustainable Transport Objectives** - tested support for the sustainable transport initiatives and objectives included in the plan
- ± **Targets and Initiatives** - sought to test the level of support for the targets for:
 - ± Road traffic reduction
 - ± National Cycling Strategy
 - ± Quiet Lanes
 - ± Home Zones
- ± **Traffic Reduction** - asked what measures people thought should be used to help reduce traffic and meet the targets set out in the Plan.
- ± **Plan Presentation and Performance** - whether the plan was easy to understand
- ± **Consultation** - if the consultation process was felt to be appropriate

The response to the consultation was very encouraging. Generally people support the need to reduce travel by private car although there is a reluctance to change mode because other modes are, at present, not perceived as convenient. There is a stated need to improve facilities and services for other modes of travel before a move away from the private car is likely to take place. The positive public response, together with the consultation carried out as part of the LA21 Strategy, helped guide the Council during the development of the strategy outlined in this document.



How good do you feel the method of consultation has been?



B.1.2 Consultation as Part of Best Value (See also Section B.4)

The Council is tasked with meeting the requirements of the Best Value process and the Highways and Transportation service is one of the first year reviews taking place during 2000. This involves a critical analysis of the roles and functions carried out by the service and consultation with the general public to ascertain their views on the provision of services. The Council has set up a citizens panel of 1,500 residents who are drawn as a representative sample of the population by MORI. The questions relating to transport will also be of assistance in the development and monitoring of the Local Transport Plan and its service delivery. Consultation will also be carried out with specific stakeholders using the service.

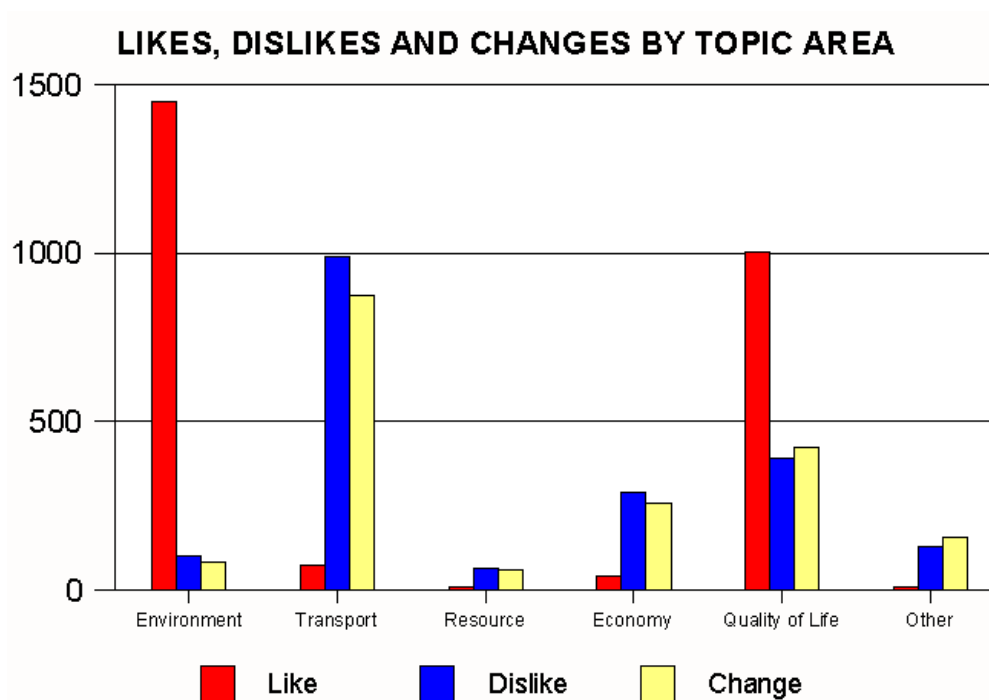
B.1.3 Consultation as part of Local Agenda 21 (See also Section B.3)

The preparation of the full Local transport Plan was run in tandem with the LA 21 process. The LA21 consultation process is fully explained in Section B3 of this document. The consultation was based around a rolling programme of public consultation road shows starting in Newport, the Island's capital town.

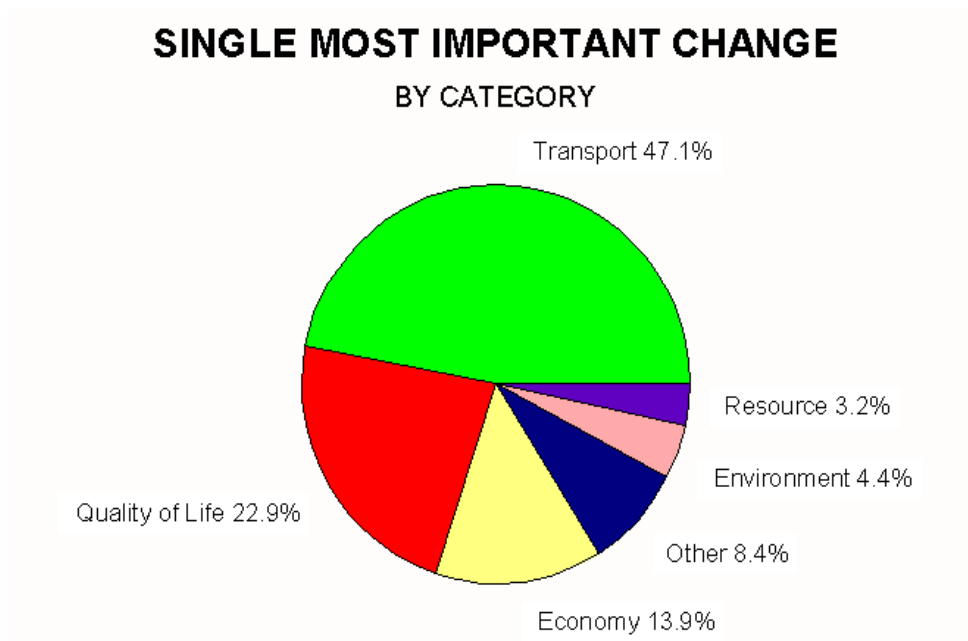
The exhibition and promotional tour then visited the Island's other main settlements.

Newport (launch)	9 October 1999
Yarmouth	4 December 1999
Ventnor	11 December 1999
Shanklin	15 January 2000
Sandown	22 January 2000
Ryde	29 January 2000
Freshwater	5 February 2000
Cowes/East Cowes	12 February 2000
Bembridge	19 February 2000

The questions asked in the LA21 questionnaire were less detailed than those asked in the LTP questionnaire. Three main questions were asked: what people disliked or liked about living on the Island and what they would like to change. Over 1,300 questionnaires were returned and analysed.



An exhibition depicting Island issues including transport formed part of the launch event and subsequent road shows. Copies of the Provisional Local Transport Plan were also displayed together with the LTP questionnaire. This form of consultation and participation was seen as augmenting and complimentary to the LTP consultation and by using a different technique helped the Plan reach a wider audience.

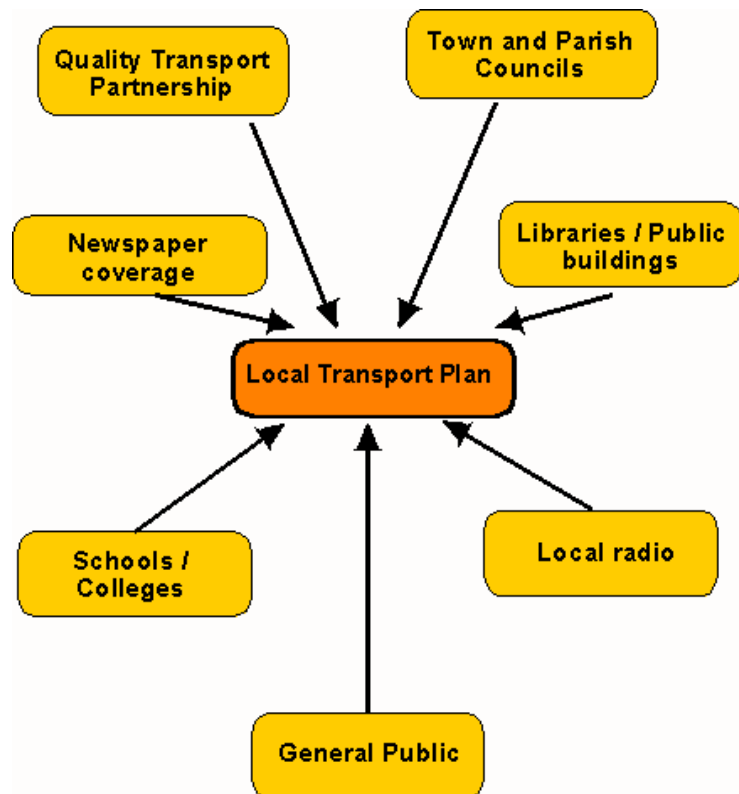


Transport issues were highlighted as one of the four key areas of concern. People were asked if they wished to join a topic focus group to help develop each of these areas of concern. A transport group was established and this group then went on to develop the subject further. Details of the consultation and LA21 process are explained in detail in Section B3 of this document and a flow chart explaining the main topic issues, considerations and group conclusions is included in Appendix I to this document.

B.1.4 Consultation - Best Practice Award

The whole LA21 programme enjoyed a considerable amount of local support and has been recognised for its success. The consultation process has achieved a national Green Apple Award for environmental best practice - to be presented by Environment Minister, Michael Meacher in August 2000.

CONSULTATION PROCESS



B.2 QUALITY TRANSPORT PARTNERSHIP

In 1997 the Council invited a number of interest groups and transport operators to join with it in forming a partnership with shared transport aims and objectives.

The following are the organisations represented on the partnership:

CycleWight	Sustrans
Island Disability Action Group	National Federation of the Blind
Southern Vectis	Islandline
Wightlink	Red Funnel
Hovertravel	Friends of the Earth
Transport 2000	Freight Transport Association
British Horse Society	Taxi Proprietors
Institute of Advanced Motorists	Chamber of Commerce
Island Bus Users Group	Ferry Users Group

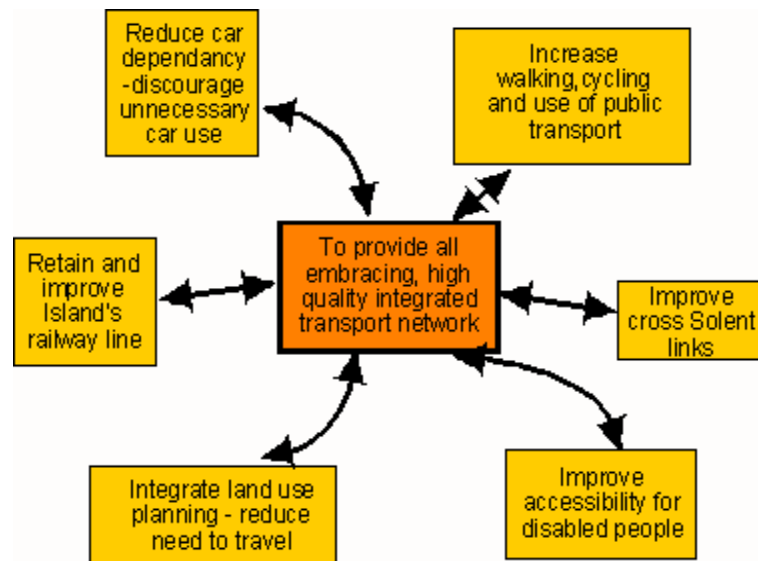
The Partnership has met on a four weekly cycle, over the last year, to link with meetings of the Council's Roads and Transportation Committee. Four members of the QTP were co-opted onto the committee as non-voting members and take an active role in debates on many issues.

The Council has recently adopted a modernised Council structure incorporating an Executive (as the decision making body) and Select Committees (to scrutinise and advise on policy). It has been agreed that the Quality Transport Partnership will interact with the new arrangements and representatives of the Partnership will be invited to attend meetings of the Environment and Transport Select Committee and present their views on specific transport issues.

The Partnership provides a forum for all those concerned to meet and discuss transportation issues. The opportunity has been taken to concentrate on specific topics such as bus services, rural issues, cross-Solent travel etc. There are also a number of smaller working groups on certain subjects such as the Cycle Forum, liaison groups with operators, Ryde Interchange group and the Ferry Users Group.

In addition to these, meetings are held with groups such as Coach Owners and Operators and representatives of motorcycle interest groups on an ongoing basis.

PARTNERSHIP AIMS AND OBJECTIVES



B.3 LOCAL AGENDA 21 PROCESS - ISLAND VOICES

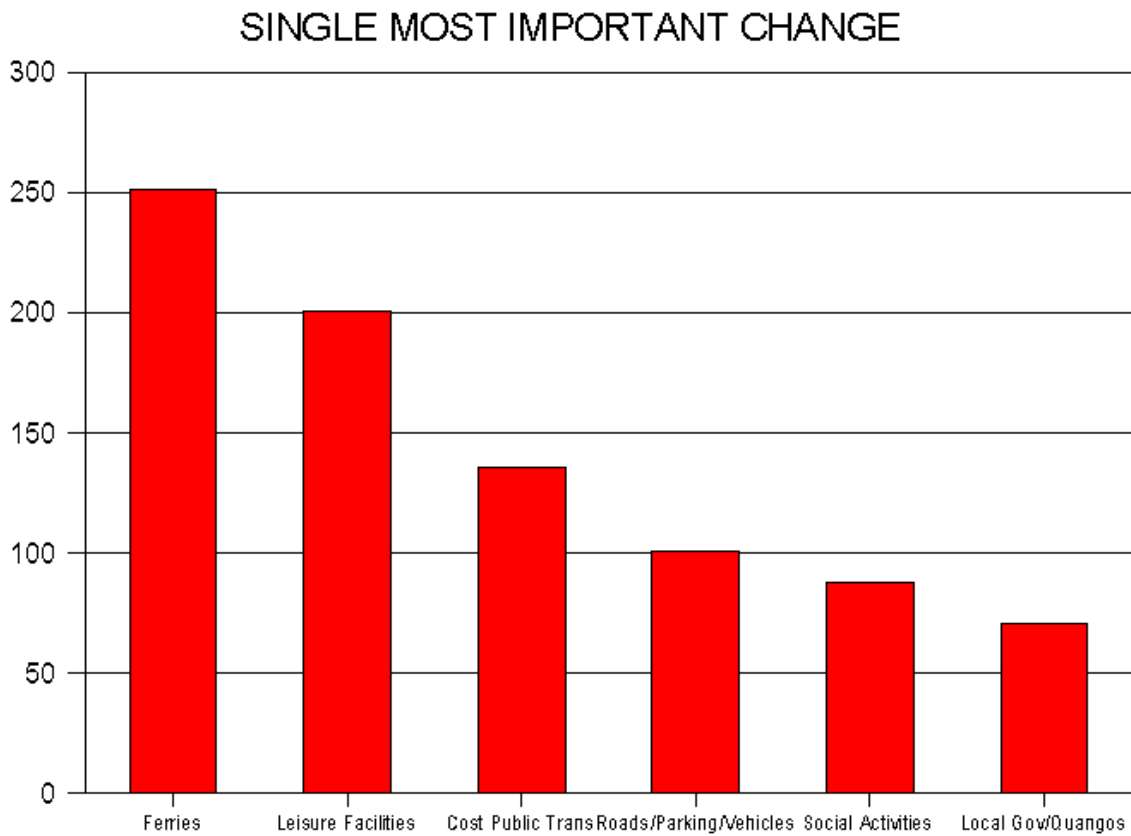
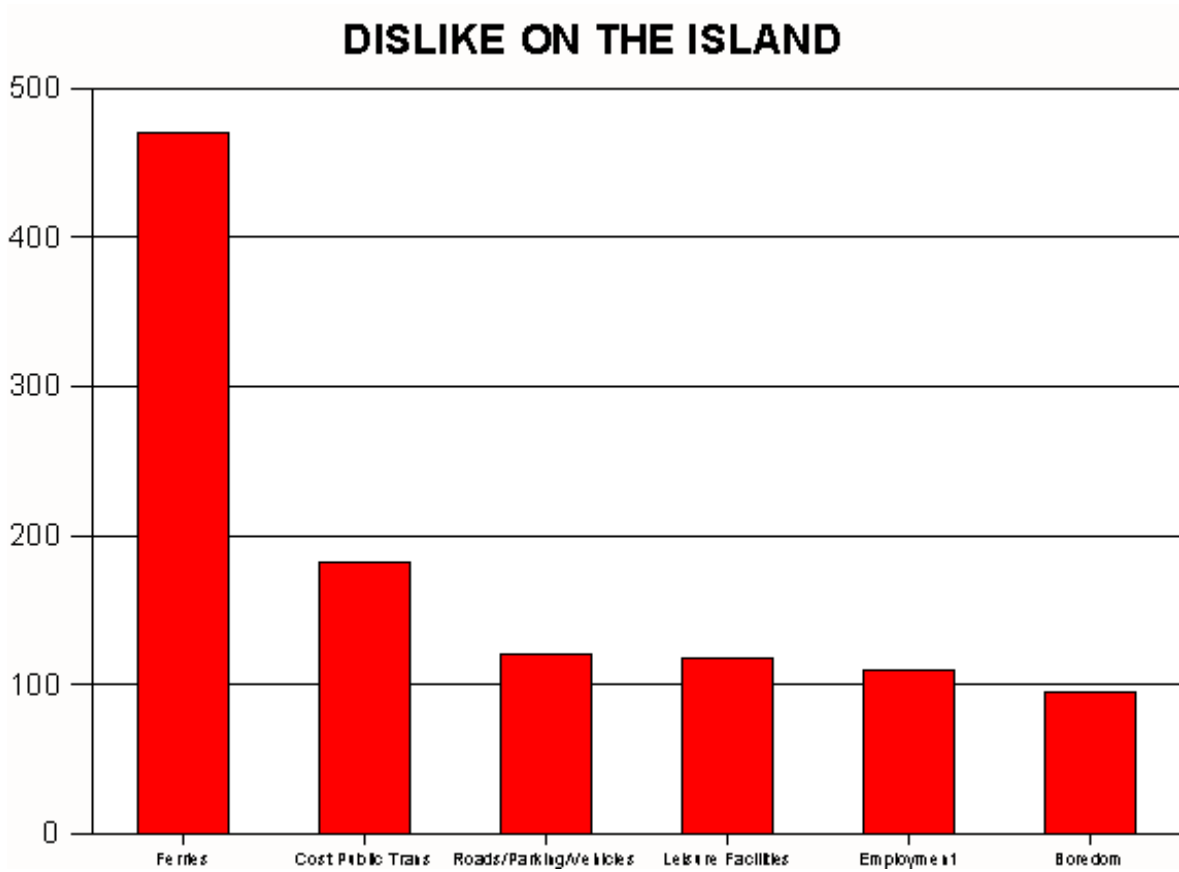
The Island's Local Agenda 21 (LA21) strategy has been prepared jointly by the Isle of Wight Council and Isle of Wight Health Authority. The timetable for preparation and submission of the LA21 document has allowed for joint consideration and consultation in tandem with the Local Transport Plan.

B.3.1 Joint Consultation

The development of the LA21 Strategy has involved extensive consultation and participation with the Island's Community. The launch event, Island Voices Speak out for the Future, took place in St Thomas's Square, Newport on Saturday 9th October 1999. This very well attended event was focussed around a large marquee and involved live groups, music and street entertainment. The event was attended by Council Members and jointly staffed by a range of Council personnel drawn across the Authority, plus members of environment related interest groups. The event was covered extensively in the local press and radio, and was then followed up by a smaller touring road show, which using a similar theme went on to visit the Island's main towns during the next few months. (See also Sec B.1.3.)

The events were used as part of the LTP participation exercise and copies of the document were displayed and made available at each venue. During the events the public were asked what they liked and disliked about living on the Island. Over 1,300 questionnaires were returned and analysed. Four key areas of concern were identified, one of which was transport. The four topic areas were as follows:

- ± Sustainable transport
- ± Sustainable economy
- ± Sustainable resource management
- ± Environmental stewardship.



B.3.2 Focus Groups

Respondents were asked if they wished to participate in the production of the LA21 strategy and focus groups were established to develop each individual area. The public responded enthusiastically to the opportunity to participate in these focus groups, the main tasks of which were to specify key priorities and actions to be addressed by the LA21 strategy. The groups were co-ordinated by officers with particular interest in each topic area. The Transport Group was supported by a team of officers from Social Services Department, the Rural Development Programme and the Council's Transport Planning team.

The work of the special area groups has helped focussed the themes developed through the initial consultation exercise. The process was deliberately designed to allow participation and each participant was encouraged to contribute information, expertise and experience to further the discussion and debate around these issues. Each group produced a set of key recommendations. A summary of the transport group conclusions is attached as an appendix to this plan.

B.3.3 Cross Cutting Issues

Though each group was asked to separately address issues specific to their particular area, a number of overarching and cross cutting concerns were identified. These were as follows:

The urgent need to:

- ±□ educate at all levels, so that each person from childhood through to old age understands the importance of their own individual actions and the contribution that they can make to a healthy and equitable society
- ±□ reduce the generation of waste and the production of litter and the need to recycle more efficiently
- ±□ develop Island-wide and on / off Island public transport systems which are comprehensive in service provision, affordable, accessible and environmentally sustainable
- ±□ fully utilise the Island's capacity for the generation of renewable energy, encourage the implementation of energy conservation programmes and the development of alternative technologies, all of which will reduce environmental impact and offer sustainable employment opportunities
- ±□ promote and develop tourism, by marketing the Island as a year-round environmental destination, where tourists can enjoy locally produced food goods and where they can experience the unique natural environment of the Island's countryside and coast.

B.3.4 Conclusions

It is acknowledged that the great strength of the LA21 process is, not only the collaborative process by which it was produced, but also the depth and detail of the resulting strategy, the contents of which were guided by individuals who wanted to contribute to the Island's future. The resulting views and recommendations were very much in line with and underline the guidance already

contained in the Council's Unitary Development Plan and consequently the Local Transport Plan.

The LA21 Transport Focus Group wanted to see:

- ±□ Increased transport choice
- ±□ better and cheaper public transport, to and within the Island
- ±□ easier and safer walking and cycling
- ±□ accident reduction and speed reduction measures.

The Group felt that the longer term transport solutions were:

- ±□ reducing the need to travel, through planning policy - location of new development and using new technology
- ±□ the use of alternative fuels
- ±□ the development of the Island's rail system.

B.4 BEST VALUE

In July 1998, the Government published *Modern Local Government - In Touch With The People*. This document sets out plans for reforming and modernising Local Government, including promoting the well being of communities. It highlighted issues such as sustainable development, transport, social exclusion, crime, education and training. It encourages Councils to work with other bodies such as Health Authorities and the Police.

B.4.1 Examination of Services

From April 2000, the Isle of Wight Council, along with other Authorities across the country will be expected to demonstrate Best Value in the services it provides. In practice this will mean looking closely at all of the services over a five year period, consulting the Island's public on the services they receive, setting target improvements and reporting back on progress.

The Council has spent much time devising a rolling programme under which Council services will be reviewed over the next few years. The process will allow for the consideration of views, confirmation on whether or not the cost and quality are acceptable and if not, what should be done to remedy the situation.

B.4.2 Council Aims (See also Section A.1.2.3)

Currently, the Council's aims are:

- ±□ To promote and encourage excellence in service provision
- ±□ To enhance the quality of Island life
- ±□ To promote economic development
- ±□ To secure effective resource maximisation
- ±□ To empower people to achieve.

The Council's main aims for developing the Island community are as follows:

Council Aim	Objective
Community Safety	Promote a safe society and environment
Maximise investment into the local economy	Improving funding and investment coming into and remaining within the Island economy.
Unemployment	Enhancing life opportunities and encouraging the creation of real job opportunities.
Rural deprivation	Support our rural communities
Health	Working towards better health and healthcare for all.
Housing	Dealing with the Island's housing problem.
Transport and separation by sea	Co-ordinating a transport policy that meets the Island's needs.
Quality amenities	Providing a wide range of quality recreational, culture and social amenities.
Social exclusion	Helping the vulnerable and under-privileged members of our community
Agenda 21 (Environmental sustainability)	Protects the Island's heritage and developing sustainable, environmentally friendly services and policies.

B.4.3 **Five Year Review** (See also Section G.2 Performance Indicators)

The Council has drawn up a five year timetable for looking at the Island's services. The running order has been decided on a number of factors, including the services that those living on the Island feel are most important. The Council will also look at those areas of provision that link to others and is carrying out cross-cutting reviews to look at the way all services contribute to a particular aim.

B.4.4 **Highways and Transportation**

The Council's Highways and Transportation section is included in the first Best Value review (2000 -2001). Work is underway examining the way in which the Highway and Transportation function is delivered on the Island.

This will be done through a process of:

- ±□ challenge
- ±□ compare
- ±□ consult
- ±□ compete.

B.4.5 Public Consultation

Public consultation is a key part of the best value legislation. The Government is clear that all local authorities should consult residents, both on the services they receive and on the levels of satisfaction.

The Council already undertakes a wide range of consultations, ranging from large scale public consultations to the regular involvement of user groups such as the Quality Transport Partnership and Cycling Forum. In addition, more wide ranging consultation work will be carried out as part of the Best Value process and a citizens panel has been established under which 1,500 local residents, chosen to reflect the Island's population in terms of age, gender and background, will be consulted regularly on certain areas of Council services. This panel will be used to examine the service provided by the Highways and Transportation section and as part of this the performance of the Local Transport Plan. This work is currently underway and any decisions and action plans will not be available until early 2001. This feed back is seen as being an important part of the ongoing LTP consultation exercise and will be particularly useful when monitoring against the targets contained in the Plan.

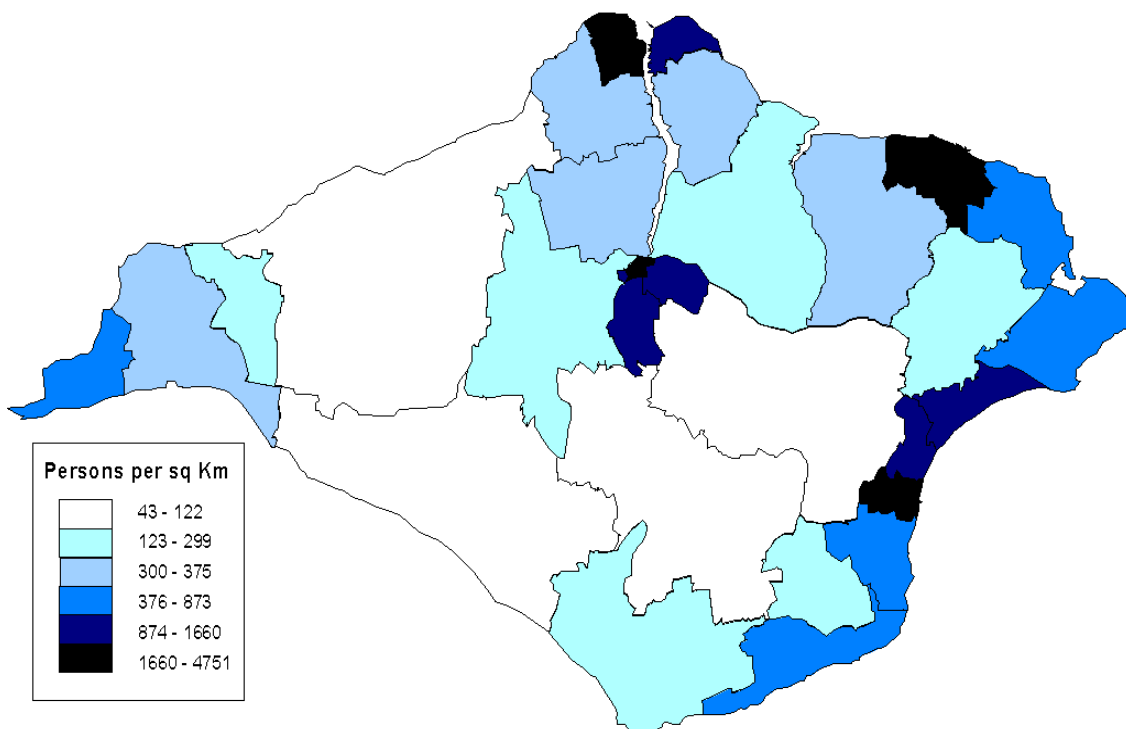
C DEVELOPING A TRANSPORT STRATEGY

C.1 POPULATION

The Island's population increased by almost 6% between 1981 and 1991. This increase was due entirely to net in-migration to the Island, as the number of Island deaths exceeded the number of births by an average of almost 550 per year. The rate of population increase was most marked in the over-75 and over-85 age groups.

The Island has a relatively elderly population. In 1991, over a quarter of the population (26.4%) were of retirement age or older. This is the highest figure of any county in England and Wales and significantly higher than the UK average of 18.3%. The 1991 Census showed that the older retirement age groups are more concentrated in the coastal areas, whilst the younger people tend to live nearer the centre of the Island.

POPULATION DENSITY 1991



The composition of Island households is significantly different from the rest of Britain. In particular, there is a much higher percentage of single person households and proportionately fewer traditional families comprising two adults and children. The number of dwellings on the Island has increased steadily in line with the growth of population. There are now more than twice as many dwellings as there were in 1931. Current housing requirements are set to increase this further.

Newport is the Island's County Town and much of the Island's public administration and local government is located in the Newport area. Located within the centre of the Island, Newport has proved increasingly attractive over recent years to those developers wishing to establish a single retail or employment base. Whilst much of the recent retail and employment development has taken place in or close to Newport, residential development has by contrast been more evenly spread across the Island, with only one large new housing estate, completed at Carisbrooke to the west of the town centre, over recent years. Apart from Newport, the majority of the Island's population live within the settlements near the coast in the towns of Ryde, East Cowes, Cowes, Yarmouth, Freshwater, Ventnor, Shanklin, Lake and Sandown.

C.2 TRANSPORT ACCESSIBILITY

C.2.1 Widening Travel Choices

The Local Transport Plan attempts to provide real transport choice for car owners and non car owners alike. Whilst the car has undeniably brought with it significant benefit to those who own one, it has also created serious local problems such as congestion and accidents and the resulting pollution is causing local hot spots and also contributing to the global problem.

Those who do not have access to a car have suffered as modern living and changes in land use patterns have left them excluded from a full range of employment, goods and services. Increased traffic and speed have made our streets less inviting and more threatening for pedestrians, those with mobility problems and cyclists.

C.2.2 Accessibility

Being unable to afford or access transport can be a limiting factor in modern day life. Accessing employment, job training and education can be limited, as is the choice in shopping, health care and other essential services. The expansion of the road network has allowed people to travel greater distances and faster than before. However, it has also led to some jobs and local services closing down, being rationalised or moving to out of town locations. This has in turn added to the reduction in local services and the decline in the vitality and diversity of some of our town and neighbourhood centres.

Accessibility is however more than just transport, it is the way in which facilities can be accessed with or without travel. Example of accessibility are as follows:

- ±□ Access to education, health, leisure, retail and local services for those in rural areas
- ±□ Access to employment without the need for difficult or lengthy travel
- ±□ Access for those with mobility problems - for example steps, doorways, staircases and uneven surfaces
- ±□ Access for those who need to or wish to travel on foot or cycle with safety and the minimum amount of inconvenience and danger
- ±□ Access to the mainland for hospital, employment and other services.

It is important that these access issues are addressed as part of this Plan and that social exclusion for those less mobile is reduced as far as possible. Changes in land use patterns and transport trends mean that it is difficult to address easily the accessibility problems faced by all of those on the Island. The feedback received as part of the consultation carried out in association with the production of this Plan and the LA21 strategy has shown that what may be an acceptable solution in one area may well not be applicable elsewhere. There are some instances where additional facilities to allow easier walking or cycling may see a shift to sustainable transport. This may, however, not be taken up in difficult or dangerous situations elsewhere. Distance travelled, topography, cost and availability of services can all impact on the decision made. Changes for example in health care provision and new technology have proved that in some circumstances it may be more appropriate to bring the services or facilities to the person rather than the other way round.

The provision of transport services will not in itself guarantee a change in the method of travel or level of usage. The way by which people travel and the distance they are prepared to go for services are affected by a diverse range of factors. There are many barriers to accessibility and these need to be addressed as part of this process, if we are to achieve the targets set out in this document.

The Disability Discrimination Act legislation will assist the provision of access for those with mobility problems. This has a number of implementation dates, including the year 2004 for access to buildings, from 2015 for single decker buses, 2002 for double deckers and 2005 for small buses and coaches.

Accessibility can be hindered by a range of issues such as physical barriers, time, cost of use, availability, changes in land use patterns and lack of information, for example ease of accessing timetables and other information.

The Council has an important part to play in helping to increasing accessibility and will work in partnership with operators, providers and through the planning health, social services, education and other systems to help deliver sustainable transport on the Island.

C.2.3 Walking

Although not flat, the size of the Island and compact nature of its towns mean that travel by foot is possible for many shorter journeys. Nationally 81% of trips are undertaken by car. 61% are under 5 miles long and 50% are under two miles. Given the right conditions travel on foot makes sense for sound environmental, economic and health reasons. (*See also Section D.4.*)

The 1991 Census indicated that 17.8% of journeys to work on the Island were carried out on foot. This figure compared well with the national figure of 11.8%. It is important that this Plan works in conjunction with planning policy, health promotion and education initiatives to ensure that the necessary infrastructure is in place to build on this success and encourage more people to travel by such means. Walking must be seen as an important factor when considering an integrated transport network. It is an option available to nearly all of the population and the strategies in this Plan seek to ensure that travel by foot is made more attractive and seen as a first choice option for short distances.

Modal transfer (moving from one form of transport to another) is particularly relevant in the urban areas and resorts. Pedestrianisation provides a more conducive atmosphere for walking and shopping through reduced conflict and pollution levels. School journeys are an area where progress has been made through the Safe Routes to Schools initiative.

New footways have recently been provided in the following locations and have provided safe routes which were previously considered hazardous:

Alverstone Road, Apse Heath
Quarr Hill, Binstead
Heathfield Road, Freshwater
Main Road, Havenstreet
Shide Road, Newport
High Street, Freshwater
Baring Road, Cowes

There is no doubt that considerable headway can be made to encourage walking. Many rural villages on the Island require additional footways and where possible as a less urbanising option, village path networks can be sympathetically upgraded and extended to increase convenience, while still preserving rural character.

C.2.4 Safe Routes to School

Safe Routes to Schools initiatives have enabled the Council to carry out works at schools Island wide. Recent schemes have included Newport Road, Upper Ventnor; Baring Road, Cowes; and Wellington Road and Fieldfare Road at Carisbrooke, where improved facilities for pedestrians were provided as well as measures to slow down traffic. These areas are based within residential areas where there is a demand for walking and a need for a safer environment. (See also Section C.9.)

C.2.5 Sustainable Transport

Walking is actively pursued for leisure purposes on the Island with an excellent network of public rights of way. The 500-mile rights of way network is extremely well used and valued by both residents and visitors alike. It is a vital component of the Island's infrastructure and as well as its use for leisure purposes gives access to and within the Island's towns and villages. In 1998 the Isle of Wight was the first authority to achieve the National Target 2000, that all paths should be legally recorded, properly maintained and well-publicised. The Council is keen to build on this achievement and is working on a new Strategy for Rights of Way which will provide policies for the maintenance and development of the network to meet the aims of sustainable transport, eco tourism and recreation.

C.2.6 New Routes

The maintenance of paths for everyday use is an important aspect of rights of way management on the Island. The development of routes as part of a sustainable transport is bringing about a re-integration of rights of way management with general highway management. Close liaison between the Council's Highway and Planning Sections is helping to maximise opportunities for extending the footpath network through planning gain. The consideration of new development proposals allows for the improved infrastructure necessary to further develop walking and cycling habits that are already above national average.

Carisbrooke is a good demonstration of the process. The area to the north and west of the village has been developed during the last twenty years. The development of a large area for residential purposes, six schools and a number of out-of-town retail units and new Sainsburys store have extended the built environment to the west and north-west of the town.

The main road is a busy route into the town centre from the West Wight and is in places very narrow with limited footways in some areas. The Council is currently developing a network of upgraded routes to the north of the main road giving easy and safe access to schools, shops and residential areas by linking original church and field paths, areas of public open space, old railway line, quiet back lanes and residential streets which are culs-de-sac to vehicles. This network will be further extended through the opportunities provided by on-going development to the north. By this method housing and schools will then also be connected to the town centre and other interesting areas such as the Quay and to the countryside and river, where footpaths in their natural state provide recreation literally minutes from home or work.

The improve and develop process can be applied at different scales and the Council is working with a range of partners of all kinds, from local small groups and parishes to larger agencies and European funding. The development of a web of routes which improve urban access, link towns and villages and increase access to the coast, countryside, mainland and beyond, will gradually build up the non-vehicular network the Island needs and to which its small scale is so suited. It is hoped that the development of routes which are sympathetic to natural and built environments will be a useful tool in reducing traffic and increasing health and be attractive to both residents and visitors.

The compact character of the Island means there is a greater degree of overlap between functional and leisure use. Improvements that benefit the community economically through tourism are enjoyed by residents for healthy leisure, so investment yields the maximum benefit overall. The most important factor in encouraging more use for practical journeys will be good quality, well-maintained, sensibly-articulated infrastructure.

C.2.7 Coastal Towns Project

The Rights of Way Section is currently a partner in a European funded project Quality of Coastal Towns which includes other partners located in areas in the UK, Belgium and North Holland which like the Isle of Wight are traditionally dependent on tourism. The project aims to identify and evaluate methods of developing and promoting the tourism potential of these areas without detriment to the unique quality and character of individual landscapes and their wildlife.

The experience of the Isle of Wight project, which has a co-partner in the Island 2000 Trust, will contribute to an overall Sustainable Tourism Strategy for North West Europe. The Island will also benefit from the experience of innovative projects being carried out in other European countries.

The project will help identify the right objectives to be achieved by the new strategy by providing research into the habitat value of rights of way, methods of enhancing this value and reducing potential conflict between access and nature conservation, and also by assessing the economic value of the network. In addition, the project will include digital mapping of the network, to which an existing database can be

joined to create a GIS system for rights of way integrated with general highway management, providing a powerful tool for implementing the strategy objectives.

C.2.8 Objectives - Walking

- ±□ increase the number of journeys on foot
- ±□ increase, extend and upgrade the rights of way network for all users
- ±□ recognise the importance of walking as part of safe routes to schools projects
- ±□ recognise walking as useful tool in reducing traffic and increasing health and attractive to both residents and visitors
- ±□ develop the role of walking as part of the sustainable tourism strategy
- ±□ recognise the importance of the rights of way network as urban routes, links between settlements and as direct access from home to countryside.

C.2.9 Cycling

Cycling is recognised as an important part of any sustainable transport strategy. Recent years has seen an increase in the number of cycles purchased in this country and nationally more cycles have been sold over recent years than motor cars. Many of the Island s commuting journeys are very short, yet the growth of cycle use is not reflected in journey to work patterns - locally 52.8% of journeys to work are undertaken by car and 3.6% on bicycle.

Although the Island is not flat, modern multi geared cycles and electric bikes can cope with all but the most rigorous of journeys. Travel by light weight modern cycle is very easy and convenient. The use of cycles is very popular in many European countries, not just flat areas, where cycles are seen as the first choice mode for every day form of travel and are used for commuting and other trips - not just leisure purposes.

There are a number of reasons why the upsurge in leisure cycle purchase is not transferring to general use in the UK and it is recognised that cycling will only be a popular option if road conditions are considered safe and the appropriate facilities are created on route and at the destination. The fact that nationally more than half of all motorists travel regularly to and from work by car and nearly one third of those journeys are five miles or less there and back demonstrates the very real potential for a shift from car to walking and cycling.

The Council is well placed to influence directly the amount of facilities available for cyclists. Measures to increase cycle use need not be expensive and relatively simple improvements to road layouts coupled with increased cycle parking provision and other facilities have been shown to help increase and improve cycle use in a range of locations-including Salisbury, Portsmouth, York, Bath and Bristol. Cycle theft is however a major area of concern. Whilst the cost of a basic bike has fallen over recent years, as cycle numbers have increased and competition between manufacturers grown, new cycles have becoming increasingly complex and technical and a good bike may still cost in the region of £300 - £500, with a full suspension bike now costing in the region of £1500 - £2000. The provision of safe and secure cycle parking is essential if expensive and valued bikes are to be used for everyday trips.

C.2.10 New Cycle Routes

The Council has been working to increase cycle use by the re-use of disused railway lines and such routes can provide important links for commuters and tourists linking towns and settlements, as part of a sustainable transport network. The Cowes to Newport route has been upgraded and improved over a number of years. This riverside route now provides a pleasant and convenient car-free link between two of the Island's principal towns and is now heavily used throughout the year by visitors and locals commuting to work and other purposes. The Council is aware of the benefit of adding additional links into this route, particularly where this will add to its convenience for users wishing to access it from new developments and industrial areas at Newport. Surveys have shown this creating links into the route at the northern end would be both popular with residents from the Northwood/Gurnard area and those working at nearby places of work, including British Aerospace Defence Systems, one of the Island's largest employers.

C.2.11 Urban Cycling

There is considerable scope to improve cycling within the urban environment and the Council is currently appraising methods to create better walking and cycling facilities in towns and villages. It is recognised that cycling in such areas can be quicker and easier than travelling by car and improved signing, provision of cycle lanes and routes, advanced stop lines and cycle parking can, in the right location, improve access, convenience and safety. Safety of all road users is of paramount importance. The Council is also looking to increase the number and length of trips made on foot and it is important that when considering new cycle scheme any possible pedestrian/cycle conflict is reduced by design and signing.

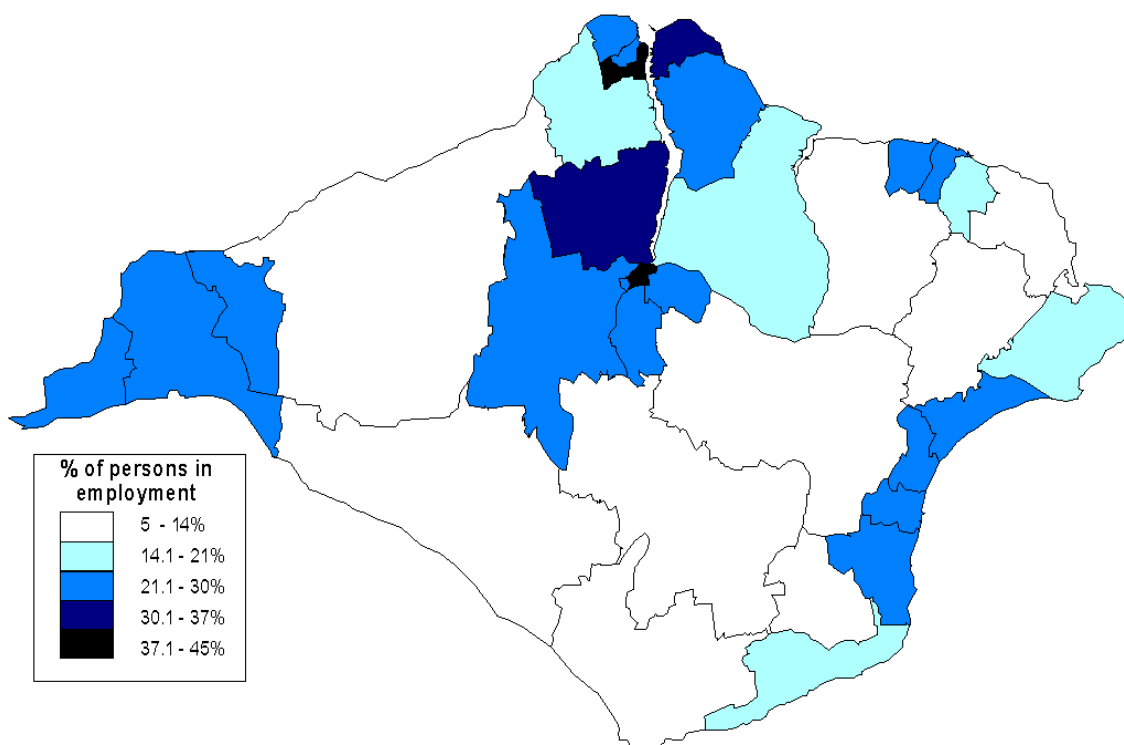
The Council is aware of the benefits of cycle use, both as a form of sustainable transport and to increase health and fitness. The Council is working with cycle groups, traffic education, health and tourism promotion, the Police and others to increase cycling opportunities and safety. The development of walking and cycling initiatives are key to the promotion of Safe Routes to Schools schemes. (See also *Section C.9.*)

C.2.12 Cycles as Part of Integrated Transport

Despite the restrictions dictated by the design of the current rolling stock, it is possible to take a small number of bicycles on Island trains. The Council recognise this advantage to integrated transport and has been talking to the local bus operator about the possibility of providing for the carriage of cycles on buses. Used extensively in other countries the carriage of bike on buses can help extend cycle use allowing cyclists to travel further and faster. Whilst it is acknowledged that the storage and loading of bikes can prove difficult and add to journey times, good examples are in operation in this country and the solution now in operation in Devon, where the seats have been removed from the rear section of a double door single decker, enables the easy and safe carriage of bikes inside the vehicle.

The carriage of bikes by taxi is catered for in other countries. The Council acknowledges the possible difficulties and health and safety implications that carriage of bikes may pose, but believes that the carriage of bikes on buses and taxis could allow for the greater use of cycles for both tourist and every day journeys and may offer one part of the solution when considering methods to improve rural transport, safe routes to school, Green Travel Plans and the reduction of social exclusion.

PERSONS CYCLING OR WALKING TO WORK



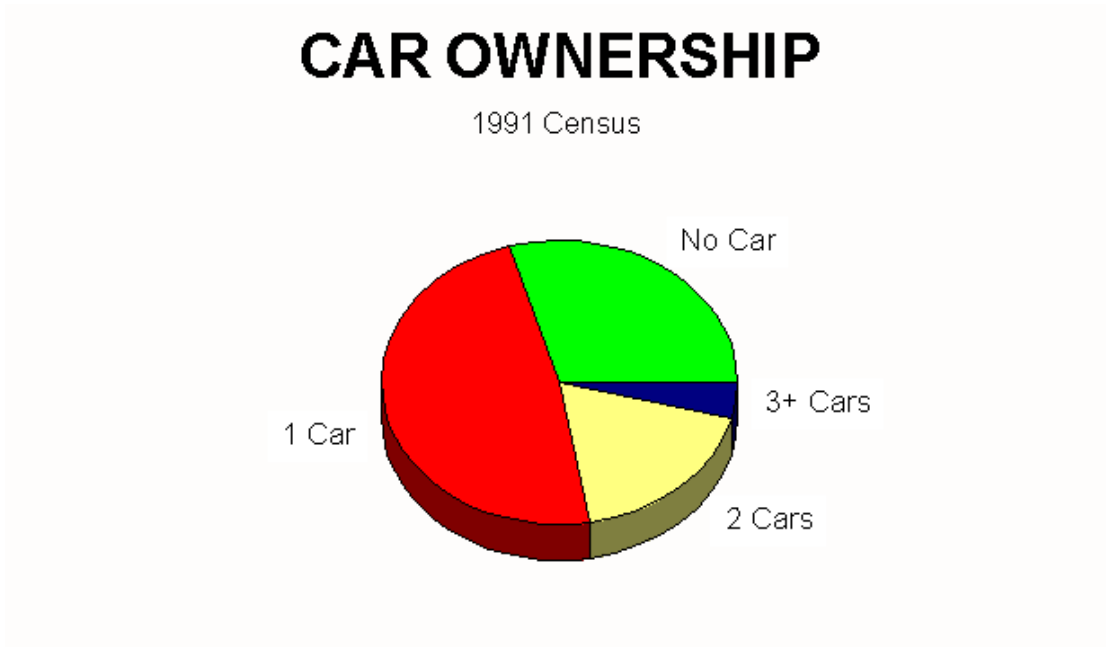
Travel by bike can be popular for commuting to ferry ports and across the Solent as part of an onward journey. It is possible to carry cycles on Island trains, the hovercraft, car ferries and one of the two fast ferry crossings. The popularity of carriage of bikes across the Solent is demonstrated daily on Wightlink's Fast Cat, twin hulled craft, which operate from Ryde Pier to Portsmouth, with links to the city and mainland trains. The Council wishes to see the introduction of similar facilities on all routes. (See also Section C.13.5.)

C.2.13 Objectives - Cycling

- ±□ make cycling more attractive and increase cycle use in line with the National Cycling Strategy
- ±□ increase cycle parking provision, in locations which are safe, secure and convenient for users
- ±□ adopt measures to increase safety of all road users - including cyclists and pedestrians
- ±□ encourage the transport of cycles on buses and ferries as part of travel integration and to encourage more travel choice.

C.2.14 Car Ownership

With a largely dispersed population, transport is inevitably an important issue on the Island. Nearly 30% of households do not own a car and many more people within car-owning households do not have access to that car during the working day.



C.2.15 Census Information

The last national Census asked two questions about transport - the availability of a car within the household and the means of travel to work. On the Island where there is a widely dispersed population, the car can for some be an important facility, particularly in rural areas.

The incidence of car ownership is generally higher on the Island than in Britain as a whole.

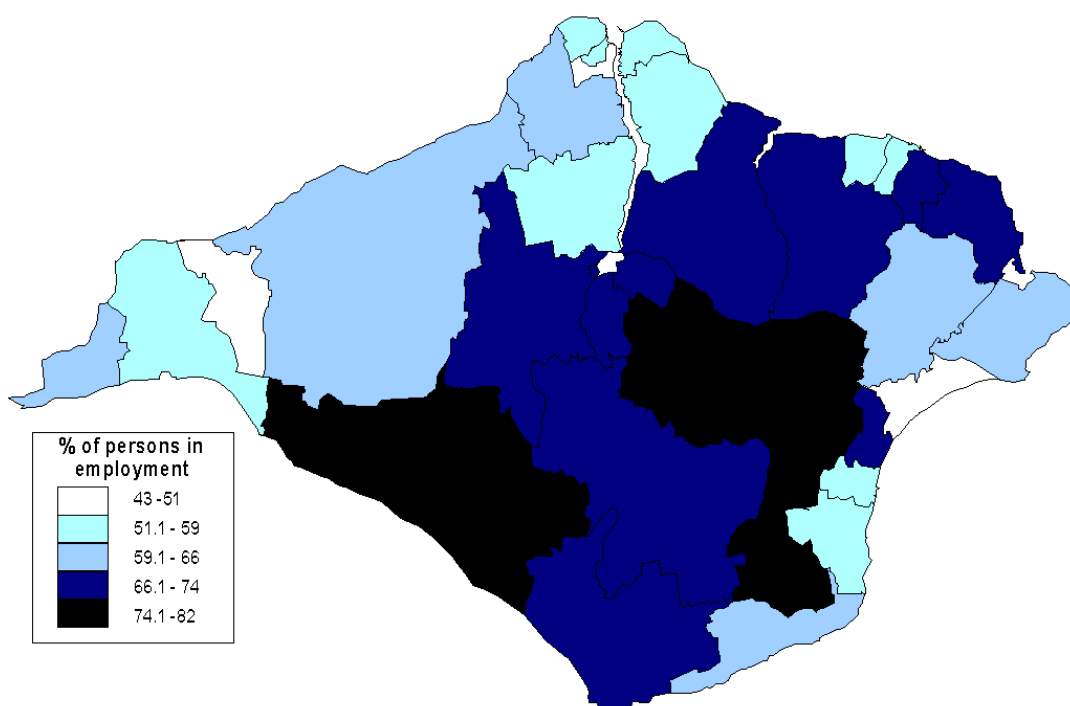
- ± □ Island households own 49,284 cars
- ± □ almost half (7,048) of non - car owners are single pensioners
- ± □ 75% (8,488) of households with two or more cars are families containing dependant children
- ± □ 3,628 families with dependant children do not have a car.

Households with	1981		1991	
	IW%	Number IW	IW%	GB%
No car	36.2	15,175	29.6	3.3
1 car	49.3	24,819	48.4	43.5
2 cars	14.5	9,270	18.1	19.1
3 cars	N/A	1,975	3.9	4.0

C.2.16 Households Without A Car

The Census showed that households without a car are more likely to be in towns than in the countryside. This may be partly due to the fact that cars are not as necessary in towns where public transport is made easily available.

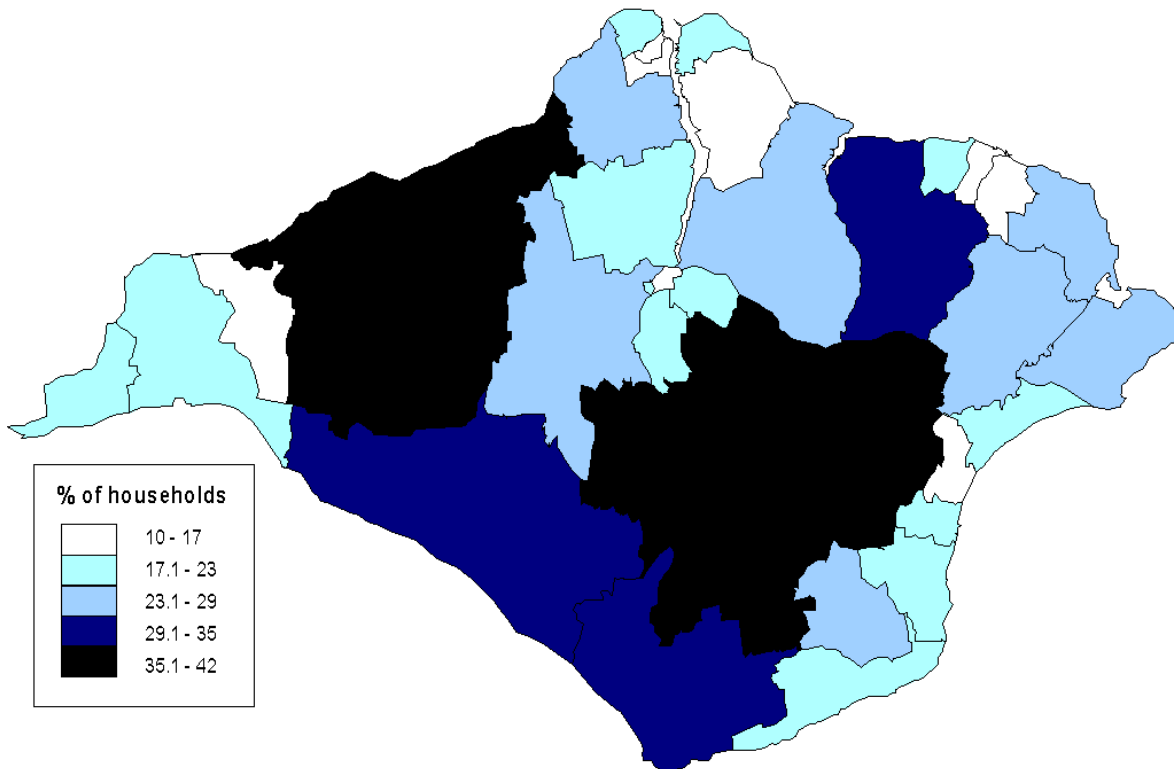
PERSONS WHO TRAVEL TO WORK BY CAR



C.2.17 Households With Two or More Cars

Households with two or more cars are more likely to be in the outer rural areas of the Island. Cars are more necessary in these areas for all types of activity. Changing land use patterns and location of facilities mean that for rural dwellers access to a car allows trips to work, school, shopping and social visits. The distribution of car ownership may also particularly reflected in the greater affluence of some rural dwellers.

HOUSEHOLDS WITH 2 OR MORE CARS



C.2.18 Travel to work

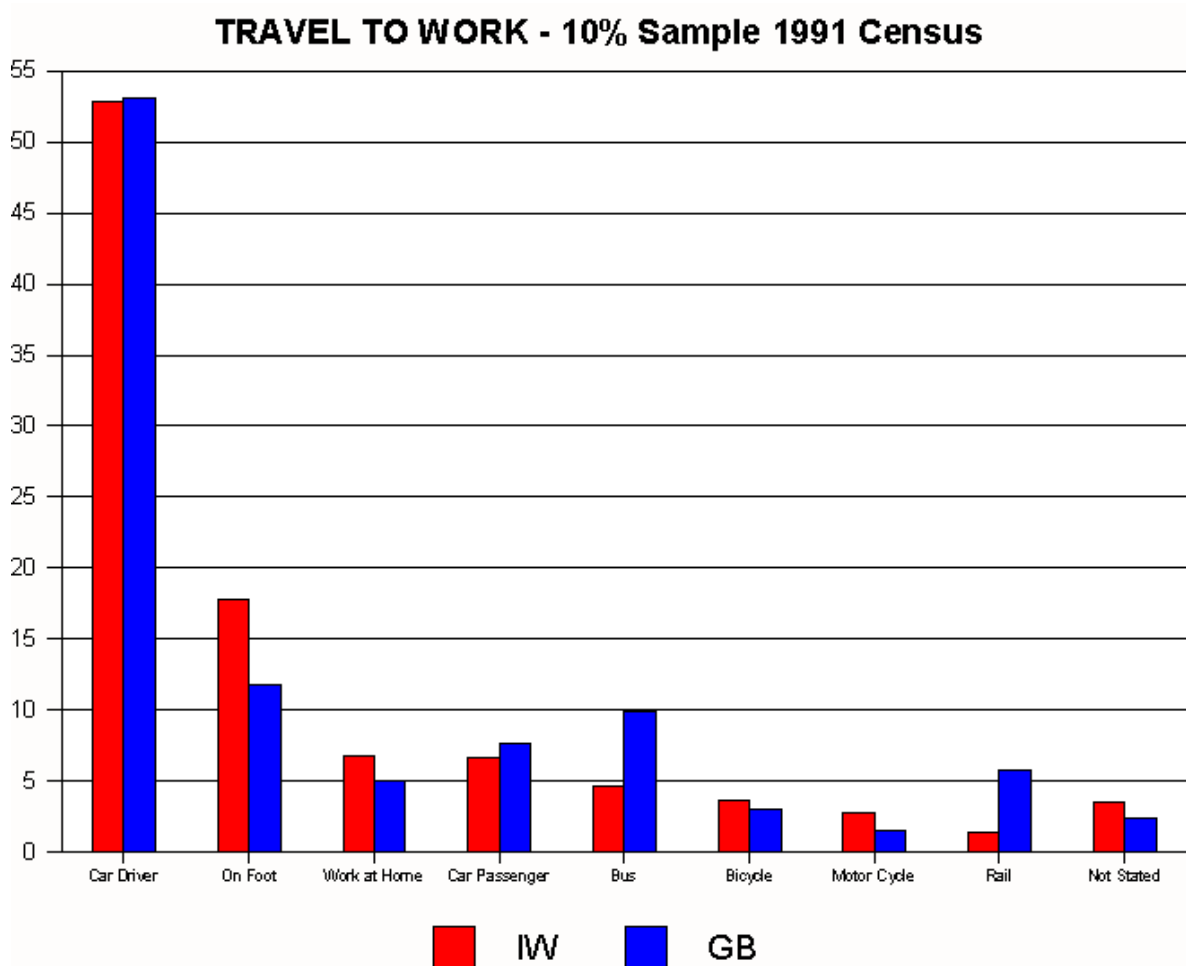
The Census showed that

- ± □ women are far more likely to travel to work on the bus, as a car passenger or walking than men
- ± □ Over three-quarters of workers who walk or cycle to work live in households with at least one car
- ± □ more than half of all employees drive themselves to work

Means of travel to work (1991 Census)

	IW %	GB %
Rail	1.4	5.8
Bus	4.7	9.9
Car driver	52.8	53.1
Car passenger	6.6	7.7
Motor cycle	2.8	1.5
Pedal cycle	3.6	3.0
On foot	17.8	11.8
Works at home	6.8	5.0
Not stated	3.5	2.4

- ±□ There is clear evidence that people in the remoter rural areas are more likely to travel to work by car than in urban areas
- ±□ Whereas people who walk or cycle to work are more likely to live in or near to urban areas than in rural areas, where facilities are less and distances are greater.



C.2.19 Transportation Study 2000

The Council has appointed consultants to examine traffic and transportation patterns in and around Newport. A transport model has been established as the first part of a broader study. Surveys carried out as part of this process have given the Council a clearer understanding of the existing transport situation in and around the town.

A household interview survey carried out to establish the mode of first journey illustrated that in some inner sections of the town walking was first choice at 75.6% of trips. This number fell in other sections of the town.

By contrast the highest number of car driver trips recorded was 62.7% - recorded in the Carisbrooke Park area, to the west of the town centre. The centre of this study area is only 1.5 miles from the town centre yet only 5.7% walked and 7.0% cycled. There may well be a number of factors affecting this figure including

- ±□ house style and design
- ±□ density of housing
- ±□ availability of parking provision

The Council is currently developing a strategy to widen travel choice by creating better foot paths and cycle links to the town. It is hoped that future studies may well be able to assist in helping to understand travel patterns in this area.

The issue of traffic growth, forecasting and reduction targets are covered in detail within the road traffic reduction report in Section D.2 of this plan. Demand management is covered in Section D.1, whilst monitoring and evaluation are covered in Section G

C.2.20 Public Transport

For those people for whom the private car is not available, public transport provides an essential service. The availability of public transport is an important factor in travel choice, not only for Island residents but also for visitors who may wish to come to the Island without a car.

Buses and trains have a key role to play in the delivery of integrated transport. This is fully recognised in the Government White Paper and subsequent daughter documents.

C.2.21 Buses

Over 90% of the Island's bus services are provided by one operator, Southern Vectis.

C.2.22 Service provision - Southern Vectis

±□ Annual mileage	-	2,943,000 miles
±□ Passengers carried (1999)	-	6,210,745
±□ Number of passengers travelling half fare under the Council's concessionary fares scheme	-	1,356,000
±□ School children carried (per day)	-	2,500

The recent TAS report (An Audit of Bus Services in England) showed that the Island enjoys one of the best bus systems of any rural area. The recent Rural Bus Grant of £160,000 per annum has allowed enhancements so that all settlements of any size have services throughout the day and evening seven days a week. A high proportion of the Island's population is within reasonable walking distance of a bus at least every 30 minutes during the day, and every 60 minutes evenings and Sundays.

Southern Vectis organises the marketing of the whole network - a critical feature in a tourist area. A good working relationship with the Council has led to a number of innovations, notably:

- ±□ Youth Mover Travel, which gives free travel on evening services to High School children

- ±□ encouraging commercial franchise operations by smaller operators in areas where more local services are appropriate
- ±□ a significant increase in the number and quality of bus shelters
- ±□ the introduction of a innovative late night bus, serving nightclubs and other entertainment venues.

There is a perception amongst both visitors and residents that the Island's public transport is expensive and slow when compared to their private cars. Given the rural nature of Island roads and the volume of traffic during the summer months this is probably inevitable. A great deal of work is therefore required if the Council and operators are to change this view of the public transport services. Close co-operation with operators over plans for new development, traffic schemes and future road investment plans is essential. Despite all of this and the driver's perception that motoring costs are little more than the cost of fuel and parking, the present level of bus patronage is reasonable but could be improved.

C.2.23 Council Provision - Wight Bus

Whilst the Council considers its prime role to be the promotion of public transport any spare resources of the school bus fleet will continue to be used for the benefit of the travelling public.

This modern fleet of seat-belt equipped vehicles has been able to tender for some subsidised services, register commercial routes and provide the Island's first Dial-a-Bus services. Ways in which this operator can add to the services provided on the Island are being investigated.

The Council are currently investigating, as part of a Best Value pilot study, the possible introduction of new low floor kneeling buses within the Wight Bus fleet. These buses will be a welcome addition to the Council's own bus fleet by allowing better access for wheelchair users and those with mobility problems. If the purchase is approved by the Council, five such vehicles could be introduced by the end of the year 2000 as part of an ongoing replacement programme. These vehicles will be for use both as school transport and by the paying public as part of their out of hours deployment.

C.2.24 Concessionary and Subsidised Fares

The Council currently provides a concessionary fare scheme, 'the Islander Card', through a subsidy of £480,000, which provides half fare travel on buses and the Island railway for the elderly, 14/15 year olds and certain categories of the mobility disadvantaged. In 1995, the Council expanded the scheme through the "Youth Mover" ticket which provides free travel after 5.00 pm for 14-18 year olds. This concession is funded by the Council at a cost of £110,000 in a full year.

In addition, the Council provides subsidy for a range of commercial bus services which are in the main for the deep rural, evening and Sunday journeys, at a cost of £236,000 in 2000-2001. The Council also controls expenditure of Rural Bus Grant, to the value of £159,000 annually, this funding, however, being provided directly by the Government.

C.2.25 Bus Service Development

The Council has continued its policy to upgrade existing bus shelters at high patronage stops and provide new shelters at exposed sites where they do not already exist. This project has been jointly funded by the Council and Southern Vectis, the major public bus operator, and it is hoped that a similar funding arrangement can be negotiated for future years. The provision of facilities such as these is essential in the move to make travel by bus more attractive to the general public. Further improvements have been made by providing hard standings in rural locations and short lengths of footway connection.

Where possible the Council tries to encourage the local community, through Town and Parish Councils, to take on responsibility for the maintenance and upkeep of bus shelters. Agreements have been reached with some Councils and it is hoped that this will engender a local spirit to maintain shelters and dissuade vandals.

The Council, since bus deregulation, has a major role to play in a number of areas:

- ±□ provision of financial support for uneconomical services - particularly in the evenings and on Sundays. This represents around 15% of all journeys
- ±□ financial support for particular users such as the elderly, disabled and scholars
- ±□ planning that future developments are public transport friendly
- ±□ employing traffic management measures to ensure that public transport operates effectively and, where appropriate, has an advantage over the private car
- ±□ as an operator of buses, essentially for school transport, but also for a number of local bus and dial-a-ride services.

The Government envisages that Local Authorities will take a stronger role in the future by working in partnership with transport operators to influence bus provision. The LTP includes measures to facilitate the provision of high quality public transport which will serve the needs of those on the Island and encourage a reduction in the reliance on the use of the private car. It will be necessary when considering bus networks and provision to encourage improving bus frequency to key Island locations, as well as improving the attractiveness of public transport as an alternative to car travel. This LTP includes strategies to provide a focus for this.

The Island's road network does not lend itself to widespread introduction of bus lanes. However, more innovative schemes, such as the widespread use of selective vehicle detection, are likely to have a significant impact on journey times and are being pursued on a partnership basis with operators.

C.2.26 Rail Transport

Although limited in coverage following the closure of the bulk of the network thirty three years ago, the Island's surviving 8 mile rail route plays an important role linking the fast ferry service at Ryde with the coastal resort towns of Sandown, Lake and Shanklin. Electrified some years ago, the line is currently operated with a diminishing number of ageing London Underground rolling stock.

The Isle of Wight Steam Railway operates as a tourist attraction on a section of the former Ryde to Cowes line between Wootton and Smallbrook Junction, where there is an interchange with Island Line's electrified route.

Uniquely offered during privatisation as a vertical franchise, to include track infrastructure and engineering facilities, the Ryde to Shanklin route was awarded to Islandline, a subsidiary of Stagecoach Holdings plc, for a five year term, due for renewal in the Autumn of 2001.

It is acknowledged that much has been done since franchising to improve the system. The ridership decline of previous years has been reversed and Islandline has been successful in achieving the Charter Mark and double A rating in the SSRA's train performance bulletins. Island Line currently receive an operating subsidy from Central Government and both Stagecoach and Railtrack have made significant investment in maintaining the system to ensure that the line can operate in its present form until 2003. A request to continue route operation to that date has been made to the Shadow Strategic Rail Authority (SSRA).

C.2.27 Rail Development

The Council believes that the railway should be seen as an important and integral part of the Island's transport infrastructure and has instigated negotiations with SSRA regarding the railway's future operation, investment and franchising options. The Council understands that the existing rolling stock will come to the end of its useful life in 2003 and will support investigations into developing and extending the existing rail based public transport system possibly through innovative ways such as light rail and dedicated bus use.

Stagecoach were involved in the stakeholders conference held in July 1999. They have stated that they are interested in continuing operating on the Island and have made it clear that they are interested in seeking an innovative solution for the development of Island railways and are supportive of the idea of a feasibility study.

The existing line is seen to be a vital link to the largest segment of the tourism industry. The Council has already voiced its support for the concept of maintaining and extending the Island's railways and consideration is presently being given to the future of the existing line and longer term possibilities of creating a network routes initially linking the primary towns of Ryde and Newport with the option to extend the network further in the future.

Preliminary studies have been carried out to look at the possibility of running a light rail system, using the existing and remaining disused rail routes. It is anticipated that by allowing the street running of trains, missing sections could be completed and the tracks linked into town centres. It is feasible that if constructed, a more complete transport system could be provided by not only reopening the lines to the towns and villages served by the original routes, but also including feeder buses to provide links from surrounding villages to rail stations. The idea of re-opening lines is supported in the Council's Unitary Development Plan and Policy TR18 of that document supports the protection of disused routes for future sustainable transport use. It is anticipated that any study will consider these options.

The Council recognises the potential contribution that extending the railway could make as part of the Island's public transport system, in particular the ability of such a scheme to reduce pollution and the number of vehicles using busily trafficked sections of the Island's road network. The Council's Roads and Transportation

Committee considered a light rail scheme at their meeting in June 1999; they endorsed the UDP policy to retain the disused rail lines for future transport use.

C.2.28 Taxis and Private Hire Vehicles

The Council acknowledges that taxi and private hire vehicles (PHVs) are an important part of an integrated public transport system. They have the ability to fill the gap for journeys which cannot be undertaken by bus, or are too far or impractical on foot and bicycle. An efficient and cost effective service which is seen as a model would encourage tourists to enjoy the Island without bringing their cars. This would reduce congestion and pollution.

C.2.29 Availability

±□ There are 120 taxis available on the Island, of which two are wheelchair accessible.

±□ There are 40 private hire vehicles available on the Island of which one is wheelchair accessible.

A survey of taxis was carried out in 1998 which was financed by the taxi trade. It showed that at the time there was no significant unmet demand for taxis.

The Council recognise the importance of access for all and welcomes the facility to carry wheelchairs. The Council will work with operators and seek to encourage the purchase of vehicles suitable for the carriage of wheelchair users and those with mobility problems.

C.2.30 Disability Discrimination Act 1995

From 2002 all newly licensed or replacement taxis must be wheelchair accessible; after that, within 10 years this will apply to all taxis. However, a specification for this type of vehicle has not yet been finalised, and the Government are still considering the position. The Council notes the improved accessibility this would bring but is aware of the concerns raised by local operators with regard to cost implications. The Act does not currently apply to PHVs.

C.2.31 Taxis and PHVs Can Offer Safety, Convenience and Flexibility:

±□ for those without a car, where journey on foot or cycle is impractical

±□ in areas where bus service is poor or not available

±□ for those with mobility problems

±□ for people with heavy shopping or luggage

±□ for parents with young children, push chairs or buggies

±□ providing transport for those who are concerned about their personal safety

±□ providing links to rail, boat and bus interchanges

±□ providing links to mainland destinations, such as airports

- ±□ by operating during unsocial hours
- ±□ giving access to hospital and other health care facilities
- ±□ reducing the risk caused by drink driving .

C.2.32 Policies and Objectives

- ±□ a voluntary Code of Conduct has been introduced for all drivers
- ±□ drivers must be considered fit and proper - this includes yearly medical examinations for drivers over the age of 61 years, local knowledge tests for new drivers and police criminal record checks on all drivers every three years
- ±□ consistency - the Council has nominated a garage for testing at all licensed vehicles annually to a standard higher than that of an MOT test. The Council also sends vehicles for random checks up to three times a year.

C.2.33 Developing the Role of Taxis

The Council is currently reviewing taxi and PHVs services on the Island. The public perception is whilst travel by such vehicles can be beneficial, it can be prohibitively expensive for some users, particularly when travelling alone. The Council wishes to further develop travel by this mode and will work with the operators to find ways in which the service can be enhanced.

C.2.34 Initiatives

- ±□ Taxi ranks to be reviewed and updated in conjunction with the trade
- ±□ A questionnaire will be available for all Island residents and tourists seeking their views on taxis and PHVs on the Island
- ±□ Consideration will be given and consultation will be carried out in relation to a S tar Rating scheme which will include the voluntary code of conduct already in place
- ±□ A Better Driving Course will be made available and drivers will be encouraged to attend
- ±□ Standardised roof signs on taxis will be introduced
- ±□ A subsidised Welcome Host training course will be made available
- ±□ The Council will continue to lobby ferry operators to provide reduced fares for taxis and PHVs carrying passengers to airports on the mainland
- ±□ The Council will investigate the possibility of de-zoning. When the Council became a Unitary Authority it inherited the four zones of the previous Borough Councils. These are the former Urban District of Cowes, and former boroughs of Newport, Ryde and South Wight. The legal position is that once a Council has de-zoned, it cannot later re-zone. If adopted, de-zoning may help to reduce costs, and therefore reduce fares. The Fire and Public Safety Select Committee will review the position and make recommendations to the Council's Executive Committee.

- ±□ The Council will investigate deregulation. The Council currently controls the number of taxis by issuing licences. This could be deregulated, which would result in more taxis being given licences. The Fire and Public Safety Select Committee will review the position and make recommendations to the Executive Committee on this matter.

C.2.35 Cost and Availability of Travel

The Council acknowledge that cost is an important factor when choosing a method of travel.

- ±□ The Council recognises that taxi sharing can reduce costs and will investigate options to encourage this. Such options may include hail and ride and taxi stops.
- ±□ The Council will consider the development of the Island's taxi service directly through discussion with the operators and as part of the Quality Transport Partnership.

C.2.36 Joint Working

- ±□ Members of the Council and the trade currently meet from time to time to discuss specific issues.
- ±□ The Council will form a group representing the Council, the trade and taxi users to meet on a regular basis to discuss plans and initiatives with a view to improving this service.

C.2.37 Social Inclusion

Taxis and PHVs can fill the gap in the transport provision:

- ±□ The Council is looking at the potential to develop taxi use in those areas where other public transport options are not available. This may be of particular use where lack of transport can be a contributing factor to social exclusion.

C.2.38 Potential for innovative schemes

- ±□ The Council will examine the potential for the innovative use of taxis and PHVs and may consider the adoption of taxi card and other concessionary schemes as part of any review.
- ±□ The Council will support the development of better passenger information systems and signing.
- ±□ The Council is currently in negotiation with its purchasing consortium with a view to obtaining a reduction for taxi and PHVs businesses when purchasing new vehicles.

Discussions have taken place with Isle of Wight Tourism in relation to:

- ±□ Reduction in membership for Private Hire Vehicles and Taxi operators

±□ Improved advertising

±□ Promoting the Voluntary Code of Conduct

C.2.39 **Cowes Ferry**

The Council operates a chain ferry between East Cowes and Cowes which forms a vital part of the total internal transport system of the Island and connects two Principal Roads, the A3020 and A3021. The Council consider that this is an integral part of the Strategic Road Network. This service, which provides some 220 individual crossings per day throughout the year, gives essential access across the River Medina between two of the Island's main towns and employment centres. The ferry will accommodate commercial vehicles of up to 20 tons maximum laden weight and carried around 265,000 vehicles and about 800,000 foot passengers in 1996/97. These figures rose to 326,000 vehicles and approximately 1.5m vehicle and foot passengers in 1999/2000.

The Council recognises that a fixed road link between East Cowes and Cowes is not likely in the foreseeable future which increases the importance of this service. The Council will continue to charge for vehicular crossings but pedestrian and cycle use will remain free. This further demonstrates the Council's intention to increase use of these modes of travel.

This ferry operation will require major investment within the next 10 years to ensure that the principal road network can continue to function in the Cowes/East Cowes area. Government support to enable the Council to invest in the ferry operation will be essential. Use of Principal Road Maintenance funds would appear to be a way of ensuring the continuation of this essential service. (See also Section F.6.8.)

It is often not recognised that this ferry provides an essential link across the river 365 days a year. The ferry must be manned by two persons 24 hours a day for maritime safety and also to move the vessel at regular intervals during the night according to the tide. Therefore the cost of operation is disproportionately high.

A recent off-peak vehicle fares experiment demonstrated that the utilisation of the ferry could be increased by over 100% on Sundays and every evening. However toll income marginally fell during the experiment. Further trials will take place.

The ferry has the effect of reducing vehicle flows via Newport and therefore future tolls policy must be very mindful of the time and fuel components important to motorists. Positive methods of encouraging use of this service are being developed including signage and publicity about the relative cost of the service versus travel by road via Newport.

C.2.40 **Objectives - Public Transport**

The following factors will be considered when seeking to achieve high quality public transport:

±□ **Convenient** - for public transport users

±□ **Accessible** - for all sectors of the community including those with mobility problems

- ±□ **Information** - so as to allow for and encourage public transport use
- ±□ Encourage **value for money** travel through competition
- ±□ **Integration** - allow easy access between transport modes
- ±□ Ensure that services are **attractive** to transport users.

The Council is already working with the local operators to improve bus and train services on the Island and will as part of this strategy consider appropriate methods to increase the advantages of travel by train and bus. The Council will employ the following initiatives to achieve the above objectives:

- ±□ develop and extend liaison with bus and train operators as part of the existing quality transport group
- ±□ continuing co-operation with local train operators to ensure improvement to train stations, support the existing policy to carry bikes on Island trains and provide access for those with mobility problems
- ±□ Rural Bus Grant - the Island already receives £160,000 from the Government for three years to introduce and support services in certain rural parts of the Island.

A number of issues will need to be addressed through the LTP strategy. These are broadly as follows:

- ±□ The current Rural Bus Grant scheme is only due to run for three years. The present scheme has greatly increased bus provision on the Island and consideration will need to be given to those services that could not be run without future bus subsidies.
- ±□ The Council is aware of the support from potential users for the running of low floor buses on the Island. The situation at present is that, so as to have sufficient capacity to cope with the higher number of passengers carried during the summer tourist season, the main local bus operator predominately operates double decker buses. The timetable for introduction of new buses is very much reliant upon the development of reliable low floor double decker vehicles suitable for Island routes. The introduction of such buses may have financial implications if the introduction of these vehicles require junction modifications, and higher maintenance standards if they are to be run on some of the Island's rural routes.
- ±□ The Council is in regular contact with public transport operators and considers existing liaison methods can achieve possible modifications to existing services provided. The Council may, however, wish to formalise this process with the use of Quality Bus Contracts where the Authority enters into an agreement with an operator and specifies the type of service required. This agreement may specify particular additions to the network, timetable or type of bus to run and could in this way introduce additional buses on perhaps the busiest of commuter routes or inter-town or shuttle bus links.

C.2.41 Local Planning Policies

The availability of the private car has revolutionised the way in which we live. Incremental changes in land use patterns and the development of the car culture have increasingly resulted in developments, for which the sole or most convenient method of access is the private car. It is the use of land that generates the demand for travel and only through ensuring that new uses are sustainable in location, access and design can travel be reduced. Reversing the reliance on the private car will be a long process. Concentrating new development within or close to existing centres will have some effect on the general travel patterns in the long term. It will, however, have immediate effect on specific journeys to and from the new development.

The Council is aware that, whilst this increase in car ownership has allowed a greater freedom of movement, it has also facilitated a change in land use patterns, created pollution, damage to the environment, increased energy consumption, congestion, delays and accidents.

Despite these environmental concerns, the car is a well established part of modern living and traffic volumes are expected to rise on the Island. The actual level of vehicular traffic growth will, however, depend on a number of factors including the success or otherwise of the Council's policies to reduce the reliance on the private car and encourage travel by other means.

C.2.42 Links to Planning Policies

The development and application of planning policies are fundamental to the successes of the overall transport package. Planning policies emphasise the promotion of more sustainable lifestyles, reducing the need to travel and increasing travel choice. It is intended therefore that the measures in this Plan will complement the policies in the UDP, promote sustainable travel choices and reduce the need to travel.

The Council will through the application of policies in the UDP and LTP take a holistic approach to planning and transport and full consideration will be given to ensure that planning policies and transport policies are mutually supportive.

It is important that the Council takes a co-ordinated approach to planning and transport, and much of the success or otherwise of the LTP will rest on the appropriate application of the Council's policies within the UDP, particularly those which guide the location of development, amount of parking and ease of access by sustainable means. In this way planning policies can support transport measures and conversely decisions taken by the Council on transport can augment planning policies.

Nearly 30% of Island households do not have access to a private car whilst nearly half do not have access to a car during the working day. Modern development has generally made the assumption that everybody has access to a car and on the whole has ignored the desires of that section of the population which does not. It is important the Plan seeks to help in the development of a fairer and more inclusive society by ensuring that all sections of the population have easy access to a range of facilities and services now seen to be part of everyday living.

The LTP will therefore support the provisions contained in the UDP by seeking the following:

- ±□ The location of development to reduce the need to travel
- ±□ The assessment of travel demands of new development and the requirement for commuted payments and green commuter plans where applicable
- ±□ Easy and convenient access for those who travel on foot, bicycle and public transport
- ±□ Reducing the amount of parking required wherever possible, particularly when considering new development in locations which have good access by public transport.
- ±□ Supporting working practices which reduce travel such as home working, Internet or telephone shopping and telecottageing .

C.3 PUBLIC TRANSPORT INFORMATION

Having access to good timetable information is an important part of any public transport journey. The availability, cost and frequency of services and information as to how they connect can be essential if a journey is to be made on time with the maximum of convenience. Difficulty in finding out what time services run can discourage people from travelling on a particular route and for land journeys may make travel by car seem more attractive and convenient.

The travelling customer may require information on a range of things, including:

- ±□ service coverage - routes
- ±□ service availability including possible delays and holdups
- ±□ fares
- ±□ booking details
- ±□ timetabling
- ±□ connections and interchange details.

C.3.1 Trains

Train operators are required to co-operate in the provision of passenger information and such information must be impartial between rail companies. It is a requirement of rail licensing agreements that train operating companies provide timetable and fare information for a central database and operate the national rail Enquiry Service. Island line participate in such a scheme. Information on their services can be obtained via a number of sources.

- ±□ By telephone from National Rail Enquiries
- ±□ Islandline Services are included on the Railtrack Internet site

- ±□ Islandline have their own Internet Web site
- ±□ They offer a free timetable
- ±□ Each rail station carries timetable and other service information.

The Isle of Wight Council are working with Islandline to improve passenger facilities where appropriate and the emergency telephone help line system installed at Island stations is a good example of a joint venture between the Council and the local rail operator.

C.3.2 Buses

The DETR policy document *From Workhorse to Thoroughbred - A better role for bus travel*, issued in 1999 states that a good timetable is a foundation stone of successful public transport. Whilst there is no obligation on bus operators to provide published timetables most of them do. Southern Vectis is, however, nationally recognised for the presentation of, not only its own services but those operated by other public transport operators across the country.

- ±□ The Great Britain Bus timetable is published by Southern Vectis. The information comprehensively details all the long distance bus and coach services, plus smaller local services. The 1,064 page summer 2000 edition which runs through to November includes 84 extra pages of timetables, 10% more information than the previous edition, new indexes and new full colour maps (price £13.50).
- ±□ Southern Vectis produce a free bus guide showing main routes, stops and places of interest. This guide does not, however, illustrate full service details, and omits some town routes and infrequent rural services. A full timetable is available. This comprehensive document includes full details of all of the Island's bus, rail and ferry services, plus onward mainland connections. Titled *Getting Around the Isle of Wight* it currently costs 50p.
- ±□ The company operates a telephone enquiry service, which gives information about all Island services plus information on details of other operators so that more detailed local information can be obtained.
- ±□ The company has developed a computer based transport information system. Called Xephos, the database contains all the necessary timetable information and can offer a travel option from its 5 million route information links. The system can calculate 1,000 journeys per second and covers both national bus coach and train and ferry multi leg journeys. It can provide information on fares, plus the quickest journey time, shortest distance, the least number of changes as well as return journey options.

The system is being constantly developed and improved and will by July 2000 able to give details of all internal UK air flights

This system has been taken up by a number of operators including:

- ±□ City of York
- ±□ South East Public Transport Information (PTI) Call Centre (covering the area from Hampshire to Essex)

±□ Greater Manchester Call Centre

±□ Arriva - the Shires

C.3.3 Cross-Solent travel

Information as to the availability of cross-Solent crossings is essential for anyone visiting or leaving the Island.

C.3.4 Wightlink

Wightlink operate car ferries on two routes across the Solent - Yarmouth to Lymington and Fishbourne, west of Ryde, to Portsmouth. They also operate a foot passenger only high speed service from Ryde Pier to Portsmouth. Information on their services is available through a variety of means.

±□ They offer a telephone travel line. This facility can provide information on the availability of spaces, timetable information, fares and booking details.

±□ The company offers an Internet site with travel information, timetable information, holiday accommodation and booking facilities.

±□ They offer free timetables, copies of which are distributed to Island households and businesses.

±□ Wightlink regularly advertise in the local press and other media.

±□ Details of Wighlink s services are also available from Southern Vectis, in their bus timetable, Xephos system and telephone enquiry line.

C.3.5 Red Funnel

Red Funnel operate their car ferry service from East Cowes to Southampton and fast twin hulled craft (Red Jets) from Cowes to Southampton. It is possible to obtain details of their services and timetable information by a number of means:

±□ Red Funnel offer their own Internet site with travel information, timetable information, holiday accommodation and on line booking facilities.

±□ The Company offer a telephone travel line. This facility can provide information on the availability of spaces, timetable information, fares and booking details.

±□ They offer free timetables, copies of which are distributed to Island households and businesses.

±□ Details of Red Funnels services are also available from Southern Vectis via their bus timetable, Xephos system and telephone enquiry line.

±□ Red Funnel regularly advertise in the local press and on local radio.

C.3.6 Hovertravel

Hovertravel operate hovercraft on their Ryde to Southsea route. Details of their services and timetable information are available by the following means:

- ±□ Hovertravel have their own Internet Web site. This site gives:
 - timetable information for their own services
 - the location of their terminal and other relevant necessary directions
 - public transport connections both sides of the Solent, including bus, coach and rail
 - the site offers links to other relevant sites, including tourist and hotel accommodation and the IOW Tourist Board
 - timetable of connecting Hoverbus which links to Portsmouth City Centre, and Portsmouth and Southsea rail Station.
- ±□ They have a telephone enquiry line, which is open from 0630 - 2000 for timetable information and bookings.
- ±□ Hovertravel offer a free timetable giving details of their services, plus a more comprehensive guide giving fares and deals available to local residents. Copies of this guide are distributed free of charge to Island households and businesses.
- ±□ The service is included in the Southern Vectis Timetable and on that company's Xephos system.
- ±□ Details of the company's services are regularly advertised in the local press, radio and other media.

C.3.7 Objectives - Public Transport Information

The ability to access accurate and comprehensive timetable information is important for those people wishing to travel. The availability cost, frequency of services and information as to how access the terminal or start point and how services connect can be important if a journey is to be made conveniently and punctually.

The following objectives are important when considering PTI information:

- ±□ ensure that details of services, timetabling and coverage and routes are easily available
- ±□ ensure that details of service availability, including possible delays and holdups and changes to services are readily accessible
- ±□ ensure that details of fares and discounts are made easily available
- ±□ ensure that it is easy to book and details of connections and interchange details are accessible

C.4 ISLAND ENVIRONMENT

C.4.1 Rural Issues

The Isle of Wight is a microcosm of South-East England and 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.

- ±☐ Almost 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 region's chalk grassland
- ±☐ The Island has some of the best examples of undeveloped estuaries in the South-East region
- ±☐ The Island has some of the best examples of intertidal and off-shore reefs in the South East region
- ±☐ The Island is the national stronghold for the Red Squirrel and is of national significance for the Dormouse, Water Vole and Barn Owl.

The Island has seen changes to its countryside and wildlife. Human activity, changes in agricultural practices and increasing pressure for development including the construction of roads have inevitably fragmented and reduced fragile habitats, particularly chalk grassland, heathland and wetland.

PROTECTED AREAS : LANDSCAPE AND NATURE CONSERVATION



C.4.2 Countryside Management Plans

The Isle of Wight Council has prepared a number of management plans and studies to assist and guide the preservation and management of the Island's many environmentally sensitive and protect areas. The Island's Landscape Assessment and AONB Management Plan both outline the thirteen landscape character zones, identify the natural and built characteristics and suggest prescriptions for long term management, protection and enhancement.

C.4.3 Local Agenda 21 - Biodiversity Action Plan

The Council is currently working in partnership with individuals, interest and community groups on the production of a Biodiversity Action Plan (BAP) as part of the Local Agenda 21 strategy. Over the next two years plans will be developed through the Island's Biodiversity Action Plan partnership to produce effective action to safeguard viable populations of species and to conserve their habitats.

The recent audit carried out as part of this process represents a significant milestone in the BAP process, in that it provides an objective, factual and non - controversial basis from which to consider priorities and the development of local habitat and species action plans. The next stage will be to set local, realistic and measurable targets.

C.4.4 Roads and the Environment

Although they impact on the environment transport infrastructure plays an important role in nature conservation. The Island's road network is a very significant public land holding, which has to be managed in the long term. Whilst roads may be seen on one hand as a simply a route or connection between people, a method of getting from A to B, the entire land holding, supplemented by over 500 miles of public rights of way, should also be recognised as enormously environmentally diverse network of links and wildlife corridors. The opportunity now to make a major contribution to the quality of the Island's environment, through careful management, creative maintenance specification and new initiatives is very considerable.

The Council recognise the adverse effects that road works can have on the Island landscape. Policy TR8 of the Deposit Draft UDP states:

C.4.5 The Environmental Impact of New Infrastructure Schemes

TR8 Planning applications for new developments which will result in changes to the infrastructure, will only be approved where it can clearly be demonstrated that the impact on both the natural and built environment has been reduced to a minimum.

14.27 *New or upgraded roads or other transport routes, may be desirable in some cases where they can help alleviate congestion, reduce pollution or remove identified danger spots. However, transport proposals should be subject to the same constraints as other major development proposals, particularly in areas of protection. Consideration should be given to the environmental consequences of such work, and if these outweigh the transport or the highway*

benefits, alternatives may have to be considered. Infrastructure schemes should avoid or minimise the impact on sites, or features of recognised nature conservation or archaeological importance. Care should be taken to retain trees and hedgerows which grow alongside roads and other transport routes and particular attention should be taken to ensure that any trees which are unavoidably lost due to construction or development are replaced with an appropriate species at the earliest planting opportunity.

The line of any new transport route should be drawn to make the best use of the existing landscape contours and include in the design, elements to reduce the level of noise and visual impact of the route. (A copy of this policy, as amended prior to the Public Local Inquiry, is included as an appendix to this document.)

C.4.6 **Landscape Management**

The Council is taking a pro-active approach to the landscape management of transport routes and many good examples of collaborative work between Council departments and outside bodies and agencies exist. Such schemes include:

- ±□ **Rights of Way Strategy** - to include management for habitat enhancement. Development of the strategy is supported by research currently being carried out as part of European Regional Development Fund Interreg II C, sustainable tourism project Quality of Coastal Towns , also supported by the Countryside Agency
- ±□ **Island Chines Project** - which included improved pedestrian access and the installation of locally designed cycle racks, which reflected the local history and distinctive features of the south Wight coastal area within which they were located
- ±□ **Military Road hedge planting** - Countryside Stewardship agreement between IWC Highways and MAFF for the planting of 11km of hedgerow alongside the A3055
- ±□ **Cycleways project** - collaborative project (Rural Development Programme, Island 2000 Trust, Environment Agency) - study, design and construction of installation artwork and signing to be used as pilot for Island cycleway
- ±□ the control of urban and agricultural run-off to help reduce flood risk and pollution incidents
- ±□ identification of hot spots for new hedges in the Eastern Yar to help catch sediment run-off, reduce soil on road problems and pollution of water courses
- ±□ collaboration on verge reinstatement eg Merstone Lane, south east of Newport
- ±□ the installation of willow sculptures at St Marys Roundabout (junction of A3020/ A3054 north of Newport). Joint project with Isle of Wight College and Island 2000 Trust
- ±□ **Rew Street Pond** - restoration of road side pond, joint project with Environment Agency and Island 2000 Trust

- ±□ identification and appropriate management of key wildflower-rich roadside verges.

C.5 RURAL TRANSPORT

There can be no doubt that solving the rural transport problem is one of the most important transport issues facing this country. It is acknowledged that transport solutions which may work in urban areas may not help in the countryside. The desire to reduce car dependency and traffic growth can be addressed in urban areas by increasing transport choice and opportunities to walk, cycle and travel on public transport. Such options may not always be available in some rural areas where the topography, lack of routes, cost of travel and distance involved, may make travel by sustainable means difficult, or impossible.

Planning Policy Guidance Note 7 (PPG7) acknowledges that recent decades have seen considerable change in the countryside. It is clear that many rural communities have altered as facilities have become more centralised and car use has increased.

The 1991 Census shows that people who walk or cycle to work on the Island are much more likely to live in, or near to urban areas than in rural areas where distances to work are greater. The pattern of rural life has changed during recent years. The decline of rural employment and loss of community facilities coupled with the growth in car ownership have resulted in increased rural traffic movements and increased level of car ownership for those with a car and the money to run one. The incidence of two car households is higher in rural areas of the Island. The 1991 Census showed that in some such areas 42% of households have two or more cars. The rural picture is different, however, for those without a car. The Island has high levels of unemployment and social exclusion occurs where people do not have access to transport. (See also Sections C.2.2, C.11 and D.16.)

C.5.1 Transport Needs Survey

A transportation study was commissioned by the Rural Community Council in conjunction with the Isle of Wight Council and other agencies. The aim was to identify the needs and transport shortfalls of Island communities and it makes proposals to improve the situation of people who are isolated and excluded by virtue of disability, sickness or disadvantage. The study was conducted in two phases, Phase I (October - December 1998) focused on special needs groups for whom statutory agencies have responsibility to procure transport. Phase II (January - March 1999) examined the needs of all groups who are socially and economically excluded and the availability of transport to meet these needs and pursued outstanding issues from Phase I.

The study concluded that unmet transport needs are dispersed and concentrated in rural areas. It was of the opinion that when considering public transport the emphasis should be on developing quality services, which attract new patronage. It went on to state that public transport in rural areas can only be improved by imaginative, more flexible services which address the needs of all non-car users and have the potential to attract some journeys currently made by car. The study identified the key role that social services transport, voluntary mini buses and taxis play in helping to fill the gaps in rural transport. It helped map the current services and identified a degree of overlap in provision where transport providers are duplicating routes and services. It acknowledged that the opportunity exists to

make better use of the transport available and recommended that a more co-ordinated approach be taken to transport provision as a way of delivering a transport solution for the Island. The Council support this approach.

C.5.2 Quality Transport Partnership

The Council regularly meets the main bus operators and others through the Quality Transport Partnership. Each QTP meeting is centred around a key transport related theme. The March 2000 meeting was addressed by the Rural Development Programme Officer and covered rural issues in detail. The meeting highlighted the fact that transport is an important issue in rural areas. It noted how the lives of those living in rural areas had changed over recent years and the way in which changes to agricultural practices had influenced local employment patterns. It was noted how changes in land use patterns and the availability of transport could influence rural traffic, impact on the loss of rural facilities and affect social exclusion. It was concluded that any possible solution rests with a number of agencies and a range of both planning and transport initiatives.

C.5.3 Rural Transport Initiatives

If the Island is to address the needs of those living in rural areas, reduce traffic and address social exclusion, then it will be necessary to consider a range of solutions. Car Club and car sharing schemes may offer some assistance to those living out of town, particularly in some villages and settlements.

Car Clubs are popular in some areas of Europe and has recently been taken up in Edinburgh. The Edinburgh City Car Club was set up in March 1999 and is the first of its kind in the UK. The scheme uses global positioning (GPS) and mobile phone technology to allow those registered with the scheme the use of a loaned vehicle. It is completely paper free for both user and operator and is ideal for those people who can drive, but do not wish to, or cannot afford to own a car one but would benefit from occasional use. Whilst it does involve a cost both to join and use the vehicle, this cost is less than purchasing and running a similar vehicle.

Car sharing schemes have been used for many years as a method of reducing car use. Often set up as part of a workplace Green Travel Plan the opportunity exists to develop the idea and operate such a scheme on the Island. Under such a scheme drivers would agree to pick up passengers on route to work or wherever and through agreement return them at a mutually agreed time. The Island is a very well defined travel to work area and the limited road network and location of settlements and workplaces means that many employees must travel similar routes at similar times. The Isle of Wight Council is looking at its own Green Travel Plan and a broader all- Island scheme could be run as part of a growing national data base, or independently - perhaps using a dedicated Internet site. *(See also Section D.15.)*

The rural bus grant has allowed the development of rural bus services and provision of bus services to many settlements and villages. The recent transport study showed that every day the Island is crossed by a range of mini buses and community transport vehicles. These vehicles are operated independently and often follow similar routes at similar times - the co-ordination of such operations would maximise exiting transport provision, reduce social exclusion and the number of vehicle trips.

C.5.4 Rural Transport - Objectives

- ±□ make the best use of existing rural transport - through co-operation and co-ordination
- ±□ maintain key public transport links through liaison with bus operators and the best use of the rural bus grant
- ±□ make the best use of taxis and taxi sharing as a method of filling the gap in transport provision
- ±□ continue the development of cycleways and rights of way as sustainable transport links
- ±□ investigate innovative options such as travel vouchers, car clubs, car sharing and green travel schemes
- ±□ recognise the suitability of powered two wheelers as an alternative to car use in rural areas.

C.6 ECONOMY AND EMPLOYMENT

C.6.1 Background

When compared to the comparatively more buoyant economies of neighbouring counties, the Island continues to struggle to attract industrial and commercial development.

Whilst the Council's Unitary Development Plan (UDP) is 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.6.2 Unitary Development Plan

The Council is helping towards business development both through the allocation of land and through the Isle of Wight Partnership a range of positive measures. The UDP states that in terms of existing land allocations, there is already more than enough employment land to permit expansion into the foreseeable future. The Plan allocated in the region of 65 ha of employment land. The location of land for development was deliberately placed within or close to existing settlements as defined in the plan, so as to allow easy access by public transport, cycle and on foot.

The Council's employment objectives are identified in the UDP 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.

C.6.3 Unemployment

On many indices including unemployment, the Island does not compare favourably in economic terms to other areas in the UK. Not only is the Island's unemployment rate consistently high when measured against the rest of the country but also this gap is particularly noticeable when compared to other parts of the economically buoyant South East. The Island is further disadvantaged by a limited range of employment opportunities, which makes its unemployment statistics more vulnerable to seasonal variation.

C.6.4 Regeneration

The Isle of Wight Regeneration Partnership (IWP), which is made up of the Isle of Wight Council, Wight Training and Enterprise, Rural Community Council, Isle of Wight Chamber of Commerce and Industry, Isle of Wight College, Rural Development Commission and representatives from the Private Sector and Trades Unions, has produced a regeneration strategy for the Island. The strategy concludes that without taking action to increase the GDP and create high value employment opportunities, there is a strong possibility that the Island's economic decline will continue.

The combination of low wage rates and high number of part time and seasonal jobs has created a situation where many people find it difficult to secure employment opportunities which can bring them above unemployment benefit level. In 1996, 18% of households on the Island were in receipt of income support. The only other South East area with a higher proportion was Greater London.

C.6.5 Employment Survey

The 1997 Annual Employment Survey showed that only 15 Island businesses employ more than 200 people. The survey of VAT registered companies indicated that the vast majority (85%) employ less than 25 and there is a significantly higher proportion of self employed people on the Island, compared with the national average (17% compared with 11.5%).

One of the major problems facing the Island is lack of inward investment. Industrial development has historically largely been subsidised or assisted by the Public Sector.

The Island was granted Intermediate Assisted Area Status in 1993. Under a different status it has qualified for limited Government grants to encourage the creation or saving of jobs. In addition the Island, with the exception of the urban areas of Newport, Ryde, Sandown and Shanklin, is designated a Rural Development Area and benefits from a range of economic and community development grants from the Rural Development Commission. Government support is still not sufficient to enable the Island to play its part in the prosperous South East.

C.6.6 **Transport Implications**

If the Isle of Wight is to maintain and develop its economy it is essential that transport to the Island and within the Island meets the needs of the business community. The Council works closely with the business community and internal and external transport providers both through the Quality Transport Partnership and other links.

It is recognised that the cost and availability of travel is a key factor in economic development and moves to develop and cater for increasing cross-Solent freight and passenger movements are welcomed, particularly where these have taken into consideration both business requirements and the needs of the community.

The Council recognises the importance of freight and the need to provide business with the materials it requires. The Island's location and road network constraints can put it at a disadvantage in comparison with other areas and the development of additional night time cross-Solent freight capacity is welcomed, where this reduces day time traffic and other environmental considerations can be overcome.

The Island's coastal location means that it is well placed to receive bulk freight by sea and a riverside factory, currently being developed at Newport, makes use of existing Island skills and places the Island at an advantage.

C.7 **HEALTH**

There are strong links between health and transport. Whilst it is recognised that increased mobility has brought with it many advantages, increased car use has brought with many health related problems, such as pollution, noise and stress.

These factors are recognised by the Government, who in February 1998 produced *Our Healthier Nation*, a consultation document which sets out proposals to achieve two key aims:

- ±□ improve the health of the population as a whole by increasing the length of people's lives and the number of years people spend free of illness
- ±□ improve the health of the worst off in society and narrow the health gap.

The document summarised the factors which affect health as follows:

Overall Health	Genes, Sex, Ageing
Social and Economic	Poverty, Employment, Social Exclusion
Environment	Air quality, Housing, Social Environment
Lifestyle	Diet, Physical activity, Alcohol, Smoking, Sexual behaviour, Drugs
Access to Services	Education, Social Services, Transport, Leisure.

Ill health is not spread evenly across society but is influenced by a whole range of factors. Studies have shown that people's health depends to a large degree on

their life style and income. People who have low incomes and suffer social exclusion have the poorest health.

Government health guidance now sets out a national contract for health, under which the Government, local organisations, communities and individuals should work together to tackle the deep seated problems experienced, including poverty, poor housing, unemployment and pollution. People s health is affected by their circumstances. Issues such as unemployment, financial hardship and isolation from the community all make it difficult for people to stay in good health.

The New National Health Service White Paper required Health Authorities to develop three year action plans for partnership working to improve health and tackle the root causes of ill-health and social inequalities.

The Island Plan for Health and Well-being, Health Improvement Programme (HImP) recognises the influences of the social economic and physical environment on the health and well-being of individuals, families and communities. The Plan covers a seven main areas and includes targets for improvements in each area. These areas are broadly described as follows:

- ±□ Tackling coronary heart disease and stroke
- ±□ Targeting accidents
- ±□ Reducing cancer deaths
- ±□ Improving mental health
- ±□ Tackling health inequalities and social exclusion

C.7.2 Links to Transport

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.

Whilst it is recognised that increased access to the car has enriched people s lives by bringing greater flexibility, it has been at a cost. Traffic congestion and the air and noise pollution it creates can have significant health implications. Carbon dioxide emissions from road transport is the fastest contributor to climate change through the emissions of greenhouse gasses. *(See also Sections C.15 and D.13.)*

Exposure to air pollution is recognised as a contributing factor to respiratory problems such as asthma. Motorists and car passengers are themselves most at risk from exhaust fume pollution and studies undertaken by the DETR in 1997 showed that cars offer little or no protection to traffic related pollution. The design of cars and the position of air intakes actually funnel fumes into the vehicle to such an extent that those inside actually face pollution two to three times higher than that experienced by pedestrians and cyclists.

Road noise, whilst not such a problem on the Island can nevertheless be an important issue for those people living near to busy roads. The stress brought about by traffic related problems can increase the risk of developing chronic heart disease and psychiatric disorders. *(See also Section D.14.)*

C.7.3 Road Traffic Accidents

Although serious road accidents are declining on the Island they are still a major cause of avoidable ill health, injury and death. Some sections of society are more at risk and statistics show that children, young adults and older people are particularly vulnerable to road related accidents.

The Council is a member of the Accident Prevention Forum, a group made up of Health, Police, Local Agenda 21/Health Alliance Officer and other organisations. The measures contained in this Plan form an important part of this group's strategy.

C.7.4 Travel and Exercise

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 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 regard to the children's health and the lack of exercise. The Council is currently examining a walking bus scheme in conjunction with Nine Acres Primary School in Newport. This collaborative project is being examined as part of the Traffic Education Section's Safe Routes to School initiative and, if successful, will be a good example of what can be achieved locally.

C.7.5 Health and the Community

The fear of traffic can add to the isolation and insecurity experienced by sections of society. Busy roads can sever communities and the use of the car in certain areas can result in loss of community feeling and spirit. Many people do not know, or relate to their neighbours in a way that they once did, and the lack of social cohesion can affect our feeling of well-being and impact on our health.

People with mobility problems require the same access to transport as the able bodied and the inability to get to employment, education and services such as shops and health care can all add to the feeling of isolation and social exclusion.

Crime, or the fear of crime, cannot only reduce travel opportunities but also adversely affect the health of those people for whom it is a problem. It is therefore important that measures are put in place to ensure that public areas are safe and people do not feel unable to travel alone or go out at night. The Council is aware of the problems that can be experienced and has an ongoing programme of street lighting and other works to increase safety. The Council is also working in partnership with other bodies and organisations with regards to the installation of closed circuit television cameras where necessary. (*See also Section C.12.*)

C.7.6 Partnership Approach

The Council has close links with the local Health Authority and is working with them to develop and action the measures outlined in the Island Plan for Health and Well-being (HImP). The Government is clear that an inclusive approach should be taken to transport and health and the measures contained in the Local Transport Plan should be carried through so as to address the issues raised.

C.7.7 Green Travel Plans

The Isle of Wight Council recognises that as one of the Island's largest employers it should leading the way by developing its own Green Travel Plan. This process has already started and nearly 5,000 questionnaires have been sent out asking staff for information and their views on travel and transport options. The Council are upgrading and improving facilities to allow for cycle commuting and lunchtime exercise and it is hoped that a number of additional schemes such as car sharing and increased use of public transport can be developed in conjunction with staff groups and unions in this area. The Council is working in partnership with Southern Vectis to develop a reduced fare scheme for employers as part of a Green Travel Zone initiative.

The Council is currently working with St Mary's Hospital on the development of their own Green Travel Plan. This measure was introduced as part of a planning approval and it is hoped that the development of a plan will be seen as reducing the long term demand for staff and visitor parking, increase safety and encourage a healthier approach with greater emphasis on walking and cycling. It is hoped that part of the overall package will include better bus access, incentives to use public transport and improved cycle parking and other related facilities.

The Council will consider the development of Green Travel Plans as part of planning approvals in other situations, for example schools and places of employment.

C.7.8 Quiet Roads Initiative

The Council is currently working with a number of groups and organisations on the introduction of quiet roads initiatives, where speed and traffic management measures will make some of the Island's narrow lanes more attractive for walking, cycling and horse riding. It is hoped that such measures will not only reduce unnecessary traffic, noise and pollution, but will also if used in conjunction with the existing rights of way network allow easier countryside access.

C.7.9 Cycling and Walking

The Council is looking increase the number of joumeys undertaken by bike. Cycling can be ideal for some short journeys and is recognised as an excellent way of keeping fit and reducing unnecessary car journeys. To this end the Council is working with CycleWight and the Cycle Forum to develop better on and off road facilities for cyclists. The Council is looking to ensure that cycle racks and other necessary facilities are installed at its own buildings.

The Council recognises walking is a very healthy form of travel and that some shorter journeys can be more easily undertaken on foot, than by other means. The Council will continue with its programme of measures to improve facilities for pedestrians including new surfaces, road crossings, lighting and installation of CCTV cameras.

C.7.10 Health - Objectives

- ±□ To help reduce the numbers of people suffering from pollution related diseases, by traffic reduction and the introduction of low emissions vehicles.

- ±□ To improve people's health by increasing the numbers of people walking and cycling.
- ±□ To increase children's health by increasing the numbers of children walking and cycling to school, through safe routes to schools projects and other methods.
- ±□ To help reduce traffic noise through re-routeing, signing and traffic management.
- ±□ To increase public safety by measures such as traffic management, speed reduction and initiatives to reduce crime and the fear of crime, ie the introduction of closed circuit television, improved street lighting and other measures as a means to improve pedestrian safety.

C.8 TOURISM

Tourism is an essential part of the Island's economy and the Island attracted over 2.7 million visitors in 1999, over half of which were staying visitors. It is estimated that visitors to the Island spend in the region of £190 million per annum and tourism employment provides for approximately 20% of the population, this is over three times higher than the national figure.

C.8.1 Tourist figures (1999)

- ±□ There were 2.7 million visits to the Island
- ±□ 2.6 million visits were from elsewhere in the UK and 150,000 from overseas
- ±□ This equates to an average of over 100,000 visitors a week in peak season, over 60,000 in the shoulder months and 30,000 visitors over the winter period
- ±□ There were 1.5 million staying visits and 1.2 million day visits
- ±□ Business travel accounted for 450,000 (day and staying combined) trips
- ±□ Static caravan / chalet parks were full during August
- ±□ Touring sites reached 87% capacity during August

C.8.2 Tourism and Employment

Although often considered to be part of the buoyant South East England, the Island suffers from high and seasonally fluctuating unemployment levels. Whilst South East unemployment levels reduced from 2.9% to 2.3% in 1999, unemployment on the Island showed a much more seasonal pattern. It was 8.4% in January and 4.8% in August. Tourism is a major source of employment on the Island and its value cannot be overlooked.

C.8.3 **Main Tourist Areas**

Whilst the majority of the Island is generally attractive, much of the Island's appeal lies in its coastline and countryside. Over 50% of the Island is designated as an area of Outstanding Natural Beauty, there is 43.5 km (27miles) of heritage coast and 523 miles (830km) of bridleways/footways.

Historically the Island's main urban areas have been developed as tourist resorts. The coastal resorts of Ryde, Sandown, Shanklin and Ventnor grew as a result of Queen Victoria's patronage and access across the Island was assisted by the development of the Island's railway and road network.

C.8.4 **Tourism Development**

Government Tourism Policy, as set out in Planning Policy Guidance Note 21 (PPG21), states that the Government is *committed to encouraging tourism in Britain while at the same time conserving those qualities in the environment that are a major attraction for tourism*

The Council recognises the important and continuing role that tourism will play. The Unitary Development Plan states that the Council *seeks to support and promote developments that will allow the tourist industry to grow by protecting existing tourism assets, allocating sites considered suitable for development, improving local amenities and access to facilities and the promotion of rural tourism, yet at the same time, ensuring that environmental assets are not destroyed*

C.8.5 **Sustainable Tourism**

The Island does not suffer in the same way as similar mainland areas. The Solent crossing acts to protect the Island from excessive numbers of spur of the moment day trips that can result in traffic jams, hold-ups, congestion and pollution experienced elsewhere. This has helped the Council and Isle of Wight Tourism promote a more sustainable approach to tourism on the Island. The Council recognises that Green Tourism is a growth area of the industry and tourism and recreation will continue to make an important contribution to the Island's economy.

The Isle of Wight Council is working with the ferry companies and others to promote sustainable tourist activities. The development of festival events such as those built around walking, sailing and cycling fit well with the Island's image. The walking and cycling events are specifically run in the early summer so as help to develop the out of peak season tourist trade. These events are now some of the most popular in the country.

Schemes such as the Gift to Nature, managed by the Island 2000 Trust and set up with support from North West Metropolitan Area Interreg programme and Ventnor Regeneration Forum, actually put voluntary tourism donations back into looking after the Island's countryside.

Other schemes operated by Tourism Members give discounts to those holiday makers who arrive without a car, or travel by other means when they are here. The Island is a popular coach holiday destination and the development of extra foot passenger capacity on fast ferry routes is helping in the promotion of the Island as a car-free holiday destination.

C.8.6 Working in Partnership

The Isle of Wight Tourism Partnership is a partnership between the Isle of Wight Council and the Island Tourist Industry Association and is committed to achieving the objectives set out in the Government's tourism strategy *Tomorrow's Tourism*.

There can be no doubt that transport is an important issue which needs to be addressed carefully if tourism growth is to be encouraged without harming the environment and adding to congestion and pollution.

C.8.7 Tourism Objectives

- ±□ To promote accessibility to and from the Island by public transport involving mainland and Island coach and train operators as well as the established cross-Solent operators
- ±□ To encourage a joined-up approach on the Island to ensure that visitors are able to visit the numerous recognised places of interest, as well as being able to access rural attractions in established resorts
- ±□ To promote walking, cycling and riding activity holidays, taking advantage of award winning rights of way, including the provision of quality tourist information, mapping and signage
- ±□ To encourage the creation and upgrading of trans-Island cycleways, particularly where they join resorts with visitor attractions (Sandown, Godshell, Shanklin circular ride). Additionally, to develop infrastructure on these routes for easier use and to include the provision of cycle hire/racks
- ±□ To encourage existing and new transport operators to provide facilities for bicycles
- ±□ To develop cycling, walking and riding holiday packages to cater for all markets including those with young children and those with disabilities.

Overall, the Isle of Wight Tourism Partnership seeks to enable visitors to make individual choices about the way in which they travel to and around the Island and to educate businesses to understand how changes in travel can be a positive benefit to both the environment and themselves.

C.8.8 Sustainable Tourism Partnership

A Sustainable Tourism Partnership has been operating for some time now under the banner of Agenda 21. This group has close links with the Quality Transport Partnership. Transport work in relation to tourism will be furthered through the close liaison of those involved in these groups.

C.9 EDUCATION

Education and the process of education are central to the issue of transport and as a method of encouraging alternatives to car use.

C.9.1 Home to School Transport

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. (See also Section C.10.) This trend is continuing, so that the use of public transport and cycling has fallen to less than 1% of school journeys. Locally some 18% of school children travel by bus - a very high proportion given the proximity of many primary and middle school children to their schools. (See also Sections C.2.22, C.2.23 and C.2.24.)

The Island's home to school bus transport is particularly cost effective at under £350 per child per annum, against a national average of £541. One of the reasons for this is the staggering of school hours which allows one bus to perform two or three school runs. With more power being given to schools there is a very real risk of this cost-effectiveness being eroded, with costs increasing by as much as £800,000 per annum. It is clearly in everyone's interests that inefficiencies are not built into school transport, but it will need government direction to achieve this.

The school run can account for over 10% of road traffic at peak times and congestion, danger and pollution near schools can be a very real problem, both for those travelling and those who live in the vicinity. The Council is working with schools and other bodies to help address the problems experienced.

It has been shown that the travel habits developed by young children may well stay with them for life and recent studies have shown that children today are in many ways less healthy and fit than those of a generation ago. By comparison children who walk or cycle to school are less likely to have health problems later in life than those taken to school by car who also tend to maintain a more sedentary lifestyle.

It is recognised that there are many reasons for the changing pattern of school travel:

- ±□ parental fear of road traffic accidents for children who walk or cycle
- ±□ personal safety fears for children who travel on their own
- ±□ increase of car ownership and availability of a second car
- ±□ greater parental school choice, school closures.

Some of the consequences of this change are:

- ±□ increased traffic congestion
- ±□ increased pollution near schools
- ±□ children have less opportunity to develop road and safety skills
- ±□ lack of exercise and impact on health and well being
- ±□ reduction in independence and social interaction
- ±□ development of car dependency.

C.9.2 Primary Schools

Whilst there is perhaps more scope to encourage walking by primary school children, the fear of crime and worries over safety can deter travel in this way. The Council is heavily involved in the education, training, publicity and encouragement of safe routes to schools projects and is working with schools, parents and children to help overcome such anxieties and problems. Initiatives such as the walking bus scheme, where children are accompanied on foot to school by parents are being considered on the Island and it is hoped that the scheme under development at Nine Acres School in Newport will act to inspire others. (See also Section C.7.3.)

Opportunities to cycle at primary school age are more limited due to traffic conditions and lack of suitable off road routes. A new route between Wellington Road and Recreation Road is helping to address the cycling issue in the Carisbrooke area of Newport and it is hoped that an extension of this scheme, to be developed later in 2000 in conjunction with local schools, on other routes to the west will help address the issue in this area. (See also Section C.2.5.)

C.9.3 Middle and Secondary Schools

The Island operates a three tier education system and children in this age group of 11 years and above are more likely to walk, cycle and use public transport. The Council operates a fleet of modern school transport buses. Called Wight Bus this fleet carries approximately 1,300 school children every day. The local operator Southern Vectis carry an additional 2,000 school children plus 600 college students over the same period. (See also Section C.9.4.)

It has been shown that travel to school by sustainable means can help foster independence, self-reliance and influence health and travel choice in later life. Local safe routes to schools studies have shown that travel by bike would be the first travel choice given the right circumstances. In reality, although cycle ownership is popular, the type and cost of many bikes bought today hinders their use for travel to school. The lack of secure cycle parking, safe routes and facilities such as lockers may well deter students from riding expensive mountain bikes to school.

The Council works with schools to address some of these issues and schemes to create new cycle and foot links to Island High Schools have helped increase travel by these modes. Many sixth form students now have access to a car and drive to school. The growing number of students travelling in this way adds to traffic and parking problems. Whilst it is Council policy to reduce car parking in such locations, students can now change schools if they wish, with detrimental consequences on school rolls and finances.

C.9.4 Further Education - Isle of Wight College

The number of students travelling to the Isle of Wight College at Newport is rising and traffic congestion and parking problems now occur more often. Whilst the Council has increased the capacity of the St Mary's roundabout and improved the access to the campus, increased traffic flows on this busy road have negated any improvements made. Some cycle racks have been provided on site. The College is within walking distance of Newport and measures the Council would wish to encourage measures to increase access by public transport, on foot and cycle, particularly as part of the development of a Green Travel Plan.

C.9.5 **Delivering a Solution**

The Government's Transport White Paper acknowledges the problems and opportunities posed by the transport / education issue. The document recognises the problems associated with car journeys to school, both for the individual and the community as a whole. The Council is working with schools and other bodies to promote sustainable initiatives and increase the safety of people travelling to educational establishments.

It should, however, be recognised that children and their parents have a vital role to play in reducing car use and supporting shift to bus travel, walking and cycling. The Isle of Wight Health Authority has acknowledged the importance of this issue in the Island's Plan for Health and Well-being (HImP) and the Council is working in partnership with the Accident Prevention Forum, Quality Transport Partnership and the Police on a range of measures to increase travel choice and reduce road casualties.

C.9.6 **Objectives - Education**

- ±□ increase the number of students travelling to school by bus, foot and cycle
- ±□ reduce the number of students travelling to school by car
- ±□ increase safety and security of students travelling to education establishments
- ±□ reduce pollution and congestion near education establishments
- ±□ by working in partnership with schools increase the number of safe routes to schools projects.

C.10 **ROAD SAFETY**

Road safety policies should not be considered in isolation but as an integral part of achieving environmentally sustainable transport provision. The Council's road safety strategy, implemented through this Local Transport Plan, is designed to accord fully with the DETR's stated aims of casualty reduction. In the wider context, reducing road accidents will help achieve the Government's overall target to cut accidents from all causes, set out in the *Saving Lives: Our Healthier Nation* White Paper.

- ±□ Reducing speed and managing traffic better helps wider environmental objectives as well as road safety, for example by cutting CO₂ and other emissions and reducing noise.
- ±□ Safer roads can help build stronger communities which help achieve goals to improve social inclusiveness. Road safety improvements should feature in urban regeneration schemes given that deprived areas often have relatively poor road safety records. Personal security is a fundamental element of sustainable transport as people who feel vulnerable whilst walking, cycling or using public transport will be reluctant to consider these as alternatives to the private car.

- ±□ Tackling road crime such as speeding and dangerous driving is an important part of the wider crime and disorder agenda. The Island is fortunate in that it does not suffer to the same extent as some other parts of the country from the fear of crime or personal assault, but our policies reflect the desire to reduce that fear still further.

In March this year, the Government published *Tomorrow's roads: safer for everyone - The Government's road safety strategy and casualty reduction targets for 2010*. This sets out new 10 year targets and launches a new road safety strategy to help everyone focus on achieving a further substantial improvement in road safety over the next 10 years. The Council's current Road Safety Plan which outlines its strategy to achieve targets for year 2000 was written in 1992 and is no longer in step with modern thinking and best practice. As a matter of priority the Council will be redrafting and consulting on a new strategic document in the next 12 months.

By 2010 the Government wants to achieve, compared with the average for 1994-8:

- ±□ a 40% reduction in the number of people killed or seriously injured in road accidents
- ±□ a 50% reduction in the number of under 15 year olds killed or seriously injured with particular emphasis on child pedestrians
- ±□ a 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres travelled.

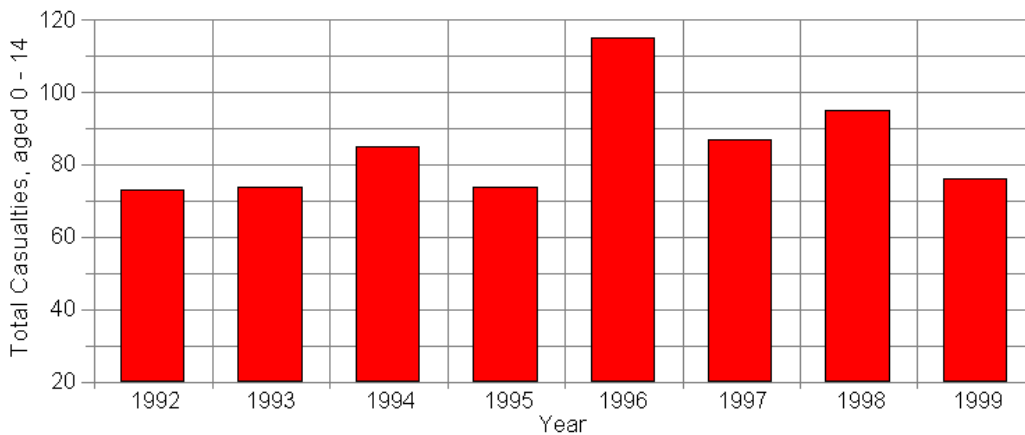
These targets are considered to be achievable by 2010. However, for the purpose of this plan, realistic five year targets have to be set and met. Given that this is a continuing initiative that already has some momentum, the Council foresees a linear progression towards the ten year target and would therefore hope to achieve the following within the life of this plan:

- ±□ a 20% reduction in the number of people killed or seriously injured in road accidents on the Isle of Wight
- ±□ a 25% reduction in the number of <15 year olds killed or seriously injured
- ±□ a 5% reduction in the slight casualty rate.

Casualties by Age Group (Isle of Wight)

Road User	1992	1993	1994	1995	1996	1997	1998	1999
Age Group 0 - 4	9	17	8	12	20	13	11	10
Age Group 5 - 9	27	31	39	22	38	27	42	27
Age Group 10 - 14	37	26	38	40	57	47	42	39
Age Group 15 - 19	96	83	111	102	119	103	110	79
Age Group 20 - 69	356	341	387	410	527	456	381	334
Age Group 70+	58	51	48	56	64	68	49	49
Total 0 - 14	73	74	85	74	115	87	95	76

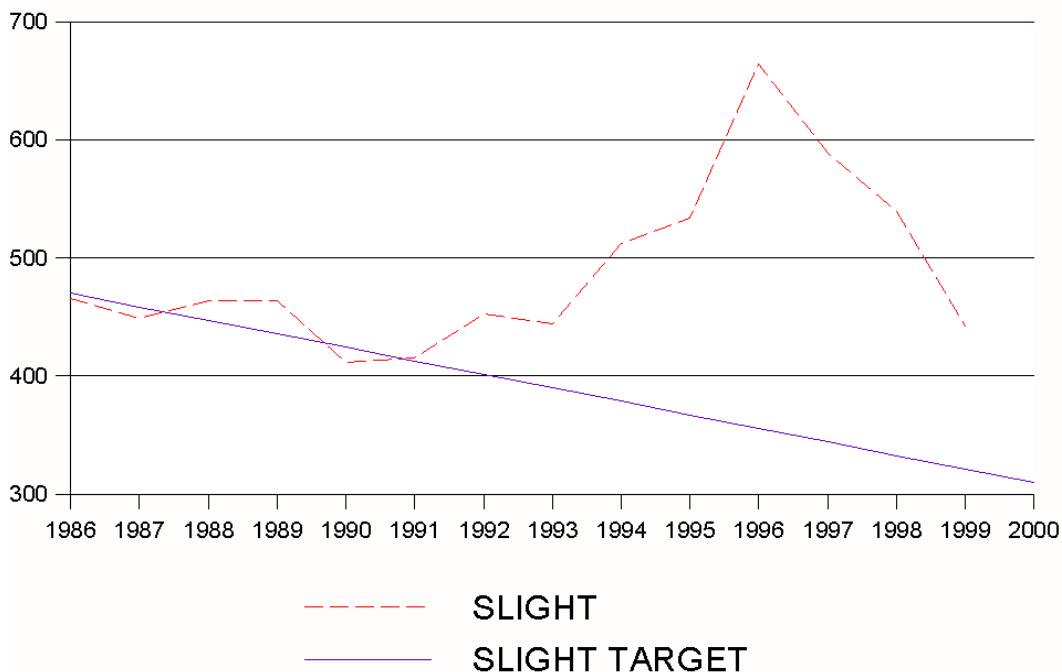
Changes to Casualties in 0 - 14 Age Group. 1992 -1999

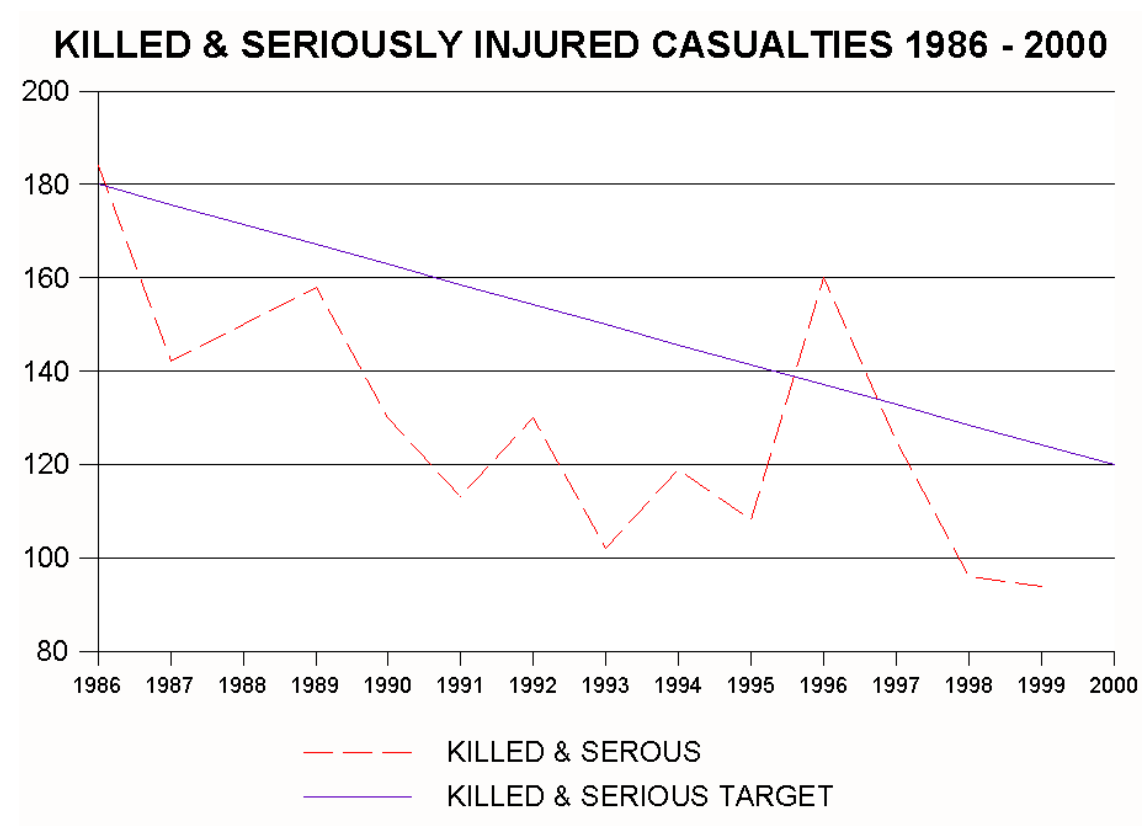
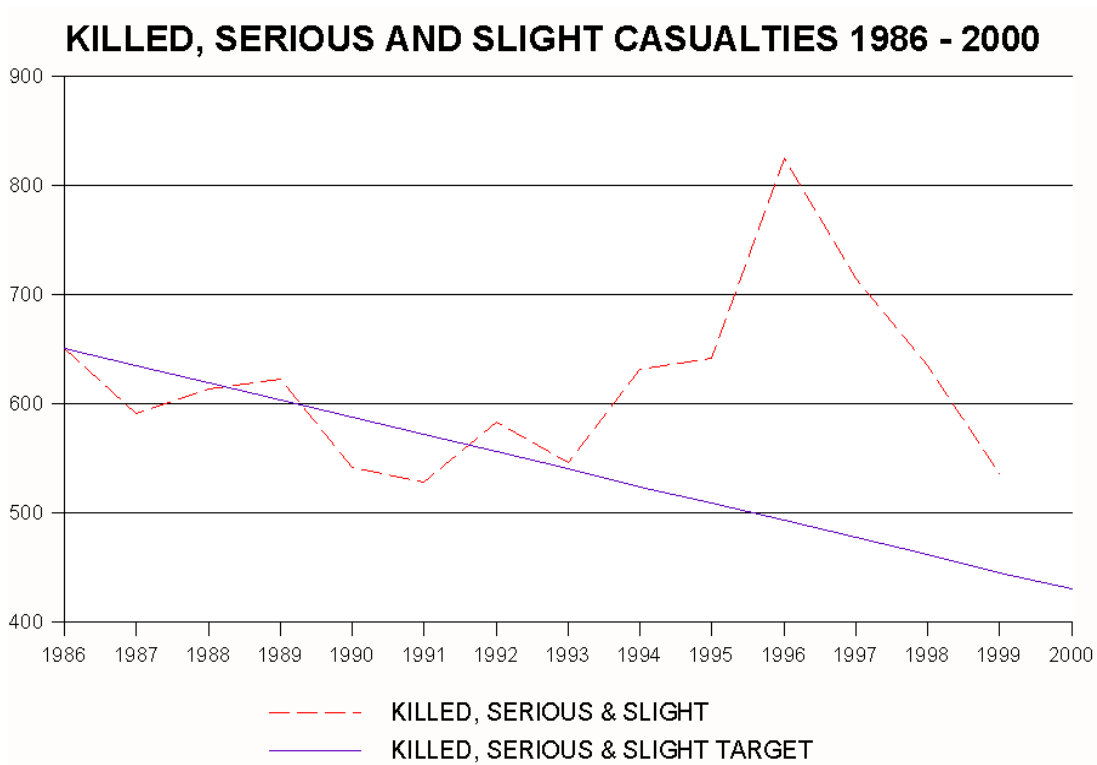


There are things which can be done to make using our roads safer - designing cars and roads with safety as a priority, providing more information about the causes of crashes, and educating and training road users - but they all have a cost and some steps are likely to be more effective than others. No one agency can achieve such a major improvement in road safety on its own and partnership working will be essential.

The Council takes a leading role in promoting safety on the Island's roads and works in close liaison with the Police. It has also developed partnerships with local groups through the Quality Transport Partnership and Island Accident Reduction Forum as well as regional organisations such the SE Region Accident Reduction Working Group (ARWG) and RCR 2000.

SLIGHT INJURY CASUALTIES 1986 -2000





The Council is committed to a road safety strategy which places strong emphasis on co-ordinated programmes of engineering measures, coupled with road safety education, training, publicity and awareness; and the need for an active level of enforcement of road traffic laws and speed management.

The Government's March 2000 document emphasises the increasing importance education, training and publicity will play in delivering the 10 year strategy, but the Council is concerned at the resource implications of this and the apparent inability of the LTP process to allocate appropriate funding to worthwhile revenue based initiatives.

Nationally as well as locally, it is estimated that the number of children that travel to school by car has almost doubled since 1985/6 - from 16% to 29%. (*See also Section C.9.*) This increase has led to increased danger, congestion, pollution and accidents, particularly during the morning peak periods. Travel by car reduces the amount of exercise children get each day and this together with changing lifestyles is thought to be having a damaging effect on children's health. Given the need to specifically address child casualty issues, particular attention will be paid to journey to school issues and Safe Routes to School projects.

C.11 SOCIAL EXCLUSION

People can feel excluded from society and its services in a whole range of ways. These can include unemployment, age, poor health, fear of crime, low income, poor education and mobility problems.

The Government's White Paper on Transport sought to address some of these issues, by setting a new transport agenda, which would help produce a step change in public transport, bringing significant benefits to both town and country, with better mobility for all in society. It is clear that in situations where public transport provision or access by foot is poor, unaccessible, or expensive, the lack of viable alternatives will often result in the reliance on the private car. The lack of car ownership and inability to access public transport can, in some circumstances, result in people becoming housebound and reliant on local services.

The issue of social exclusion is linked to a number of issues covered in this Plan and the Island's demographic pattern, accessibility, health, employment, crime and disorder are all related to social exclusion. Such matters need to be addressed if we are to tackle the issue on the Island and the Council is working with a wide range of partners and outside agencies to help address this problem.

The following is an example of some of the initiatives that are already in place on the Island to help reduce the problem.

- ±□ The rural bus grant has been used to provide additional services
- ±□ The use of the Council's Wight Bus fleet to augment commercial bus services on the Island (*See also Section C.2.23*)
- ±□ Improved access for those with mobility problems, by the provision of drop kerbs, tactile pavements, footway improvements and new controlled crossing points, particularly suited to those with sight and mobility problems
- ±□ Reducing the fear of crime by the installation of closed circuit television cameras and improvements to footpaths and street lighting

- ±□ Improved access to public transport, both by the provision of new bus shelters, work in partnership with the local bus operator to introduce low floor buses and improvements to interchange facilities. Improved timetable information, both via the Internet and the Southern Vectis Xephos system (See also Sections C.2.25 and C.3.2)
- ±□ Working with the planning system and policies outlined in the Council's Unitary Development Plan, to ensure that new development is located close to, or within existing settlements as defined in the Plan, so as to ensure easy access by public transport and other sustainable means and reduce the need to travel by car (See also Sections A.2.4.1 and A.2.4.3)
- ±□ Continue to support concessionary and subsidised fare schemes to ensure cheaper travel on public transport
- ±□ The Council is committed to the improvement of access to public buildings and public areas. Matters such as access provision within new buildings is covered by the Council's Planning and Building Control Sections. The Council's Building Control Section responds to the access requirements required by the Disability Discrimination Act, and consults with the local disability groups on a range of access issues, in particular areas of major concern such as access to main buildings of the Council. The Council's Highway Department has links with representatives of Island Blind groups to discuss the design, operation and placing of street furniture and other relevant highway matters.

C.12 CRIME AND DISORDER

The Crime and Disorder Act 1998, Section 17, requires local authorities and police authorities to consider the community safety implications of all their activities. Clearly this has implications for all highways and transportation activities. There are two major implications as far as local authorities are concerned:

- ±□ to demonstrate that the authority is addressing crime and disorder and contributing to the local community safety strategy
- ±□ non-compliance could, potentially, result in legal action against the authority.

The Act is designed to deal with crime and disorder in a co-ordinated and comprehensive manner. It places a statutory duty to prepare and publish a crime and disorder audit, develop a strategy through consultation and deliver results against measurable targets.

The rate for all recorded crime on the Isle of Wight in 1997 was 56.33 offences per 1,000 head of population. This compares to 67.63 for all of the Hampshire Constabulary area and 87.06 for England and Wales as a whole. Therefore the quality of life on the Island is seen as being a relatively safe place to live. However, action can still be taken to improve matters and the Island's Community Safety Strategy aims to do this. The Isle of Wight Community Safety partnership was set up to carry out an initial audit of crime and disorder. This involved studying all available data and canvassing local opinion.

The Island's Community Safety Strategy can be summarised through the following objectives:

Key Area	Objective / Action
Developing the Partnership	<ol style="list-style-type: none">1. Establish permanent Community Safety Team2. Support aims of IW co-ordinating bodies3. Review existing Community Safety Partnership
Drug and Alcohol Related Crime	<ol style="list-style-type: none">1. Care and support for young people at risk2. Enhance arrest referral scheme3. Co-ordinate school policies4. Controls at places where drugs are misused5. Development of community mental health programme6. Target illegal supply of controlled drugs7. Development of parenting skills programme8. Development of crisis management programme
Young People	<ol style="list-style-type: none">1. Provision of affordable access to facilities2. Reduction of hoax fire calls and fire setting3. Deal speedily with young offenders4. Support the Foyer for the Island5. Provision of alternative activities for young people6. Implementation of mobile youth work initiative7. Audit of the needs of young people on the Isle of Wight
Domestic Violence	<ol style="list-style-type: none">1. Raise awareness of senior health officers and field staff2. Address issues requiring multi-agency agreement3. Reduce likelihood of re-offending4. Increase level of reporting

Key Area	Objective / Action
Burglary, Theft and Vandalism	<ol style="list-style-type: none">1. Reduction of recorded crime by 2% on previous year2. Reduce crime in partnership with other agencies3. Utilise planning to reduce the opportunity for crime4. Enhance the Home Secure programme5. Increase the number of Neighbourhood Watch schemes6. Provision of Victim Support where appropriate7. Evaluation of victim/offender reparation schemes
Ryde Esplanade, Summertime Crime	<ol style="list-style-type: none">1. Recruitment of BTP Special Constabulary2. Provision of Islandline CCTV system3. Targeted police patrols

The Highway Authority is therefore tasked with ensuring that any transportation measures are delivered having taken crime and disorder issues into account. Positive contributions to this strategy in relation to highways and transportation services are:

- ±□ Funding of Customer Help line with Islandline
- ±□ Improved CCTV coverage including car parks
- ±□ Car park improvements to Secure Car Park status
- ±□ Car park attendants to operate in pairs
- ±□ Continued support for concessionary subsidised fares schemes
- ±□ Improved street lighting in vulnerable areas
- ±□ Improved consultation on forthcoming road works sites
- ±□ Assistance with the provision of Neighbourhood Watch signing.

C.13 CROSS-SOLENT LINKS

Cross-Solent transport links are the lifeblood of the Island and are vital to the economic, survival, prosperity and social well being of the Island.

Virtually all goods which cannot be locally sourced are imported to the Island by sea, the majority being on road vehicles, via one of the three cross-Solent vehicle ferry links. Some bulk materials such as aggregates are shipped to the Island by

coastal vessels, mainly to wharves situated on the River Medina from where it is distributed by road.

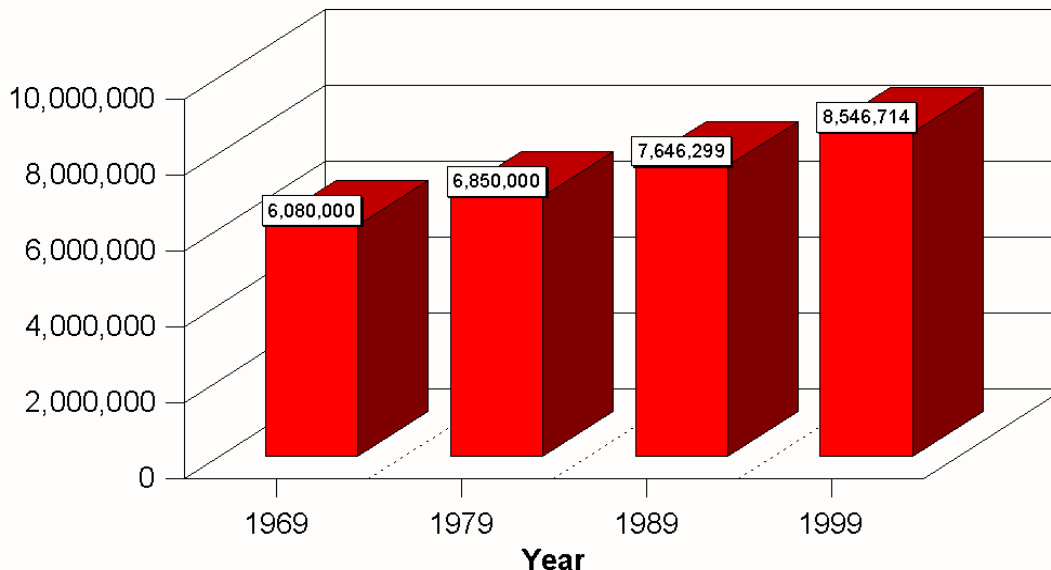
The cross-Solent ferry market is one of the biggest and intensive in the United Kingdom with 1999 figures showing 8.5 million passenger journeys, 1.47 million private motor vehicle journeys, 225,000 freight vehicle journeys and 25,000 coach journeys. Current links with the mainland are provided by three vehicular routes and three dedicated passenger routes. All routes run from the northern coastline of the Island to either Portsmouth, Southampton or Lymington.

C.13.1 Cost and Availability of Services

The cost and availability of travel to the Island are a major factor when considering the Island's socio-economic development. Although often perceived as part of the more economically buoyant south east region, the prosperity and development of the Island are to a large extent dependant on the cost of transporting people and products.

Whilst the quality of service provided is generally agreed to be high and improving, the Council is aware of the cost of cross-Solent travel and the adverse effects that this can have on trade and tourism. Both the Monopolies and Merger Commission and the Office of Fair Trading (OFT) have examined the issue during recent years. The OFT confirmed that at that time ferry services were not operated against the public interest and that fares had risen in line with inflation.

Cross-Solent Statistics - All Passengers



The Council is nevertheless keen to see fare reductions and has welcomed the special rates and assistance offered under the positive marketing strategies put in place by the cross-Solent operators. The Council is working with the cross-Solent operators in their plans to upgrade and improve the transport interchange facilities at Ryde, Fishbourne, Cowes, East Cowes and Yarmouth.

C.13.2 Subsidies

The public perception is that the cost of occasional travel to the mainland is high. The Council has raised these concerns and the possible adverse effects on trade

and tourism. In 1992 the Monopolies and Mergers Commission concluded that although a monopoly existed, this did not operate against the public interest. In 1996 the Office of Fair Trading reported that they would keep the matter under consideration.

A delegation of Council Members and officers met with the then Transport Minister, Glenda Jackson, in April 1998, to discuss the possibility of subsidies of ferry fares through transportation grant aid. Whilst it was recognised that a reduction in vehicle ferry fares could result in a higher level of vehicle traffic on the Island contrary to the provisions of LTP and UDP, it was felt that there was considerable scope for assisting passenger travel, of particular use to those travelling from the Island for work or to the mainland for health purposes. At present the cost of Solent travel - up to £9 for a day return - deters many of the Island's unemployed from considering mainland employment.

The Council would support the introduction of subsidised or reduced rate crossings for those seeking mainland employment and others including people visiting medical facilities or travelling to the mainland for education or training. This matter is being pursued and has recently been raised by the Island's Member of Parliament in the House of Commons. It is understood that this matter has received some support and further investigations are being considered both at a national and local level.

C.13.3 Cross-Solent - Service Provision

There are presently over 300 Solent crossings per day. Considerable investment has been made by the operators over recent years, with improvements to the number and size of craft operated, as well as extensions to the timetables and improvements to facilities on both sides of the Solent. The Council welcomes such improvements and is keen to support and where appropriate work in partnership with the cross-Solent operators, where this will be of benefit to the travelling public and Island economy.

C.13.4 Mobility Issues

The Council will encourage the provision of improved facilities for those passengers travelling without a vehicle. Everyone should have the opportunity for independent mobility and the Council is particularly keen to ensure that cross-Solent travel is available for all travellers, particularly for those with mobility problems. The Council is aware that considerable attention has been given to the carriage of passengers, who for one reason may have problem accessing public transport and will, where appropriate, support additional work to bring about further improvements in this area.

C.13.5 The Carrying of Cycles

The Council would wish to see better facilities made available for those passengers wishing to use bicycles, either to travel to the terminal or on the other side, as part of their onward journey.

Better cycle facilities could help achieve the Council's targets to reduce traffic volumes and in doing so would alleviate access and parking difficulties experienced near terminals. The Council will encourage the improvement of carrying capacity for cycles on all routes and is aware of the shortfall on high speed routes. This option to take bikes is currently only available on the Ryde

crossings, operated by Wightlink on their catamaran service, with a more limited capacity on the Hovertravel hovercraft, which runs between Ryde and Southsea.

Additional cycle parking should be provided close to terminals and the Council is currently working in partnership with cross-Solent operators to provide additional cycle parking at such locations.

C.13.6 Fixed Link

Although there has been much discussion and debate surrounding a fixed link to the Island, the Council's Unitary Development Plan (UDP) does not envisage it would become a reality in the lifespan of that Plan. The LTP is in line with the UDP and has not included the possibility of a fixed link. The current situation is that a private company has carried out an economic study with a view to as to whether a full scale feasibility study should proceed.

The Council considers that the development of a fixed link would require a substantial amount of investment and consideration and agreement on both sides of the Solent before any decision could be taken. The Council has not received firm proposals and investigations to date have not been able to show a final route or any level of agreement from affected mainland authorities.

The Council took the view that in the circumstances the construction of a fixed link remained outside of the timescale of the Unitary Development Plan. The topic was one of the subjects discussed at the Public Inquiry into the Deposit Draft in spring 1999 and the Inspector's Report is anticipated in August 2000.

The Council debated the issue meeting on 27 July 1999, where they resolved the following.

That this Council affirms its opposition to the concept of a fixed link due to its effect on the social and physical environment of the unique character of the Island .

It is likely that a scheme of this nature and magnitude would in any event be the subject of a Public Inquiry in its own right and the idea of constructing a fixed link has not been considered in this LTP.

C.13.7 Cross-Solent Links

The following services are currently provided:

- (a) Fishbourne - Portsmouth, roll-on roll-off ferry operation with facilities to carry foot passengers, operated by Wightlink. Four vessels in operation.
- (b) East Cowes-Southampton roll-on and roll-off vehicle ferry operated by Red Funnel Service which also provides foot passenger facilities. Three vessels are in operation on this route; each ferry can carry 134 cars and 890 passengers.
- (c) Yarmouth-Lymington roll-on and roll-off vehicle ferry operated by Wightlink, which also provides foot passenger facilities. Three vessels in operation.

High speed services for passengers only are provided as follows :

- (a) Cowes-Southampton. Red Funnel operate three twin hulled fast craft, (Red Jets), Red jets 1 and 2 can seat 138 passengers and the larger Red Jet 3, introduced a few years ago, can accommodate 190 passengers.
- (b) Ryde-Southsea hovercraft service operated by Hovertravel Limited from Ryde Esplanade. They operate two 98 seat AP188 craft.
- (c) Ryde-Portsmouth Harbour service, operated by Wightlink utilising high speed catamarans providing links at Ryde and Portsmouth transport interchanges. Two vessels are in operation, both of which can carry bicycles.

C.13.8 Hovertravel

The Isle of Wight is the cradle of hovercraft development. Originally built and developed at Cowes, the Island based company Hovertravel have continued the development of air cushion vehicles and as one of three, world wide, year round operators, run their own craft on their route from their Ryde base to Southsea.

Hovertravel is the world's longest established hovercraft operator. Services commenced in July 1965 when a 38 seater SRN6 hovercraft connected both Stokes Bay at Gosport and Clarence Esplanade Southsea, to Ryde. All the hovercraft employed by Hovertravel since 1965 have been designed and built on the Island.

Progressively larger craft have been introduced to increase carrying capacity and through development reduce noise, both inside and outside the vehicle. More recent craft use more fuel-efficient engines and run on diesel rather than aircraft aviation fuel (see C.13.7(b)). During the summer of 1999 Hovertravel introduced an updated version of their existing Hovertravel and a second up rated model is likely to be introduced early in 2001.

Passenger numbers have continued to increase and the number of passengers carried during 1999 exceeded those of any previous year.

C.13.9 Hovertravel - Integration

Hovertravel provides integrated transport and through ticketing arrangements are available with both buses and rail services on both sides of the Solent. Hovertravel's own bus service meets hovercraft arrivals and departures at Southsea, connecting with Portsmouth and Southsea Rail Station and the shopping centre. The journey time from Ryde Esplanade to the centre of Portsmouth is typically under 20 minutes.

C.13.10 Hovertravel - Service Development

Hovertravel is committed to the continued improvement and expansion of their cross-Solent services. The company will be improving their Ryde terminal early in 2001 by enlarging and upgrading the passenger waiting area and providing new toilet facilities. The company are also working in partnership with the Council and other operators on the longer term redevelopment of the interchange at Ryde Esplanade. Included as a bid in this document, it is anticipated that the design of any new interchange building will allow better links between the hovercraft terminal on the north of the railway and the other transport facilities to the south. Improved links would be of particular use to pedestrians, cyclists and those with mobility problems.

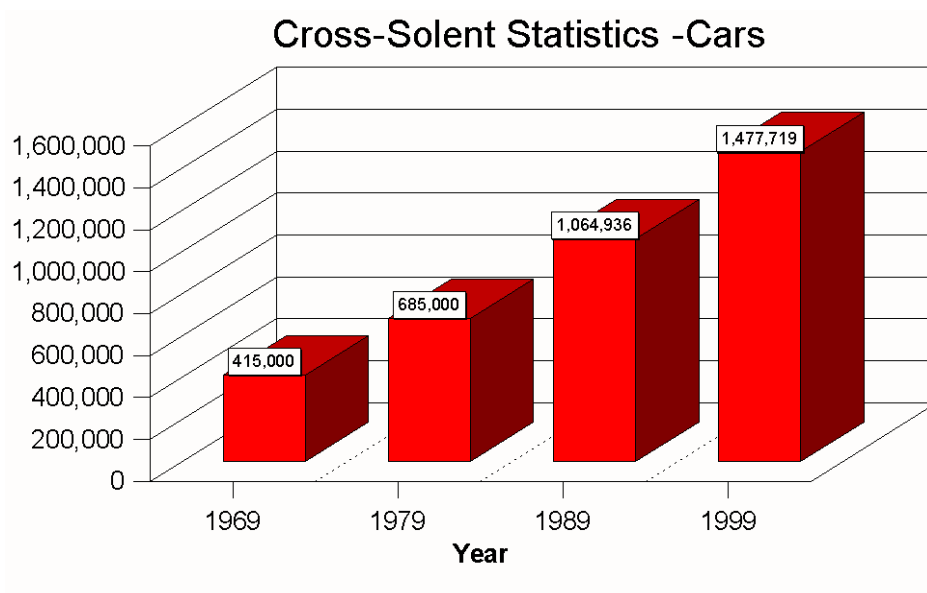
A major new hovercraft development programme is currently underway at the company's factory at St Helens on the north east Coast of the Island. A new larger, quieter and more weather capable craft is likely to be announced soon. The company is working with GKN Westland Aerospace on the design, manufacturing and marketing of hovercraft for the global market.

C.13.11 Red Funnel Ferries

Red Funnel is seeking to secure an increasing proportion of a growing market and has invested heavily in ferries and terminals during the last few years. The increased capacity on both its ferry and Red Jet route has helped to increase the number of people travelling to the Island. The introduction of a larger Red Jet has ensure space for those wishing to travel at peak times and helped to enhance the Cowes- Southampton route for commuters. The Council welcomes the ongoing development of this route for foot passengers and understands that the need to stretch existing Jets or procure new craft is a distinct possibility in the next few years.

The Company is encouraging freight traffic onto night services and has seen an increased demand for the use of unaccompanied off peak night services. This has helped in reducing the amount of heavy freight using the Island's roads during the day, with a range of benefits to other Island road users.

Red Funnel are working closely with public transport providers on both sides of the Solent, so as to ensure integration with their own services. All high speed departures are serviced by Southern Vectis at Cowes, with connecting buses to and from Newport. A bus service from Ryde and Newport connects to the vehicle ferry at East Cowes from 6.30am. Red Funnel provides its own bus link from their Southampton Terminal to the railway station and coach station and is in discussion with Southampton City Council and the new West Quay shopping centre to jointly provide a free City Link service between the Station and Town Quay with a ten minute frequency. Their new timetable currently in production features connections from Newport to Southampton Airport and London via their service.



The Company is currently exploring the opportunities offered for improved travel connections using smart card technology and a new ticketing system planned by the Company will take into account the trend towards the use of automatic passenger barriers now operated many train companies.

Red Funnel has agreements in place for through ticketing with the Association of Train Operating Companies (ATOC) and National Express. The Company offers reduced travel for students, senior citizens and the leisure market from on both high speed and vehicle ferry service involving onward travel by rail and coach.

C.13.12 Wightlink

More than five million passengers and 1.4 million vehicles are carried annually across Wightlink's three routes to the Isle of Wight. A fleet of seven car and passenger ferries is split between two vehicle routes whilst two high-speed catamarans cater for foot passengers only.

The busiest route, operational 24 hours a day from Portsmouth to Fishbourne, carries more than half of all cross-Solent traffic and has a capacity of up to 142 cars and 771 passengers. Wightlink's other car ferry route between Lymington and Yarmouth is the fastest vehicle crossing to the Isle of Wight, at just 30 minutes, and carries up to 52 cars and 512 passengers. Both vehicle services take cars, coaches and freight as well as foot passengers and cycles.

Investment in a drop trailer service, first introduced at its Gunwharf ferry terminal in Portsmouth in 1995, has greatly enhanced Wightlink's freight service. 'Environmentally friendly' Tugmasters now operate around the clock, year round, easing the process of getting produce to the mainland and a range of goods to the Island.

Wightlink's Fast Cat foot passenger catamaran service between Portsmouth and Ryde Pierhead, carries up to 400 passengers and can carry bicycles. Investment in this route will see the introduction of two new catamarans during the second half of 2000.

An ongoing, wide-ranging investment programme has also seen the introduction, over the past two years, of a new waterfront buffet at Fishbourne, the total refurbishment of Ryde Pier Head to include a new café style outlet and new buffets with twin serving areas on two of the Portsmouth-Fishbourne fleet - the St Helen and the St Catherine, to complement those already in place on the St Cecilia and the St Faith.

Future investment is planned, both on shore and at sea, and Wightlink expects to see Portsmouth visitor numbers boosted by the new Gunwharf Quays development adjacent to its ferry terminal. It is anticipated that in the region of 3.6m visitors will visit the retail and leisure development, due for completion by the end of 2000. The cross-Solent links will be able to offer car free access for people from the Island wishing to visit the development and provide another visit option for mainland visitors who may wish to visit the Island.

Earlier in the year, Wightlink introduced an online bookings service through its website - www.wightlink.co.uk. Now fully operational and user-friendly, the service provides the cheapest fare for a requested sailing across car and caravan/motorhome categories.

The cornerstone of Wightlink's operational strategy has been to provide a fast shuttle service all year round and sailings increases have enabled the operator to offer half-hour sailings in peak periods throughout the year. In 2000 further expansion brought the number of sailings to over 69,000, a cumulative increase of 42% in five years.

This year Wightlink added a second night service on the Portsmouth- Fishbourne route as well as introducing a regular night service for Lymington-Yarmouth with sailings seven days a week, four times nightly. The night service brings a range of specific business and leisure benefits to Isle of Wight residents. Residents can benefit from being able to enjoy later evenings out on the mainland whilst also taking advantage of early morning crossings to catch mainland trains and flights.

Wightlink's ferry terminals have the unique benefit of being directly linked with railheads at Portsmouth Harbour, Ryde Pier Head and Lymington, providing easy links with London stations and with Wales and the West Country. The journey from London Waterloo to Portsmouth takes approximately 1½ hours. A wide range of railcards are accepted, offering discounts to rail/ferry foot passenger users.

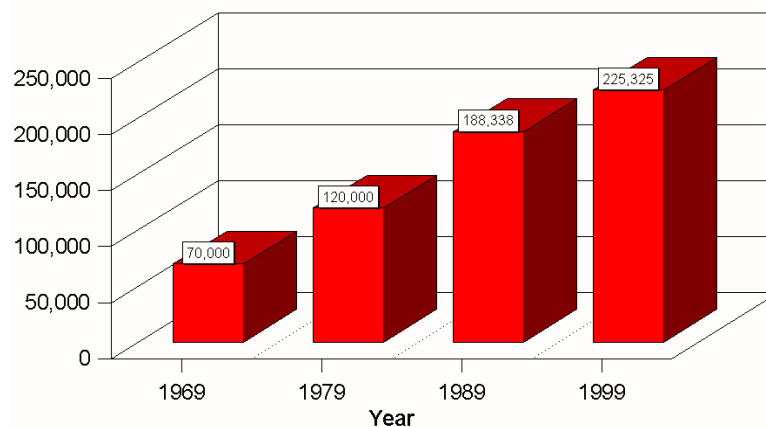
A range of through ticketing arrangements are in place with the Association of Train Operating Companies (ATOC), National Express and Stagecoach Coastline buses. Wightlink also offers ferry inclusive packages to many Isle of Wight attractions.

The company offers reduced price travel for Isle of Wight Residents and a range of Saver Fares for visitors. Disabled passengers are catered for on all three Wightlink routes.

C.14 MOVEMENT OF FREIGHT

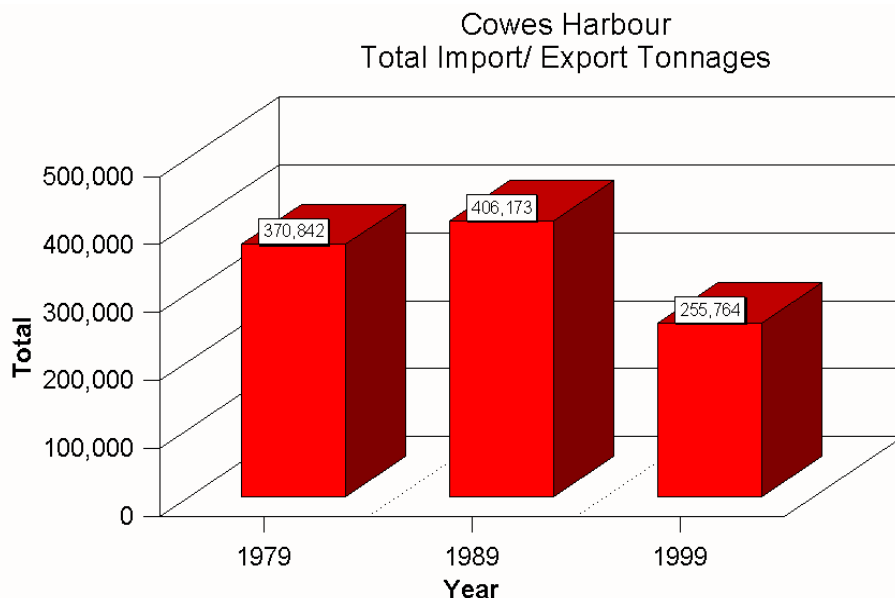
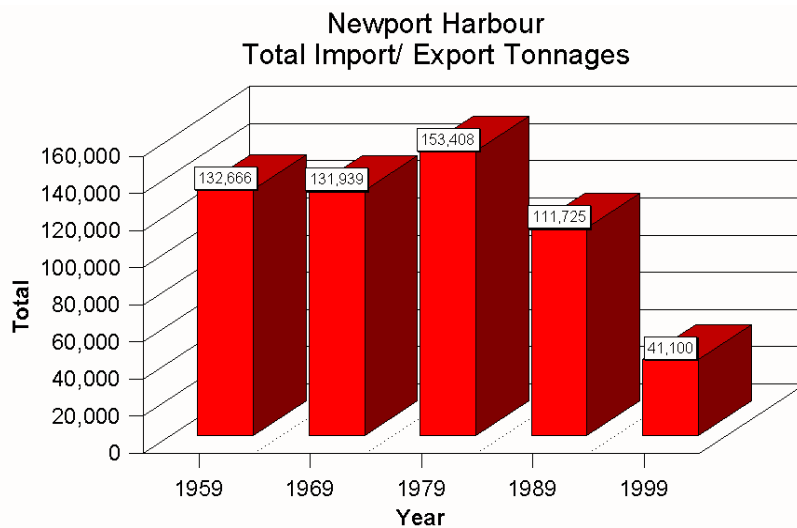
Coastal shipping contributes as much as one third by weight of the freight moved annually in the UK. Transport of freight by boat is an environmentally friendly method of transporting heavy goods to points close to its end use. The Island can offer good coastal and navigable river access and subject to environmental considerations is ideally placed for freight transfer by these means.

Cross-Solent Statistics - Commercial



The Island has recently attracted the relocation of a major manufacturer which specialises in the construction of large wind generator blades and is locating to a purpose built factory a short distance from the banks of the River Medina at Newport. The factory will have a specially constructed access to the river, which will allow the transport of the finished product by barge across the Solent for onward shipping by boat from Southampton Docks.

The Council welcomes such a development and the bulk transportation of produce, including grain aggregates and petroleum products across the Solent, is recognised as not only being sustainable but also contributing positively to the Island's economy, whilst also helping to reduce the amount of heavy traffic using the Island's roads and ferry routes



The Council wish to ensure that the Island's wharf facilities are maintained and upgraded, so that these continue to serve the Island and are able to accommodate modern vessels and up to date cargo handling techniques.

This issue is recognised in policy TR15 of the Council's Unitary Development Plan which states:

Bulk Freight Handling and Distribution Facilities

TR15 Planning applications for developments which will upgrade or improve facilities for bulk freight handling and distribution and which reduce road haulage mileage will be approved provided the use is acceptable in highway terms, will not result in increased disturbance or visual intrusion.

The following sites shown on the proposals map have been identified as being suitable for improvement and upgrading as bulk freight facilities:

- a PD Fuels Depot, Medina Wharf, Arctic Road, Cowes;
- b Kingston, East Cowes;
- c Stag Lane, Newport.

The Policy and supporting text is reproduced in Appendix G of this Plan.

C.14.1 Freight by Road

The last few years have seen a decline in the amount of freight arriving on the Island by coastal shipping and a corresponding growth in the amount of freight transferred to the Island by roll-on roll-off ferry.

Movement of freight by rail is not an option on the Island, due to the limited Island rail coverage and type of rolling stock operated. As a result all internal freight movements are by road.

The Island is, in common with many other parts of the country, experiencing a change in delivery patterns. The Island is a unique delivery area because of its location and the evolution of the Island's retail and industrial base, coupled with trend towards a just in time work practice, has resulted in changes both to the frequency and size of deliveries. Whilst the Council remains committed to the development of a buoyant economy, the growth particularly in retail development has led to greater demands for the movement of freight within the Island. This movement cannot be managed without due regard for the Island's environment.

The Transport White paper and daughter document *Sustainable Distribution: A Strategy* (published in March 1999) affirmed the importance of an integrated, sustainable freight distribution system that can support economic growth whilst at the same time reducing the adverse impacts that transport can have on people and the environment. The document states:

As a trading nation, this country needs an efficient, cost effective system of goods distribution so that it can compete successfully in an international market and deliver a good standard of living at home

It is a fact that modern society has come to expect a bigger range of products, delivered from around the globe, at the right time and price. This desire is, however, not without environmental and social consequence and those sections of

society that come more directly into contact with the delivery and transport process may not always be so happy to live with the repercussions that such a desire may bring. The use of more frequent, larger or heavier vehicles can play a significant role in increase in noise, pollution and road deterioration.

C.15 AIR QUALITY AND CLIMATE CHANGE

Transport can be a significant cause of air and noise pollution. The Environment Act 1995 requires Councils to assess potential air quality problems in accordance with a clearly defined set of government standards and to produce action plans where problems are identified. The Local Transport Plan must take account of any identified problem areas and where appropriate include measures to address the situation.

C.15.1 Air Quality Review

The Isle of Wight Council is undertaking a review of local air quality in order to fulfil its obligation under the Environment Act 1995, Part IV. This Act requires the Council to review the sources of pollution in its own and neighbouring areas and assess the likely future concentrations of a number of pollutants.

The first stage review was completed in April 2000. The review sought to :

- ±□ identify those areas at a local level where national policies and measures appear unlikely to deliver the air quality objectives by the year 2005
- ±□ ensure that air quality considerations are integrated into the Council s decision making process.

C.15.2 National Targets

In its National Air Quality Strategy (2000), the Government set a series of targets for concentrations of harmful pollutants in air. These were for:

- ±□ Benzine
- ±□ 1,3 - Butadiene
- ±□ Carbon Monoxide
- ±□ Lead
- ±□ Nitrogen Dioxide
- ±□ Ozone.

The Air Quality Regulations (2000) made a statutory duty on Local Authorities to ensure that they achieved the targets by 2008 at the latest. Ozone was not included in the list of pollutants for local authority control and is not therefore covered by the Air Quality Regulations. Due to the nature of Ozone, it is felt that practical action at Local Authority level will not be effective in tackling high concentrations. Action on this will be therefore be taken at national level.

C.15.3 Review of Monitoring

C.15.3.1 Benzine Survey

Surveys were taken at sites on the Island for two weekly intervals between 20th November 1996 and 9th April 1997 - a total set of ten diffusion tubes. The highest recorded figure was 4 ppb and the running annual mean was well below the National Air Quality objective of 5ppb. National information indicates that the current urban background concentration on the Island is between 0.255 and 0.50. It is considered that the risk of exceeding the air quality objective for Benzine is negligible and no further action is required.

C.15.3.2 Nitrogen Dioxide Survey

Surveys were taken at locations across the Island for four weekly periods between April 1998 and April 2000. The sites included the main Island towns of Newport, Ryde, Cowes and Sandown. The surveys revealed that the running average was well below the National Air Quality objective of 21ppb. However, as a result of the first stage review and assessment it is proposed to carry out further monitoring at those sites that showed the highest levels of Nitrogen Dioxide.

C.15.4 Nitrogen Dioxide - Links to Traffic Flows

The Island's most heavily used roads have been assessed in terms of their potential impact on air quality. Using the nomogram in the DETR draft Consultation December 1999, TG4 (00), it is considered that these roads are unlikely to exceed the average NO₂ objectives at the distances where the nearest receptors are located and where people may be reasonably be expected to be exposed over the relevant averaging time of the objectives. It is therefore considered that the more minor roads will have even lower vehicle emissions.

The national survey information indicates the current urban background concentrations to be in the region of 10.1 - 15 ppb. To confirm this, four additional surveys were carried out and the results would support this information in that the results are below the national target of 21ppb

C.15.5 Lead

Sampling was carried out using a M type sampling device, with subsequent analysis by ICP and hydride/ICP. The three highest levels were found at two sites near Newport and were linked to one specific plant. The annual mean concentrations were less than 0.08 ug/m³ at all sites. The national information on current urban background concentrations as detailed by DETR illustrates the Island to be generally within the range 10-20 ng/m³.

The result of local monitoring and other information indicate that the risk of exceeding the air quality objective for lead is negligible and no further action is required.

C.15.6 Air Borne Particulate

Sampling was carried out using an AGL eight port sampling device and analysis carried out using a reflectometer providing 24 hour average results. The highest single result was 55 ug/m³ measured at a site near Newport in the centre of the Island. The annual mean for all sites was less than 10ug/m³.

The national survey information on background concentrations of PM10 would seem to indicate that the Island has levels of PM₁₀ in the region of 14-15 ug/m³.

The Council have examined those of the Island's roads which currently or are projected to increase their vehicle flows to more than 5000 per day. It is considered that these flows could impact on the local air quality in the vicinity and will as a result require a more detailed examination in a second stage review.

C.15.7 Carbon Monoxide

National survey information indicates that the level of urban concentrations of CO is 0.2 and lower. There are no planned developments in the locality for new IPC, of LAAPC processes and there are no significant sources of CO in neighbouring mainland authorities which could impact significantly on the Island. The petrochemical chemical plant at Fawley, near Southampton, is greater than 5km away and has no chimneys in excess of 200m high. This conclusion has been supported by documentation from the Environment Agency. The IPC authorised Cadmium process carried out at GKN Westland Aerospace is of no real significance.

It is considered that the risk of exceeding the air quality objective for CO is negligible and no further action is required.

C.15.8 Assessment of 1,3 Butadiene

Surveys of those LAAPC processes carried out on the Island and information commissioned by the Environment Agency and national information have concluded that the risk of exceeding the air quality objective for 1,3 Butadiene may be considered negligible and no further action is required.

C.15.9 Assessment of Sulphur Dioxide

There are no areas on the Island subject to smoke control. The principal areas of domestic combustion are therefore the main population centres of Newport, Ryde, Cowes, East Cowes, Ventnor, Shanklin and Sandown. It is considered that based on the percentage number of solid fuel burners and population density, these areas would not have the potential to emit significant quantities of SO₂. The national survey information would indicate that the current urban background concentrations of SO₂ is below 2pph for the rural areas and in the region of 2.1-4.0 for the main centres of population.

C.15.10 Conclusions

The result of the first stage review and assessment of air quality for the Isle of Wight is that for:

- ±□ Carbon Monoxide
- ±□ Benzene
- ±□ 1,3 - Butadiene
- ±□ Lead

the risk of exceeding the air quality objective is negligible and the Council need not consider the possibility of management areas for these pollutants.

However, for Sulphur Dioxide and Nitrogen Dioxide, Particulate Matter 10 (a small particle matter which if inhaled would penetrate beyond the larynx and be injurious to health according to statutory guidance), a second stage review and assessments are required in order to establish the risk of each respective air quality objective by 2005.

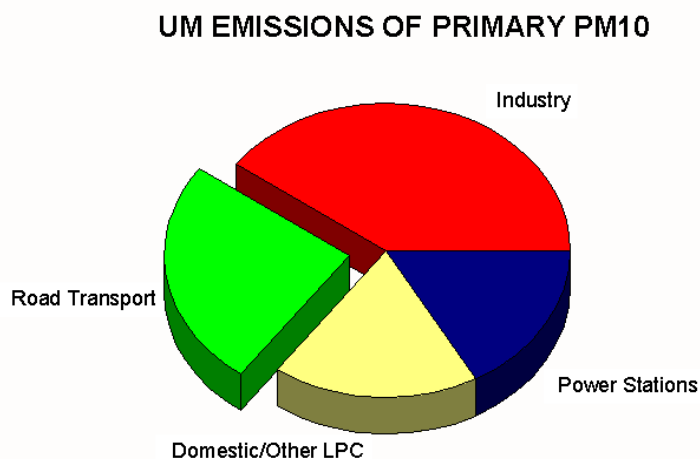
Air quality action plans may only be required for certain parts of the Island and these are likely to be limited to areas of high traffic movement, such as Coppins Bridge in Newport, a heavily trafficked roundabout on the edge of the town centre area.

Whilst it would appear that air pollution is not at present a major problem on the Island, the LTP includes measures to ensure that pollution does not increase, particularly in identified problem areas.

In order to quantify the risk of the likelihood of these figures being exceeded, it is proposed to increase the amount of diffusion tube monitoring carried out for Nitrogen Dioxide to include the relevant locations affected by the heaviest traffic flows, carry out Sulphur Dioxide diffusion tube monitoring in the locations affected by the heaviest concentration of domestic solid fuel combustion and combine these results with modelling to quantify any risk. The Council must carry out additional investigations into PM₁₀ as part of a second stage review.

C.15.11 Air Quality and Transport

The Council is aware of the possibilities of improving air quality by changing to greener petrol and diesel fuels and are, in addition, currently exploring with manufacturers and suppliers the possibility of introducing electric and dual fuel (LPG/Petrol) vehicles on the Island. The compact nature of the Island means that by comparison to the mainland, journey distances over here are comparatively short with the result that possible problems of mains recharging or refuelling with LPG would be greatly reduced. Improvements in electric and dual fuel vehicle technology have meant that cars are now being mass produced by mainstream manufacturers and electric vehicles recently tested have been shown to have a usable Island range of up to 50 miles.



The Council have been testing both types of cars with a view to introducing them into the Council's own fleet and articles in the Agenda 21 page of the Council's magazine *Wight Insight* and road tests in the local press have attracted considerable interest. The Council organised a display as part of the 1999 national *Green Transport Week* and included in the display were dual fuelled LPG cars, a dual fuel CNG van, two electric vehicles, together with a double decker bus, electric powered bike and range of other cycles.

C.15.12 Climate Change

The Prime Minister stated in 1988 that the global warming from the greenhouse effect was the biggest challenge at that time facing the world. The quality of life and the air that we breathe has become one of the most important issues at an international, national and local level. The world conference in Rio in 1992 and subsequent Agenda 21 programme have highlighted the need to reduce the level of pollution including that produced by road traffic. Transport is the fastest growing source of greenhouse gas emissions in the UK and measures to reduce pollution are key to meeting the UK's climate change targets.

C.15.13 Impacts of Climate Change - Isle of Wight Coastal Environment

The Isle of Wight, situated centrally along the south coast of England, is particularly vulnerable to the predicted impacts of climate change brought about by air pollution. In addition to being subject to land settlement as a result of isostatic adjustment, the best Government estimate for sea level rise along the central south coast of England is 6 mm a year. In addition, the following factors should be taken into consideration when considering the coastal environment up to the year 2080:

- ±□ A mean annual temperature increase from +1.2 to +3.4 °C
- ±□ An increase in mean annual rainfall from +1 to +4%
- ±□ An increase in winter rainfall from +6 to +22%
- ±□ A decrease in summer rainfall between -8 and -23%
- ±□ Mean sea level rise +54cm
- ±□ A wet winter (160% of normal winter rainfall) - likelihood of occurrence of 11% compared with 1.7% at present
- ±□ A dry summer (50% of normal summer rainfall) - likelihood of occurrence of 10% compared with 1% at present
- ±□ An increased risk of extreme storm events.

The expected implications of climate change and sea level rise present a significant challenge to future coastal management. It is expected that there will be increased levels of risk to many coastal assets including public highways and the DETR recently announced that an additional expenditure of about £1.2 billion will be required to protect coastal assets from the impacts of climate change over the next 100 years or so.

The challenge facing both central and local government will be to develop and implement policies which address the increasing risks, whilst also meeting the inevitable financial constraints. In this context the House of Commons Agricultural Select Committee on Flood and Coastal Defence (1998) identified a number of principles that set the framework for achieving more efficient management of these risks:

- ±□ Overcoming the widespread public intolerance of acceptance of naturally occurring and unavoidable risks
- ±□ Strategic policy needs to be developed at the national level and implemented at the regional level
- ±□ Reform of a planning system to accord greater importance to coastal protection priorities.

To assist with an understanding of climate change impacts on the Isle of Wight coastal environment, the Centre for the Coastal Environment within the Directorate of Environment Services has been instrumental with a number of initiatives:

- ±□ The successful awareness by the European Commission LIFE Environment Programme of financial support for an £867,000 project entitled Coastal Change, Climate and Instability . This three year project which is being undertaken with other partners in Great Britain, Ireland, France and Italy is scheduled for completion by December 2000.
- ±□ The Isle of Wight, as founder member of the Standing Conference on Problems Associated with the Coastline (SCOPAC the regional coastal group for central southern England), has recently let a £50,000 tender entitled Preparing for the Impacts of Climate Change along the SCOPAC Coastline . This tender will address the following key issues and questions:
 - ±□ Why should predicted climate change be of concern to those involved in coastal planning and management along the central south coast of England?
 - ±□ What is current state of knowledge in terms of climatic and other coastal dynamics/impacts against which we can assess climate change?
 - ±□ How can we assess the impact of future climate change compared with the present and the past?
 - ±□ What are the certainties and the uncertainties of climate change prediction and modelling? How is this likely to improve in the future?
 - ±□ How can these changes form a shoreline plan and management and effective decision making over an 80 year timescale?
 - ±□ What are the predictable/anticipated impacts of climate change on shoreline management at present and in an evolving socio-economic region of central southern England over the next 80 years?
 - ±□ What is the vulnerability, and what are the hazards and risks to be considered along the SCOPAC coastline in the context of uncertainty?

- ±□ How can Government (national, regional and local) respond to climatic change impacts in the short, medium and long term? What kind of flexible, rolling programmes need to be implemented at the different administrative levels to assist future coastal planning, shorelines and habitat management?
- ±□ What reliable, consistent and up to date advice is required (and who should provide it) to inform coastal planning and management of climate change impacts? How can the recommendations/policies contained in Government and other publications be translated into good practice with respect to coastal management activities?
- ±□ What are the information requirements necessary to support sound decision making and to allow effective management responses to be made to the issue of climate change?
- ±□ How can we ensure that the effective exchange of data information on climate change impacts and increase the awareness of stakeholders?

C.15.14 South-East England Climate Change Stakeholders Group

The Isle of Wight Council and SCOPAC have recently joined the counties of Hampshire, West and East Sussex, Kent and Surrey together with a number of other interest organisations and the UK Climate Impacts Programme in establishing a Stakeholders Group for climate change issues in the south-east of England. Taking account of the research that the Isle of Wight is involved with, the Centre for the Coastal Environment within the Council will be playing a key role, particularly in relation to coastal and environmental issues.

C.15.15 Objectives - Air Quality and Climate Change

- ±□ Promote a switch to greener fuels and encourage the introduction of LPG and electric vehicles.
- ±□ Assess potential air quality problems in accordance with government standards
- ±□ Monitor air quality in respect of Sulphur Dioxide, Nitrogen Dioxide and Particulate Matter 10
- ±□ Identify problem areas and where appropriate include measures to address the situation
- ±□ Carry out a second stage review and assessments required in order to establish the risk of exceeding each respective air quality objectives by 2005
- ±□ Seek to reduce the adverse impact of climate change on the Island s coastal environment
- ±□ Identify, seek appropriate and, where necessary, apply measures to protect the built environment and transport routes.

D A TRANSPORT STRATEGY FOR THE ISLAND

Introduction

The following section outlines the Council's transport strategy. This strategy is based upon the overall strategic themes detailed in Section C of this document and takes into consideration a range of strategic plans, including the Council's Aims and Objectives (see *Section A.1.22*), Health Improvement Plan (see *Section A.2.7*) and Local Agenda 21 Strategy (see *Sections A.2.6 and B.2*). It is based upon the policies contained in the Island's Unitary Development Plan which has been subject of extensive public consultation and a Public Local Inquiry in the Spring of 1999. The local transport strategy has been further refined following extensive consultation (see *Section B.1*).

The level of car ownership on the Island has risen over recent years and is now at a level where the majority of households rely on the use of the private car as an everyday form of transport. Although the increasing level of car ownership is itself an issue, it is the way in which we use the car which has brought the greatest problems, particularly in terms of the environment. Damage to the environment, pollution, increased delays and accidents are all fuelling the national and global debate on the future of the car and its use.

D.1 DEMAND MANAGEMENT

Controlling the demand for travel is a key strategy if targets set out in this Plan, the Road Traffic Reduction Act and initiatives such as the UK Air Quality Strategy are to be met. Demand management alone will not provide all the solutions but must be integrated with other policies and improvements to other transport modes and with strategies to influence the way in which people and goods are moved. Measures are needed which influence behaviour either by encouraging less reliance on the car, reducing journey length, the timing or routing of journeys, the choice of mode, or by developing opportunities to avoid the journey altogether. Demand management also means providing suitable alternatives to the car and encouraging their use, so as walking, cycling, car sharing or using public transport. This modal shift underpins the Council's transport policy, the Road Traffic Reduction Act and the UK Air Quality Strategy and has been embodied in the UDP.

Managing the demand for travel can be achieved by controlling the parking supply to discourage commuting; managing the road space to give priority to alternatives to driving alone by car; and reducing the demand for travel by locating development in order to minimize the need to travel.

D.1.1 Parking Policies

Roads and car parks have in the past been developed on a predict and provide basis. Experience has shown that even if there was money available to increase the size of our roads and the number of car parks, increasing capacity only leads to more congestion and more pollution in the long term. Therefore, as road and car parking space will not be increased, the current provision must be managed as efficiently as possible.

There is a need to develop and introduce parking strategies for each of the Island's towns which discourage commuters, control on-street parking to favour residents and those who have a mobility impairment, and strengthen the enforcement of on-street parking regulations, possibly through the introduction of decriminalised parking.

Controlling public car parking is an important part of any strategy, but cannot be considered in isolation because of the migratory effect it can cause.

Any charging policy needs to be flexible enough to reflect the particular demands put upon individual parking areas and address those to achieve the desired outcome.

The Government's White Paper - *A New Deal for Transport* - indicates that legislation to allow Local Authorities to charge for the use of car parking spaces associated with workplaces or to charge road users and retain the money raised to use primarily for local transport schemes for at least ten years, will be introduced.

This Council does not wish to pursue road user charging and is concerned that if this were to be pursued by our neighbouring authorities of Portsmouth and Southampton, there might be an adverse effect on access to the Island by road, and subsequently damage the Island's tourism industry. We are consulting with them on this and have made them aware of our concerns.

However, the Council may wish to consider workplace parking charges, particularly for the Newport area, and can see advantages in extending such charges to all private non-residential parking areas, in particular out of town retail units.

As part of the review of the transport policies in its UDP, the Council has re-examined its parking guidelines and the ways in which the provision of parking spaces can influence travel modes and traffic levels.

PPG 13 is clear in that the availability of convenient, easily accessible and cheap parking can influence levels of car ownership and methods of travel. The location, extent and availability of car parking for development should now be considered along with land use planning and other walking, cycling and public transport initiatives as part of the package necessary to influence travel modes and draw people away from car travel as their first transport choice.

It is recognised that whilst a certain level of off-street parking provision may be necessary to ensure that a development can take place and operate without creating traffic problems, it is important that the car parking requirements are reduced to the operational minimum, particularly in those locations which have good access by alternative means.

The Council now takes a flexible approach when considering the requirements of off-street residential parking and reduces car parking requirements where good access to other types of transport exist, so as to allow a development to take place and encourage access by means other than private car.

Parking Zone boundaries have been established, based on existing transport patterns, geographical and land use factors, which set out appropriate levels of provision. Consideration has been given to issues such as the location of conservation and shopping areas, traffic quiet schemes, the distribution of public

car parks, the availability and frequency of public transport, as well as access to cycling and walking facilities. (See also Appendix I.1 UDP Policy TR16.)

In order to discourage further car commuting the Council should require commuter plans for new developments; encourage adoption of green commuter plans amongst existing individuals and groups of employers; and consider the introduction of employee parking charges. The Council has already identified a number of major employers throughout the Island and opened a dialogue with them on these issues. The Council also recognises that it needs to lead by example and has started to develop its own Green Transport Plan by issuing a staff travel survey to identify and quantify current trends and patterns.

D.1.2 Road Space Management

The management of existing road space to give priority to more sustainable modes will be considered in relation to the following hierarchy:

Priority users: pedestrians, those with mobility problems, cyclists, and public transport users.

Secondary users: taxis and PHVs, delivery vehicles, and powered two wheelers

Other users: other motor vehicles.

The nature of many of the Islands roads mean that there is often a conflict between these modes because of limited road space. The Council will examine through the Quality Transport Partnership the types of priority systems available and where they could be used to positive effect.

Planning policies can help to reduce the need to travel and reliance on the motor car by encouraging a mix of land uses which provide jobs and services close to where people live and by locating development close to where it can be effectively serviced by public transport. The Council's aim is to move towards a more sustainable balance of land uses not only within existing urban areas but also in rural communities where the Council acknowledges the need to encourage rural enterprise and diversification. This aim will be achieved by focussing suitable development on an appropriate scale within or close to those existing settlements which are already well served, or can easily be served, by modes of transport other than just the car. The Council believes that by encouraging the provision of a wide range of facilities within local areas, the need for people to use cars can be reduced.

Trips to and from school are an area of particular concern. Educational policies giving parental choice have had a twofold effect on travel, firstly in terms of those who choose to send their children to a school outside their normal catchment area, and secondly, the need to import pupils from other areas to fill spaces at less popular establishments.

There is also concern about the increased use of the car for local journeys to and from school which would previously been walking or cycling trips. The reasons for this are complex but the effects are wide ranging not only in terms of demand management but also road safety, social exclusion and personal health agendum.

For these reasons, particular attention will be given to policies which affect journeys to and from educational establishments. These include promoting Safe

Routes to Schools and initiatives to make public transport a more attractive alternative.

D.1.3 The Carrot and Stick Approach

This involves, for example, giving priority to one mode whilst penalising another. Park and Ride schemes are currently being developed for Ryde and Cowes primarily to accommodate mainland commuter parking and will be operated in conjunction with a parking strategy that severely restricts long term parking for commuters by means of short duration parking, residents only parking and a punitive charging regime. A town wide controlled parking zone for Yarmouth has already been introduced to prevent commuter parking in residential roads.

Improved transport interchange facilities are planned for Ryde Esplanade, based on the existing bus and rail station within this plan, and the potential for similar schemes at Newport, East and West Cowes, and Yarmouth is being investigated as a result of feedback from stakeholders during the consultation process.

D.1.4 Optimising the Use of Road Space

It is essential to ensure that road space is given over to the most appropriate use using the hierarchy set out above to evaluate this. In the case of busy town centres, priority needs to be given to pedestrians, and traffic is already excluded at prime times from High Streets in Cowes and Ryde, whilst work is progressing on eliminating traffic from parts of Newport High Street.

Home zones, where only essential traffic is permitted, are planned as part of the Traffic and Parking Plans being developed for each of the Island's main towns.

Because of the nature of many of the Island's roads there is limited scope for the provision of bus and / or priority vehicle lanes. Exclusive cycle ways are introduced where possible but there are also lengths of shared cycle and pedestrian routes to maintain continuity. Other priority measures such as bus priority measures and advance stop lines for cycles are also being introduced at traffic signal controlled junctions.

D.1.5 Making Best Use of Public Off Street Car Parking

Car parks and parking provision attract car trips, especially in the busy peak periods. As a means for managing demand for travel, car parking controls can be most effective, whether by use of the price or length of stay in reducing the reliance on the car and encouraging use of alternative modes of travel. Long term parking can be used as a means of managing peak travel as long as alternative modes are in place but care has to be taken not to affect the vitality of the area.

The Council's Parking Places Order will be used to implement the findings of the Traffic and Parking Plans.

D.1.6 Indiscriminate Parking

Management of on street parking is also an important tool not only to control travel patterns and encourage less reliance on the car but also reduce congestion and delay for priority vehicles. On street restrictions play an important part in a parking strategy but are only effective if they are adequately enforced. To this end, the Council is currently investigating the feasibility of Decriminalised Parking

Enforcement (DPE) as a means to achieving an appropriate level of enforcement for its parking strategy.

D.1.7 Parking at New Developments

The Council has developed as part of its Unitary Development Plan (UDP) a set of stringent targets for parking provision through the development control process (see Appendix H). Moves are also under way to implement Green Travel Plans through the development control process, an example of which is development which is taking place at St Mary's Hospital at Newport where agreement to introduce a Green Travel Plan is being achieved through a Section 106 agreement.

D.1.8 Public Transport Priority Measures

The Council has identified a list of priority measures to assist buses through particular bottlenecks on the major bus corridors with the principal bus operator, Southern Vectis. The measures are being jointly funded as an initiative through the Quality Transport Partnership.

Public transport subsidies are currently directed at maintaining rural services and services at times which are not commercially viable. Whilst these provide a lifeline to those who rely on public transport, they do little to promote modal shift. The Council will review its priorities in relation to public transport subsidy within the constraints of its contractual obligations and the views of the stakeholders.

D.1.9 The Road Hierarchy

Modifications to the hierarchy can help to deter the use of certain roads by inappropriate traffic and classes of vehicle. This approach envisages the development of quiet lanes and even the possible closure of lightly used roads in rural areas to vehicular traffic.

D.1.10 Demand Management Strategy

DM1 to reduce reliance on the use of the private car

DM2 to encourage a modal shift away from the car

DM3 to promote alternative modes of travel.

D.2 ROAD TRAFFIC REDUCTION REPORT

D.2.1 Purpose of the report

This report is an integral element of this Local Traffic Plan for the Isle of Wight and has three main purposes:

±□ It meets the Council's statutory obligations under the Road Traffic Reduction Act 1997

±□ It sets out existing available transport related data, thus providing the basis for an annual Transport Statistics report

±□ It provides base information for the long term monitoring of the Local Transport Plan.

This Traffic Reduction Report outlines the Council's current policy on traffic reduction and presents base data which will assist in monitoring performance against identified targets.

Monitoring is an integral part of the Local Transport Plan process, and although the Plan covers a five year period, Councils are required to produce annual monitoring reports in order to demonstrate progress in achieving the aims and objectives set out in the Plan. The data presented in this document will form the base for a robust monitoring programme which has been developed over the last twelve months following the Council's interim report last July. This approach establishes a number of performance indicators to focus on whether the Authority is achieving its overarching objectives of the main Local Transport Plan submission. This approach is designed to dovetail with monitoring consistent with the Council's commitment to Best Value.

D.2.2 Traffic Forecasting

Forecasting is a difficult and uncertain process as traffic varies from road to road and no average forecast can be expected to predict accurately growth as there are several different sets of factors which influence it.

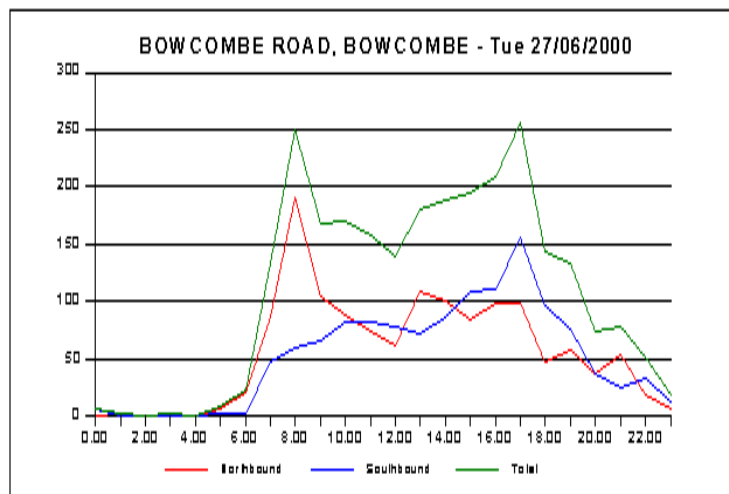
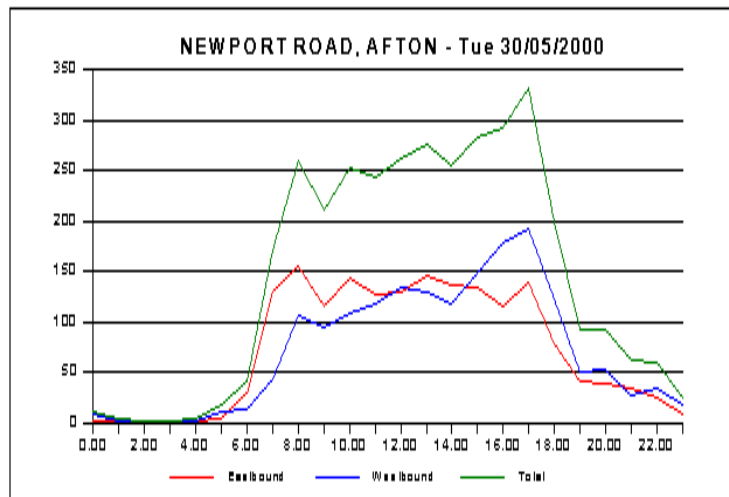
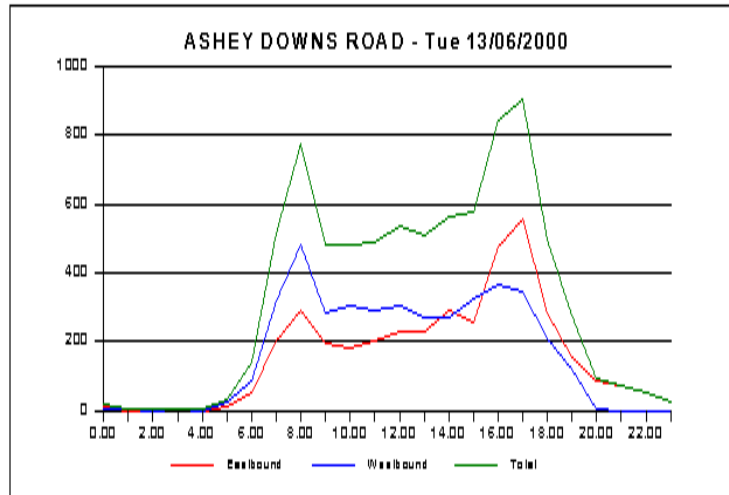
Growth in the number of car trips originating in a location will depend for example on the increase in the number of people living there and a change in the proportion of those who own or have the use of a car. Growth in the number of trips with a destination in a particular place will bear some relationship to employment trends in the district and an area where employment and population are growing rapidly is likely to experience a high rate of traffic growth.

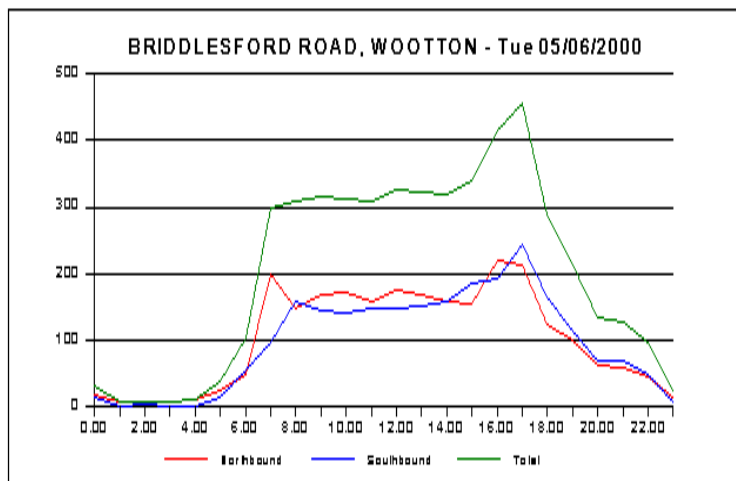
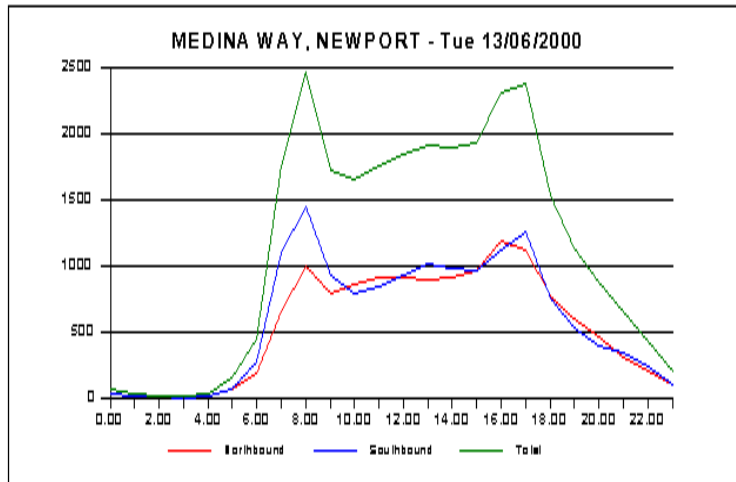
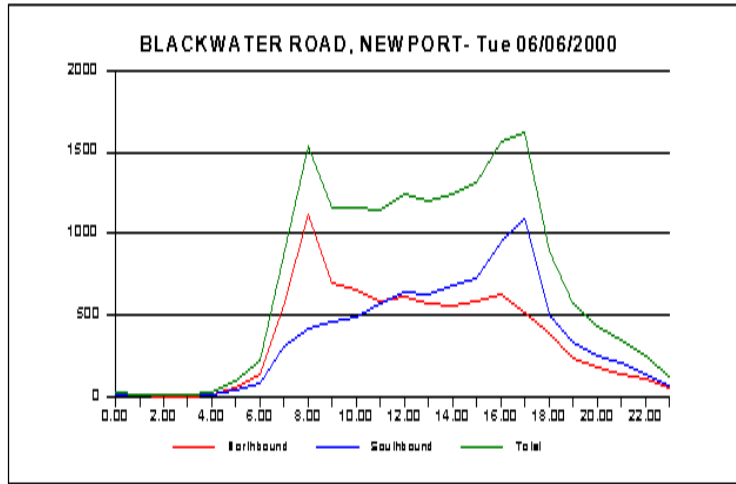
The Isle of Wight is not subjected to such pressures to the same degree as some larger authorities by virtue of the insular nature of the Island, although with tourism as a major industry on the Island there is a large seasonal influx of traffic. The Island is also fortunate that its roads do not carry traffic which has neither an origin or destination within its boundaries and actions of neighbouring authorities are unlikely to have an adverse effect on the Island's traffic strategy through the diversion or displacement of traffic due to measures introduced on the motorway and trunk road network, or other county roads.

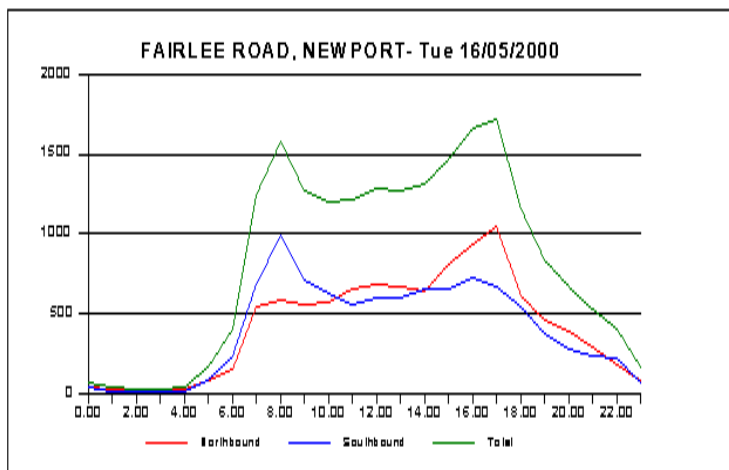
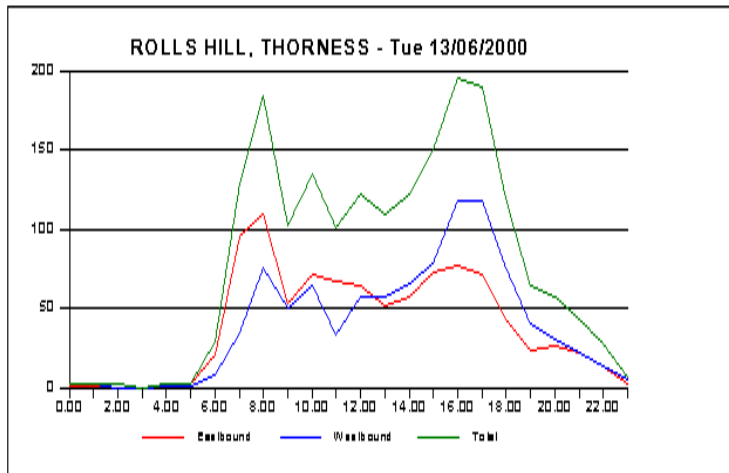
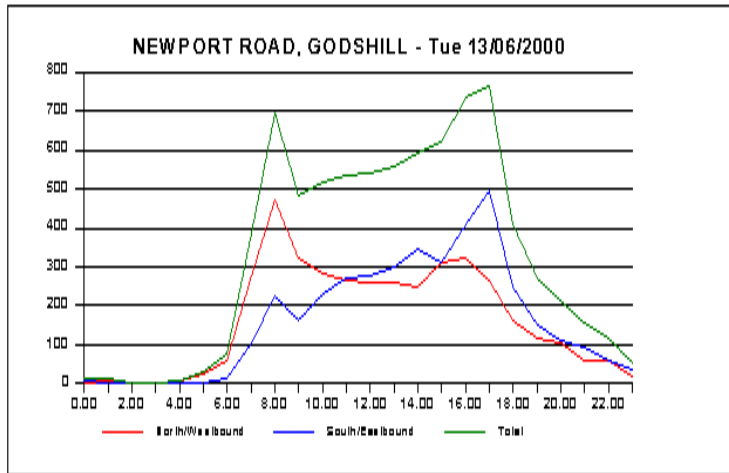
In deciding on targets, the Council has considered factors which reflect the problems caused by existing traffic levels or expected growth and whether there is a reasonable expectation of being able to influence the levels and type of traffic concerned. The economic, environmental and social impacts of measures needed to achieve the targets have also been considered.

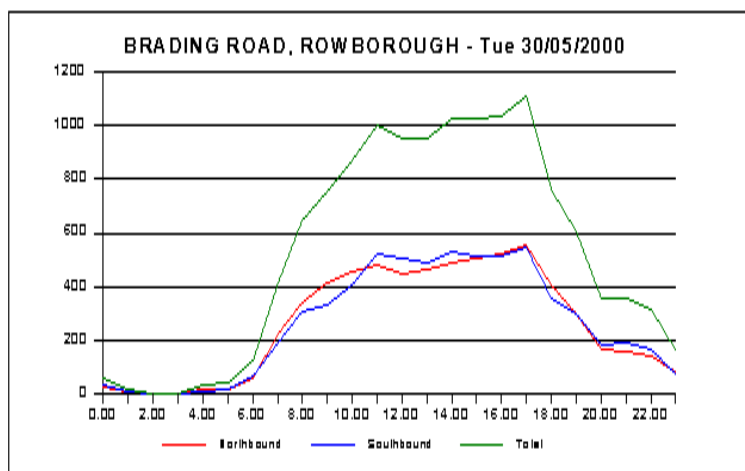
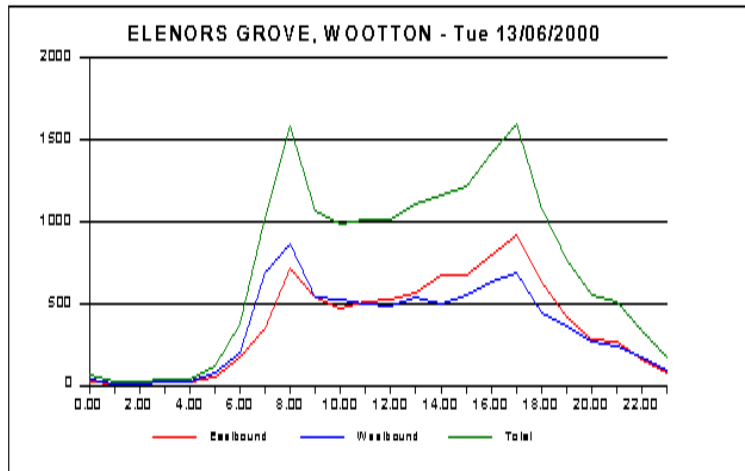
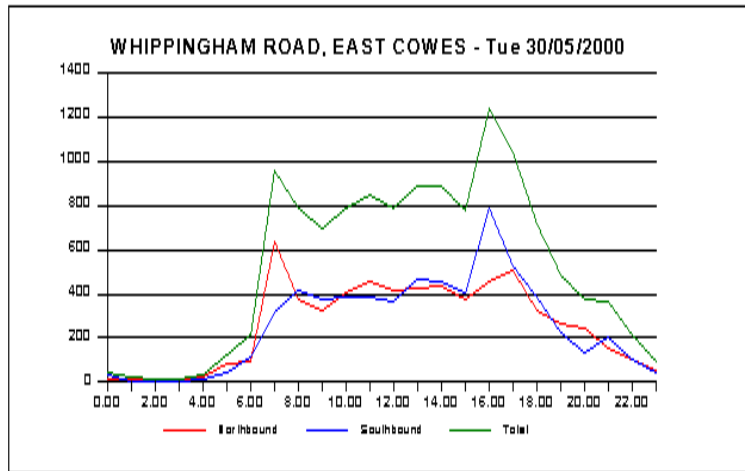
Policies affecting the reduction of traffic will only be effective through measures introduced at both national and local level. Primary legislation will be required for some of the tools local authorities will need to deliver their Local Transport Plan strategies and have the desired effect on traffic levels.

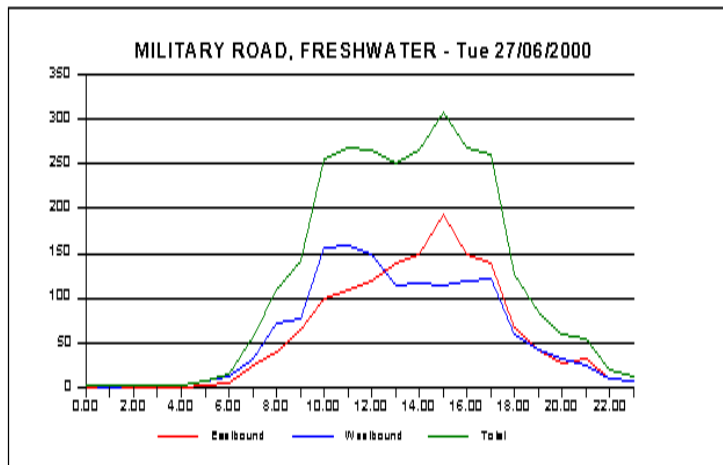
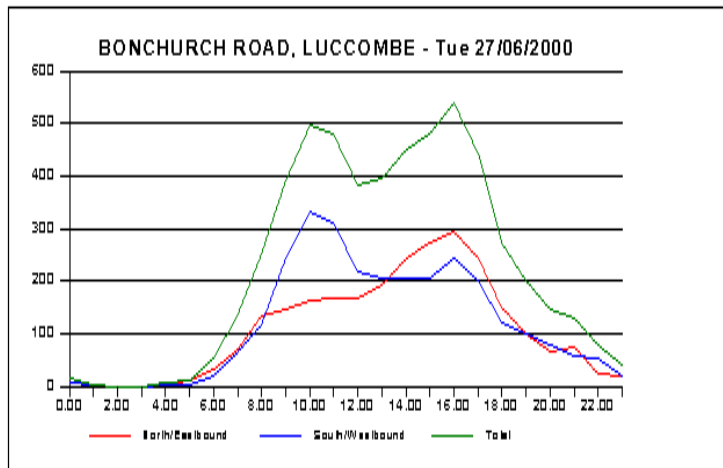
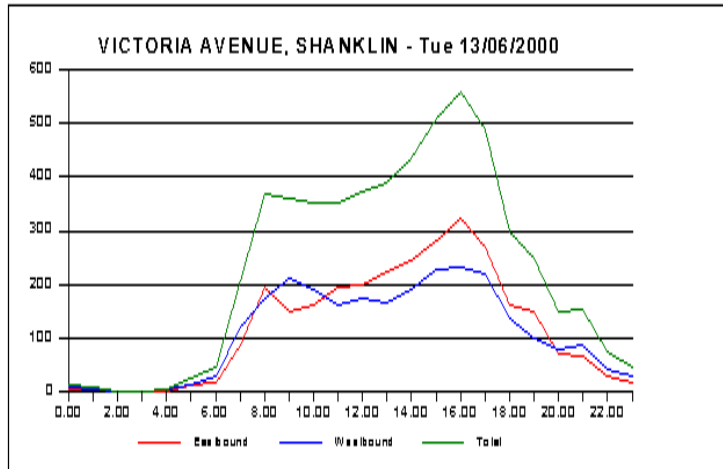
The Island, in line with national policy, has not set itself a headline target, but a series of targets which reflect the objectives of the Local Transport Plan.

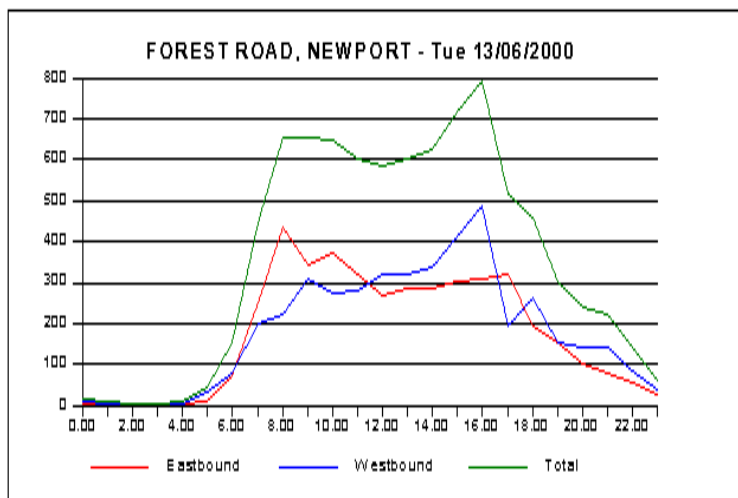
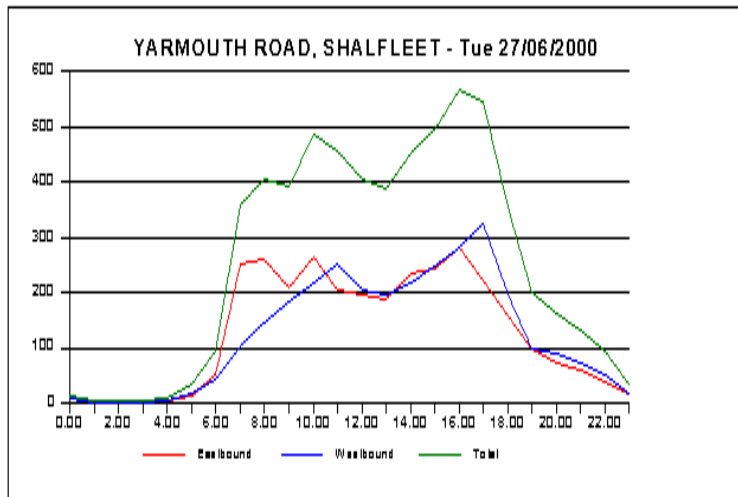
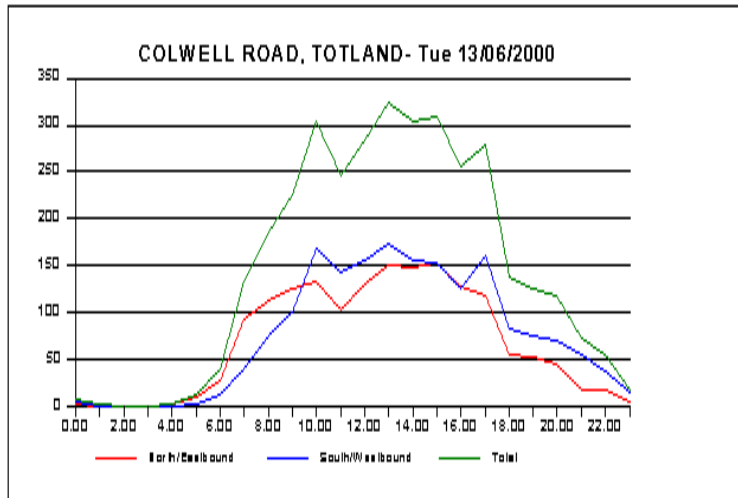


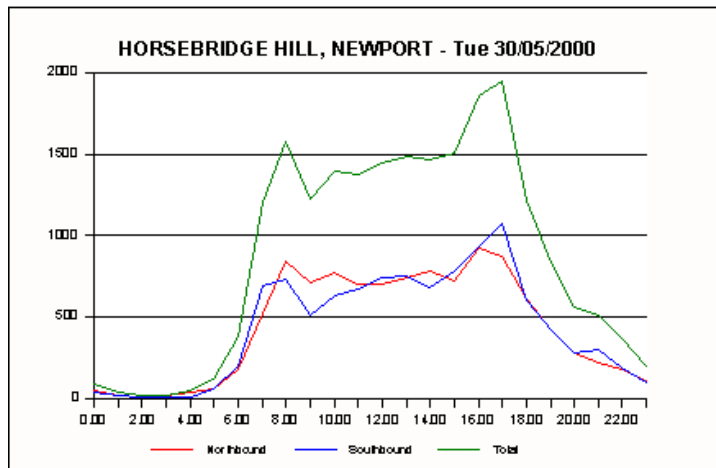












The Council intends that as much traffic as possible should be concentrated on the strategic network in order to protect roads lower in the hierarchy and separate targets have been identified for each of these classes of road.

Modal shift is also a key strategy within the Local Transport Plan and therefore separate targets will need to be identified for road user classes.

Although not included within the definition of road traffic for the purpose of this report, cycling is recognised as a sustainable mode whose use should be encouraged and it will therefore be necessary to monitor cycle movements for Local Transport Plan targets. It is therefore proposed that such monitoring should be included as part of the Road Traffic Reduction Report.

The Council has been monitoring traffic volumes at a number of locations throughout the Island's road network and has reviewed these for the purposes of Road Traffic Reduction targets.

Although historic data exists for a number of the sites, new sites will have to be established in connection with monitoring for the Road Traffic Reduction Report, and it is unlikely that sufficient data will be available for these sites to predict past traffic trends reliably. For that reason the base year of 2000 has been used for setting targets so that monitoring can be done from a uniform database.

D.2.3 Traffic Reduction Targets for the Isle of Wight - An Overview

Achieving genuine traffic reduction is clearly likely to be a very demanding task for all highway authorities. There are particular concerns given the largely rural nature of the Island where both currently and historically there is a strong dependence upon the private car and where traffic growth has continued over a long period.

The natural tendency, based on past observation and well established forecasting procedures, is for traffic to grow. There are four main reasons for this:

- ±□ Increasing personal car ownership
- ±□ Increasing population and decreasing household size

- ±□ Increasing prosperity leading to increased economic and leisure activity
- ±□ Increasing centralisation of essential facilities in rural areas, closure of village shops, post offices etc.

Compared to national travel to work statistics, the Island has marginally less travel to work by car drivers and a significantly higher proportion of those who walk to work. Targets to increase pedestrian, cycling and public transport trips have been set in the LTP and it is assumed that these will reflect a modal shift away from car journeys. Whilst the relative percentage increases may be ambitious, it has to be considered that in numeric terms the consequent reduction in car journeys may be relatively small.

The Island is strongly reliant on tourism and would not wish to introduce traffic reduction targets which further compromise the Island's economy. There is already a physical restraint on the number of vehicles coming to the Island by virtue of the capacity of the ferries, and a disincentive through ticket pricing.

The LTP identifies three area strategies; The North East Triangle which has the greatest concentration of population, infrastructure and facilities; The Coastal Resorts whose character is largely based on the influences of tourism; and The Rural Areas which occupy the greatest land area with small villages and towns whose economic activity is based around agriculture, rural tourism and small scale enterprise. In terms of the Road Traffic Reduction Act these areas require separate strategies.

D.2.4 The North East Triangle

This area is regarded as economically the most robust with the largest potential for growth and development, and hence the opportunity to influence future travel patterns.

Traditionally, traffic growth has been about two percent per annum for combined traffic flows which lies mid way between NRTF high and low growth forecasts. Given the cumulative effect of the LTP policies it is felt that a reduction of this growth to an average of one percent per annum over the period 2000 - 2010 is achievable. Within that figure we would expect the reduction to be met by reductions in car based journeys sufficient to reflect any increases in other modes such as buses, coaches and powered two wheelers.

D.2.5 The Coastal Resorts

Given the importance of tourism to the Island's economy, the introduction of unduly onerous targets for reduction in traffic growth would be counter productive in terms of other Island objectives. However, these considerations cannot be overriding and a balance has to be struck. The Council therefore proposes to limit traffic growth in this area for the three main summer months of June, July and August only, to an average of one percent per annum over the period 2000 - 2010. This will therefore put no restraint on the expansion of tourism during the 'shoulder' months and the promotion of out of season short breaks.

D.2.6 The Rural Areas

This area is where residents are most likely to be car dependent and the imposition of policies to achieve growth reductions might cause real hardship. However, there are a number of roads and lanes which are unsuited to other than very local traffic and the Council's strategy is to discourage their use by traffic other than this. Our aim therefore is to achieve no growth in traffic on unclassified roads in this area, during the 2000 - 2010 period.

With regard to other roads in the area, the balance of measures contained in the LTP are designed not to cause hardship but at the same time not provide a relative advantage over areas subject to more onerous measures. The Council therefore proposes to limit growth on the classified roads in this area to an average of one and a half percent per annum over the period 2000 -2010.

D.2.7 Monitoring Programmes

The Council has for some time maintained a network of automatic traffic counters (ATC), from which, through regular placements, it is able to make estimates of Annual Average Daily Traffic Flows (AADF).

With the new requirements put upon Highway Authorities by the RTRA, the Council has taken the opportunity to review these and establish a number of supplementary sites and review its monitoring programme to improve the quality of data collection not only for RTRA purposes but also for monitoring LTP and Best Value targets. Sites which are now regularly monitored are shown in an appendix to this plan.

As a result of the review process, most count sites are now configured to be able to monitor vehicle speed, direction of travel and vehicle type. Although not included within the definition of road traffic for the purposes of this report, cycle use is an integral part of the LTP strategy and cycle movements will be monitored as part of the overall process. The Council is working with leading counting equipment suppliers to develop automatic cycle counting equipment which will be used to monitor use of the Island's cycleways. (See also Section G 1 Monitoring.)

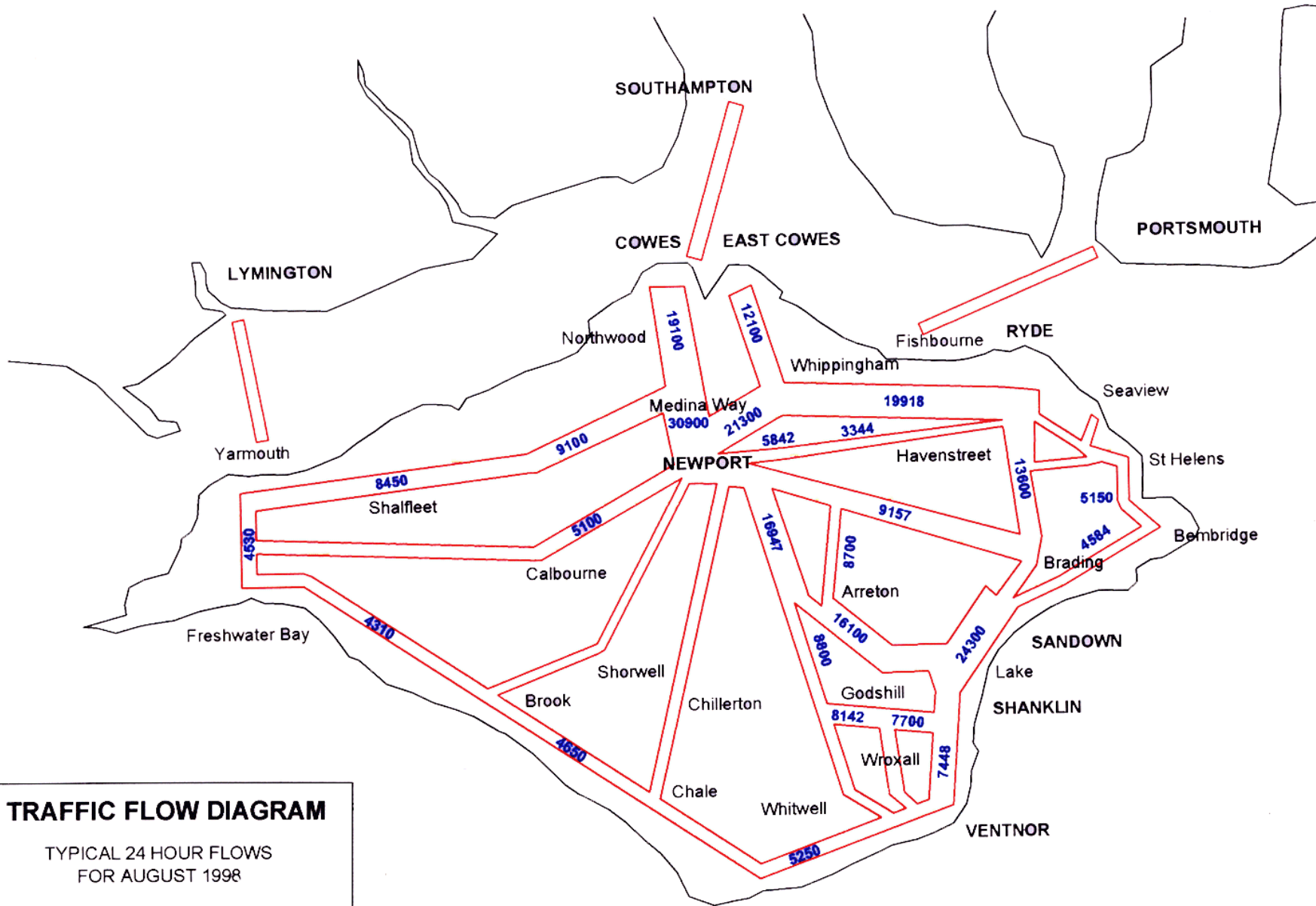
D.2.8 Traffic Models

Although there is no Islandwide traffic model, comprehensive models have been developed for Ryde and Newport to enable the Council to test the assumptions and proposed measures to bring about traffic reduction and/or modal shift.

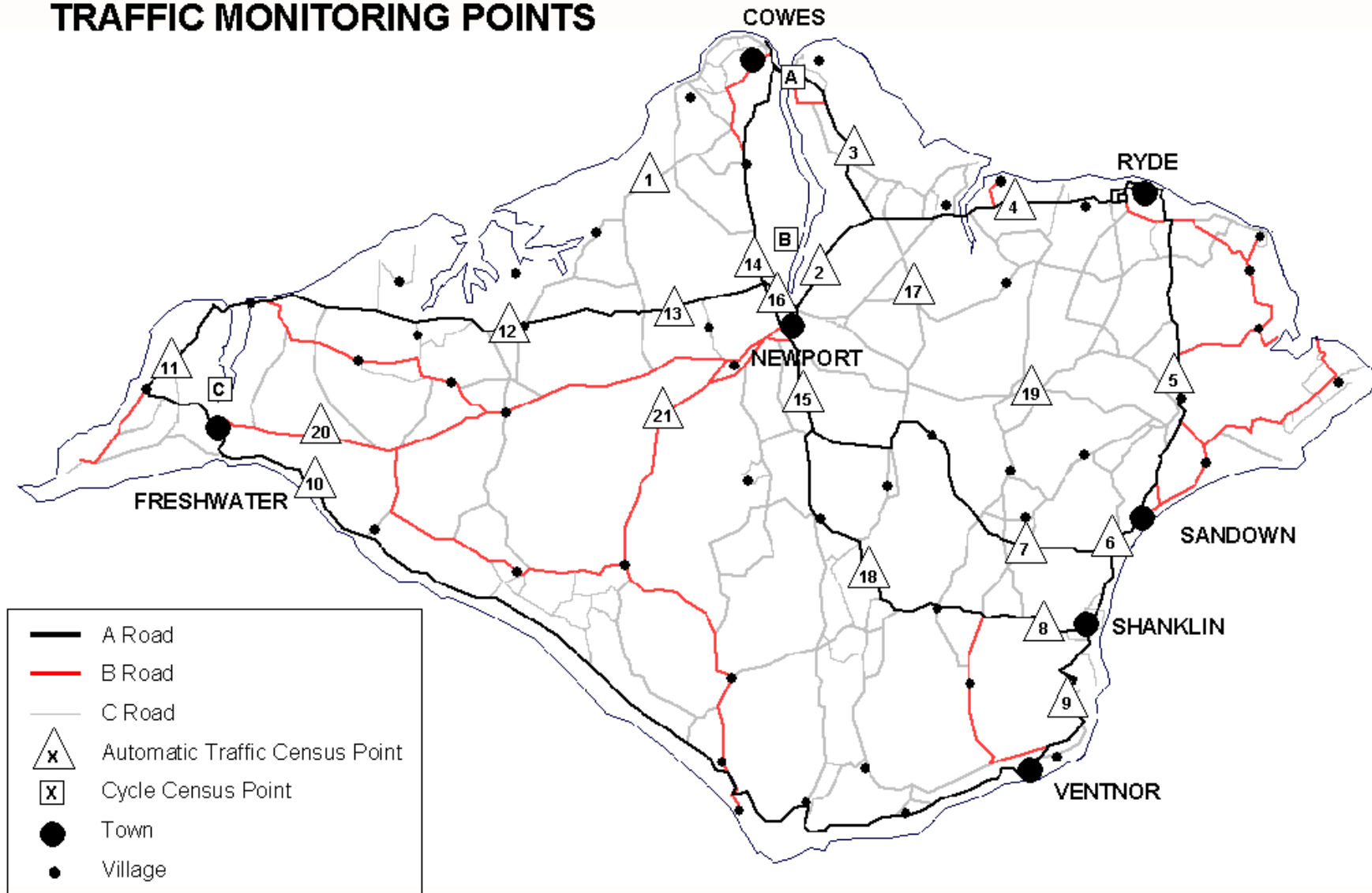
D.2.9 Summary of Traffic Reduction Targets for the Isle of Wight

- | | |
|-------------|--|
| TRT1 | To limit the growth of traffic to an average of 1% per annum over the period 2000- 2010 on roads within the North East Triangle Strategy Area. |
| TRT2 | To limit the growth of traffic during the months of June, July and August to an average on 1% per annum over the period 2000 - 2010 on roads in the Coastal Resorts Strategy Area. |
| TRT3 | To limit the growth of traffic on classified roads in the Rural Strategy Area to an average of 1½% per annum over the period 2000 - 2010. |

TRT4 To achieve no growth in traffic flows on unclassified roads in the Rural Strategy Area over the period 2000 - 2010.



TRAFFIC MONITORING POINTS



D.3 ROAD SAFETY

D.3.1 Introduction

Last year, 538 people were injured on Isle of Wight Roads which represents a cost to the community of some £22.5m per year.

Long term casualties have been declining. The 1999 statistics for fatal and serious injuries have shown an overall reduction of some 49% compared to the base years, but a large increase in slight injuries has skewed the overall figure with the result that the Island's previous target figure of 427 casualties per annum was not achieved by the year 2000.

This increase is due in part to a lessening of the severity of injuries sustained in accidents but also a tendency to report more minor injuries than in previous years, possibly reflecting a more litigious society. The Council will consider trends in slight casualty accidents and give consideration to realistic measures to achieve a reduction.

The graphs below show the relative numbers of road casualties on the Island between 1986 and 1999. They show that the target reduction for persons killed or seriously injured has been exceeded and the effect that the increase in slight injuries has had.

The Council sees data collection and analysis to identify and prioritise resources for safety engineering schemes, identification of vulnerable road user groups and monitoring the performance of safety schemes as an important part of its safety strategy. The Council has recently acquired the Key Accidents analysis package to improve the quality and accuracy of accident data to enable it to identify casualty clusters, vulnerable road user classes and carry out before and after studies to monitor performance.

For the period of this plan, the Council has set itself targets to reduce Killed and Seriously Injured casualties by 20%; reduce the number of child casualties by 25%; and reduce the slight injury casualty rate by 5% against an average for the years 1994-98 inclusive. To achieve this the Council propose the following measures:

D.3.2 Engineering Measures

Accident Investigation and Prevention techniques will continue to play a significant part in achieving casualty reduction targets. The identification of accident sites, be they single sites, routes or area wide schemes and their prioritisation according to achievable reductions identified by first year economic rates of return, has been greatly simplified by the introduction of computer based techniques. A list of priorities identified by using the programme forms an appendix to this Plan.

Safety Audit as a formal process has not featured strongly in the Council's road safety strategy in the past, and is a preventative measure which has been widely adopted elsewhere with success. The Council will be developing and implementing a system of safety audit for all highway related schemes during the life of this Local Plan.

D.3.3 Speed Management

The Government has carried out a complete review of speed management policy to establish where the problems lie, which measures work and which do not, and to develop a speed policy that takes account of the contribution of reduced speeds to environmental and social objectives as well as to road safety. The findings are contained in *New directions in speed management - A review of policy* published in March 2000.

The Council's current speed management policy closely follows the advice given in Circular Roads 1/93. However, this no longer adequately reflects public expectation or addresses the wider agenda of environmental and social issues.

We are therefore reviewing our current speed management strategy in the light of further guidance expected from Government and after consulting with stakeholders.

D.3.4 Education, Training and Publicity Measures

The Council will continue to raise public awareness of road safety issues through the Council's Traffic Education Service by carrying out training in schools; promoting road safety issues through the National Curriculum; and Cycle Proficiency Schemes. Drivers will be able to improve their skills and knowledge on the road through Better Driving and Minibus Driver Training Schemes.

Structured cycle training is carried out in all 69 Island schools and is varied according to ability levels. This starts at early ages through initial levels of training in awareness and riding skills. It continues in middle schools where pupils are able to take their Cycling Proficiency Test which requires a high level of ability and prepares children for riding on the highway.

The Council will actively support the new national Think campaign and are currently investigating sites and locations appropriate for signing and other measures outlined in the campaign.

D.3.5 Enforcement Policies

Enforcement at present is the responsibility of the Police and the Council will continue to support them in this by providing them with traffic analysis reports to ensure data led priorities for enforcement, and assist with the purchase of suitable monitoring and enforcement equipment.

The Council is currently investigating the feasibility of decriminalised parking enforcement as part of its demand management strategy, but if adopted, it will release police resources for other initiatives whilst improving the levels of enforcement.

D.3.6 Safe Routes to School

The Council will continue its work with local schools to develop appropriate green transport and safe routes to school packages, which through consultation and survey will include a range of measures to reduce the number of children arriving by car and increase the numbers arriving by sustainable means. Such measures could include better bus facilities, traffic calming, improved crossings, better secure cycle parking, and cycle training. Consideration will continue to be given to

the particular needs of each individual school and the contents of the package adopted will depend largely on the particular circumstances of each school, its location, age of pupils and availability of alternatives to car travel.

It is important that when considering new schools or extensions to existing ones, adequate liaison ensures that measures are put in place to limit parking to the minimum required, as recommended in PPG13, and that the design of any new facility takes account of the need to achieve safe access to the site for those arriving on foot, bicycle or public transport, and that safe and secure cycle parking is provided on site.

The Council has successfully implemented a number of safe routes to school projects and will continue to develop new ones. Future schemes will continue the partnership approach so far adopted which has been to work with schools and local communities to consider current travel patterns and identify problem or potential problem areas. By this method those affected can assist to identify problems and with the Council, help in assessing the possible methods to reduce car travel to school and develop initiatives and targets which will ensure the necessary land use, transport improvements or management schemes are put in place. Involving them at each stage of the process gives them ownership of the outcomes which they are then more likely to accept.

In deciding its priorities for safe routes to school projects the Council considers the achievability of the following desired outcomes:

D.3.7 Road Safety Strategy

- RSR1** to achieve a 20% reduction in the number of people killed or seriously injured in road accidents on the Isle of Wight
- RSR2** to achieve a 25% reduction in the number of <15 year olds killed or seriously injured
- RSR3** to achieve a 5% reduction in the slight casualty rate
- RSR4** to reverse the decline in the number of children walking and cycling to school
- RSR5** make walking to school safer and more convenient
- RSR6** reduce car traffic and congestion near schools
- RSR7** to double the number of students travelling to education establishments by bicycle
- RSR8** adopt a partnership approach by forging links with Health Improvement Programmes
- RSR9** help to improve the fitness level and general health of school children.

D.4 WALKING

The strategy aims to increase the number of journeys made on foot. This will be achieved through the development of facilities which make walking an easier and safer option to travelling by other means. People often cite danger as one of the key reasons for choosing not to walk and therefore improvements need to be made which will reduce this fear. Parents are particularly concerned about younger children being allowed to make journeys on foot because of not only the effect of traffic but also the threat of abduction.

The Island has a population that is already making use of walking as a recreational activity. This needs to be translated into higher levels of walking associated with work journeys and shopping. The Council's Rights of Way section has carried out extensive publicity regarding walking and the benefits which can be enjoyed. Campaigns such as this will play a part in encouraging walking. An annual walking festival is now taking place which links with the well established Walk the Wight event during May. The Festival has developed into a national event and attracts over 3000 participants.

Because the Island's population is dispersed there are very different requirements at various locations. The strategy delivery therefore relates to each of the area based strategies contained later in this LTP. Rural areas are likely to benefit from better linkage within villages so that people can be encouraged to walk instead of using a car for very short journeys. Many rural facilities are segregated from each other in terms of pedestrian access. This is made even more difficult when considering that many people live on sections of road with no footway at all and where traffic speeds make walking extremely uncomfortable. The only way to improve matters is by the provision of footways, where possible, or a reduction in the conflict created by motor vehicles. Clearly there will be many areas where the provision of footways is not practicable. Awareness strategies are required so that drivers take more care when travelling through these sorts of areas.

In urban areas formal pedestrian priority may well be of greater significance although there will still be many locations where new sections of footway would be considered of high importance. The Council has been made fully aware, through the consultation process, of locations where these types of improvement would pay dividends. Priority for pedestrians is likely to be in the form of improved crossing facilities whereby pedestrians are able to gain safe passage across busy roadways. Access from residential areas, in towns, to shopping or work is often made extremely tortuous by the need to cross busy roads with little or no consideration being given by motorists. This is an area where an increase in walking can easily be brought about given that many intra-urban journeys are very short.

The environment in town centres is often not conducive to pedestrians. Traffic trying to park on a narrow high street will inevitably create some conflict with pedestrians. A recent scheme within Newport has created easy and safe access from a large area of residential property to the central shopping area. This location was previously subjected to a steady stream of traffic travelling along narrow streets with substandard footways and no formal crossing points. The scheme also linked into a Safe Routes to School project.

Pedestrianisation of town centre shopping areas will assist people to shop in safety and comfort. It also builds up acceptability levels in people so that they can be encouraged to walk more often. It is essential to link any such measures to the

residential locations within the town if the benefits are to be maximised. Areas of high pedestrian activity often occur along stretches of town centre roads where the facilities are poor for pedestrians. This often results in above average levels of accidents. Therefore it is essential that these areas are afforded the priority required to encourage safe passage of pedestrians. The reallocation of road space to favour people walking will assist this process.

Accident levels for pedestrians are far too high. There is no doubt that improvements must be made if more people are to consider walking as an option. Safety relates to many types of measures which also have implications on other areas of the Plan. Speed reduction plays a key role in people's perception of danger and the risks involved with walking. This links to traffic management measures, quiet roads initiatives, accident reduction and safe routes to schools.

Facilities for those with mobility impairment is also key to this strategy. Careful planning of any projects has to be given to this important requirement. Exclusion of anyone from the community cannot be considered. It is imperative that facilities to enable accessibility to prevail are incorporated as widely as possible. The Council has been successful in liaising with a number of Island Disability groups to move this process forward.

Encouragement of walking extends to its linkage with other modes of travel. Many pedestrians will not necessarily walk the total length of their journey. This may involve travel by any other mode including cycling, buses, trains, taxis, ferries or by car. Accessibility between these modes needs to be improved. This links to other objectives within the Plan to encourage more sustainable travel. Improvements can be made within town centres, at ferry terminals, bus stations, taxi ranks, rail stations and many other sites. It is also important to link this to accessibility of public transport vehicles including buses, ferries, taxis and trains. The Island's principal bus company has pledged to buy low floor buses whenever a new bus is ordered.

Facilities to encourage walking include:

- ±□ creation of new footways
- ±□ links between existing footways
- ±□ improved maintenance of footways, keeping them clear of obstructions
- ±□ creation of safe crossing points
- ±□ installation of formal crossing points
- ±□ improvements to facilities for the disabled at crossing points
- ±□ careful location of dropped kerbs
- ±□ links between public rights of way and roadside footways
- ±□ improvements to general levels of street lighting
- ±□ improved coverage of CCTV projects

D.4.2 Walking Strategy

- W1** Increase the number of trips made on foot from the 17.8% travel to work 1991 Census figure
- W2** develop appropriate facilities to encourage pedestrian use

- W3** adopt measures to reduce accidents to pedestrians
- W4** ensure that the policies contained in the UDP which are designed to encourage and assist walking are fully considered in the planning process
- W5** set targets for increasing walking - travel to work surveys suggest that 17.8% walk to work currently and the Council aims to increase this to 20% over the life of this Plan
- W6** adopt measures to make walking more convenient and safer
- W7** slow traffic speeds in locations where vulnerable road users may be expected
- W8** give pedestrians priority at junctions and crossings
- W9** give greater consideration to those with mobility problems
- W10** re-allocate road space to pedestrians
- W11** encourage accessible transport where it is easy and convenient to change mode of travel
- W12** ensure that conflicts with other road users are reduced by design and segregation of routes where necessary. Particular attention will be paid to the safety aspect of joint pedestrian/cycle paths.

D.5 CYCLING

It is recognised that this mode of transport provides opportunity to reduce demand for car travel. However, a clear understanding of the type and length of journey has to prevail if the building of cycle facilities is to bear fruit. The Council has accepted the recommendations of the National Cycling Strategy and the targets it contains. Therefore the main aim of the strategy is to increase the number of people cycling through the development of carefully planned facilities.

A number of projects have been carried out which are designed to increase cycle use by the provision of segregated facilities which are more conducive to safety than the use of the highway. Routes so far have mostly centred on connections from other towns to Newport which provides the greatest opportunity for modal shift of commuters. This element of the strategy has been continued within the North East Triangle area strategy.

Linkages in and around schools are also vitally important and cycling features highly in Safe Routes to Schools projects. For children at middle and high school cycling, walking or bus travel should prevail as the main forms of transport to school. Generally peer pressure results in less trips to school by parental car at the older age groups. Therefore additional measures to improve safe cycling in and around schools form part of the strategy. *(See also Section C.9.)*

A Cycle Forum has been set up as a sub group to the Quality Transport Partnership which includes officers from the Council, Sustrans, CycleWight and Transport 2000. This group is developing policy, strategy and implementation of cycle projects and initiatives. A further group, the Cycle Working Group, which

also includes representation by the Police, are tasked with delivering the projects on the ground. This should ensure that all parties have agreed with the way a specific project is to progress.

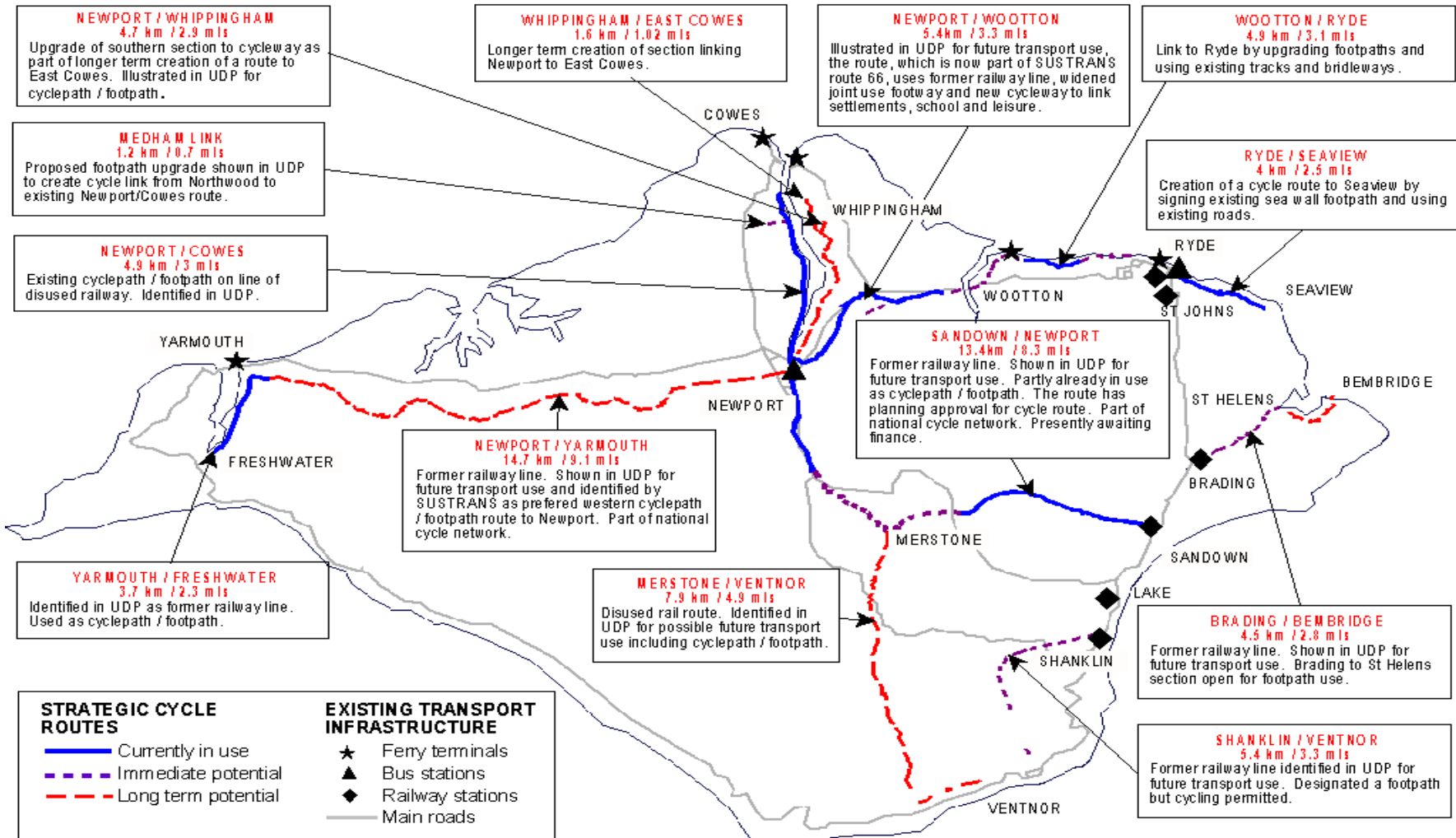
New routes implemented recently are Wootton/Newport (Part), Sandown/Newport (Part) and Ryde to Seaview. These are all based around commuter routes where there is a proven demand for cycling in a safer environment. In addition the Council has worked closely with Sustrans to develop routes across the Island. A key section of the Sandown - Newport route was recently opened following the purchase of a property by Sustrans. Funds necessary for this purchase were not available to the Council and this positive move can only be good for the development of the Island's Cycle Network.

Any measures that are developed have to ensure that the safety of cyclists is paramount. Many people cite the lack of safety in cycling as a reason for not making use of it as a mode of travel. Concern is particularly strong about the conflict associated with travelling on the same piece of carriageway as traffic which is generally travelling at speed. Where segregated facilities can be adopted they are, but on many occasions there is too little road space available for this to be achieved. Cyclists will generally benefit from measures which reduce traffic speeds although care must be taken to design for the cyclist when placing obstructions in the highway. Pedestrian refuges are often used as central islands thus reducing the width of available carriageway and slowing traffic speeds. These can increase the level of conflict for cyclists and careful design is required to resolve the problem.

Progress has also been made through the provision of secure facilities for cycle storage within town centres. This has proved to be a successful initiative and included detailed consultation with cycling organisations across the Island. It has continued through action at a local level between communities and the Island's rail operator. Progress has also been made with regard to secure parking at ferry terminals and it is hoped that facilities will soon be in place to allow for longer term parking of cycles in lockable compartments.

Cycling would also be encouraged through less restriction on trains and certain ferry operations. One of the ferry operators continues to prevent cycles being carried on their high speed service which means that passengers have to use two cycles and leave them, often for prolonged periods, in locations which make them vulnerable to theft or the effects of coastal conditions. Neither of these helps to encourage cycling for commuter trips. (See also Section C.2.12.) Travel by train either on the Island or mainland also presents problems for cyclists. There is often no certainty of being able to take a cycle on a train and this needs to be resolved centrally by Government and the franchise managers.

SUSTAINABLE TRANSPORT NETWORK



As part of the Council's strategy for road safety, structured road safety training is being carried out within all sixty nine Isle of Wight Schools. Cycle training is a fundamental part of this strategy and is varied according to ability levels. This starts at early ages through initial levels of training in awareness and riding skills. It continues into middle school where pupils are able to take their cycling proficiency which requires a higher level of ability and prepares children for riding on the highway.

The Council has joined forces with the Island's cycling organisation, Cycle Wight, to encourage cycling as a form of commuter travel. Initiatives include Cycle Commuter of the Year and National Cycle to Work Day when breakfast is provided to those who cycle into Newport. This day has proved very successful with a large uptake of cycle commuters. The Island also hosts the annual Randonee, a round the Island cycling event, which attracts approximately 1500 participants. This promotes cycling in a good light and all levels, ages and abilities get involved.

The Island at one time had a network of single track railways linking the Island's main centres of population. Flat, direct and connecting with surviving stations and ferry terminals, this remaining network is ideally suited for transformation into a strategic non-vehicular network linking all centres of population. The Council recognises the potential importance of such a network for sustainable transport and is actively progressing a programme to re-acquire and open up sections when they can. It is hoped that new routes can be added to further enhance the network. The emphasis will be on shared use and where suitable the routes will be available to walkers, cyclists and those with wheelchairs and pushchairs.

Such a use is encouraged in PPG 13 and these routes have been indicated in the Deposit Draft Unitary Development Plan for future sustainable transport use, including rail. Where a route is reopened to rail the Deposit Draft UDP is clear that land alongside the track should be made available for any new or displaced footpath, cycleway or bridleway and a parallel alternative route created.

An east-west, ferry to ferry route has been confirmed as route 23 in the Sustrans National Cycle Network, with a target completion date of 2005. Whilst there are land availability issues to resolve this proposal is contained within the Rural Areas strategy.

D.5.1 Cycling Strategy

- CY1** Increase the number of trips made by bicycle in line with the National Cycling Strategy (1991 figure of 3.6% travel to work)
- CY2** develop appropriate facilities to encourage cycle travel
- CY3** adopt measures to reduce accidents to cyclists
- CY4** ensure that the policies contained in the UDP which are designed to encourage and assist cycling are fully considered in the planning process
- CY5** set targets for increasing cycling in line with National Cycling Strategy (1991 figure of 3.6% travel to work)
- CY6** adopt measures to make cycling more convenient and safer

- CY7** slow traffic speeds in locations where vulnerable road users may be expected
- CY8** give cyclists priority at junctions and crossings
- CY9** continue the protection and reinstatement of the Island's disused railway lines for sustainable transport use
- CY10** re-allocate road space to cyclists
- CY11** encourage the carrying of bikes on buses and all cross-Solent ferries
- CY12** continue the development of safe off road cycle routes
- CY13** ensure that conflict with other road users is reduced by design and ensure that possible conflict with pedestrians is reduced, particularly in joint schemes. The Council will pay due regard to national design criteria and advice from Sustrans.

D.6 PASSENGER TRANSPORT

The provision of public transport is key factor in reducing car dependency and helping to ensure that the Council meets its road traffic reduction targets. Travel demands have increased dramatically in recent years and increasing car use is adding to congestion, pollution and business costs.

D.6.1 Quality Transport Partnership

The Council recognises that the primary way to achieve better public transport is by working in partnership with the transport operators. The Council has regular meetings with the transport operators and has in addition developed a Quality Transport Partnership group which includes representatives from bus, train, taxi and ferry operators, a broad range of transport user groups including members from cycling pressure groups, mobility action groups, the Island's Bus User Group, a local representative from Transport 2000, the British Horse Society and other relevant interested parties and individuals.

This group has developed and grown since its inception and has been invited to comment on and directly influence transport strategies. Representatives have been invited to attend and speak at the Council's Transportation Committee meetings and it is hoped that this close link will continue under the Council's cabinet style government, recently introduced on a trial basis as part of the government's modernising agenda. (*See also Section B.2.*)

D.6.2 Transport Availability

For those people for whom the private car is not available, public transport provides an essential service. The availability of public transport is important not only for Island residents but also to visitors who come to the Island without a car.

D.6.3 Buses

It is acknowledged that buses have a key role to play in the delivery of integrated public transport. This is fully recognised in the Government White Paper and subsequent daughter documents, particularly *From Workhorse to Thoroughbred - A better role for bus travel*. It is recognised that the bus is a flexible mode of transport. It is economical in terms of road space and can carry people in large numbers both within the urban and rural environment.

D.6.4 Partnership Approach

The Government envisages that Local Authorities will take a stronger role in the future by working in partnership with transport operators to influence bus provision. The Unitary Development Plan and Local Transport Plan together include measures to facilitate the provision of high quality public transport which can best serve the needs of the Island and in doing so provide transport choice and help reduce reliance on the private car.

The Government document *From Workhorse to thoroughbred - A better role for bus travel* underlines the importance of promoting bus use and states that there are places where bus use has been increased, reversing the long-term downward trend. Usually, what those success stories have in common, is a joint approach by bus operators and local authorities, under which both parties make investment. Bus operators invest in high quality services, including new vehicles (often environmentally friendly ones) and staff training. Local authorities invest in traffic management schemes which give bus priority, or in better bus stations, shelters and other facilities for passengers.

The Council regularly meets with the bus operators to help improve and co-ordinate bus services and development. Southern Vectis are members of the Quality Transport Partnership and have been closely involved in the redevelopment and improvement of interchanges, notably the Multi Modal Interchange at Ryde Esplanade, where a major redevelopment is planned as part of this strategy document.

The Council is keen to maintain and develop this partnership approach and has been talking to Southern Vectis regarding a number of issues including the introduction of low floor buses on the Island. The Company have to cope with extremes of patronage placed on their services by seasonal tourist demand and as a result run double decker vehicles on most of their routes. Low floor double decker technology was introduced nationally several years ago and has been developed and revised through their use by larger national companies.

Discussions with Southern Vectis has confirmed their desire to see bus priority measures, enhanced facilities at stops and improved interchanges as part of a programme to improve journey times and vehicle productivity. The Council notes that Southern Vectis have successfully introduced new low floor buses on their mainland operation, based in Southampton and will be working with them as part of delivering this strategy to introduce low floor vehicles and the necessary network improvements to improve the Islands bus service.

The Council is already working with the bus operators on ways in which the numbers of people travelling by bus can be increased as part of the transport strategy. The following issues will form an important part of any ongoing

discussions. It will also be necessary to consider the role of voluntary service bus provision, taxi use and other providers as part of any broader considerations.

±□ **Service Provision** - the frequency and availability of services are important factors in influencing choice of travel. The use of the rural bus grant has helped with additional provision and other improvements may be possible.

±□ **Bus Accessibility** - whilst it is recognised that the Island's roads are generally narrow and offer comparatively limited scope for bus priority measures, the opportunity nevertheless exists to make improvements to the service in some areas.

Southern Vectis have been involved in the production of the Newport Transportation Study. The development of this transport model will assist the promotion of bus priority measures in the Island capital.

±□ **Journey Time** - whilst current bus routing seeks to make the best use of vehicles and maximise coverage, there are instances where more direct routing or limited stops may address the needs of particular users, for example commuters.

±□ **Transport interchanges** - the ability to transfer between modes is an important part of any journey. The Council has been working with Southern Vectis and other operators regarding the development of a multi-modal interchange at Ryde. This proposal and the development of other improvements elsewhere are included within the area strategies contained in this plan.

±□ **Bus Shelters** - The provision of new shelters and maintenance of existing ones can improve the image and use of bus travel. The Council is working in partnership with Southern Vectis on a programme of shelter provision.

±□ **Vehicle Provision** - The Council will support the introduction of new low floor vehicles and is already discussing the way in which the Authority can assist in securing the necessary infrastructure improvements to allow their use. The use of cleaner fuelled vehicles will usefully contribute to the Council's strategy on reducing air pollution. This issue is covered in detail in the Air Pollution Strategy section of this plan.

±□ **Integration** - Better integration with other operators and through fares will help deliver a seamless journey. Southern Vectis are already working with other operators on through ticketing schemes and the Council will encourage and where possible facilitate better links.

±□ **Passenger Information** - Already offered in various forms, the provision of easily accessible and understood travel information can assist journeys. Southern Vectis have developed a comprehensive information system including timetables and new technology. The introduction of Real Time bus information at stops or via new phone or other technology will further assist this aim. This area is covered in detail in the Passenger Information Strategy section of this plan.

±□ **Safety and personal security** - crime and the fear of crime can affect travel on public transport. The ongoing development of CCTV and other security measures is helping to reduce the impact of this issue. The development of

new interchange facilities, such as that proposed for Ryde, will greatly improve personal security.

- ±□ **Social exclusion** - the availability of public transport can help reduce social exclusion. The Council is seeking to reduce social exclusion by the use of the rural bus grant, partnership with the bus company and by the out of school use of its own fleet.
- ±□ **Subsidised travel** - Subsidised travel already exists for certain sections of the travelling public. It is important to ensure that bus subsidies are used to support the most appropriate needs.
- ±□ **Concessionary fares** - The Council currently provides subsidy for a range of non-commercial bus services which are in the main deep rural, evening and Sunday journeys at a cost of £236,000. The Council's ability to support such services will rest on future financial settlements
- ±□ **Future provision** - It is important to ensure that future developments take account of the need for bus access and other facilities.

D.6.5 Rail Transport

The Government acknowledge the contribution that rail can have as part of an integrated transport system. Although only comparatively short, the Island's rail route nevertheless plays an important role by offering a traffic free connection between the fast ferry service and Hovercraft at Ryde with Ryde St Johns, where a park and ride facility is currently being developed on a partnership basis. The route passes through the historic town of Brading and on to the coastal resort towns of Sandown, Lake and Shanklin.

The Isle of Wight Steam Railway also operates as a tourist attraction on a section of the former Ryde to Cowes line between Wootton and Smallbrook Junction, where an interchange with Island Line allows the opportunity for extended rail travel towards Newport.

The Council has been working in partnership with the operator for a number of years and the provision of a station halt at Lake, upgrading of stations and passenger helpline have all helped increase the safety, convenience and number of passengers using the route. Island Line have recently entered into an agreement with a bicycle/ scooter hire company which now operates from the station at Brading. This service is able to offer a new facility for those who wish to travel to the Island without a car and the use of the two wheelers is advertised as part of an ongoing journey option. The planned installation of cycle racks at stations and park and ride at the Ryde St Johns Station are helping to enhance further the sustainable transport options available with this line. Recent work at Ryde Esplanade Station has added to passenger comfort and safety with the addition of new facilities, including toilets and ticket office.

D.6.6 Current Situation

The existing franchise is due to end in 2001 and the existing rolling stock will come to the end of its useful life in 2003. The operator has asked that the franchise be extended until 2003 and the Council is supporting investigations into developing and extending the existing rail based public transport system possibly through innovative ways such as light rail and dedicated bus use.

D.6.7 Future Development

The Shadow Strategic Rail Authority is working with the Council to jointly commission a study into future options for the route. Studies already carried out have examined the possibility of running a light rail system, using the existing and remaining disused rail routes. The Island is a clearly defined operational area with growing traffic problems. The development of an extended light rail route which would allow light rail connections between Ryde, Newport and possibly beyond could be beneficial for Island residents. An extension to Ventnor would additionally reconnect this town to the neighbouring coastal holiday resorts of Ryde, Sandown and Shanklin and, by the construction of a forward facing loop, a possible link to Newport.

The main objectives of any future consideration would be:

- ±□ to examine the current route and future rail and transport options
- ±□ investigate possible line extensions
- ±□ consider the possibilities for future franchise options, particularly with regards to the Council's role in franchised management
- ±□ consider the role of the rail line as part of an integrated transport system.

D.6.8 Cross-Solent travel

The cross-Solent ferry market is one of the biggest and intensive in the United Kingdom.

The cost and availability of transporting people and products to the Island are a major factor when considering the Island's socio-economic development.

The Council is keen to ensure that travel is available at reasonable cost and maximum ease and convenience. The Council is working with the operators to upgrade the Island's main transport interchange facilities, where this will increase travel choice, safety and accessibility.

The Council has assisted the creation of a ferry users group. This group is seeking to improve facilities for cross-Solent travellers through discussion and liaison with transport operators. It is hoped that the work of this group will assist the future development and improvement of cross-Solent services.

Whilst the quality of service provided is generally agreed to be high and improving, the Council is aware of the cost of cross-Solent travel and the adverse effects that this can have on trade and tourism.

Whilst it is recognised that a reduction in vehicle ferry fares could result in higher levels of vehicle traffic on the Island contrary to the provisions of the Council's Local Transport Plan and Unitary Development Plan, it is felt that there is considerable scope for assisting passenger travel, particularly those travelling from the Island for work or to the mainland for health purposes.

D.6.9 Air Transport

There are two airports on the Island, at Bembridge and Sandown. Both are privately run and restricted in their use by the current facilities. The major use of both airports is for private use and pleasure flights.

Previous efforts by the private sector to undertake commercially viable flights have so far proved to be unsuccessful. There are, however, excellent transport connections between the Island and Southampton International Airport at Eastleigh which provide a vital link for the Island with destinations worldwide.

Air transport has a potential contribution to make to the tourist, recreational and economic development of the Island. The deposit draft Unitary Development Plan acknowledges this potential and has identified the existing facilities at Sandown and Bembridge for appropriate improvement. Whilst the grass strip at Sandown is seen appropriate only for recreational flying, the concrete runway at Bembridge has been identified in the Plan for development for commercial users.

The Council is seeking to encourage the development of an integrated transport network where easy access is available between transport modes. Both of these airports are located reasonably close to existing settlements and have access to the main road network and existing public transport routes.

Helicopter travel may offer an alternative means of travel to and from the Island and is often used during Cowes Week and other such occasions and for emergency services. Used successfully in similar island situations elsewhere, commercial helicopter travel has the advantage that the facilities required are less than those needed for fixed wing transport and can be situated in a location that is both close to the existing road network and suitable in terms of noise and flight safety. Further consideration may be given to the possibility of establishing a commercial helicopter link to the Island.

D.6.10 Passenger Transport Strategy

The following section outlines a strategy for the provision of high-quality public transport:

D.6.10.1 Convenience

- PTS1** To improve existing passenger facilities and provision at interchanges, bus stops, shelters, ferry terminals and stations so as to ensure easy travel and change of travel mode
- PTS2** To increase the provision of bus and rail services so that coverage is available at a reasonable walking distance of the origin and destination of journeys
- PTS3** To improve ticketing technology by encouraging the further expansion of opportunities for through ticketing, travel card type tickets and cash transactions
- PTS4** To extend the network and frequency of urban and rural bus services on the Island

- PTS5** To develop schemes to allow bus priority at key junctions and road sections where traffic is slow.

D.6.10.2 Accessibility

- PTS6** To ensure access to public transport for all sections of society including those with mobility problems
- PTS7** To encourage increased integration between buses and rail services.
- PTS8** To promote competition on cross-Solent ferry routes in order to achieve lower fares
- PTS9** To encourage the provision of reduced passenger fares for those people seeking access to the mainland for hospital, employment or educational requirements
- PTS10** To improve transport port interchanges facilities for all users including those with mobility problems
- PTS11** To encourage through ticketing arrangements for all operators.

D.6.11 Future development

- PTS12** To continue to seek to ensure that disused railway routes which have not already been redeveloped will be safeguarded from development to allow for future transport uses
- PTS13** To consider proposals to extend railways to other towns by way of existing trackbeds
- PTS14** To promote and encourage the retention and development of the Island's existing railway line as a key part of an integrated transport system for the Island
- PTS15** To ensure that the existing Island rail line is maintained and possibilities of extension are investigated
- PTS16** To adopt appropriate traffic initiatives and other measures to ensure the advantages of bus travel are maximised
- PTS17** To examine ways in which air travel to the Island from the UK mainland and also Europe can be improved and enhanced
- PTS18** To develop partnerships between ferry companies and the Council through the Quality Transport Partnership group
- PTS19** To make the best use of coastal shipping for the bulk transportation of produce to and from the Island
- PTS20** To encourage passenger ferry operators through the Quality Transport Partnership to facilitate the carrying of cycles on their vessels

D.6.11.1 Information

- PTS21** To improve the availability of public transport maps and timetable information both on site and via new technology
- PTS22** To encourage the use of the latest technology in providing information to the public through computer access via the Internet and enquiry terminals in public places. To encourage the provision of real time information at bus stops and convenient places accessible by the public.

D.7 PUBLIC TRANSPORT INFORMATION

The Government recognises the importance of having access to good timetable information. Such information is an important part of any public transport journey and the development of sustainable travel options.

The availability, cost and frequency of services plus information as to how they connect can be essential if a journey is to be made easily and conveniently. Problems accessing information and finding out what time services run deter travellers from using a particular route and, when considering onward mainland journeys, may make travel by private car seem a more attractive option.

The Council is keen to ensure that public transport information is readily available and is seeking to develop relevant initiatives and strategy through liaison with operators and the Quality Transport Partnership.

The Government proposes that the current power to provide bus passenger information should be translated into a duty on local authorities. However, the DETR document *From Workhorse to Thoroughbred - a better role for bus travel* acknowledges that if operators are already doing a good, comprehensive job, then there could be little more to do.

The Island's operators are already providing extensive and detailed travel information. The Southern Vectis timetables and Xephos system are nationally renowned and their computer based system has now been taken up by a number of transport operators. Nearly all transport operators now have Internet sites and the development of any strategy will therefore examine where, if any, information gaps exist and, through co-operation and liaison, make the best use of existing information and improve links between sources. (*See also Section C.3.*)

One area where possible improvements could be made is by the provision of real time bus information at stops and other appropriate locations. It is understood that Southern Vectis is already involved in such initiatives within its group operations on the mainland. The issue has been raised with the operator for possible use on the Island. It is understood that they are currently evaluating options using new technology.

D.7.1 Public Transport Information Strategy

A Public Transport Information Strategy must have a clear understanding of what the travelling public require. It must therefore:

- PT1** seek to make the best of existing information by improving the availability of public transport maps and timetable information on site, in paper form and via new technology
- PT2** ensure that necessary links are developed between information sources. Recognise, support and encourage the development of the Southern Vectis traditional timetable and Xephos system
- PT3** to encourage the use of latest technology in providing information to the public via the Internet and enquiry terminals in public places. Where necessary, work with the operators on the provision of real time information at bus stops, other terminals and convenient places used by the public
- PT4** make the best use of new technology, to facilitate booking (where appropriate), access to services, timetables and interchange details.

D.8 FREIGHT

D.8.1 Freight Management - Sustainable Distribution

The Island's roads are generally narrow and in many cases have not seen extensive modification or upgrading since they were constructed. Rural routes pass through protected landscapes and villages. Urban roads often follow historic street patterns which are themselves protected by conservation area status and in many cases contain buildings of historic or architectural interest.

Whilst it is recognised that lorries play an essential part in delivering goods to and within the Island, it is recognised that their use can pose serious problems including:

- ±□ pollution, noise, vibration, disturbance and visual intrusion
- ±□ increased congestion
- ±□ parking enforcement and delivery problems, particularly in historic streets and pedestrian areas
- ±□ fear and intrusion created for vulnerable road users, pedestrians and cyclists.

D.8.2 Quality Transport Partnership

The Council is seeking to address these problems and is currently considering a range of appropriate measures that may be introduced. The Council believes that solutions can be found by working in partnership with the transport industry.

The Island does not have a Freight Quality Partnership but instead has chosen to develop a broader Quality Transport Partnership, the details of which are explained elsewhere in this document. It is felt that the operation of this group, which includes a wide range of road users, transport operators, representatives from the business community and cycle and environment organisations, is well placed to discuss freight issues which by its very nature is of interest to the other group members.

The Island's situation, as a clearly identifiable destination with limited number of points of access, no through traffic and comparatively small number of operators, lends itself to the development of a partnership approach. The Council is therefore working with the Freight Transport Association (FTA) which is a member of the Quality Transport Partnership (QTP) and representative of many of the operators who deliver to the Island including Somerfield, Safeways, Tesco, Bookers, Marks and Spencer, Sainsburys, Boots, Exel Logistics, WH Smiths and BP and Shell Oils.

D.8.3 Route Hierarchy

The Transport White Paper daughter document says in paragraph 112 that:

Local Authorities have a vital role to play in helping industry to design and implement sustainable distribution systems and practices

The Council is already working in partnership with Isle of Wight Tourism, coach operators and the Police to deliver a coach operators code of practice. This strategy not only highlights those areas where coach access is allowed and encouraged as part of the tourist industry but also illustrates the advised direction of travel, particularly where passing may be difficult and the routes which are not available to such vehicles, due to width or weight restrictions or other environmental concerns. The focus of the Council's freight management policies would follow similar lines to this so as to achieve the positive management of lorry movements and at the same time wherever possible protect the environment from the unnecessary intrusion of lorries.

The Council has a very good relationship with the Hampshire Constabulary and in particular those Officers who cover the Island. The Council regularly meets the Officers who deal with Traffic Management issues to share information and develop a mutual understanding of distribution issues and problems at a local level and develop workable solutions.

Whilst every opportunity is taken to reduce the environmental consequence of lorry movements, the Island does not have an extensive highway network and without a rail option, it is not always possible to avoid environmentally sensitive areas, particularly when possible alternative routes are temporarily closed due to road works or other necessary diversions.

D.8.4 Allocation of Road Space

The Island does not have any motorways or trunk roads and the strategic road network is primarily made up of narrow, often twisting roads. It is not therefore practical or possible to reallocate any significant lengths of road space as no car lanes for the use of buses, goods vehicles or taxis.

D.8.5 Town Centre Development

The Council is seeking to encourage the development of new retail uses within the Island's town centres, through the application of policies to promote urban renewal and to limit out of town development. This approach is in line with the Government Guidance contained in Planning Policy Guidance Note 13 (PPG 13) -Transport and PPG 6 (Retail) and is seen as being successful in reducing out of town uses and increasing the vitality and viability of the Island's town centres.

The Council believes that the Island's town centres should remain the focus for uses that generate a large number of trips. They are the hub of public transport networks and focussing new retail and above shop residential uses in town and village centres can reduce car use and unnecessary journeys by allowing easier access for those people who may wish to walk, cycle or travel by public transport. The Council understands that accessibility for deliveries is key to town centre regeneration and is working with the FTA and operators to ensure that land use proposals and environmental considerations are not mutually exclusive.

D.8.6 **Out of Hours Deliveries**

The Transport White Paper says:

In our towns and cities, measures aimed at shifting lorry traffic away from the morning and afternoon peak hours could help alleviate congestion and make better use of local networks. But it is also essential to minimise and avoid increasing disturbance to residents through out-of-hours deliveries

It is recognised the advantages that out of hours deliveries can bring, but these must be balanced against the environmental consequences which can result in some locations. The transport industry recognises the environmental issues raised and advances in vehicle and engine technology together with best practice measures are helping to reduce the noise and nuisance of night time deliveries and road usage. Whilst new quieter engine technology and changes to loading and handling practices, such as the introduction of noise insulated trailers have helped, there are some locations on the Island which will remain particularly sensitive to the environmental consequences of out of hours deliveries particularly where ferry ports, delivery destinations and routes are located within or close to residential areas. The Council will have regard to such matters particularly when considering possible pedestrianisation schemes, and through the planning system, changes in land use activities.

D.8.7 **Sustainable Distribution Strategy**

- SD1** to make the best use of coastal shipping for the bulk transportation of products to and from the Island
- SD2** to develop further the partnerships between the Council, transport companies (FTA), police, business community and others through the Quality Transport Partnership group
- SD3** to work in partnership with the FTA, hauliers and the business community to promote best practice in distribution and through liaison and enforcement improve the quality of life of those affected by lorry movements
- SD4** to maintain essential access for freight traffic, whilst at the same time protecting sensitive areas from environmentally damaging traffic, where a more appropriate route may be available
- SD5** to direct lorry traffic to use appropriate routes and where necessary arrange the routing of abnormal and other heavy loads away from sensitive areas

- SD6** to work in partnership with the ferry operators so as to improve access to port interchanges and where possible reduce the environmental impact upon surrounding areas.

D.9 TAXIS AND PRIVATE HIRE VEHICLES

The various Government initiatives to reduce congestion and pollution will increase the demand and public expectation of this service. Under the right circumstances the use of taxi and private hire vehicles can provide a realistic alternative to car ownership.

For those people who do not have access to private cars, taxis and PHVs can make an important contribution in helping to deliver an integrated and more sustainable approach to transport.

Over 30% of Island householders do not have access to a car and travel by alternative means. For those journeys which might be difficult or unrealistic on foot, cycle or public transport, the only means of filling this gap is by taxis and PHVs

The Council is keen to ensure the highest quality of service offered by Island taxis and PHVs and will encourage the use of suitable modern vehicles.

The Council recognises that for some people taxi and PHVs offer a realistic alternative to car ownership. However, the cost of travel by this method can have a large influence on the numbers of users, particularly those travelling alone and who are unable to share the cost.

The Council is examining ways of reducing fares. This is an important issue with those using the service and the matter has already been raised with operators, a representative of whom is a member of the Quality Transport Partnership. Any moves in this area will be considered in partnership with the operators.

The Council acknowledges the opportunities that a bikes on taxis facility can offer and will examine the experience gained from other countries where racks carried in the vehicle can be quickly fitted to offer this practical service.

D.9.1 Taxis And Private Hire Vehicle Strategy

- TPH1** To support the use of taxis and private hire vehicles as an alternative to car use and as an effective form of public transport
- TPH2** To investigate the deregulation of taxis and explore the introduction of innovative schemes such as hail-and-ride
- TPH3** To investigate the de-zoning of taxis and reducing taxi fares.

D.10 POWERED TWO WHEELERS

Powered two wheelers (PTWs) can provide a realistic and affordable alternative to the car and can be used for journeys where public transport is limited or the distance is too far for walking or cycling.

The Government's White Paper on Transport acknowledges the important role that PTWs can play as part of an integrated transport system and the role of PTWs in meeting the needs of the individual, as well as helping to reduce the environmental impacts of increased car use.

Powered two wheelers can for some offer a realistic alternative to car ownership. They can take less time to cover the same trip through congested traffic and even on longer trips a motorcycle can provide significant time savings for commuters. It is recognised that PTWs occupy far less road space and four motorcycles can be parked in a single car parking space.

It is acknowledged that public transport cannot always meet the increased and diverse demands placed upon it. Whilst buses may be able to offer links between and around urban centres, it is not possible to reach every rural location on bus foot or by bicycle. The transport solution does not lie in one particular area or mode, but a whole range of options, one of which may be travel by PTWs.

It is now recognised that modern commuter motorcycles are reliable, well engineered and user friendly. Many now offer a high degree of weather protection and advances in clothing means that modern protective clothing can not only keep the wearer dry but also offer a degree of protection in the case of injury.

The EU Motor Vehicles Emissions Group have identified that motorcycles represent 14.6% of all powered vehicles in the Community area but produce less than 3.8% of the CO, less than 1.1% of the CO₂ and less than 3.8% of the NO_x. Motorcycles are more fuel efficient than cars and even high performance sports bikes are comparable in fuel consumption. Mopeds and other small commuter machines can return in the region of 100 miles per gallon.

The Council will support travel by PTWs as an alternative to car use and will add to the range of facilities and initiatives currently in place to encourage travel by such means. The Council has already made steps to cater for motorised two wheel travel by providing free parking spaces close to shops and services. The use of such spaces has proved to be a success and the Council will consider the provision of additional parking spaces where possible. Particular attention will be paid to the ground conditions of PTW parking areas so as to ensure the stability of parked motorcycles.

The Council recognises that although the provision of better road conditions are an advantage to all road users, the type and condition of the road surface, location of manholes, drains and other features can be of particular importance to those on two wheels. Last minute decisions necessary to avoid road imperfections can result in a rider having to change line and may result in an accident. The Council is committed to a programme of road maintenance and accident reduction and will take account of the particular needs of vulnerable road users as part of this work.

D.10.1 Powered Two Wheeler Strategy

- PTW1** to ensure that proper account is taken of the contribution that PTWs can make to delivering an integrated transport system particularly as a alternative to the private car
- PTW2** to take account of the needs of PTWs when considering the standards, priorities and programming adopted for the design, construction and maintenance of the Islands transport infrastructure

- PTW3** to promote best practice in road safety and education for riders
- PTW4** to promote the provision of safe and secure parking for PTWs close to where people want to go, particularly in town and village centres and at transport interchanges
- PTW5** to work in partnership with representative groups such as the Quality Transport Partnership members.

D.11 ROAD MAINTENANCE

Consultation with the public consistently raises road maintenance as one of the highest priority areas which the Council has to take action on. Public concern relates to lack of investment in maintaining the infrastructure and the general poor state of the roads and footways across the Island.

Road maintenance expenditure accounts for the largest part of the Highways and Transportation budget and is utilised to maintain the Island's road network as effectively as possible within the constraints of the funding. This reflects the importance of providing a safe network for highway users and preserving the amenity and asset value of the infrastructure for accessibility, integration and the Island's economic viability.

Funding for principal road maintenance has enabled the Council to prioritise and target the worst areas of these particular roads. Priorities have been determined in the past by the results of deflectograph surveys but the Council is now adopting the UKPMS and has recently carried out both high speed monitor surveys and Coarse Visual Surveys of the principal road network which form the basis of the figures contained in Section F.3. Other factors which affect priorities more generally are the route hierarchy, existing levels of use, and the effects on vulnerable road users and public transport providers. However, there is still a requirement for additional funds to carry out essential works to maintain roads not accorded principal road status but which are nonetheless of importance to the network and which have deteriorated over recent years in the absence of a minor works allocation. The Council remains concerned that minor road reconstruction is considered by Government to lie outside the funding contained within the LTP. Many minor roads fulfil a role of high significance on the Island and resources through the revenue budget are barely able to keep up with deterioration.

The emphasis within the revenue programme is very much on reactive maintenance and not planned programmes. The high level of insurance claims relating to highways is evidence that problems are arising at a faster rate than they are being dealt with. Resources are not used as effectively as possible through reactive maintenance. Funds would be far better spent through a longer term vision of dealing with underlying problems and this is currently not achievable due to the lack of funds.

There is growing concern about the condition of the street lighting stock, and although an allocation of £60,000 last year has facilitated the replacement of the worst columns, there is still concern that a number of columns may have to be decommissioned for public safety reasons if sufficient future funding cannot be identified. Street lighting is considered to be of particular importance because of the social as well as highway benefits it has. Where practicable street lighting

enhancements have been carried out in conjunction with other initiatives such as CCTV, Safe Routes to Schools and Local Safety Schemes.

The Council has developed a strategy which prioritises repairs to the most appropriate standard consistent with the route hierarchy, and gives priority to the structural repairs of footways and shared surfaces. A highway infrastructure audit is part of this process. Funding is required from within the highways capital programme to ensure that this can be achieved.

The Council is currently developing a pavement management system which will enable work to be prioritised on a more strategic basis. Extensive work is required to ascertain the overall condition of the highway for input to this system. It is also planned to incorporate

Road maintenance will continue to play a significant part in an integrated transport policy on the Island, as the majority of walking, cycling and public transport journeys will still rely on the highway infrastructure. However, greater emphasis should be placed on the structural maintenance of footways and shared surfaces and ensuring that they are kept free from obstructions, overhanging hedges etc.

D.11.1 Road Maintenance Strategy

- RM1** to maintain and improve the capital asset of the highways infrastructure relative to the route hierarchy, levels of use and present condition
- RM2** particular consideration and priority should be given to matters affecting vulnerable road users, those with a mobility impairment and public transport operations
- RM3** to ensure that the safety of the public using the highway network is the highest priority.

D.12 MOBILITY IMPAIRMENT

The Council is committed to a policy which addresses the transport needs of everyone and will pay particular attention to the needs of those with mobility problems. This includes people with a disability and young children and parents with wheelchairs. Anyone who has difficulty in negotiating transport infrastructure has to be considered so that no one feels that they are excluded from travelling in the way that they wish to.

The Council recognises the importance of improving public transport so as to help create a safe and convenient integrated transport system accessible for all. The Council's strategy includes pedestrianisation, accident prevention, traffic calming and footway maintenance, all of which are aimed at improving conditions, not just for pedestrians but also particularly for those people who find getting about difficult and need these features if they are to be able to access key areas of towns and villages safely. Careful planning of measures is essential and the emphasis is not just on the urban areas but has to pick up problems and issues in the rural environment.

The Council is keen to ensure that the design of any transport scheme includes the provision of improved facilities for people with impaired mobility and will ensure that any works are carried out to current approved standards. Close liaison with the community should ensure that their needs are taken into account when any proposal is implemented. The Council has improved its dialogue with disabled groups on the Island to try to ensure that their specific requirements are met. It is hoped that awareness training on issues of mobility will soon be provided for all staff involved in the development of schemes.

The Council has an ongoing programme of upgrading existing traffic signals and pedestrian crossings. It is policy to incorporate tactile paving to facilitate safer movement for the visually impaired and a flush kerb to satisfy the needs of wheelchair and pushchair users. Where it is not possible to use audible signals at signal controlled sites to advise when it is safe to cross, tactile cones are fitted to the underside of the push button boxes to aid users.

Particular attention has been given to the provision of dropped crossings wherever required in order to increase opportunity for those with mobility problems. Where possible facilities are incorporated into any new works being implemented. There are many areas where wheelchair users or people pushing prams have extreme difficulty in crossing roads because of the lack of facilities. This is of greatest concern within some of the town centres where there is highest demand for such facilities. Some towns on the Island are set on the hill side and often people have to detour fairly long distances up or down hill just to find a suitable crossing point. This is an area where the Council can improve matters dramatically through the provision of fairly low cost measures. Close working with the disability groups will be essential to make sure that the correct location of measures is identified.

In order to reduce the need for orange badge holders to exercise their right to stop on restricted waiting areas, formally designated bays are provided in all Council operated car parks in town centres and seafronts. These are generally located at the most appropriate places for their use. In addition, where no off street parking is available at their place of residence, and on street parking is permitted, the Council will provide advisory 'disabled only' parking spaces as near as possible to their property. As a unitary authority, off street parking is a Council responsibility and the opportunity is being taken to trial special off street parking spaces for wheelchair users. This involves the provision of wider bays to facilitate easier access. Free parking all day is provided at all Council operated Pay and Display locations for orange badge holders. This has been welcomed by the community who are now able to access town centres without the fear of overstaying.

The provision of a traffic free shopping area is seen as a major way forward in generating a healthier, safer shopping environment. This is particularly relevant for those who have impaired mobility. Wheelchairs and pushchairs are not the easiest things to manoeuvre through or near to traffic. A scheme to promote shopmobility is included as part of any Council plans to pedestrianise High Street in Newport. Planning approval has been given to the installation of a facility in a Council car park whereby electric wheelchairs can be provided for users to go shopping. The Council also plans to include facilities to assist wheelchair users in gaining safe access to the shopping areas from the car park.

The Council will ensure that consultation with disabled groups continues when introducing new proposals and consultation is currently made through the Islands Disability Issues Forum and the Island Disability Action Group (IDAG). The Quality Transport Partnership already includes members of both of these groups. This

level of consultation can be further enhanced when considering the needs for interchange facilities on the public transport network. This process will bring benefits to all with a mobility impairment and has begun with development of the Ryde Interchange.

The Island's principal bus operator has pledged to purchase low floor buses and this has been met with enthusiasm from the disabled community who have extreme difficulty accessing the present fleet of buses. The Council will ensure that the necessary infrastructure is in place to accommodate these buses. This will include reviewing kerb heights, carriageway levels and the construction of bus boarders where appropriate.

Two groups representing disabled organisations are in the Island's Quality Transport Partnership, they are the Island's Disability Issues Forum and the Island Disability Action Group (IDAG). When the aims and objectives of the partnership were developed they had specific requirements for the wording. Changes were made to incorporate their views and the following was added

It has to be recognised that pedestrian crossing points and safety form an integral part of the transport network for disabled people and that car travel may be the only form of transport for this sector of the community .

It was considered vitally important to incorporate the views of the disabled community and the point regarding use of cars is well made.

It has to be recognised that facilities for the disabled are currently poor at many locations on the public transport and highway networks. A great deal of work is necessary to achieve progress in this particular area and the Council is committed to providing an environment conducive to all potential users. Much has been achieved over the last three years but much more will be done to achieve the benefits set out in this strategy.

D.12.1 Mobility Impairment Strategy

- MI1** give necessary consideration and priority to those with mobility problems
- MI2** take real account of the needs of all sections of society in particular those with mobility problems the elderly and people on low incomes
- MI3** take account of the transport needs of single parent families
- MI4** take account of the needs of mobility impaired people as motorists
- MI5** explore with operators measures to ensure that settlements are accessible by public transport and timetables allow access for those people travelling to work
- MI6** encourage the provision of low floor/easy access buses
- MI7** Work in partnership with blind and disabled groups on the removal or relocation of street furniture.

D.13 AIR QUALITY AND CLIMATE CHANGE

Transport can be a significant cause of air and noise pollution. The Environment Act 1995 requires Councils to assess potential air quality problems in accordance with a clearly defined set of government standards and to produce action plans where problems are identified. The Local Transport Plan must take account of any identified problem areas and where appropriate include measures to address the situation.

The Isle of Wight Council has undertaken the first stage review of local air quality in order to fulfil its obligation under the Environment Act 1995, part IV. (*See also Section C.15.*)

The first stage review was completed in April 2000.

The Island's most heavily used roads have been assessed in terms of their potential impact on air quality and whilst it is considered that these roads are unlikely to lead to exceed the average for lead or NO₂, there is concern over the levels of levels of PM₁₀, air borne particulates measured.

The Council have examined the Island's roads which currently or are projected to have vehicle flows of more than 5000 per day and it is considered that these flows could impact on the local air quality in the vicinity. It will be necessary to carry out a more detailed examination in a second stage review.

D.13.1 Air Quality and Transport

The Council is aware of the benefits to improving air quality by reducing the amount of traffic, encouraging the use of more fuel efficient vehicles and by changing to greener petrol and diesel fuels. The Council has been investigating the possibility of introducing electric and dual fuel (LPG/Petrol) vehicles on the Island both for its own use and by the general public.

The size of the Island means that by comparison to elsewhere, journey distances are comparatively short with the result that possible problems of mains recharging or refuelling with LPG would be greatly reduced. Improvements in electric and dual fuel vehicle technology means that cars are now being mass produced by mainstream manufacturers and electric vehicles recently tested on the Island have been shown to have a usable Island range of up to 50 miles.

The Council has been testing both types of cars with a view to introducing them into the Council's own fleet and articles in the Agenda 21 page of the Council's magazine *Wight Insight* and road tests in the local press have attracted considerable interest. Supplies of LPG are now available for sale on the Island and promotions by local companies and car suppliers have helped raise awareness of these issues. The Council organised a display as part of the 1999 national *Green Transport Week* and included in the display were dual fuelled LPG cars, a dual fuel CNG van, two electric vehicles, together with a double decker bus, electric powered bike and a range of other cycles.

Compressed Natural Gas (CNG) powered engines are now favoured by some lorry manufactures instead of diesel. A new range of CNG powered tractor units have been developed and are now being brought into service by some of the large retailers, including one of those that delivers to the Island. It is anticipated that the

spread of CNG lorries will increase as this technology is further developed and used vehicles are passed down through the secondhand market.

The Council welcomes the introduction of CNG powered tractor units, which have the advantage of being cheaper to operate, quieter and more fuel efficient engines.

D.13.2 Climate Change

The size, location and topography of the Isle of Wight make it particularly vulnerable to the predicted impacts of climate change as a result of pollution. It is estimated that the sea level rise along the central south coast of England of 6 mm a year could, together with other factors, eventually place some sections of the Island under threat.

D.13.3 Impacts on the Environment

The Island's coastline measures in the region of 60 miles. It is an important part of the Island in terms of agriculture and nature conservation and many of the Island's towns and sections of the road network are located close to tidal water. Although located at the centre of the Island Newport itself sits within a river valley on a tidal river and some important areas of the town are located close to this area. The Island's coastal highways allow access to settlements, provide important links and form a vital part of the communication network. The Principal Road A3054/A3055, which closely follows parts of the Island's coast, is particularly vulnerable to coastal erosion and landsliding in certain locations. (See also Section C.15.)

D.13.4 Protection of Roads

The policy of the Council is to maintain the Principal Road network which is of considerable importance both as a communications route and in terms of tourism, which is the mainstay of the Island's economy. Highway stabilisation and coast protection schemes are being proposed at Military Road (Brook to Freshwater) and Niton Undercliff (to the west of Ventnor) to protect sections of highway at risk from coastal erosion and instability.

A bid to secure funds for the stabilisation of the Military Road was put forward through the Transport Policies and Programme process and funding secured. An innovative scheme which will stabilise the road on its current line has been prepared and submitted for planning approval. The road passes through an environmentally sensitive area and has as a result been the subject of extensive public consultation and discussion as part of this planning process.

D.13.5 Air Quality/Climate Change Strategy

- AQ1** Encourage the reduction of traffic volumes through initiatives and policies contained in the Local Transport Plan and Unitary Development Plan
- AQ2** Encourage the development of the Island as a sustainable transport area
- AQ3** Encourage the use of green fuels by both private and public vehicles
- AQ4** Take the opportunity to introduce green fuels and low pollutant vehicles within the Council's own transport fleet

- AQ5** Work with transport operators through the QTP and other mechanisms to introduce low emission vehicles and ensure that where possible routes avoid areas where pollution is recognised to be a problem.
- AQ6** Work in co-operation with the appropriate groups and organisations to develop schemes which will maintain those areas of road network threatened by coastal erosion and instability as a result of climate change.

D.14 NOISE POLLUTION

Noise can have a significant impact on the environment and quality of life. Whilst not a major concern on the Island, noise can still be a problem to those who live near busy roads. There are, however, only few such spots on the Island and the Island does generally not suffer the constant background hum that is created by twenty four hour a day, long distance through traffic - as experienced on the more heavily used mainland motorways and trunk roads.

D.14.1 Noise Surveys

Whilst some limited noise surveys have been carried out to verify the levels of traffic related noise, the issue is mainly restricted to localised areas where dwellings are close to the highway or carriage way conditions can be an issue. Noise can also be a problem associated with heavy vehicles, both in transit and at the point of delivery. The introduction of CNG powered lorries can help in the reduction of engine noise. Revisions to delivery times and changes to operational practices, such as sound insulated trailers, can also help.

D.14.2 Heavy Vehicles

The Island roads are generally narrow and often follow historic street patterns when passing through towns and villages.

Whilst it is recognised that lorries play an essential part in delivering goods to and within the Island, it is recognised that their use can pose problems in some areas including noise and vibration, particularly in narrow streets.

There are a number of ways in which traffic related noise can be reduced and these include:

D.14.3 Noise Pollution Strategy

- NP1** To put in place initiatives which will reduce traffic volumes
- NP2** To encourage less reliance on the private car and encourage where possible travel by foot, public transport and cycle
- NP3** Encourage the transportation of goods using methods that will reduce the harmful environmental effects
- NP4** To work with transport operators, FTA and others to route, where possible, heavy traffic away from sensitive areas

- NP5** To take into consideration the design and application of road schemes and surfacing materials so as to minimise traffic noise.

D.15 GREEN TRAVEL PLANS

The Isle of Wight Council has started discussion with the largest employers on the Island about the need to produce Green Travel Plans. There was some initial discussion approximately two years ago when employers were concerned about the effects of workplace parking charges. As the support for these measures lessened they became less interested in the potential benefits. However, more recently discussions have been held with BAe Systems at Cowes, St Mary's Hospital, Newport and within the Council itself.

Certain planning applications have now been approved on the basis that Green Travel Plans will be produced. These have been with medium sized employers who can have some impact on the effects of their development on the surrounding highway infrastructure. A number of employers now operate bus services for their staff from the ferry terminals. A greater level of co-ordination between these services would reap benefits for them.

The Council has recently surveyed all of its staff which number nearly 5000, including teachers. The intention was to gauge views on their travel patterns and awareness of the transportation agenda. Staff were asked about whether they would be prepared to travel more sustainably should certain measures be brought in. These ranged from demand management such as reduced availability of car parking to incentives such as reduced rates on bus travel. The response to this survey was very encouraging in terms of respondent numbers. The information is yet to be analysed. It is likely that the Council will look at the provision of car pooling, reduced availability of free car parking, pool cycles, reduced rate bus passes, cycle allowances and other sustainable initiatives.

Progress will continue with the large employers with the Isle of Wight Council taking the lead on implementing measures.

D.15.1 Green Travel Plan Strategy

- GTP1** Introduce an Isle of Wight Council Green Travel Plan
- GTP2** Liaise closely with employers to encourage adoption of Green Travel Plans
- GTP3** Ensure that where possible new developments are required to produce Green Travel Plans.
- GTP4** Liaise closely with transport operators to ensure that benefits can be provided to employers engaging in Green Travel Plans.

D.16 SOCIAL EXCLUSION

Social exclusion can be as a result of many factors. These can include such issues as unemployment, age, poor health, fear of crime, low income, housing, education, accessibility and mobility problems.

The Council has a key role to play in helping to tackle these problems, many of which are in evidence on the Island. The Council is working with a wide range of partners and outside agencies to help address these problems and the issue of social exclusion is linked to a number of other areas and issues covered in this Plan.

D.16.1 Social Exclusion Strategy

- SE1** Continue to improve access for those with mobility problems, by the provision of drop kerbs, tactile pavements, footway improvements and new controlled crossing points, particularly suited to those with sight and mobility problems.
- SE2** Continue to improve access to public transport by the provision of new bus shelters and any highway modifications necessary to facilitate the introduction of low floor buses.
- SE3** Work in partnership with the transport operators to improve and upgrade interchange facilities.
- SE4** Support where possible the provision of improved passenger information, both via the Internet and the Southern Vectis Xephos system.
- SE5** Working with the planning system and policies outlined in the Council's Unitary Development Plan, ensure that new development is located close to, or within existing settlements as defined in the Plan, so as to facilitate easy access by public transport and other sustainable means and reduce the need to travel by car.
- SE6** Ensure that those with mobility problems are considered in the design, access to and operation of public buildings, public areas and when placing street furniture and highway infrastructure.
- SE7** Ensure that consideration is given to the needs of those who travel by PTWs and cycles when considering the location and provision of safe and secure parking.
- SE8** Reduce the fear of crime through the appropriate installation of closed circuit television cameras and improvements to footpaths and street lighting.
- SE9** Support the provision of additional bus services by the use of funds and grants where available.
- SE10** Use the Council's Wight Bus fleet to augment commercial bus services on the Island.
- SE11** Continue to support concessionary fare schemes to ensure cheaper travel on public transport - such as the youth mover scheme

D.17 RURAL TRAFFIC MANAGEMENT

The Isle of Wight's countryside is one of its most important assets. The varied geology, farming practices and pattern of occupation have resulted in a rich tapestry of landscape which is valued and appreciated by both residents and visitors.

But the Island's countryside is an evolving and changing living landscape. Many of our rural communities have changed in recent years as facilities have become more centralised and car use has increased.

Transport is an important consideration for those living in the countryside, many of whom must now travel further to access services and employment. A large part of the Island's road network is made up of rural roads. The Council faces twin pressures, to produce satisfactory and safe local traffic conditions for residents, rural businesses and at the same time protect the countryside from the damaging effects of ever increasing traffic.

The Isle of Wight Council is working within the financial and network limitations placed on it to help create the right traffic conditions to achieve a sustainable, living countryside and at the same time allow people access and mobility.

Traffic demand and speed management measures can play an important role in achieving this, by bringing benefits to local communities which are in danger of being suburbanised by the influence of increased road traffic.

The growth of traffic can be seen in rural areas and even without urban style congestion shows up in:

- ±□ pollution, background noise and loss of tranquillity
- ±□ risk to pedestrians, cyclists and equestrians, dangers which can limit transport choice
- ±□ loss of countryside, local distinctiveness and character
- ±□ long term erosion of the vitality and economy of country towns and villages through the over dependence on the private car, leading to reduction in local services, schools, shops and loss of community.

Despite endeavours by the Council and local bus operators to provide an acceptable rural bus service, alternatives to car use in the countryside are not always conveniently available or supported. However, devising local vehicle speed and access measures, including quiet roads initiatives, parking and public transport options can all play their part in helping solve rural traffic problems. The development of the public path network as a vehicle-free alternative also offers opportunities to further and compliment the aims of such strategies.

The Isle of Wight Council has a duty to, without denying necessary access or adding unnecessary clutter. The Council will look to the following principles when considering rural traffic management:

D.17.2 Rural Traffic Management Strategy

- RTM1** take an holistic approach to transport management in order to reduce Island traffic growth and make best use of the Island s road network, so as to achieve unnecessary traffic, and, where appropriate, speed reductions
- RTM2** ensure that the Island s villages and country roads are safe for all road users
- RTM3** retain local distinctiveness and countryside character when designing rural traffic schemes
- RTM4** build good design into schemes and where possible reduce clutter, protect the environment and existing natural traffic calming features
- RTM5** work in partnership with local communities, agencies and appropriate outside bodies when considering the design and application of a project.

D.18 TRANSPORT STRATEGY - SUMMARY OF TARGETS AND MEASURES

STRATEGY	TARGETS	TYPES OF MEASURES	PERFORMANCE INDICATORS
Demand Management	<ul style="list-style-type: none"> ± □ To limit the growth of traffic to an average of 1% per annum over the period 2000- 2010 on roads within the NE Triangle strategy area " To limit the growth of traffic during the months June, July & August to an average of 1% over the period 2000-2010 on roads in the Coastal Resorts Strategy Area " To limit the growth of traffic on classified roads in the Rural Strategy Area to an average of 1.5% pa over the period 2000-2010 " To have no growth on unclassified roads in the Rural Strategy Area over the same timescale 	<ul style="list-style-type: none"> ± □ Locate development to reduce the need to travel ± □ Make travel on foot and cycle easier and safer ± □ Comprehensive parking strategy ± □ Bus and cycle priorities ± □ Encourage green transport plans ± □ Develop traffic reduction through the Quality Transport Partnership ± □ Ensure that UDP transport and parking policies are adhered to as part of planning process ± □ Promote car sharing " Increase the use of public transport " Road space management 	<ul style="list-style-type: none"> ± □ Traffic counts at survey sites monitored for Road Traffic Reduction Report ± □ Car occupancy surveys ± □ Public transport user surveys ± □ Bus and train service frequencies ± □ Level of cycle use as recorded at cycle count sites ± □ Modal split surveys ± □ Journey to work surveys " Feedback from Citizens Panel
Improving and sustaining tourism and the local economy	<ul style="list-style-type: none"> ± □ To ensure that transport is a prime consideration for land use allocation ± □ To ensure the integration of land use and transport planning through the UDP and LTP processes " To minimise the impact of severance by sea 	<ul style="list-style-type: none"> ± □ Ensure that sustainability is considered in the location and access arrangements serving new development " Cross Solent subsidies for foot passengers " Stimulate competition on cross Solent routes 	<ul style="list-style-type: none"> ± □ Number of new developments located in accordance with UDP allocation ± □ Number of new developments where priority is given to access by cycle, foot and public transport ± □ Number of Green Travel Plans instigated as part of new and existing businesses ± □ Proportion of people who work locally ± □ Cost of cross Solent travel relative to the Retail Price Index

STRATEGY	TARGETS	TYPES OF MEASURES	PERFORMANCE INDICATORS
Modal integration	<ul style="list-style-type: none"> ± □ To maximise through ticketing facilities " To redevelop Ryde Interchange " To redevelop other interchanges at Cowes, East Cowes and Yarmouth " To introduce Park & Ride schemes at Ryde and Cowes 	<ul style="list-style-type: none"> ± □ Promote systems of through ticketing ± □ Assist in provision of transport interchanges with best possible access and facilities for those who arrive on foot, bicycle, or public transport ± □ Meeting the needs of the mobility impaired ± □ Safe convenient and secure cycle racks at bus, rail and boat interchanges " Park & Ride facilities 	<ul style="list-style-type: none"> ± □ Number of new or enhanced interchanges " Number of new facilities for the mobility impaired " Number, position, & location of new cycle racks " Number of people using public transport ± □ Number of Park & Ride schemes introduced
Air Quality and Noise	<ul style="list-style-type: none"> ± □ To achieve the objectives for Air Quality set out in the Appendices ± □ To contribute to the UK's climate change targets. 	<ul style="list-style-type: none"> ± □ Introduction of cleaner fuelled vehicles ± □ Reduce the rate of traffic growth and car usage " Route traffic away from sensitive areas " Design roads and use materials which minimise traffic noise 	<ul style="list-style-type: none"> ± □ Levels of pollutants as recorded locally ± □ Concentration of PM10 as recorded ± □ Incidences of health related problems
Road safety	<ul style="list-style-type: none"> ± □ To reduce the number of killed or serious casualties on Island roads by 20% by 2006 ± □ To reduce the number of under 15s killed & seriously injured on Island roads by 25% by 2006 " To reduce the number of slight casualties on Island roads by 5% by 2006 " To carry out 40 Safe Routes to School initiatives during the life of this plan 	<ul style="list-style-type: none"> ± □ Safe routes to schools ± □ Speed management strategy ± □ Integration of Road Safety issues into the National Curriculum " Cycle Training in Schools ± □ Safety Auditing ± □ Engineering Measures - Local Safety Schemes ± □ Education, Training & Publicity initiatives " Enforcement strategy 	<ul style="list-style-type: none"> ± □ Monitor the number of deaths and number and severity of injuries arising from road accidents ± □ Monitor the number of child casualties ± □ Numbers of pupils trained in cycle proficiency ± □ Levels of CCTV coverage - at rail stations and in other locations " Number of Safe Routes to Schools schemes implemented

STRATEGY	TARGETS	TYPES OF MEASURES	PERFORMANCE INDICATORS
Social inclusion	± □ To increase accessibility for all sections of the community regardless of age, income and mobility	± □ Increase the proportion of parking spaces for parents with young children and the mobility impaired ± □ Provision of dropped kerbs, tactile paving, pedestrian crossings and other pedestrian facilities " Low floor buses " Development of innovative rural transport schemes " Provide additional public transport services	± □ Monitor the number of crossings with facilities for the mobility impaired ± □ Level of complaints about footway defects ± □ Number of requests for additional bus services ± □ Number of rural transport schemes introduced ± □ Number of low floor buses in operation ± □ Number of enhanced pedestrian facilities introduced.
Public Transport	± □ To increase the use of public transport by 20% by 2010.	± □ Improvement of passenger facilities and interchanges " Increased provision of bus and rail services " Improving ticket technology and through ticketing " Introduce bus priority measures at key junctions " Development of concessionary and subsidised fares schemes " Ensuring public transport access to new developments	± □ Journey to work travel surveys ± □ Levels of bus and train frequency and service provision ± □ Operators ridership figures

STRATEGY	TARGETS	TYPES OF MEASURES	PERFORMANCE INDICATORS
Cycling	<ul style="list-style-type: none"> ± □ To increase the number and length of trips made by bicycle ± □ To meet the National Cycling Strategy targets of a doubling of cycling trips by 2002 from the 1996 level and a doubling again by the year 2012. " To introduce eight new cycleways throughout the Island " To introduce secure cycle parking facilities in all the island's main towns " Double the number of pupils travelling to school by cycles. 	<ul style="list-style-type: none"> ± □ Provide cycle racks, and other facilities to make cycling safer and more convenient ± □ Increase the length of on and off road cycle routes ± □ Priority measures for cyclists on the highway ± □ Encourage cycling as part of safe routes to schools packages " Cycle training in schools 	<ul style="list-style-type: none"> ± □ Monitor the number of public cycle racks installed " Measure the number and total length of cycle tracks on the Island ± □ Number of Safe Routes to School schemes introduced " Safe Routes to School travel surveys
Walking	<ul style="list-style-type: none"> ± □ To increase the number of pedestrian journeys to work from 17.8% to 20% " To increase the average length of walking trips by 5% 	<ul style="list-style-type: none"> ± □ Re-allocate road space to pedestrians ± □ Priority to maintenance of footways " Improve pedestrian priority at junctions " Construct new footways 	<ul style="list-style-type: none"> ± □ Household travel surveys " Pedestrian movement surveys " Complaints about footway defects
Green Transport Plans	<ul style="list-style-type: none"> ± □ To develop and implement the Council's own Green Transport Plan " To encourage the Island's main employers to develop and introduce Green Travel Plans, including schools and Isle of Wight College " Ensure, where possible, that new developments produce Green Travel Plans 	<ul style="list-style-type: none"> ± □ Discounted public transport " Car sharing " Imposition of maximum parking standards " Incentives to walk or cycle 	<ul style="list-style-type: none"> ± □ The number of Green Transport Plans taken up by existing employers ± □ The number of Green Transport Plans set up as part of planning considerations

STRATEGY	TARGETS	TYPES OF MEASURES	PERFORMANCE INDICATORS
Safe Routes to School	<ul style="list-style-type: none"> ± □ To carry out 40 Safe Routes to School projects during the life of this plan ± □ To reduce the percentage of pupils who arrive or leave school by car " To reduce the number of child casualties by 25% 	<ul style="list-style-type: none"> ± □ Parking Strategy " Cycle training in schools " Improve safety and security of students travelling to and from school " Walking bus schemes " Improve public transport availability 	<ul style="list-style-type: none"> ± □ The number of safe routes to schools schemes introduced ± □ Child casualty statistics " Number of children who receive cycle training " Number of walking bus schemes introduced " Safe Routes to School travel surveys
Education	<ul style="list-style-type: none"> ± □ To make cycle training available to all children during their time at school " To support all DETR publicity campaigns on road safety " To integrate transport and road safety issues into the National Curriculum " To expand public consultation and participation in all transport related issues 	<ul style="list-style-type: none"> ± □ Increase public participation and consultation as part of the provision of transport ± □ Publicity campaigns " Public exhibitions " Partnership workings with schools 	<ul style="list-style-type: none"> ± □ The degree of consultation ± □ Number of meetings, exhibitions and displays ± □ Support for proposals at public consultation ± □ Level of active participation from consultees " Number of children who receive cycle training

E DELIVERING THE STRATEGY

Introduction

This section gives details of the method by which the transport themes as outlined in Section C and transport strategy produced in detail in Section D will be delivered across the Island.

The Council's transport strategy is based upon national guidance contained in the Transport White Paper on Transport, other daughter documents and relevant Planning Policy Guidance Notes. It develops and complements local transport planning guidance as expressed in the Council's Unitary Development Plan and draws upon other relevant strategies and policies on LA21, environment, air pollution, health and other issues

Consultation

The extensive consultation carried out as part of the preparation of this plan and through on going discussion with Town and Parish Councils, Local Agenda 21 preparation and subsequent consideration by the LA21 transport focus group has further helped identify strategic issues and particular local needs.

The Council has been working in partnership with a number of Town and Parish Councils and other groups on the production of local transport studies. The production and ongoing development of these local studies have been of assistance with the development of these area based strategies.

Participation

The delivery of a local transport strategy will require ongoing local participation through Elected Members, Town and Parish Councils, local forums, residents groups, transport operators, the Quality Transport Partnership and by discussion with other appropriate groups and agencies.

The key objectives of these strategies are:

- ±□ target investment to ensure the best use of funds through a co-ordinated approach
- ±□ make the best use of the existing transport network
- ±□ reduce the need to travel by car by encouraging safe and secure alternatives
- ±□ improve and protect the Island environment
- ±□ reduce social exclusion in line with the strategies contained in this document
- ±□ facilitate on going public participation.

In developing area transport strategies an emphasis has been placed on sustainable transport initiatives, methods to increase travel by public transport and increase journeys on foot and by cycle. Parking issues have been addressed where necessary and consideration has been given to the development and upgrading of public transport infrastructure, particularly interchanges. Home zones and quiet roads are proposed where such

schemes will regulate traffic speeds and create a better environment for local inhabitants, particularly pedestrians and cyclists. The development of a new multi-modal interchange at Ryde is planned in conjunction with a Single Regeneration Budget Bid for the town.

Area Consideration

The Isle of Wight transport strategy will be developed and applied through the following areas:

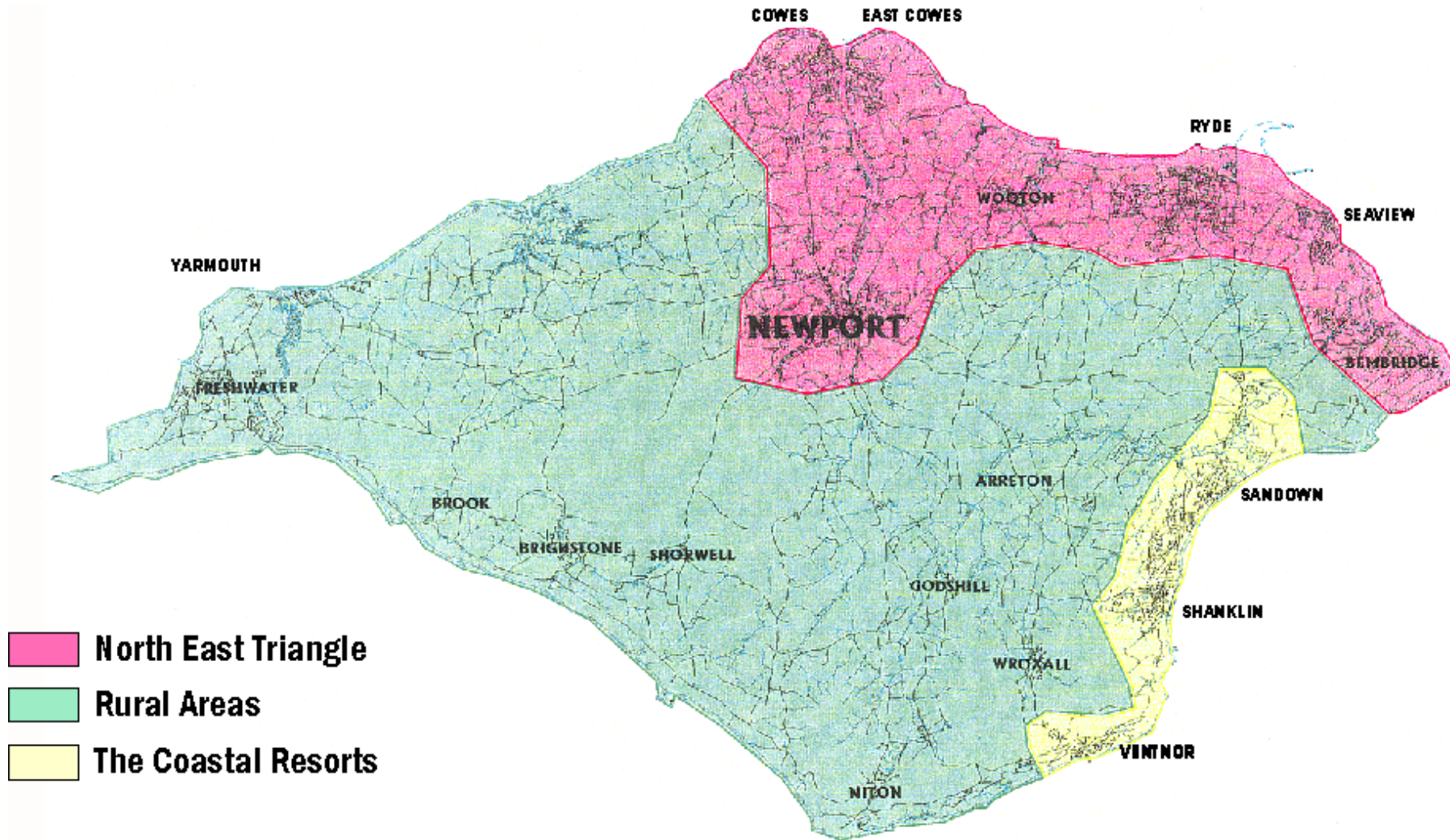
- (a) **The North East Triangle** - the main location for residential and commercial development. It plays a vital role in the provision of jobs, houses and communication links with the mainland. It has the greatest concentration of population, services, infrastructure and facilities.
- (b) **The Coastal Resorts** - its character is largely based on the influences of tourism. It attracts large numbers of visitors, particularly throughout the summer months. Much of the employment and services are therefore heavily reliant upon the holiday trade.
- (c) **The Rural Areas** - they occupy the greatest land area and are characterised by open countryside punctuated by small villages and some small towns. Important economic activity is based around agriculture, rural tourism and small scale enterprise.

These areas are also set out in the UDP. Each has a particularly distinctive characteristic with regard to transportation requirements. Maps showing the main components of the strategy are appended to this section of the plan.

The proposals within the following sections do not cover structural maintenance of principal roads, bridge strengthening works or local safety schemes. These are shown separately within the 5 year programme which follows in the next chapter.

Each Area Strategy is structured in the following way:

- ±□ Area description
- ±□ Problems and issues
- ±□ Policy context
- ±□ Proposals.



E.1 North East Triangle

E.1.1 Area Description

This area consists of the towns of Newport, Ryde, Cowes and East Cowes. There are also the smaller settlements of Wootton Bridge, Binstead, Whippingham, Brading, Seaview, Nettlestone, St Helens and Bembridge which interlink to the towns. This area is considered as a strategic unit because it contains the major element of commuter based trips on the Island. It also contains a major proportion of industry and commerce on the Island. The area contains the largest centres of population within the Island and these are interconnected by a variety of transport infrastructure. The Island's population is approximately 126,000 of which some 57% live within this area. A greater percentage travel within the area for work or shopping trips.

In road terms, Ryde is connected via the A3054 to Newport, the A3021 connects to East Cowes and the A3020 connects Newport to Cowes. These roads carry many of the commuter based trips, the majority of which are centred on Newport. Many other routes interconnect these towns and the villages en route and these play a major part in the distribution of traffic at peak times. Bus routeing follows very much the same pattern, as might be expected. Railway connections exist at Ryde from where the Island's only service runs to Brading, Lake, Sandown and Shanklin.

Mainland rail users travelling to or from the Island connect via ferry ports at Ryde or Cowes. Neither route is perfect in terms of connections or facilities but work continues to enhance this service. Linkage to mainland rail and bus services are vital to encourage these modes of travel. This is an area in which the Quality Transport Partnership is actively seeking to achieve progress.

As an island, connections to the mainland are of paramount importance and this area covers the four major centres of travel, East Cowes, Cowes, Fishbourne and Ryde. Car ferry services are offered from Fishbourne and East Cowes whereas passenger only services operate from Cowes and Ryde.

Most of the area between the towns or villages is very much rural in nature and is predominately agricultural. Each town has its retail centre with most of the industry on the periphery. Newport serves as the Island's main shopping town where the majority of multiples are located.

East Cowes and Cowes are connected via the Floating Bridge, a Council owned and operated ferry service which connects the two principal roads the A3020 and A3021. This provides free passage for pedestrians and cyclists whilst charging for vehicle usage. It is considered to be an essential feature of the transportation system and provides a degree of relief to the Coppins Bridge junction in Newport. For many foot passengers it provides a lifeline between Cowes and East Cowes. Children are particularly reliant because children from East Cowes who are not within the catchment area but attend Cowes High School use the ferry in order to have a direct link.

Another source of transport is via the waterways on the Island - predominately the River Medina. Opportunities exist to develop this natural asset in terms of its potential for freight haulage by sea. Cowes has recently been recognised as a port of significance in a European Commission study. The Council has been able to attract a manufacturing plant for wind turbine blades to the Island which will rely

totally on transport of the product by sea and this will considerably reduce the potential impact on the road network.

Each town centre has its own particular characteristics which are set out below:

E.1.1.1 Newport

Is at the centre of the Island and is served by three radial principal roads. These combine at a junction known as Coppins Bridge, a signalised gyratory system. Minor pedestrianisation has been carried out in the central shopping area with potential for a large degree of expansion. The Island's main bus station is located within the central shopping area. A number of major stores have located on the edge of the main shopping area and provide free car parking, subject to certain minor conditions such as length of stay and usage of the shop. The Council controls many of the off street car parks and most of the key areas in the town centre through Pay and Display charging.

Cycle routes have been developed over the last few years in and around Newport such that there are now three radial routes culminating in a cross town centre cycle scheme.

The rest of the Newport area contains either large areas of residential development or the peripheral industrial or retail areas. The Council has defined areas for development within the UDP such that retail sites can only be developed close to the town centre, thus reducing the need to travel. Housing and commercial areas are allocated on the periphery as well which also meets the requirements of the policy to reduce travel. The Newport Ward population is approximately 25,000; the main town area is in the region of 17,000.

Also within Newport are the three Island prisons, Camp Hill, Parkhurst and Albany, all of which have an impact on travel patterns due to the level of employment which they generate. At present many employees from within this area still live locally and therefore the use of walking and cycling to work is relatively high when compared to other areas of the Island. The Island's Hospital, St Mary's, is also in a similar location on the outskirts of Newport and this brings with it both commuter based and operational requirements for travel.

E.1.1.2 Cowes

Provides the connection of the Island with Southampton via the Red Funnel Hi-Speed passenger service. Much of the industry revolves around the boating world and retail business is contained largely in a small, central shopping area. The town is world renowned for the Cowes yachting festival each year. The central area was pedestrianised some years ago although access is retained for servicing and for permit holders. Car parks are generally controlled by the Council.

The town's economy relies heavily on tourism and this should be encouraged by enabling a better degree of access through all modes of travel.

Most of the rest of Cowes is a residential area. The area is connected to East Cowes via the Floating Bridge. Northwood and Gurnard are residential villages located on the outskirts of Cowes. There are, as with most of the towns, many industrial/commercial areas located on the periphery of the town including major employers such as British Aerospace. The population of Cowes is approximately 13,000.

E.1.1.3 East Cowes

Is situated on the eastern side of the River Medina from Cowes and is principally residential. Business is centred upon the boating industry and GKN Westland who are the major employer. They are situated in the heart of the town very close to the main shopping area. Also within the town centre is the Red Funnel vehicle ferry operation which runs to Southampton. This creates a high level of vehicular intrusion into the shopping area, particularly during the summer months.

The Council operated Floating Bridge connects East Cowes to Cowes as described earlier. Osborne House is situated at East Cowes and is one of the Island's principal attractions through its historical links with Queen Victoria. The population of East Cowes is approximately 7,000.

E.1.1.4 Ryde

Is the eastern most town within this package area and has a population of 20,400. It is principally residential in nature but is also considered as the Island's second town in terms of shopping and commerce. Ryde has two passenger ferry operations which have multi-modal connections to other transport infrastructure. It is a popular tourist area and has extensive leisure and recreation facilities based around the Esplanade. As with Cowes, there is a busy mainland commuter population who either live in or around the area.

E.1.1.5 Wootton Bridge and Binstead

Are large villages which are predominantly residential. They provide a large focus for efforts to reduce car travel since most journeys are commuting based. Both villages are bisected by the A3054 between Ryde and Newport. This area has a population of approximately 12,000.

E.1.1.6 Fishbourne

Is a small village which contains the Island's busiest vehicle ferry which runs to Portsmouth. The B3331 connects the ferry terminal to the A3054 and is very heavily used, carrying some 5,500 vehicles concentrated into short periods upon the arrival and departure of ferries. Certain periods of the day are extremely popular with freight transporters. The B3331 fulfils one of the most important roles in terms of its place in the road hierarchy and the Council is keen to see it gain Principal Road status.

E.1.1.7 Brading

Brading has a population of 2,071 (1991 Census), it lies on the A3055 between Ryde and Sandown. It also lies between Bembridge and Newport on the B3395 which is a busy commuter route by car across the area known as Brading Downs. The town has a number of attractions for tourists, most notably the Wax Museum. Many visitors are brought to the town and pedestrian activity in the summer months is high.

E.1.1.8 Seaview, Nettlestone, St Helens and Bembridge

Are villages which lie to the south east of Ryde and are predominantly residential. There are also many locations within this area that provide services for tourists.

The population of this area is approximately 6,400 (1991 Census).

E.1.2 Problems and Issues

This area is likely to provide the greatest opportunity for a modal shift away from the private car. Many journeys are of short duration and lend themselves to travel by alternative mode. The development of cycle tracks between these towns will be a key ingredient in developing the strategy to encourage people to participate in this healthy form of travel. Public transport corridors also provide the best opportunity to increase bus patronage through increased frequency and accessibility. Many routes within this area are already subject to good levels of patronage but the strategy seeks to improve on this.

However, at present no facilities exist to allow buses to gain priority treatment at any location in this area. Because of the nature of the Island and the narrow width of the majority of roads, there is little scope to provide such features as bus lanes. However, more innovative schemes, such as the widespread use of selective vehicle detection, are likely to have a significant impact on reducing bus journey times.

The interchange facilities at Ryde can be described simply as multi-modal as they include a bus station, rail station, two ferry terminals, car parks and taxi services. At present the facilities do not cater adequately for the needs and aspirations of the users. The strategy within this LTP aims to improve the passage of the travelling public throughout this area through a more conducive environment and greater accessibility.

Progress has been made on the development of park and ride facilities within this area. Planning approval has been granted for sites at Cowes and at Ryde. Limited facilities already exist on the outskirts of Ryde, at St John's Road railway station, aiming to reduce car penetration into the seafront area of Ryde. This scheme will be enhanced through provision of additional capacity which is at present fully utilised. In Cowes the scheme is currently subject to negotiations with a landowner before further progress can be made.

Ferry service levels are already high but there is no doubt that improvements can be achieved in what is a very much customer led operation. The two passenger services operating from Ryde, catamarans by Wightlink and hovercraft by Hovertravel, both allow bicycles to travel for free although secure parking facilities are limited and need to be improved. The Council is working in partnership with the operators to ensure that this takes place. Some cyclists have to negotiate the pier, often in foul weather, or take their chance with a train that has limited carrying capacity for cycles. The fast ferry service from Cowes to Southampton does not cater for cyclists and they have to use the car ferry which takes three times as long to make the journey. Cycle parking at Cowes and East Cowes terminals is also poor and discussions are continuing into the necessary improvements. Many passengers using these services live within walking or cycling distance of the ferry terminals and encouraging these modes of travel is key to the strategy.

It became clear during the consultation process that many residents were concerned that parking was a key issue Island wide. Particular problems were encountered in residential areas close to town centres or ferry terminals. The influx of commuter vehicles created problems for residents accessing their property. In order to manage traffic effectively on the Island the Council is also keen to progress with decriminalised parking enforcement. Consultants are

presently carrying out a feasibility on the possible scope and effect of this process. Control of the full parking enforcement will enable the Council to progress the demand management aspects of the strategy. Enforcement at present is not resourced at a level which is able to achieve this. Decriminalised parking enforcement will enable the appropriate level of resources to be utilised on this very important area. Each area strategy includes a bid for finance to assist in the delivery of this process through the provision of associated capital works.

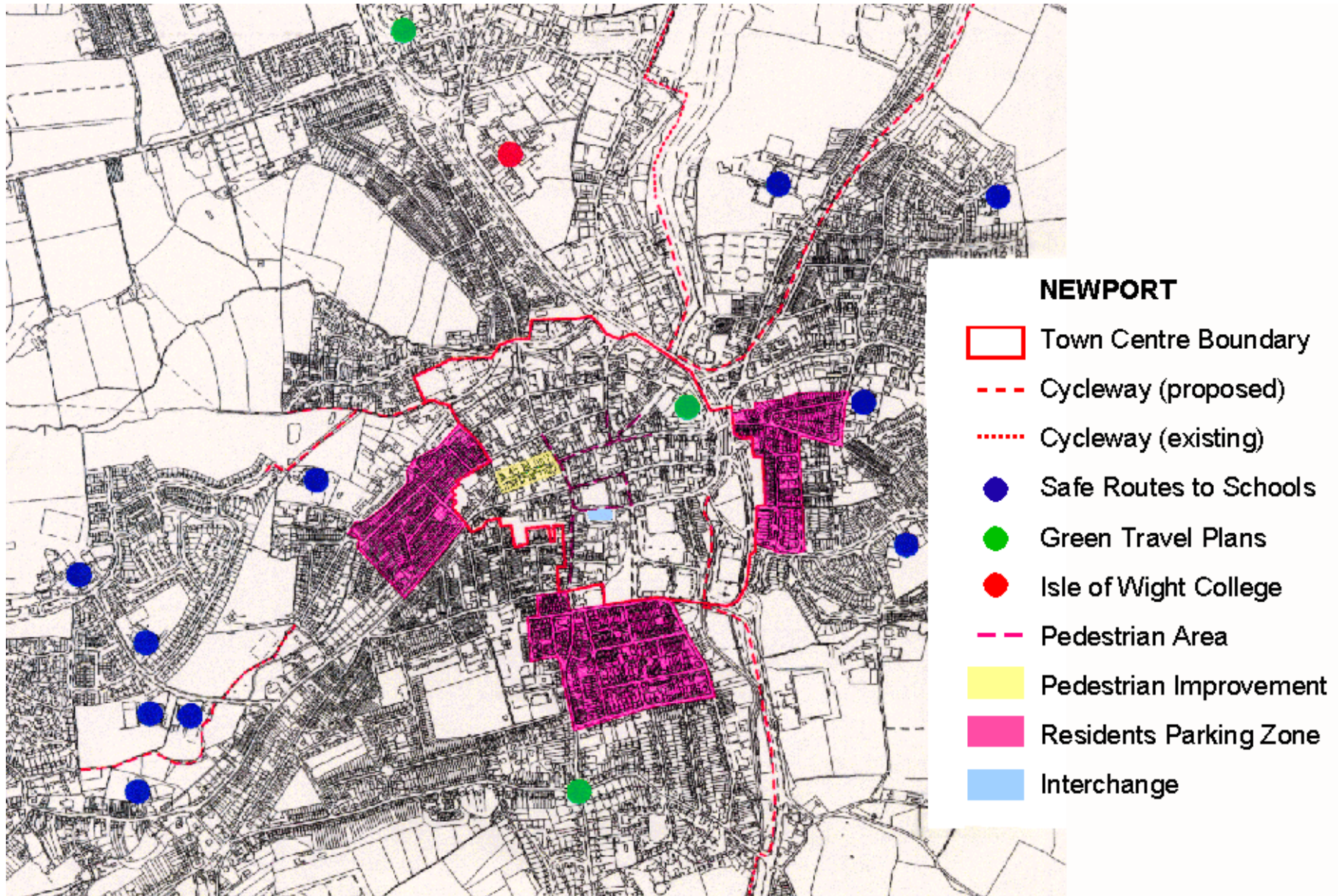
E.1.3 Newport

The principal shopping street, High Street, is also the main east-west connection across the town and carries relatively high flows through the town centre. The Council has consulted on pedestrianisation of the High Street and has encountered resistance to the project because of the effect of displaced vehicles. The Council's Newport transportation model has recently been updated and the effects can be modelled in greater detail. The Council remains committed to carrying out the pedestrianisation of the High Street as a priority to reduce the levels of vehicular intrusion and create a much needed environmental enhancement of the area. The upper High Street area contains many of the normal high street multiples and therefore attracts large numbers of pedestrians. The current environment is unacceptable in terms of safety and environmental quality. It is also considered that the current situation has a detrimental effect upon trading.

This town has a number of key problems associated with peak hourly traffic flows and the high volume of shopping trips. Whilst they may be seen as problems from a traffic point of view the economic activity is welcomed. Reduction in congestion and improved environment will be key to the development of the strategy in this area.

Levels of car parking are perceived by many as being too low particularly for long stay parking. The strategy aims to designate long stay parking more clearly and locate it on the edge of the town to release interior car parks for short stay shopping trips. Some privately owned car parks have previously been operated by the Council but are now back under private control and are soon to be developed for retail purposes. Therefore the pressure on parking capacity is considered to be a difficult problem to resolve. Management of the car parks through a system of information and directional signing may well assist this process.

The major congestion problems on the Island are focussed on Newport and in particular the gyratory system at Coppins Bridge. The junction is basically a signalised roundabout with very short approach lengths to each set of signals. This presents difficulty in terms of stacking capacity and queues back up across a number of sets of lights and congestion then becomes a problem. There is little or no land available to carry out conventional improvements or to provide any form of bus priority. Therefore public transport is usually severely affected by the congestion particularly given that one of the main congested sections leads to South Street where the bus station is located. The strategy aims to improve traffic flow at this junction and to provide the necessary priority for buses and emergency vehicles.



The Newport bus station site is allocated as a retail site in the Unitary Development Plan. At present it is used as a bus interchange and also a layover facility for the bus operation. There are presently no facilities for bicycles to be left securely and facilities for bus travellers could be improved. It is hoped that as part of the redevelopment of the area bus facilities can be improved and that priority can be afforded to public transport within this central part of the town. The site should be seen as an interchange between various modes of travel rather than just purely a bus station. Facilities for bus users, taxis, pedestrians and cyclists can all be improved. A number of options relating to this are currently being investigated by consultants working on the Newport Transportation Study.

There are many residential streets within Newport where there are demonstrable problems with either rat running vehicles or commuter parking. The general view of residents is that this can be dealt with through either residents parking or traffic calming. The Council will endeavour to introduce Home Zones into these areas which balance the needs of the residents with an overview of problems within the whole area. Clearly there can easily be an adverse effect on other areas through the introduction of these measures. This has to be carefully analysed. The area between Medina Avenue and St John's Road is one area which can benefit from this treatment. The type of scheme will be developed in consultation with the local community so that there is a high degree of ownership which should ensure that the aims of each scheme are achieved.

Improvements for pedestrians are essential to ensure that the walking strategy is deliverable. There are many areas within Newport that can benefit from improvements. Some of these are dependant on the provision of a central pedestrianised area and the resulting changes to traffic movements. Many areas suffer from very narrow footways associated with narrow sections of road. It is likely that pedestrianisation will require certain routes to become one way and open up the opportunity for widening the footways. Trafalgar Road which carries many school children and shoppers is a very narrow road with substandard footways which deter people from walking quite short distances to various facilities. General improvements within the town centre are required to improve access to all of the shopping areas. There is already a high level of pedestrian activity but this can be improved through better linkage of the surrounding residential areas to the town centre.

A section of footway was constructed on Shide Road in association with traffic calming along Whitepit Lane and the lower end of Shide Road. A further section is required to complete the footway and this is included within this area strategy.

Cycle routes have been developed radially from Newport towards Ryde, Cowes and Sandown. These routes need further improvement and connections to attract greater levels of use. More localised cycleway improvements are required to attract those only travelling short distances within the town itself. Greater priority needs to be provided at junctions and routing of cycles through the town has been examined by the Cycle Forum and the necessary improvements are included within the proposals.

As with most towns there are problems associated with the movement of vehicular traffic in and around the schools in the area. The impact of this on travel by alternative modes is high particularly when combined with the general movement of other traffic within this busy area. There are many schools which have difficulty of access for buses, pedestrians and cyclists. Work has begun through the provision of a number of Safe Routes to School programmes but more needs to

be done. Early schemes need to be improved upon and the Council is always looking for more innovative ways of dealing with such problems. There are still many schools that have not benefited from any proposals and discussions have opened with them to ascertain the most appropriate treatment to deal with their own specific problems.

E.1.4 Cowes

Cowes is one of the two main passenger ferry ports and therefore there are associated problems because of parking by commuters. Many on street parking areas are filled by commuters and the Council is developing a Park and Ride site on the edge of the town to provide a facility for these travellers. Associated traffic regulation orders will control parking in the town which will then enable shoppers and visitors to gain better access to the area. This scheme has been developed through the Cowes Traffic Management Liaison Group.

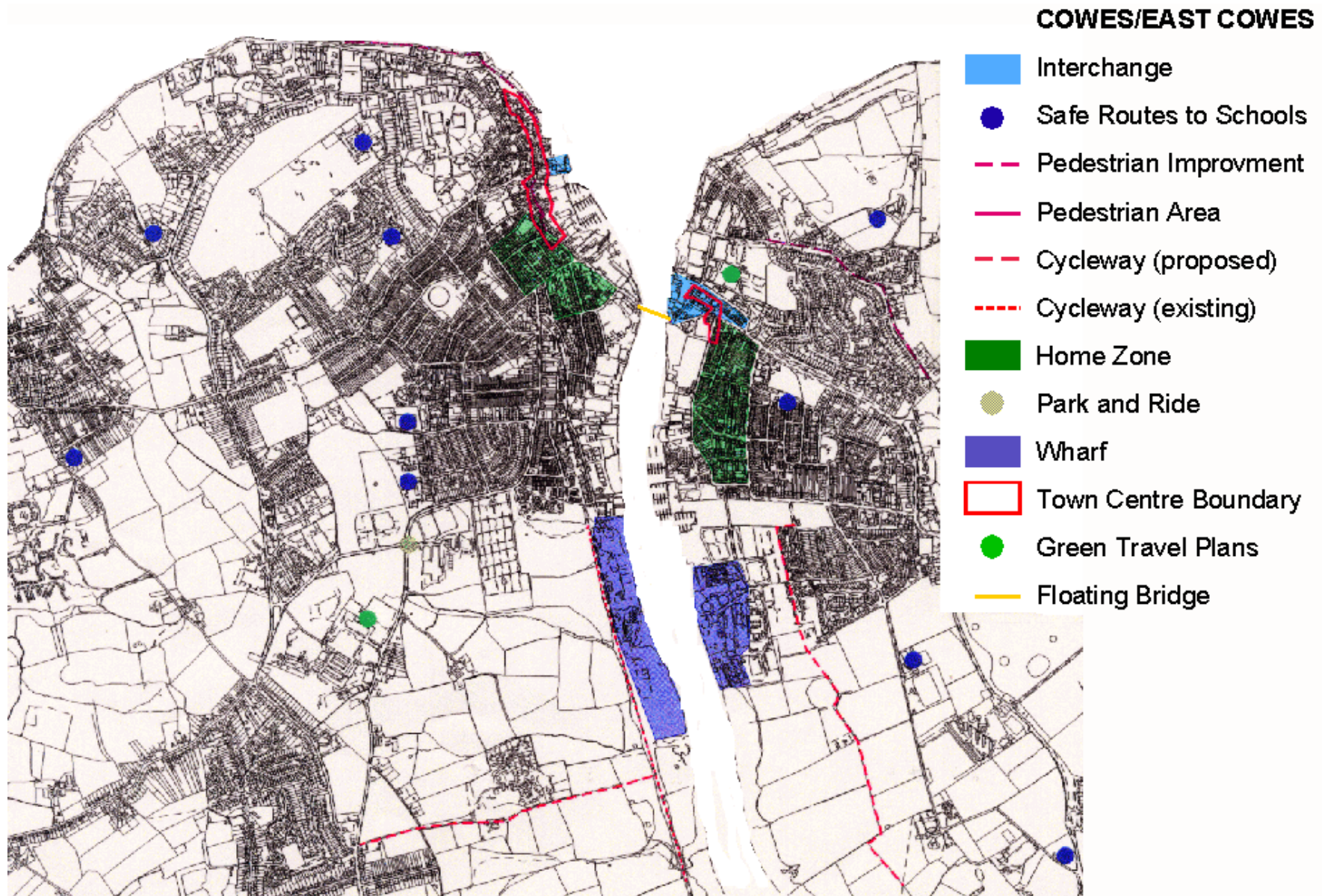
The central area of the town has a pedestrianised high street area although access is allowed for some property at all times. This requires use of a system of lockable posts to prevent unauthorised access. However, the area is fairly narrow with no segregated footways and further improvements should be made to segregate vehicles and pedestrians. Particular problems occur throughout the summer season when yachting activity is at its highest. Traffic calming has been used on other town centre roads to reduce speeds of vehicles. Some improvements to this scheme are also required.

Pedestrian activity is very concentrated within the Cowes town centre area and there is room for improvement in many areas for the pedestrian. Footways are generally very narrow. However the topography is such that many more elderly residents are deterred from walking any real distance. Progress has been made on the provision of a footway along Baring Road but there are still further sections which would benefit greatly from the construction of footway.

Because of the difficulty experienced through parking in residential areas of Cowes the Council has recently introduced a number of new residents parking schemes to supplement older ones. The desire to utilise limited waiting in other areas and implement the park and ride proposal means that enforcement will play an important role in the process. Decriminalised parking enforcement (DPE) is therefore an issue to ensure that adequate resources are made available to enforce actively the measures carried out. The programme of work includes an element for capital works associated with the implementation of DPE.

Cycle access between Cowes and Newport is very good through the provision of a cycle route along a redundant rail line. Connections to this are lacking particularly from Northwood. A public right of way presently connects to the route but is for pedestrian use only. The development of a cycle link will enable many more users to gain access to this already well used track.

Within the town cycling is prohibited through the pedestrianised area. This is frequently abused due to lack of understanding of the Highway Code by users, particularly with regard to the signing. Improvements to the signage are required and routing for cyclists needs to be made clearer. It is also essential that locations are found which allow for safe, convenient storage of cycles.



One of the major difficulties experienced in Cowes is the access and egress from the ferry terminal. The highway approach is very narrow and tortuous. This has to be negotiated by the bus service which connects to Newport. Access into the terminal is equally difficult due to an arched approach which has listed status. The terminal itself has limited capacity for vehicles and therefore is extremely congested whenever a ferry arrives or departs. It is quite usual for the bus or taxis not to be able to access the area because of waiting cars. This whole area needs to be developed to maximise its suitability as an interchange. Work has started with Red Funnel to develop this. Improvement for pedestrians and cyclists is also a key factor in the development of this area. Cycle parking is an issue which needs to be resolved as does the carrying of cycles on the ferry itself.

Cowes also has a number of streets which will benefit from the Home Zones initiative. These are generally in the area between St Mary's Road and Mill Hill Road and the area around Bridge Street, Pelham Road and York Street. Each of these will require local consultation to develop the specific requirements of the area.

The Floating Bridge connects Cowes to East Cowes and provides a vital link between the two communities. Pedestrian and cycle use is free whereas vehicular passage requires payment. The ferry is chain driven and requires essential maintenance works bi-annually. The link connects two principal roads and is seen by the Council as part of the Principal Road Network and the Strategic Road Network for the Island. The ferry has the potential to act as relief to Coppins Bridge problems and to improve connectivity between the two communities either side. At present the service operates limited hours and improvements can be made to this to provide linkage with the passenger and vehicle ferry operations. Better signage from the A3054 would enable people to make a choice between a longer journey via Newport or a shorter journey, with payment, through East Cowes.

Safe Routes to Schools projects have been carried out at Northwood Primary / Somerton Middle School and initially at Cowes High School and Solent Middle School. Further work is required at other schools within the area as well as re-visiting the schools from the early programme.

E.1.5 East Cowes

Without doubt improvements can be made to the environment within East Cowes through the strategic development of the area. The Town Council has started on the development of a local plan for transport within the area and is currently consulting the public on their views.

Many problems emanate from the effect of the traffic passing through the town to or from the ferry terminal. Red Funnel's vehicle ferry operation is based in the middle of the town centre and traffic routing is extremely difficult. Long term aspirations are for a relocation of the terminal which would allow for a more suitable traffic arrangement to be designed. However, whilst the terminal remains in its current location, traffic management needs to be improved. Recent modifications to the terminal layout has provided an opportunity for some improvements. Traffic flows can be eased through improvement of key junctions such as Well Road / York Road. The traffic travelling to the ferry also conflicts with the Council's Floating Bridge service particularly in the summer months when activity is at its highest. Any improvements will result in a better shopping environment within the central part of the town.

The town has many residential areas close to the central retail area and the use of home zones will enable residents to live in a far safer environment without the threat of traffic intrusion. The area bounded by Clarence Road, Victoria Grove and York Avenue lends itself to home zone treatment and also contains schools and community buildings.

Traffic movement in the town is also influenced greatly by the presence of GKN Westlands which is one of the largest employers on the Island. Initial discussions have begun with them to look at developing a Green Travel Plan for them. The operation is fairly well spread across the town which means that there is a generally wide transport impact. Currently there is only a low usage of alternatives to the car and generous levels of car parking are provided on the site. The Council is also developing its own Green Travel Plan to show that it is serious about making the necessary changes to improve transportation and accessibility. Improved facilities for cyclists and the use of reduced rate season tickets on public transport should play a role in delivering the Green Travel Plans.

There is a lack of cycle routes to East Cowes and this was highlighted in the UDP where a new route was shown linking East Cowes to Newport along the River Medina. The route utilises an existing section of cycleway between Newport and Medina High School and then a public footpath as far as Island Harbour. A completely new section then connects the town to Island Harbour. Reasonably good cycle links exist from the A3054, Racecourse Road to East Cowes along the A3021 which is generally wide.

Additional facilities for cyclists are required within East Cowes in terms of secure parking and internal connectivity. Many cyclists use this area which is part of the Round The Island Cycle Route. The Floating Bridge is also part of this route and carries a large number of cyclists.

The East Cowes mini transport plan has already raised issues of pedestrian safety and highlighted that improvements are essential if more people are to be encouraged to walk. The conflict between pedestrians and late arrivals for the ferry is a concern for many residents. The strategy therefore has allowed for general pedestrian facility improvements to be installed. These include new sections of footway, widened footways and crossing facilities.

East Cowes has four schools and there has been little progress on Safe Routes to Schools projects. This is an integral part of the strategy for the area and work will begin to gauge views on the necessary measures required to improve accessibility by alternative modes and improve safety. Links to Home Zones will provide benefits as will better traffic management of vehicles using the ferry. There is considerable scope to improve travel to and from schools in this area.

E.1.6 Ryde

There are a number of streets which suffer greatly from the intrusion of commuter parking and the Council has recently introduced revised arrangements for Residents Parking Schemes to try to alleviate the problems. The difficulty with such schemes is the enforcement and therefore the Council is pursuing decriminalised parking enforcement on the Island. This will also assist in general traffic management of the town centre where there is abuse of the current traffic regulation orders. Long Stay parking is available within Ryde but many commuters prefer to locate free spaces as near to the ferry terminals as possible. The Ryde Traffic and Parking Plan highlighted this problem and found that people

were willing to park a considerable distance away from the ferry to secure free parking. This also ties up with the desire to improve the park and ride facilities at Ryde St John s rail station.

There is currently a park and ride in operation at Ryde St John s rail station although it has limited capacity which is, at present, fully utilised. Planning approval has been achieved for an extension to this operation which provides an additional 60 spaces. This will enable people to access the rail and ferry services without entering the town centre and the seafront areas. It will be priced such that there is an advantage to using this service rather than parking near to the ferry. When coupled with greater levels of enforcement on traffic regulation orders it should result in less intrusion to the sea front area. This will then allow for other environmental enhancement to take place which links in with the current Single Regeneration Budget 6 bid.

The town is built on the side of a steep hill and the main pedestrianised shopping area is at the top of the hill. As with many such towns the shopping development follows a linear shape along the High Street. The topography of the town centre therefore creates a poor environment for encouraging walking and cycling. However, this presents the opportunity for innovation to provide a sustainable solution to traffic problems. In 1998 a traffic and parking plan was carried out for Ryde. This aimed to highlight transport problems and provide solutions. The revised residents parking policy stemmed from this report. Other issues related to re-designation of car parks, alterations to the direction of traffic flow on a number of roads, improvements to certain junctions, improved facilities for pedestrians, the interchange on the Esplanade and Park and Ride proposals.

Better access to the shopping facilities for public transport users and taxi operators will help to encourage its use. The Council has recently allowed its Dotto Train to run through the town centre area from the seafront. This enables people to choose whether or not to tackle some or all of the topography involved. Access for buses and taxis is also being considered to provide greater levels of connection to the main shopping streets. Because of the topography walking within the town is difficult for many of the Island s population. Therefore the Council is committed to making improvements along the High Street to improve accessibility. There is a lack of facilities for those with mobility impairment and this can be improved quite simply through low cost remedial measures. Plans to carry out widened footways and build outs in the wider sections of road will also assist this. The local business association and Ryde Forum are backing these proposals. As with all such measures there will be an impact and in this case it will reduce slightly the level of on street parking available and narrow certain sections of road. This should, however, improve safety for pedestrians and reduce vehicle speeds within the town. There are also problems with double parking which would be removed.

Ryde is seen by many as the gateway to the Island. This is because many of the connections to the mainland occur at this point. The Council has, for many years, had the desire to improve the facilities at the Esplanade for the travelling public. The area draws together two passenger ferries, two rail stations, a bus station, taxi operations, cycle routes and car parking. This combination presents a perfect opportunity to provide high quality, accessible interchange facilities, the intention being to encourage people to use the more sustainable aspects of the transport system. Access to the area by car will be along the pier to the Wightlink service. This is already constrained by the capacity of the pier to cope with such traffic.

This will remain within the scheme. However, access by other modes will be improved greatly.

The proposal is to demolish the existing buildings at the bus and rail station and construct a new purpose built environment which caters for the needs of the users. This will include:

- ±□ high quality facilities whilst waiting for connections
- ±□ better access to all transport operations within the area
- ±□ greater safety through use of CCTV
- ±□ escalators or lifts for those with mobility impairment
- ±□ direct access from trains to buses and taxis
- ±□ safe and secure cycle parking linked to all operations
- ±□ improved coach picking up and dropping off facilities
- ±□ improved connectivity between all operations within the interchange
- ±□ high quality facilities for pedestrians giving priority to them
- ±□ reduced traffic movements along the Esplanade
- ±□ improved links to cycle routes.

This proposal is the largest single project within the bid but pulls together all of the strategic aims of the Council for transport. This is the first area that many people visiting the Island see and it is important that accessibility is provided at a high level. The scheme is also the forerunner of improvements that need to be made to other interchange areas on the Island. These are discussed elsewhere in the Plan.

The proposal has so far been worked up through the Quality Transport Partnership and the SRB6 process. It is anticipated that a planning application will be submitted later this year with view to a start on site in the autumn of 2001. This links in with the other proposals for park and ride and decriminalised parking enforcement which will assist in making the proposal work to full benefit.

The Ryde Traffic and Parking Plan suggested that there were some areas of Ryde that would benefit from the use of traffic calming measures to reduce traffic intrusion in residential streets. The Council wishes to develop these as Home Zones and has allocated some initial funds within the 2000/2001 budget to commence work on them. The area incorporates all streets which connect to St John s Road and also an area in Oakfield. Consultation with the local residents will play a key role in the development of these schemes.

Work has already been carried out on a number of Safe Routes to Schools projects within Ryde. These have generally been very successful in providing better facilities for pedestrians, cyclists and for public transport. Further schemes need to be developed with those schools who have yet to benefit from the process. Close liaison with each school is essential and comprehensive consultation is required to find the best solutions to problems.



RYDE

- Multi Modal Interchange
- Rail Line
- Park and Ride
- Pedestrian Area
- Pedestrian Improvement
- Residents Parking Zone
- Home Zone
- Green Travel Plans
- Safe Routes to Schools
- Cycleway (proposed)
- Town Centre Boundary
- Tourism Development Area

Cycling facilities have been a core part of recent improvement which the Council has made across the Island although funding has not been sufficient to progress as many projects as would have been liked. A route from Ryde to Seaview has been completed through minor works and signing. Access to the countryside is very important for the health and well-being of the population and Ryde Forum has plans for pedestrian and cycle access improvements for a circular route around Ryde. This involves making up of existing rights of way and the creation of a number of new routes.

Plans to create a Ryde to Newport cycle track have progressed through the Wootton to Newport section being constructed. This bid concentrates on the section from Ryde to Wootton. Much of this route is already accessible and some fairly simple improvements will enable the full route to be in place. Of particular importance on this route will be the crossing facilities provided at the intersections with the A3054 which is a busy route. Also an existing footpath, at Ladies Walk, requires upgrading to cycle route status. This route will provide a safe cycleway between the towns of Ryde and Newport but also will connect them to the ferry terminals at both Ryde and Fishbourne. Links will also be made to the Round the Island Cycle route.

E.1.7 Brading

The A3055 narrows considerably through the town with substandard footways either side bounded by terraced property. The A3055 is a strategic route and Principal Road which carries a large amount of heavy goods vehicles between towns on the Island and this has a high impact on Brading. Local consultation has been carried out by the Town Council in consultation with the Isle of Wight Council to try to ascertain the main problems which people face in transport terms and produce a plan. This plan has been titled the Brading Traffic Plan. It includes measures to decrease the speed of vehicles approaching the town from both ends and seeks to improve facilities for pedestrians within the town itself. However, the problems arise through lack of sufficient width to provide full width footways and carriageway of sufficient width to cater for the traffic currently using it. Therefore measures to control the traffic are required. The Council is currently carrying out an assessment of the flow of large vehicles across the island to try to resolve intrusion to areas which are not capable of carrying such vehicles. Discussion of this is contained elsewhere in this document.

E.1.7.1 Bembridge to Brading Cycle Route

A scheme to provide a route between Bembridge and Brading, along a redundant rail track, has been investigated. The track is in place for a considerable length of the route but further work is required to make the full connection. This route will link to the railway at Brading and will provide an opportunity for people using the train to make the necessary connections.

E.1.8 Quiet Roads

The Council has started work on a Quiet Roads initiative close to Brading. This aims to reduce the speed and intrusive effect of traffic travelling through a route which should be safe and accessible to pedestrians, cyclists and horse riders. Alternative traffic routes are available for vehicular users. Reduced speed limits and low cost physical measures are used to highlight priorities on these routes. They also interconnect with other pedestrian and cycle routes within their respective areas. Progress on these types of proposals is required to improve

accessibility in the rural sections of this area strategy. Further proposals are contained within the other area strategies as well.

E.1.9 Policy Context

Proposals

E.1.9.1 Newport

- ±□ High Street pedestrianisation
- ±□ Bus Interchange
- ±□ Car parking management
- ±□ Bus priority
- ±□ Coppins Bridge
- ±□ Home Zones
- ±□ Cycleway improvements
- ±□ Footway improvements
- ±□ Decriminalised parking enforcement
- ±□ Safe Routes to Schools

E.1.9.2 Ryde

- ±□ Ryde multi modal interchange
- ±□ Home Zones
- ±□ Pedestrian improvements
- ±□ Cycleway improvements
- ±□ Town centre traffic routing
- ±□ Pedestrianisation
- ±□ Bus priority
- ±□ Park and Ride
- ±□ Decriminalised parking enforcement
- ±□ Safe Routes to Schools

E.1.9.3 Cowes

- ±□ Park and Ride
- ±□ Decriminalised parking enforcement
- ±□ Pedestrian improvements
- ±□ Cycleway improvements
- ±□ Ferry interchange area
- ±□ Home Zones
- ±□ Floating Bridge
- ±□ Safe Routes to Schools

E.1.9.4 **East Cowes**

- ±□ Ferry traffic management
- ±□ Home Zones
- ±□ Pedestrian improvements
- ±□ Cycling improvements
- ±□ GKN Westlands
- ±□ Floating Bridge
- ±□ Safe Routes to Schools

E.1.10 **Other areas**

- ±□ Brading Traffic Plan
- ±□ Cycleway improvements - Ryde to Newport, Bembridge to Brading
- ±□ Pedestrian improvements
- ±□ Safe Routes to Schools
- ±□ Quiet Roads

E.2 COASTAL RESORTS

E.2.1 Area Description

This area is essentially the resort area lying on the eastern coastline of the Island. The area's transportation links are very much affected by increased activity due to seasonal variations through the influx of tourist activity. Each town has its own specific problems for which solutions are being developed and implemented.

The area benefits from having the majority of the Island's railway line which runs from Shanklin through to Ryde. This is already heavily used throughout the summer but its use as a main commuter facility has not yet developed anywhere near its full potential. The route runs generally parallel to the principal road A3055 and therefore there should be opportunities for modal shift away from the private car.

The importance of the railway to this area should not be underestimated and the future of the line and possible extensions will play a key role in how this area develops. The potential to increase ridership on the railway and improve tourism through better access are complimentary.

The A3055 is the heaviest trafficked road on the Island during the summer months and some junctions become very congested during this period. It is necessary to control some key traffic junctions by traffic lights. The weight of traffic held up at these junctions can cause high levels of frustration for those travelling along the route and also to disrupt the timing of public transport for which there are no alternatives or possibilities for priority working.

E.2.2 Sandown

Lies on the northern edge of this area on the A3055 and the Ryde to Shanklin railway line. The population of Sandown is approximately 5,300 although this

increases dramatically throughout the summer season. The town relies heavily on the influence of the holiday trade and employment reflects this. A railway station is located inland of the town centre and the A3055 lies between it and the shopping and seafront areas.

There is an active seafront area of beach, hotels and activities as well as a main high street shopping area of mainly locally based shops. Parking is available on street within the town centre and along the seafront.

E.2.3 Lake

Lies between Shanklin and Sandown connecting the built up areas. This is primarily a residential area although there are tourism based services and a shopping area. The main high street area contains a number of local shops and a cinema. There is no on street parking but a small off street chargeable car park is behind the High Street. The A3055 is at its busiest during the summer months and this section of road carries the highest flows on the island at this time of year. A connection to Newport via the A3056 also makes this a significant area for traffic travel from the area to Newport. Lake also contains one of the Island's out of town supermarkets which generates a great deal of traffic from the surrounding area. The area is also connected to the railway line and the station is very much in the heart of the town. The population of Lake is approximately 4,400.

E.2.4 Shanklin

Also lies on the A3055 to the south of Lake and Sandown. The town has a similar pattern of traffic to that of Sandown being very much influenced by the holiday periods. It is also served by the railway line and is the end of this particular route at present. The station lies away from the seafront area and therefore linkages with other forms of public transport are of high significance. The population of Shanklin is approximately 8,000.

The town centre lies directly on the A3055 and therefore as with other areas suffers from the problem of conflict between pedestrians and traffic. Whilst the traffic generally brings visitors and very welcome investment in the area, it also can provide a poor environment to shop and one which is potentially dangerous. The seafront area is geographically at a lower level than the town centre which restricts accessibility.

Car parking on street within the town centre is available as are many off street car parks. The seafront area is served by both on and off street car parks. During the height of the summer these are generally full.

E.2.5 Ventnor

Lies to the far south of the area, connected by the A3055. Ventnor is an area of high unemployment and its economy is greatly affected by tourism. The town was previously served by the railway and there are desires amongst the community for it to be brought back again. The town has a compact central shopping area with adequate parking available, mostly in chargeable off street areas. The summer months bring many visitors to the area because major attractions lie in the locality such as Blackgang Chine and Ventnor Botanic Garden. Public transport services are good but frequencies are not high enough to provide a realistic alternative to the private car. The population of Ventnor is 5,978.

The town is set on an escarpment on the edge of the coastline. The topography is therefore not very well suited to cycling or walking. Reliance on the private car is high.

E.2.6 Problems and Issues

E.2.6.1 Sandown

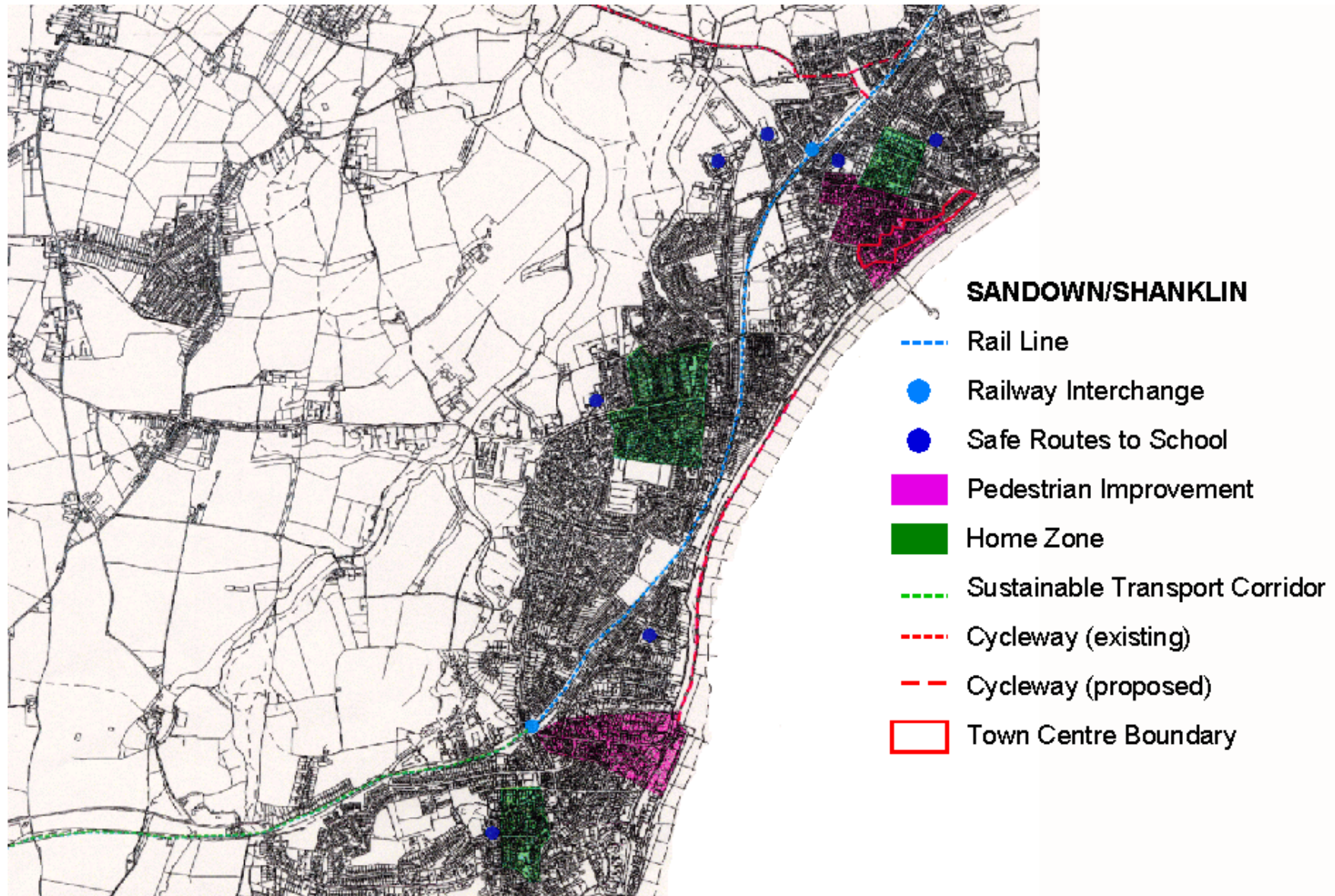
The highway infrastructure can cope well during the off season but cannot during the summer months. Pedestrian activity also increases dramatically during this period and conflict with the high volumes of vehicular movement is a consequence. Car parking capacity is usually fully utilised during the summer months with most visitors wishing to park close to the seafront area. This is also the predominant area of pedestrian activity. Improvements to pedestrian facilities have been carried out in the past but further measures are still necessary. Problems associated with advertising boards on the highway are also experienced. Widened footways and crossing facilities need to be incorporated into the seafront area.

Traffic movements in and around the town need to be reviewed in order to provide the best environment for the town. Better signing to the available car parks would assist movements particularly in the summer when vehicles are seen searching for available space. Decriminalised parking enforcement would help to ensure that adequate enforcement is linked to the current parking restrictions. Improved pedestrian facilities will also need to be protected from indiscriminate parking.

The A3055 through Sandown is very narrow along the Broadway and ways of controlling traffic are being investigated. The difficulty is to balance the demands of being a principal road and those of pedestrian safety.

Cycleway provision has been ongoing through the development of the Sandown to Newport cycleway. This has, however, been developed rather on a piecemeal basis. The route needs to be completed and access to it from certain locations improved. More localised improvements for cycling are required to provide good access to all areas. There is considerable scope for facilities away from the main roads. This will be linked to Safe Routes to Schools programmes in the area.

The Safe Routes to School programme has not made any real progress in this area. There are a number of schools where improvements can be made. Sandown High School and Sandham Middle School are located close to each other and to the cycle route to Newport. They are also close to the Quiet Roads project at Adgestone. Safety in and around these schools can be enhanced greatly by a joint approach to dealing with the problems. Primary considerations relate to safety, pedestrian and cycle access, and priority for bus services.



As with all of the towns on the Island there are problems experienced by residential streets close to the town centres. In the case of Sandown the majority of the problems relate to the summer months when traffic is at its highest levels. The creation of Home Zones within the central area will assist the local population in dealing with this intrusion. The main area to be investigated lies between the High Street and the A3055, Broadway. This will tie together with other initiatives such as providing better links to the rail station.

The rail station lies to the west of the town centre and well away from the seafront. Access to the front is not easy unless one is able to walk a good distance. Present facilities include formal crossings but no strategic routing of pedestrians. Cycle links are even poorer. Taxis operate from the station but linkage to bus services needs to be improved. If integration is to improve more frequent bus services direct from the station to the seafront and town centre are required. The future of the line will be uppermost in the minds of people in Sandown and the summer trade is reliant on these links. Any desire to encourage tourism without cars will need to be based upon clear and accessible access to and from the rail network.

E.2.6.2 Shanklin

Problems in Shanklin relate generally to the influx of traffic in the summer. The A3055 becomes congested not least at the junction with Victoria Avenue, a traffic signal controlled junction. Bus services are interrupted by the delays imposed within this area and priority needs to be provided to these services if people are to be encouraged onto public transport. Consultation on general traffic management within the town centre has taken place and proposals are being worked up. Queens Road has been signed as an alternative to travelling through the town centre but there are problems associated with this detour route. Chine Avenue is narrow and bounded by mature trees. The use of one way systems would appear to be the only way to reduce the impact of traffic on the central area.

The development of proposals has been linked to a local safety scheme which identified the high street area as a corridor with a significant number of accidents. Many of these are pedestrian related and are caused by the narrowness of the carriageway and footways. A raised section of footway, the Mall, is thought by many locals as being responsible. This should be removed although the associated costs are high.

Linkage between the seafront area and the town is particularly unattractive to people wishing to walk. There is a considerable level difference to be negotiated. This is eased to a degree by the cliff lift which the Council operates. Use of this facility needs to be increased through better signing and publicity. Car parking on the seafront operates at capacity throughout the summer and improved links for those travelling by alternative modes needs to be made.

The rail station is divorced from the seafront and links are generally poor. As in Sandown improvements are required if this is to become a more acceptable way of visiting the town. Bus services, pedestrian links, cycle facilities and use of taxis can all play their part in this.

Opportunities exist for improvements to cycling facilities which are generally lacking in this area. Connections to cycle routes are also required. Use of the revetment between Shanklin and Sandown is made by cyclists although this is not currently allowed. The route provides an opportunity for easy access between the

towns but there are concerns over safety of pedestrians and users of facilities such as beach huts. Some form of segregation needs to be achieved to make this an acceptable route. It does, however, present an exciting opportunity to link recreational trips and use by those working and living in the area.

As mentioned previously other towns experience problems of traffic intrusion close to the central areas. Like Sandown, Shanklin experiences the majority of the problems during the summer months when traffic is at its highest levels. The creation of Home Zones within the central area will assist the local population in dealing with this intrusion. The main area to be investigated lies around the central area and the seafront. This will tie together with other initiatives such as providing better links to the rail station.

As with all areas, children travelling to and from school need to be able to do this conveniently and safely. Work will continue on developing Safe Routes to School projects in the area.

E.2.6.3 Ventnor

This area also operates comfortably for most of the year. Considerable changes take place in the summer season. Ventnor is situated on the edge of an escarpment and therefore problems are associated with accessibility for anyone without a car. Parking is generally fairly easy to find although seafront capacity is fully utilised throughout the summer.

Pedestrian access within the town centre is fairly good although some of the footways are considered too narrow. Access to the seafront is difficult for many people because of the level difference. Footways are in place but some form of people mover would be useful during the summer. Similarly cycle use is limited by the topography with all but the serious cyclist excluded. However, improvement can be made in certain areas to both facilities for pedestrians and for cyclists. Better facilities for safely securing cycles would be an advantage in the town centre and seafront areas to encourage those visiting cyclists to stay in the town. The Round the Island Cycle route passes through Ventnor. Also, many of the Island's most beautiful rights of way run through this area and linkage to the town from these plays a role in encouraging their use. Improvements to crossings and connections are to be made.

A successful Safe Routes to School project was carried out in upper Ventnor but further work needs to be done to ensure that pupils can access all facilities. Work is currently underway on links between Wroxall and Ventnor Middle School.

Bus services within the town are not frequent enough to have any real impact on car use. Coverage is also limited and should be improved. However, the investment required needs to be balanced against the possible effect that can be achieved. Greater flexibility in the use of any future support through rural grants will be a great advantage to this area of the Island.

E.2.6.4 Lake

Because this town lies between Sandown and Shanklin it suffers from the effect of traffic moving between the two resort destinations. Most of the year passes with few problems although all of the shops lie on the busy A3055. Access to shops on each side of this road is difficult and facilities to cross need to improve. The junction with Newport Road is very busy and overcapacity for many periods during

the summer. Some form of priority needs to be given to buses if disruption to services is to be avoided.

There is a lack of general parking within the area with only a small off street car park available. Most other areas are either residential streets or are managed by double yellow lines. The central area of shopping has been greatly affected by the development of a large superstore on the edge of the town. This draws business from across this whole area of the Island. In order to encourage sustainability, local facilities such as shops should be encouraged and supported. Current planning policy would not support the development of an out of town superstore. Therefore any transport initiatives to assist these local shops has to be supported.

Because of the congestion that occurs on the A3055 there is a high degree of rat running through residential streets. The creation of Home Zones within the Alfred Street / New Road area will help to reduce this or at least make it safer for people living in the area.

The area also links to a number of schools and accessibility will be helped through Safe Routes to Schools projects. This will encourage cycling and walking to school as well as improvements to bus services. Access to the rail station at Lake will also be enhanced. General traffic management at certain locations will assist in clarifying priorities for traffic and assist pedestrians in their movement.

Bus services are disrupted frequently within this area and operators cite the area as one of the worst on the Island especially during the summer. This influences general services and also travel to schools. Improvements in terms of priority working are essential for progress to be made.

E.2.7 Policy Context

E.2.8 Proposals

E.2.8.1 Sandown

- ±□ Links between rail station and seafront
- ±□ Pedestrian improvements
- ±□ Traffic management
- ±□ Cycling improvements
- ±□ Safe Routes to Schools
- ±□ Home Zones

E.2.8.2 Shanklin

- ±□ Links between rail station and seafront
- ±□ Pedestrian improvements
- ±□ Cycling improvements
- ±□ Public transport improvements
- ±□ Traffic management
- ±□ Safe Routes to Schools
- ±□ Home Zones

E.2.9 Ventnor

- ±□ Traffic management
- ±□ Pedestrian improvements
- ±□ Cycling improvements
- ±□ Public transport improvements
- ±□ Safe Routes to Schools

E.2.10 Lake

- ±□ Traffic management
- ±□ Pedestrian improvements
- ±□ Cycling Improvements
- ±□ Home Zones
- ±□ Safe Routes to Schools
- ±□ Public Transport Improvements

E.3 THE RURAL AREAS

E.3.1 Area Description

The remainder of the Island is essentially very rural in nature. There are some small towns but it is mostly countryside and villages. The settlements are linked by a multitude of minor roads and a few principal roads. The use of most of the minor roads is extremely important to the people who live in these areas.

The main built up area lies to the west of the Island and contains Yarmouth, Freshwater, Totland and Colwell. The population of these settlements is approximately 8,800 in total. Small localised shopping areas predominate the retail sector.

E.3.2 Yarmouth

Provides ferry services to and from the mainland connecting to Lymington and the New Forest. This service is used by a small number of commuters but is primarily used by visitors to the Island. The route provides a service for both vehicles and pedestrians. Cycles are carried free of charge. The ferry service connects directly with train services at Lymington which in turn connect to the main Bournemouth to Waterloo line.

The area relies generally on agriculture as its main economy although the summer months bring an influx of tourism activity through either specific attractions or just people wanting to visit the beautiful areas of countryside. This area covers a large part of the Island and in totality a large section of the population particularly when considering the effect of tourist activity. Therefore the effect of any strategy on this area will play a key role in the development of policies elsewhere.

The A3055 runs around the whole of this rural area very close to the coastline in many locations. It therefore provides an ideal opportunity for seeing the most attractive areas of the Island. The Council was successful in its bid for funds to

maintain the A3055, Military Road, on its existing alignment, near Freshwater Bay. This is considered to be a route of strategic significance on the Island connecting the area of Freshwater and settlements to the north with those to the south. It is also seen as being of utmost importance to the tourism industry and therefore the economy of the Island.

E.3.3 Problems and Issues

Transport is a particular problem for those who live in the more remote areas. At present they have little choice about the way in which they travel and the car is the main form of transport.

The 1991 Census indicated that car use is higher in rural areas. Many tourists use their cars to access the Island's countryside and for those living in rural areas the car is the first choice of travel. The opportunity exists to increase travel by bus and most areas of the Island benefit from a better than average level of bus provision for a rural area. All parishes have bus service provision which is unusual for such a dispersed rural area. (See also Section C.2.22.)

However, it is unrealistic to believe that the level of provision is ever likely to be extensive enough or frequent enough to bring about any significant modal shift. This should not be seen as a defeatist attitude because many people in these areas would like to see better provision of public transport and at least to have some choice in the way they travel. Therefore the Council is keen to see government place emphasis on the rural community through extended funding for rural bus services.

Benefits which these areas can gain are to reduce the need to travel through the development and retention of local services. There are many who live in these areas who would travel more sustainably if there were more opportunities for safer cycling and walking. Therefore a key strand to this strategy is the development of improvements for these modes. Improvements to local infrastructure and development of services will also reduce the need to travel to other parts of the Island.

At present little has been achieved by way of cycling facilities in the rural areas. The route from Sandown to Newport passes through this area and is still incomplete. Funding has been piecemeal and there have been some difficulties with purchase of land required. However, it is now possible to complete the scheme if the necessary funds are made available through the capital programme. Other cycling projects involve the creation of links between Freshwater and Newport, Yarmouth to Freshwater and many routes within the settlements themselves. The latter will create opportunity for local residents to make the best use of the facilities that their area has to offer and will tie in Safe Routes to Schools schemes.

It is also essential to provide better facilities within the village locations for leaving cycles whilst visiting them. Cycling plays a large role in tourism now on the Isle of Wight and visitors should be encouraged to support the local facilities. Measures which assist this are very much in line with the strategy for the area.

The maintenance of principal roads within this area has enabled good road connections to prevail between the major settlements. There are still two potentially difficult areas to resolve at Bouldnor and at St Lawrence. These are contained in the relevant sections of this LTP. Of more concern generally is the

inability to fund reconstruction of minor roads from the capital settlement. There are not sufficient funds available through revenue streams to keep up with the deterioration of these roads which take on effectively a strategic role in the rural areas. It is essential to maintain these important links if people are to be encouraged to fully utilise local facilities rather than travelling the longer distance to the major retail centres.

A further part of this strategy is the development of a number of Quiet Road projects. The whole area is covered by many very minor roads which are basically unsuitable for any real vehicular use. Sympathetic treatment to fit in with the rural environment but which sends clear messages about who has priority will make the routes safer for pedestrians, cyclists and horse riders. Use of these lanes fits together with policies to provide more accessibility, links to schools and to local shopping areas.

Pedestrian facilities are generally fairly poor throughout this area. Vast improvements can be made within village locations where there are many missing links which if constructed would open up more opportunity for safe walking. This is especially important for children who are often prevented from making many journeys because of this lack of provision.

This can also be linked closely to the problem of speed management. Many rural areas are subject to the national speed limit which in turn makes walking or cycling along certain narrow roads very difficult. People generally feel intimidated by the high speeds of traffic. Whilst drivers are expected to drive according to the prevailing conditions they invariably do not consider properly the chance of meeting more vulnerable road users along these types of road. Therefore measures are included within this strategy to warn motorists and to reduce speeds to an acceptable level. Gateways where there are settlements linked to the Quiet Roads initiative should help to reduce this problem.

Safe Routes to School schemes have commenced at some rural schools. There are, however, many other schools within the rural area which need similar treatment. A programme of schemes is being worked up to cover each school in turn. The benefits within a rural situation are just as valuable as within the urban environment. In areas where travel by car is usually seen as the first option it is important for school children to learn that there are other alternatives available.

Yarmouth's facilities provide a connection with the mainland and therefore, at times, there are problems of traffication. The town is only small and infrastructure has not really developed to meet the demands of the service to the mainland. Queuing traffic from the ferry onto the road network is not unusual in the summer season. This area also contains a bus station and taxi operations. This is all contained within a busy working harbour. Therefore this strategy includes the development of measures to improve the operation of the area whilst making the facilities more accessible to all modes of travel.

E.3.4 Policy Context

E.3.5 Proposals

- ±□ Bus service improvements
- ±□ Quiet roads
- ±□ Pedestrian improvements

- ±□ Yarmouth Interchange
- ±□ Cycling improvements
- ±□ Minor road maintenance
- ±□ Safe Routes to School
- ±□ Improve accessibility to local facilities
- ±□ Rural speed control

F FIVE YEAR PROGRAMME

Introduction

Section E gives details of the Island's transport strategy and method by which it will be delivered on the Island. This section sets out the specific funding required to provide Island-wide programmes to improve Principal roads, bridges and local safety schemes.

All projects are designed to cater for the needs of those with a mobility impairment and therefore can be seen to provide high quality, accessible infrastructure across all areas. Specific funding to carry out upgrades to pedestrian crossing and informal crossing points are also included within the bid.

The whole programme for the next five years is then set out in tabular format.

F.1 REVENUE FUNDING 2001/2003

The Council has been under considerable pressure with regard to overall revenue budgets and the Highways and Transportation Section of the Council has had to find its own contribution to help meet the Council's overall savings strategies. However, because the community has clearly stated its concerns about the level of funding and the condition of highways, a combination of contractual reviews and income generation has eased this burden.

Over the last five years car parking has been utilised more strongly as a traffic and demand management tool. This has in turn resulted in increased income which has been used to assist in supporting the revenue budget, particularly for subsidised bus services, footway maintenance and traffic management.

The strategies set out in this document will to some extent require additional revenue funds to support their retention. However, the overall strategy to create an integrated transport network should also provide an opportunity for refocusing funding onto priority areas. This, coupled with the Best Value process, will highlight the areas where the Authority should be focusing its efforts.

The LTP process has required a great deal more resource than was previously required for TPPs. The production of the document is only part of the process. Far more time and energy are required to ensure that the community's views are taken into account and also the delivery of the objectives is more intensive. The following sets out the current and expected levels of revenue funding over the next two years:

	Cost (Income) £000s		
	2000/01	2001/02	2002/3
Road maintenance	1,807	1,860	1,916
Street lighting	578	595	613
Car parking income (net)	1,323	1,500	1,695
Concessionary fares	590	608	626
Supported services (incl. Floating bridge)	671	691	712
Road safety education	88	91	94

F.2 BRIDGE ASSESSMENT AND STRENGTHENING

The majority of structures have been assessed throughout the Island. Those that require strengthening have been identified and restrictions are in place on those that still require remedial work. Some works remain to ensure that access to general facilities are maintained.

The factors used in determining the requirement to strengthen and to what level relate to their relevance to the strategic network; the suitability of the alternative routes; the existing levels of use by heavy traffic, and the views of public transport and freight operators.

Most difficulty with progress has been associated with the Railtrack structures on the Island. The following sets out information in relation to this:

- ±□ There has been some slippage in Railtrack's Isle of Wight phase 1 Bridgeguard 3' programme. Final assessment reports are still awaited for the six structures situated on the Strategic Road Network. It is known that at least two of these structures - Ryde St John's Bridge and Ryde Esplanade Tunnel - will require major strengthening works.
- ±□ Based on current information, Railtrack have provisionally indicated that the earliest construction start dates for strengthening works to Ryde St John's Bridge and Ryde Esplanade Tunnel would be Autumn 2001 for one structure and Spring 2002 for the other. As Highway Authority, the Isle of Wight Council will stipulate that the projects will be carried out consecutively, because each structure lies on the diversionary route for the other.
- ±□ Railtrack have increased the budget estimate for strengthening works to Ryde St John's Bridge from £600,000 to £850,000. Their budget estimate for Ryde Esplanade Tunnel strengthening work remains at £300,000.
- ±□ Phase 2 Bridgeguard 3' assessments have just commenced on the following Railtrack structures: 193 Park Road Bridge, Ryde; 198 Truckells Bridge, Brading; 200 Quay Lane Bridge, Brading.
- ±□ Initial indications from Railtrack are that Bridge 193 will fail the assessment requirements for 40 tonne loading and that reconstruction will be necessary

to cater for 40 tonne loading. A similar structure, 192 Rink Road, has a permanent 3 tonne weight restriction in force.

Isle of Wight Local Transport Plan - Five Year Programme

The 2000/2001 programme of works is set out below:

Bridge No.	Road Class.	Location	Comments	Budget Cost (£)
104	A3055	Afton Bridge	Failed assessment, reconstruction necessary	80,000
194/195	B3330	St John s Road, Ryde (Railtrack)	Feasibility Study, Design and commence reconstruction - Phase 1	150,000
190	A3055	Ryde Esplanade Tunnel, (Railtrack)	Feasibility Study, Design and commence reconstruction - Phase 1	80,000
173	C57	Park Road, Wootton	Failed assessment,7.5t wt limit now imposed, further repairs, strengthening and carriageway improvement required	200,000
231	Footbridge	Alresford Footbridge, Shanklin	Failed Assessment, Refurbishment required.	50,000
166	C12	Highwood Lane, Rookley	Failed Assessment, 17 t wt. limit now imposed. Strengthening required.	50,000
		Islandwide	Structural maintenance	110,000
B243	Uncl	Appuldurcombe	Failed Assessment, further investigation needed.	3,000
B189	Footbridge	Hovertravel, Ryde Esplanade	Further investigation necessary	2,000
			Total	725,000

LTP PROGRAMME FOR 2001/2005 - HIGHWAY STRUCTURES

BRIDGES LONGER THAN 1.5 METRES SPAN					
	Highway Authority	Railtrack	Rail Property Board	British Waterways Board	Other
Total Number	135	9	-	-	-
Number still to be assessed for 40 Tonne capacity*	7	3	-	-	-
Number already assessed and found not capable of 40 Tonne capacity	22	2	-	-	-
Number considered to need strengthening	12 already strengthened, 9 still to strengthen	2	-	-	-

	Highway Authority	Railtrack	Rail Property Board	British Waterways Board	Other
Number considered to need major structural maintenance	30	-	-	-	-

* This refers to the carrying capacity of 40 Tonnes or 11.5 Tonnes per axle.

RETAINING WALLS (length to be quoted in metres)		
	Highway Authority	Other
Total Length		
Length still to be assessed for 40 Tonne capacity*	900 metres	N/A
Length already assessed and found not capable of 40 Tonne capacity	Nil	N/A
Length considered to need strengthening	Not known	N/A
Length considered to need major structural maintenance	Not Known	N/A

Authorities should provide individual details of all schemes on Primary Route Network and any other schemes over £1m					
	Proposed Action	Proposed start/finish dates	Estimated costs	Owner of structure	On PRN? Yes/No
Bridges					
Retaining walls					

OUTSTANDING STRUCTURAL MAINTENANCE

Bridge No	Road Class	Location	Comments	Budget Costs (£)				
				01/02	02/03	03/04	04/05	05/06
102	A 3055	School Green Road Freshwater	Passed assessment, repairs and upgraded parapet required	15,000				
104b	Uncl	Blackbridge, Freshwater	Assessment, repairs and upgraded parapets required	20,000				
105	Uncl.	Freshwater Causeway	Failed assessment, 25t wt. res. now imposed, investigation and strengthening required		40,000			
106	A 3054	Yar Bridge, Yarmouth	Passed Assessment, refurbishment required	40,000	50,000			
111	B3401	Thorley	Passed assessment, repairs required	2,000				
119	A3055	Brighstone Viaduct, Military Road	Passed assessment. repairs required	50,000	50,000	50,000		
121	Uncl	Waytes Court, Brighstone	Passed assessment, upgraded parapets required	10,000				
122	Uncl	Newtown Bridge, Newtown	Passed assessment, repairs and upgraded parapets required	15,000				
128	Uncl	Betty Haunt Lane, Newport	Passed assessment, further investigations, repairs and parapet upgrading req.	30,000				

Bridge No	Road Class	Location	Comments	Budget Costs (£)				
				01/02	02/03	03/04	04/05	05/06
129	C6	Gurnard	Passed assessment, further repairs and parapet upgrading required	15,000				
135	Newport - Cowes Cycleway	Cement Mills Viaduct	Refurbishment	30,000	30,000			
138	A3020	Medina Bridge, Newport	Passed assessment, further investigations and repairs required	40,000				
139	A3020	Medina Culvert, Newport	Passed assessment, repairs required	15,000				
145	B3401	Shide, Newport	Failed assessment, 38t wt. res., repairs, further investigation and load test req.	15,000	50,000			
150	Uncl	Wellington Road, Newport	Passed assessment, repairs and parapet upgrading required	15,000				
151	Uncl	Recreation Ground Road, Newport	Passed assessment, repairs and parapet upgrading required	12,000				
152	Uncl	Caesars Road Newport	Failed assessment, 7.5t wt. res. now imposed, repairs and strengthening required	50,000				
153	Uncl	Westminster Lane, Newport	Passed assessment, repairs and parapet upgrading required	10,000				

Bridge No	Road Class	Location	Comments	Budget Costs (£)				
				01/02	02/03	03/04	04/05	05/06
154	Uncl	Petticoat Lane, Newport	Passed assessment, carriageway repairs required	2,000				
159	Uncl	Little London, Newport	Failed assessment, 25t wt res. now imposed, parapet upgrading and strengthening required	50,000				
164	Uncl	Sandy Lane, Newport	Failed assessment, 7.5t wt. res. now imposed, repairs and strengthening required	5,000	50,000			
168	C14	Chale Green	Passed assessment, parapet upgrading required	8,000				
172	Newport - Wootton Cycleway	Fatting Park Copse Bridge Wootton	Further investigation, arch repairs and reconstruction of south spandrel wall	20,000				
176b	C55	Old Railway Bridge Station Road Wootton	Further investigations required	5,000				
178	A3054	Wootton Mill	Further investigation and assessment required	5,000				
179	A3054	Wootton Bridge	Failed Assessment, Repairs, further investigations and parapet upgrading required	60,000				
190	A3055	Ryde Esplanade Tunnel, Railtrack	Phase 2	220,000				

Bridge No	Road Class	Location	Comments	Budget Costs (£)				
				01/02	02/03	03/04	04/05	05/06
193	Uncl	Park Road Bridge, Ryde. Railtrack		10,000	150,000	700,000		
194/195	B3330	Ryde St Johns, Railtrack	Phase 2	700,000				
226	Uncl	Bathingbourne	Passed Assessment, Parapet repairs required	6,000				
230	Adjacent to A3055	Skew Footbridge, Lake	Passed Assessment Refurbishment required	30,000				
245	B3327	Wroxall	Failed Assessment, repairs and parapet upgrading required	12,000				
250	Uncl	Shide Chalk Pit, Newport	Passed Assessment, repairs and parapet upgrading required	6,000				
		Islandwide	Structural maintenance	110,000	150,000	200,000	400,000	400,000
TOTALS				1,598,000	150,000	200,000	400,000	400,000

F.3 PRINCIPAL ROAD MAINTENANCE

The condition of the Island's Principal Roads has not deteriorated over recent years because of the allocation of ring fenced funding. Principal road maintenance has been carried out on a priority basis. The allocation of funds for the A3055 Military Road has enabled the Council to retain one of its principal assets for the foreseeable future. Whilst improvements have been made there are still a considerable number of further schemes which require treatment.

The remaining two major schemes involve improvements to the A3055 in Bouldnor and in St Lawrence. Both of these schemes require considerable resources to resolve the problems at each location.

At Bouldnor, the A3055 runs fairly close to the coastline and is subject to land movement. Deformation of the carriageway is already noticeable. However, minor remedial works have ensured that the road is currently safe. The minor works have only been successful because of the relatively mild winter conditions of the last two years. A return to normal winters of heavy rainfall is likely to bring forward the scheme as an absolute priority. This length of road is also used by many people walking to Yarmouth, particularly at school time. An improvement to the width of the footway to enable people to walk with a pushchair is required. This will be incorporated into any proposal.

At St Lawrence, near Ventnor, the A3055 runs through an area of woodland close to the escarpment above the sea. This whole area is relatively unstable and there has been considerable movement over the last ten years. Minor improvements to this section of road were carried out two years ago and have resulted in delaying the need for a major reconstruction. The works involved a temporary drainage scheme and minor reconstruction to re-profile the carriageway which had deformed considerably. As above the relatively dry winters have resulted in these improvements standing the test of time. However, as at Bouldnor, a recurrence of heavier rainfall is likely to bring this scheme to the top of the priority list.

Loss of either of these sections of road would be considered as highly detrimental to the Island's economy. The A3055 at St Lawrence connects the Ventnor area to the Military Road and a number of key tourism attractions lie along its length. There are no suitable alternatives if this section of road has to be closed. The A3055 at Bouldnor provides an important link between Yarmouth and the east of the Island. Access to the ferry terminals at Yarmouth provides an essential link to the mainland. The route also provides many people with access to the main town of Newport.

The proposals contained in the programme below pick up all current areas where remedial works are required. It must be stressed, however, that further works may become a priority over the five year period.

Scheme	01/02	02/03	03/04	04/05	05/06	Total (£ 000)
A3054 Colwell Road, Freshwater	100					100
A3020 Newport Road, Northwood	60					60
A3054 Bouldnor Road, Yarmouth		250	300			550
A3055 Sandown Road, Lake	80	50				130
A3055 Undercliff Drive, St Lawrence			350	400		750
A3020 Newport - Cowes	150				110	260
A3054 Newport - Ryde	80				200	280
A3055 Sandown		120			100	220
A3021 Park Road Wootton	200	300			50	550
A3020 Newport - Shanklin		95			100	195
A3056 Newport - Sandown	75			65		140
A3021 East Cowes				90	110	200
A3055 Great Preston Road, Ryde			80	90		170
A3055 Freshwater	80			80	70	230
A3055 Freshwater - Ventnor	70			95		165
A3055 Newport - Yarmouth			100		110	210
Total	895	815	830	820	850	4210

Principal Road Maintenance Programme 2001-2005

Principal road length	% of the principal road network with <0 residual life from <i>latest</i> deflectograph survey	% of the principal road network with >70 UKPMS structural condition index from <i>latest</i> visual survey	Does the authority intend to use a UKPMS accredited system in the prioritisation process? Yes/No
123 km	-	0	Yes

Authorities may include results from deflectograph or visual surveys carried out in accordance with DETR publication 99 PRLT 1020.

If both types of survey have been carried out, authorities should submit both results.

Authorities should provide individual details of all schemes with an estimated cost of over £1m.

Scheme location	Proposed action	Proposed start/finish dates	Estimated costs	On PRN? Yes/NO
N/A	-	-	-	-

F.4 LOCAL SAFETY SCHEMES

The Council has been pro-active in its approach to accident reduction over the past five years and been successful in delivering schemes to reduce accidents at particular sites. Work must continue to actively reduce the number of personal injury accidents on the Island. Priorities are based on the ability to reduce accidents at sites where there is known to be a problem as well as area based applications such as sites with problems of poor skidding resistance.

The Council has recently bought a computerised package for analysing accident statistics and this has made the process of assessment far more straightforward. Accurate plotting of accident locations is essential to carry out this approach successfully. This has, in the past, been a difficulty which the Council has encountered. The programme picks up the locations where there are still accident problems which can be addressed through the application of Local Safety Scheme techniques.

It is likely that accident patterns will change over the period of this plan and therefore some degree of flexibility is required. General provision is made for this in the latter years of the plan.

Scheme	01/02	02/03	03/04	04/05	05/06	Total (£ 000)
A3055 North Road and High Street, Shanklin	60	20				80
A3054 Fairlee Road, Newport	20	10				30
A3020 St George s Way, Newport	30	10				40
A3056 Hale Common, Arreton	20	5				25
A3020 Newport Road, Northwood	30	10				40
B3329 at Tapnell	10	5				15
Canteen Road, Whiteley Bank	12	5				17
A3020 Medina Way, Newport	25	5				30
Whitwell Road, Southford	20	5				25
Beacon Alley, Godshill	20	5				25
A3055 Sandown Road, Lake	40	15				55
A3054 High Street and Kite Hill, Wootton	60	20				80

Isle of Wight Local Transport Plan - Five Year Programme

Scheme	01/02	02/03	03/04	04/05	05/06	Total (£ 000)
Ashey Down (East Ashey Lane to Knighton)		25	10			35
A3054, Binstead Road, Binstead		55	10			65
Mill Hill Road, Cowes		15	5			20
A3020 Parkhurst Road		35	10			45
Coppins Bridge, Newport			60	15		75
A3055 High Street and New Road, Brading		55	15			70
Islandwide coloured textured surfacing	60	80	85	100	110	435
Islandwide visibility improvements	40	50	60	65	75	290
Islandwide safety surfacing programme	250	300	350	400	450	1750
A3020 Apse Heath Roundabout			25	10		35
Fitzroy Street/Leeds Street, Sandown			15	5		20
A3054 / Carpenters Road, Brading			60	10		70
Carisbrooke Road / Wellington Road, Newport			40	10		50
High Street / Green Street, Ryde				50	10	60
Carisbrooke Road / Trafalgar Road, Newport				45	20	65
Future schemes				50	150	200
Total	697	730	745	760	815	3747

LOCAL SAFETY SCHEME PROPOSALS - 2001/ 2002

ISLE OF WIGHT COUNCIL

No.	Scheme Name	Proposed Measures	Casualties Over 3 Years				Scheme Cost	Estimated Casualty Savings per year
			Fatal	Serious	Slight	Total		
1	A3055 North Rd and High St, Shanklin	Junction improvements, one way traffic flow over part length.	0	8	13	21	£60,000	2.1
2	A3054 Fairlee Road, Newport	Creation of right turn lane at entrance to Seaclose	0	0	9	9	£20,000	0.9
3	A3021 St George's Way, Newport	Modifications to roundabout	0	1	9	10	£30,000	1.0
4	A3056 Hale Common, Arreton (Branston X to Fighting Cocks X)	Improvements to sightlines at junctions and accesses	0	3	8	11	£20,000	1.1
5	A3020 Newport Road, Northwood	Modifications to existing traffic signals & pelican crossing	0	2	4	6	£30,000	0.6
6	B3399 at Tapnell	Improvements to signing and lining at bends	0	0	6	6	£10,000	0.6
7	Canteen Road, Whiteley Bank	Creation of verge	0	3	3	6	£12,000	0.6
8	A3020 Medina Way, Newport junction with Fairlee Link Road	Modifications to existing traffic signals	0	2	4	6	£25,000	0.6
9	Whitwell Road, Southford	Minor widening and visibility improvements	0	1	6	7	£20,000	0.7
10	Beacon Alley, Godshill	Signing and lining improvements	0	1	7	8	£20,000	0.8
11	A3055 Sandown Road, Lake (Newport Road to The Fairway).	Improved junction layout and provision of pedestrian facilities	0	1	11	12	£40,000	1.2
12	A3054 High St. & Kite Hill, Wootton Bridge (Station Rd to Fishbourne La).	Creation of right turn lanes, coloured and anti skid surfacing	0	4	19	23	£60,000	2.3
13	Islandwide	Minor visibility improvements at rural junctions	0	3	13	16	£40,000	1.6
14	Islandwide	Safety surfacing programme	3	72	368	443	£250,000	44.3
15	Islandwide	Coloured / Anti Skid surfacing	0	2	8	10	£60,000	1.0
TOTALS			3	103	488	594	£697,000	

F.5 SUSTAINABLE TRANSPORT

This section includes all of the proposals contained within the area strategies. Where specific schemes can be highlighted the individual cost of that project is shown. Other, more minor projects, are grouped under a generic heading.

F.5.1 North East Triangle

Scheme	01/02	02/03	03/04	04/05	05/06	Total (£ 000)
Newport Pedestrianisation	400	650	50			1100
Newport bus interchange		350	150			500
Car parking management		50	250	150		450
Coppins Bridge improvements			150	250	50	450
Bus priority	75	100	125	150	175	625
Home Zones	120	130	150	160	180	740
Cycleway improvements	200	230	250	260	270	1210
Footway improvements	220	240	240	250	250	1200
Decriminalised parking enforcement	50	150	150			350
Safe Routes to Schools	95	140	185	185	205	810
Ryde multi modal interchange	200	2800	1500			4500
Pedestrian improvements	105	110	110	110	115	550
Ryde town centre traffic routing		50	30			80
Ryde pedestrianisation			70	25		95
Park and Ride	60	100	70	50		280
Cowes Interchange				300	200	500
Floating Bridge	95		110		130	335
East Cowes traffic management	10		30	70		110
Green Travel Plans	10	40	80	100	100	330
Brading Traffic Plan	40	90	30			160
Quiet Roads	80	120	130	140	150	620
Total	1760	5350	3860	2200	1825	14995

F.5.2 Coastal Resorts

Scheme	01/02	02/03	03/04	04/05	05/06	Total (£ 000)
Sandown rail to seafront links	50	40				90
Traffic management	110	120	125	130	135	620
Car parking management	200	220	120			540
Shanklin rail to seafront links		60	50			110
Bus priority	85	90	100	100	110	485
Home Zones	70	90	120	110	130	520
Cycleway improvements	180	220	250	80	85	815
Footway improvements	130	140	145	160	180	755
Decriminalised parking enforcement	10	50	60			120
Safe Routes to Schools	80	75	110	110	120	495
Pedestrian improvements	50	65	70	70	80	335
Quiet Roads	30	75	80	110	115	410
Total	995	1245	1230	870	955	5295

F.5.3 The Rural Areas

Scheme	01/02	02/03	03/04	04/05	05/06	Total (£ 000)
Minor road maintenance	150	250	350	350	380	1480
Traffic management	210	230	195	205	240	1080
Car parking management	50	30	10			90
Yarmouth interchange			150	300	25	475
Bus priority	30	40	50	55	60	235
Cycleway improvements	150	180	250	250	180	1010
Footway improvements	250	225	245	260	265	1245
Decriminalised parking enforcement		20	30			50
Safe Routes to Schools	75	90	105	105	110	485
Pedestrian improvements	60	65	65	70	75	335
Quiet Roads	200	200	150	50		600
Total	1175	1330	1600	1645	1335	7085

F.5.4 Total Programme

	01/02	02/03	03/04	04/05	05/06	Total (£ 000)
Bridge Assessment and Strengthening	1633	570	950	400	400	3953
Principal Road Maintenance	895	815	830	820	850	4210
Local Safety Schemes	697	730	745	760	815	3747
North East Triangle	1760	5350	3860	2200	1825	14995
Coastal Resorts	995	1245	1230	870	955	5295
The Rural Areas	1175	1330	1600	1645	1335	7085
Total	7155	10040	9215	6695	6180	39285

F.6 AMENDMENTS TO THE PROGRAMME

The Government has asked that local authorities indicate in their plans how they would prioritise schemes against the level of funding secured.

F.6.1 Transport Objectives

The Council believes this to be a fair and balanced Transport Plan, which includes realistic bids for transport improvements. It contains a strategy and measures that accord with local and national guidance and has been shaped through extensive local consultation. The Plan seeks to provide transport choice, whilst at the same time reflecting matters of health, welfare and social exclusion. It attempts to deal with local issues which have been identified to be of a strategic and local significance and is a plan tailored particularly to this Island and its transportation needs.

The Island is different in many ways from any other area. We do not have the same demands as many other counties, but the fact that we are a tourist area, with high and seasonal unemployment, physically separated from our neighbours, places particular needs on the Island's infrastructure and entry points.

The area strategies seek to address local transport issues and are clearly in accordance with the national transport objectives. The strategies are detailed in Section E and will address the following range of issues:

F.6.2 Urban Strategies

- ±□ improved pedestrian facilities
- ±□ improved transport interchange
- ±□ bus priority measures
- ±□ car parking management
- ±□ Home Zones
- ±□ cycleway improvements
- ±□ footway improvements

- ±□ decriminalised parking enforcement
- ±□ ferry traffic management
- ±□ town centre traffic routing
- ±□ floating bridge
- ±□ safe routes to school projects
- ±□ improve accessibility to local facilities
- ±□ Green Travel Plans

F.6.3 Rural Strategies

- ±□ bus service improvements
- ±□ Quiet road initiatives
- ±□ improve accessibility to local services
- ±□ rural speed control
- ±□ minor road maintenance
- ±□ Green Travel Plans
- ±□ cycling improvements
- ±□ footways and pavements
- ±□ safe routes to schools projects

F.6.4 Major Schemes

The plan does not contain any major schemes and the largest scheme included is for the much needed improvement of the multi modal interchange at Ryde Esplanade. Any loss of funds could jeopardise the development of this project which has been developed following consultation with the Islands public, travellers and transport operators.

The interchange is a transport gateway to the Island; over 2 million people use the interchange annually. The interchange uniquely handles eight transport modes:

- ±□ car
- ±□ taxi
- ±□ bus
- ±□ train
- ±□ cyclist
- ±□ pedestrian
- ±□ catamaran
- ±□ hovercraft

This scheme has been developed through extensive publication in conjunction with the Isle of Wight Partnership, as part of a larger Single Regeneration Budget Bid for Ryde (SRB6)

F.6.5 Programme Reduction - Hierarchy of Objectives

Any reduction in funding allocation would have a number of implications. The Council would focus expenditure on :

- ±□ safety issues - particularly child safety and safe routes to schools projects
- ±□ casualty reduction schemes
- ±□ principal road maintenance.

Reduced funding would result in:

- ±□ a pro rata scaling down of all schemes
- ±□ planned improvements would take longer to deliver
- ±□ reduction in planned transport infrastructure schemes .

F.6.6 Expansion of the Programme

The Government has asked that local authorities also show in their plans how priorities would change if more funding was made available and to provide an indication of what schemes from the longer term programme would be brought forward.

F.6.7 Transport Schemes

The Isle of Wight Council considers that the programme submitted for the five years 2001-06 is a realistic programme of works to deliver the transport strategy set out in this document. Comments have already been made elsewhere in the document about the lack of available resources for two particular areas of transportation:

- ±□ Provision of an all embracing bus service - requiring appropriate levels of support to sustain it.
- ±□ Funding of non principal roads structural maintenance which is currently excluded from LTP funding and which has resulted in the steady deterioration of the minor road infrastructure.

The Council would like to see relaxation of the rules governing use of capital resources to enable greater flexibility to prevail. Authorities are required to innovate on transportation matters and some assistance on financial matters would assist this greatly. If this were to occur then additional funding could be used to ensure that the highway network is maintained appropriately and that a more comprehensive bus service can be provided.

F.6.8 Key Projects

There are also some key projects that are likely to fall outside of the five year plan but could be brought forward should funding permit. The two main ones are Isle of Wight Light Rapid Transit and replacement of the Cowes/East Cowes ferry.

The Council is committed to the retention of the Island's railway line and is working with the Shadow Strategic Rail Authority on this. The current infrastructure and rolling stock will be life expired by 2003 and some form of replacement needs to be planned. Over the next year studies will be carried out to determine the approach to be taken. If it results in a light rail solution then the Isle of Wight Council will look to this being assisted with funding from the LTP. It is, however, too early to include this in the bid for the next five years. If heavy rail is chosen as the solution then it would be centrally funded through SSRA and Railtrack. This project will come forward in the lifetime of this plan and further updates will be provided to government as and when available.

The Cowes /East Cowes ferry requires a re-fit every two years. If a greater level of funding were available a replacement to this very important link would be brought forward. The current vessel will require an ongoing, increasing commitment to maintaining it. The replacement of the facility should look at all possibilities for moving the required users across the Medina River.

G MONITORING AND EVALUATION

MONITORING

This document outlines the Council's strategy for transport over the next five years. The success of the plan will rest with the Council's ability to put the strategies outlined in the plan into action. Future transport funding may now be affected by the Council's success in meeting its own targets.

Other decisions made by the Council with regard to planning, education, health and development may themselves have a bearing on the ability of this plan to meet its targets and it is essential that a co-ordinated corporate approach is taken to future decision-making.

Information Collection

Current Statistics

The most recent national Census was taken in 1991. The information gathered established:

- ±□ car ownership per household
- ±□ how people travelled to work

This information will help set base line information and will be updated with the next Census in 2001.

The Island is a clearly defined authority area and the Council already collects information on the way in which goods and services arrive on the ferries and in bulk by sea. These figures include:

Cross-Solent - All Routes

- ±□ foot passengers
- ±□ number of cars
- ±□ coaches
- ±□ freight

Bulk freight - By Sea (as recorded at the two main ports)

- ±□ Newport Harbour
- ±□ Cowes Harbour

Current Traffic Monitoring - vehicles

The Council has a network of automatic traffic counters (ATC) from which it is able to monitor annual average daily traffic flows. Historical data recorded at such sites gives a reliable indication of local and seasonal traffic patterns.

Proposed Traffic Monitoring

The Council is aware of its requirements of the Road Traffic Reduction Act and the needs of the Local Transport Plan and Best Value. It has taken the opportunity to review its monitoring programme to improve the quality of data collected and all of the traffic monitoring sites can now count the type of vehicle and direction of flow.

Cycle Monitoring

The Council is working with a leading counter equipment supplier with the intention of adding cycle counting facilities to all current carriageway sites by mid 2000. It is also hoped that the current main cycleway counting sites will also be upgraded with automatic counters later this year (2000). This type of facility will be added to new cycle routes as they are developed and extended. Further survey work is being considered as part of a wider household survey initiative planned, with additional work to be carried out in conjunction with CycleWight, the Island's cycle campaign group.

Travel Surveys

The Council is developing a programme of detailed data collection. Work has already started in Newport as part of the transportation study by the use of household travel surveys. This method will be increased to record mode and frequency of travel and by extending the coverage in conjunction with the best value survey of 1,500 households; it is hoped that this method will add to existing survey data and give a more representative Island picture.

Pedestrian Surveys

The Council records pedestrian traffic patterns as part of accident investigation and as prior to pedestrian crossing installation. This information is, however, insufficient to give the necessary information required and it will therefore be necessary to increase the amount pedestrian traffic information gathered. This will be included as part of the household survey.

Travel Information

The following information exists and will be used for the purpose of this strategy:

- ±□ Bus passenger information
- ±□ Rail passenger information
- ±□ School travel patterns - travel by bus
- ±□ Safe routes to schools surveys
- ±□ Taxi use - in co-operation with operators

Links to Planning

Planning decisions can have a large impact on Island travel patterns. The location of new development and application of policies on parking can all impact on measures in the Council's Plans.

Planning applications and decisions will be therefore be evaluated particularly with regards to:

- ±□ location of development in relation the development envelope boundary
- ±□ parking provision
- ±□ Green Travel Plans established as part of planning agreements

Green Travel Plans

The Local Transport Plan explains in Section D.15 the method by which Green Travel Plans will be established on the Island. The number of plans established will be monitored as part of the delivery of this document.

Facilities for the Disabled/Social Exclusion

The Council will, in monitoring this Plan, take account of the following:

- ±□ provision and location of parking facilities for those with mobility problems
- ±□ provision and location of parking facilities for parents with children.

Air Quality

The Council is currently carrying out an air quality review. Monitoring as part of this programme will assist help identify traffic hot spots .

EVALUATION

The following section has been included in the plan as an aid for the Authority when compiling the plan and to assist the reader to locate sections and references in the document.

It is based upon Annex D of the DETR publication Guidance on Full Local Transport Plans and the criteria or descriptors it includes will be used by the Department when assessing the quality of the LTP. The criteria relate to the main activities which the authorities should complete and include within their document. The descriptors of a good LTP are additional to the minimum requirements. The tables have been grouped into categories so as to ensure the coherence within the Plan.

The tables are reproduced on the following pages, a tick indicates whether the issue has been covered in the Plan and the comments column indicates in which part of the Plan the issue is covered, plus any other relevant Council comments.

The tables are as follows:

General

- 1 Problem identification/objective setting.
- 2 Strategy development.
- 3 Implementation programme.
- 4 Performance indicators/targets and monitoring.

Widening Travel Choice

- 5 Establishing a bus strategy.
- 6 Take account of contribution of passenger rail.
- 7 The role of taxis and private hire vehicles.

- 8 Strategy to encourage cycling.
- 9 Strategy to encourage walking.

Traffic Management and Demand Restraint

- 10 Establish a road safety strategy.
- 11 Parking strategy.

Integrated Transport, integration with other policy areas

- 12 Public Transport interchange.
- 13 Consistency with national planning Guidance, RPG/RTS and development Plan.
- 14 Establish a public transport information strategy.
- 15 Establish an integrated strategy for reducing car use and improving children's safety on the journey to school.
- 16 Measures to encourage voluntary adoption of travel plans by major employers.
- 17 Airport Surface Access.
- 18 Disability issues.
- 19 Measures to promote social inclusion.
- 20 Co-ordination with air quality action plan and action on noise.
- 21 Action on climate change.

Planning and Managing the Highway Network

- 22 Principal road maintenance.
- 23 Bridge strengthening strategy.
- 24 Five year look at major highway projects.
- 25 Detrunking.

Rural issues

- 26 Recognise the particular needs and special character of the countryside.

Freight

- 27 Sustainable distribution

G.1 APPRAISAL TABLES

The purpose of these appraisal tables is to serve as a check list for the characteristics which will be used to assess the plan by, and provide references to where these can be found within the plan.

1: Problem identification/objective setting			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Clear identification and analysis of problems	<input type="checkbox"/>	Section A.1
	%I Establishes a clear set of objectives, consistent with the Government's objectives for the environment, safety, economy, accessibility and integration	<input type="checkbox"/>	Section A.1.2.2, A.1.2.3
	%I Describes extent to which local communities/partners have been involved in formulating objectives	<input type="checkbox"/>	Section B, B.1, B.2, B.3, B.4
	%I Objectives are realistic and LTP explains how they have been established	<input type="checkbox"/>	Sections A.1.2.2, A.1.2.3
Characteristics of a Good LTP	%I Identification and analysis of problems covers all dimensions of integrated transport policy, including encouraging economic growth, the reduction of social exclusion and the environmental impact of transport	<input type="checkbox"/>	Covered in Section C - in particular C.4, C.5, C.6, C.11
	%I Evidence that public fully involved in determining objectives	<input type="checkbox"/>	Section B.1
	%I Clear recognition of what is achievable in the short and longer term	<input type="checkbox"/>	Section F.6
	%I Prioritisation of objectives where these cannot all be achieved in the short term	<input type="checkbox"/>	Section F.6
	%I Hierarchy of objectives with local objectives nested below national objectives and area-based and topic-based objectives nested within the objectives for the LTP as a whole	<input type="checkbox"/>	Introduction to Plan explains process and relationship between local and national objectives. Covered in Sections A.1.2.2, A.2, D (Introduction), and E (Introduction)

2: Strategy development			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Clear evidence of a fundamental review of existing strategy, including accepted packages, to ensure consistency with guidance and integrated transport policies more generally	<input type="checkbox"/>	Section E - E.1, E.2, E.3
	%I Evidence of a robust analytical or evidence based approach to strategy development	<input type="checkbox"/>	Sections A and B
	%I Alternative solution(s) tested, in particular, alternatives to major schemes	<input type="checkbox"/>	(no major schemes) F.6
	%I Demonstrates a clear link between objectives, strategy and the specific measures in the LTP	<input type="checkbox"/>	Section A - A.1, A.2
	%I Identifies cross-boundary issues	<input type="checkbox"/>	Sections A.1, A.2.3, C.13
	%I Steps being taken to ensure consistency with the local authority development plan and national and regional planning guidance	<input type="checkbox"/>	Sections A.1.2.2, A.2.4.1
	%I Programme of public participation reported, with indication of how this has influenced strategy	<input type="checkbox"/>	Section B - B.1, B.2, B.3, B.4
	%I AST completed, with variants for alternative strategies without major scheme(s) (where applicable)	<input type="checkbox"/>	No major schemes included
	%I Some consideration of links with other relevant local strategies (eg Health Improvement Programme, education policies)	<input type="checkbox"/>	Sections A.2.4, A.2.6, A.2.7, B.1, B.2, B.3, B.4
Characteristics of a Good LTP	%I Full range of potential solutions tested and appraised 'Topic-based' (eg, cycling) and local area-based strategies pulled together in a coherent way in over-arching LTP strategy	<input type="checkbox"/>	Sections D and E include topic based strategic themes and strategies
	%I Strategy incorporates measures to tackle cross-boundary issues in partnership with neighbouring authorities	<input type="checkbox"/>	Boundary links more clearly defined for Isle of Wight. Cross-Solent and Hampshire links details in Sections A.1, A.2.3, C.13
	%I Clear evidence of close integration with other relevant local strategies and effective liaison arrangements in place for ongoing co-ordination	<input type="checkbox"/>	Sections A and B
	%I Principles of good participation have been followed in developing the strategy, in particular, evidence that public fully involved in consideration of alternatives	<input type="checkbox"/>	Section B

3: Implementation programme			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Clearly identifies the level of resources bid for in each year of the LTP	<input checked="" type="checkbox"/>	Identified in Section F
	%I Identifies the cost and timing of all major schemes (>£5 million) proposed during plan period	N/A	No major schemes planned
	%I Programme is realistic about the level of available resources	<input checked="" type="checkbox"/>	Section F
	%I Indicates effectively the scope for modifying the implementation programme - including scaling it down	<input checked="" type="checkbox"/>	Section F.6 Hierarchy
	%I Clear indication of priorities	<input checked="" type="checkbox"/>	Priorities detailed in F.6
	%I Identifies contribution of the private sector	<input checked="" type="checkbox"/>	The Council is working in partnership with private sector in the development of a number of schemes including bus provision and development of interchanges, Sections C.2.25, E.1.6
	%I Nature and extent of the commitment of partners clear	<input checked="" type="checkbox"/>	Detailed in Section E
	%I Identifies clearly any significant statutory or other consents that may be required, and a timetable for securing them	<input checked="" type="checkbox"/>	Covered in Section E
	%I Plan includes details of planned revenue expenditure	<input checked="" type="checkbox"/>	Included in Sections F and H
Characteristics of a Good LTP	%I Contains contingency plans in case statutory or other consents are not forthcoming for significant elements of the strategy	<input checked="" type="checkbox"/>	Balanced plan with no major schemes
	%I Maximises contribution of the private sector, both as a source of funds and as a provider of services	<input checked="" type="checkbox"/>	No major schemes. Ryde interchange development will be developed in conjunction with operators who are making own contributions
	%I Groups small scale projects into appropriate programmes	<input checked="" type="checkbox"/>	
	%I Clearly explains what part of the programme is supported by revenue resources, explains how this relates to the proposed capital programme and provides LA commitment to provide necessary future revenue resources	<input checked="" type="checkbox"/>	Included in Appendix to Plan

4: Performance indicators/targets and monitoring

Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Identifies a clear set of targets and performance indicators for measuring progress against objectives	☒	Section D.19
	%I Local targets address the need to deliver national targets, where these exist	☒	Section D.19
	%I Makes a clear link between objectives, the implementation programme and the proposed set of performance indicators	☒	Section D.19
	%I Appropriate targets and indicators for any area-based or topic-based strategies contained within the LTP	☒	Section E
	%I Contains Road Traffic Reduction Act report and evidence that road traffic reduction has been considered as part of LTP development.	☒	Section D.2
	%I Confirmation that arrangements are in place to monitor targets, or if not, that steps are in hand to provide these	☒	Section D.19
Characteristics of a Good LTP	%I Comprehensive set of targets and indicators covering all aspects of integrated transport, nested within a wider set of corporate 'quality of life' indicators	☒	Section D.19
	%I Consistent use of 'casual chain' approach to link objectives, projects/programmes and targets		
	%I Includes national and local Best Value indicators	☒	Section B.4
	%I Evidence of robust analysis that demonstrates targets are both realistic and challenging		

Widening travel choice

5: Establish a bus strategy			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Consideration of quantity and quality of network and proposed measures to improve services, urban and rural (where appropriate)	☒	Sections B.6, C.2, C.4, C.5, D.7
	%I Evidence of co-operation between authority and operators	☒	Sections C.2.2.1, C.3.2
	%I Some linkage with traffic management policies	☒	Sections D.1, D.2
	%I Details of both revenue and capital expenditure and evidence that scope for securing private sector funding has been considered	☒	Bus strategy developed in partnership with local operator, Section D.6.4
	%I Summary of use that has been made of rural bus subsidy grant and criteria underlying support for services from this grant	☒	Sections C.2.23, C.2.24, C.2.40
	%I Evidence that use of the grant takes account of overall policies for rural areas	☒	Sections C.5, D.17
	%I Evidence of public/community involvement in decision-making	☒	Section C.2.2, C.2.22, C.2.23, C.2.25, C.5.1, D.6.1, D.6.4
Characteristics of a Good LTP	%I Comprehensive assessment of bus provision and usage resulting in clear strategies and performance targets to improve services and networks	☒	C.2.22
	%I Clear evidence of effective partnership between authority and operators and commitment to action to promote and improve bus use	☒	C.2.22, C.2.40
	%I Evidence of clear integration with traffic management policies, leading to programme of works to give greater priority to buses	☒	Sections D.1.2, D.1.8
	%I Assessment of the impact of the additional rural funding with implications identified for future decisions on the use of the grant and policy more generally	☒	Section C.2.24, C.2.25
	%I Strategies to integrate 'conventional' bus services more closely with health and community transport and the voluntary sector in both rural and urban areas	☒	Section C.2.22, C.2.23, C.2.24, C.2.25
	%I includes an indicator of bus punctuality and a target for the proportion of services running to time		To be included as part of monitoring programme, Section G

Isle of Wigh

6: Take account of contribution of passenger rail			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Description of current services and facilities, the importance of rail in passenger movement in the area and the main markets served.	☒	Sections C.2.26, C.2.27
	%I Evidence of discussion of growth potential with the rail industry and its customers, eg the Strategic Rail Authority, operators, user groups and Railtrack	☒	Sections C.2.27, D.6.5, D.6.6, D.6.7
	%I Evidence of consideration of infrastructure and service improvements which could bring about better integration with other modes (such as cycling and walking), and modal shift from road to rail	☒	Sections D.6.5, D.6.10.2, D.6.11
	%I Evidence that opportunities for greater use of rail are being taken into account in land use planning decisions	☒	Line has limited coverage UDP policy TR3 Appendix J
	%I Evidence of consideration of potential for Rail Passenger Partnership and Infrastructure Investment Fund grants	☒	Section D.6.7
Characteristics of a Good LTP	%I Comprehensive assessment of existing rail passenger services and facilities	☒	Sections C.2.26, C.2.27
	%I Assessment of potential for increasing passenger rail's contribution to achieving local, regional and national transport objectives	☒	Sections C.2.27, D.6.5, D.6.6, D.6.7, F.6.8
	%I Evidence of strategy for improving integration between passenger rail and other modes	☒	Ryde Interchange proposal and other schemes seek to improve integration. Sections C.2.40, D.6
	%I Identification and costing of specific infrastructure projects and service improvements aimed at improving passenger rail's modal share, and assessment of associated reduction in private car use	☒	Sections C.2.12, C.2.27, C.3.1, F.6.8
	%I Evidence of appropriate sharing of costs and risks between public and private sector	☒	Section C.2.27
	%I Evidence of joint consideration with passenger service operators of scope for improving capacity to meet various passenger needs, eg through greater use of flexible space areas in train and bus vehicles	☒	Current underground rolling stock does not allow flexibility. However, door access allows the disabled and bikes can be carried on trains

7: The role of taxis and private hire vehicles

Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	<p>%I Statement of policy on provision of taxi ranks, and whether taxis and PHVs are allowed to use any bus lanes (with reasons), and any other restricted road space</p> <p>%I Statement of policy on licensing, with especial reference to quality standards for taxis and PHVs (eg whether they are seen as more stringent than other licensing authorities), and on quantity controls (because licensing authorities are empowered to limit the number of taxi (not PHV) licenses they will grant, provided they are satisfied that there is no significant unmet demand in their area)</p> <p>%I Indication of whether the licensing authority area is sub-divided into zones, restricting taxis' flexibility in plying for hire, with a statement of the reason for the zoning</p>	<p>☒</p> <p>☒</p> <p>☒</p>	<p>No bus lanes at present, opportunities limited by road space</p> <p>Council currently reviewing licensing with particular emphasis on number 5 and quality C.2.33, C.2.34, D.9</p> <p>Council looking at de-zoning C.2.34</p>
Characteristics of a Good LTP	<p>Policies recently reviewed to take account of changing circumstances and integrated transport policies. Consideration of role for taxis and PHVs as part of a wider public transport system</p> <p>Innovative use of taxis, eg taxibuses</p>	<p>☒</p> <p>☒</p>	<p>Recognised as part of integrated transport C.2.28, C.2.38, D.9</p> <p>Sections C.2.12, C.2.33, C.2.38</p>

8: Strategy to encourage cycling			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I A discrete strategy for encouraging cycling, which establishes a clear target that contributes to the national targets for increasing cycle use	<input type="checkbox"/>	Section D.5
	%I Evidence that cyclists have been given a high priority	<input type="checkbox"/>	Sections C.2.8, D.5
	%I Evidence that encouraging cycling is part of all transport policies, including road safety strategies	<input type="checkbox"/>	Sections D.2.10, D.3, D.3.4, D.3.6, D.3.7, D.5
	%I Evidence of interaction with local planning authority to ensure that land use and development planning allows and encourages people to cycle	<input type="checkbox"/>	Policy TR6, TR7, Appendix I.1. Sections C.2.41, C.2.42
	%I Evidence that there has been a review of the road network, to establish where improvements to assist cyclists are needed	<input type="checkbox"/>	Sections C.2.9, C.2.10
	%I Assessment of the of quality of existing cycle networks, to identify where improvements are necessary	<input type="checkbox"/>	Sections C.2.9, C.2.10, D.5
	%I Programme of measures to improve safety of cyclists and reduce conflicts with other traffic, including pedestrians	<input type="checkbox"/>	Sections D.4, D.5
Characteristics of a Good LTP	%I Adopts a formal order in which planners consider the needs of different user types, placing cyclists near the top	<input type="checkbox"/>	UDP Policy TR, Appendix J
	%I Partnerships for action with health, education, commercial and voluntary bodies	<input type="checkbox"/>	Sections G.7.1, C.7.3, C.7.8
	%I Plans for improvement of physical provision to be based on methodical application of Cycle Review guidelines (published by IHT)	<input type="checkbox"/>	The Council is reviewing cycle infrastructure through cycle working group. Sections C.2.10, C.2.11
	%I Cycle Audit all road and traffic schemes		
	%I Aims to improve interchanges, and increase opportunities for combined cycle and public transport jou meys	<input type="checkbox"/>	Sections C.2.12, C.13.5, D.5, E
	%I Encourages cycling through TravelWise, Green Commuter Plans, Local Agenda 21 and School Transport Plans	<input type="checkbox"/>	Sections C.7.6, D.5.1, E
	%I Minimises conflict between pedestrians and cyclists	<input type="checkbox"/>	Section D.5.4

9: Strategy to encourage walking			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	Includes a strategy to encourage walking, either as a stand alone document or as part of a sustainable transport strategy	<input type="checkbox"/>	Sections C.2.23, D.4
	Identifies clear targets to encouraging walking and puts arrangements for monitoring progress in place	<input type="checkbox"/>	Sections C.2.23, D.4
	Consideration of the role of walking in all relevant policies, including safety strategies	<input type="checkbox"/>	Sections C.2.4, C.10
	Seeks to establish and develop partnerships with relevant bodies to improve the environment for walking	<input type="checkbox"/>	Council meets T2000 in QTP - Section C.2.6
	Clear evidence that the needs of pedestrians are being given a high priority	<input type="checkbox"/>	Sections C.2.3, C.2.4, C.2.5, D.4
	Clear evidence of working with planning authority to ensure land use and development planning allows and encourages people to walk	<input type="checkbox"/>	UDP policy TR6 Appendix J
	Audit and improves (by making more convenient, pleasanter and safer) walking routes to key destinations such as schools, workplaces, shopping areas and public transport interchanges (including bus stops)	<input type="checkbox"/>	Included in safe route to schools Sections C.2.4, C.2.5, C.2.7
	Measures to improve road safety and reduce the impact of traffic on pedestrians, consistent with encouraging walking	<input type="checkbox"/>	Sections D.1.2, D.3.7, D.4.1, D.12
Characteristics of a Good LTP	Considers the needs of mobility and sensory impaired people		Sections D.1.2, D.12.1
	Adopts a formal order in which planners should consider the needs of different types of transport (ie 'hierarchy' or 'order of consideration'), placing pedestrians first (as pioneered in York, Sheffield, etc)	<input type="checkbox"/>	UDP policy TR6, Appendix J
	Identifies and provides for new, high quality networks of walking routes, and improve the condition of those networks that already exist	<input type="checkbox"/>	Coastal towns project, Section C.2.6
	Identifies and tackles personal security issues that discourage people from walking	<input type="checkbox"/>	Sections D.11.1, D.12
	Provides for the co-ordination of street works to minimise disruption to pedestrians	<input type="checkbox"/>	Section D.11.1
	Provides for the removal of superfluous street furniture	<input type="checkbox"/>	Local Authority considers such schemes in conjunction with Blind and Mobility Impaired, Sections D.4, D.12
	Where appropriate, develops good links between urban centres and rural areas	<input type="checkbox"/>	Coastal towns, Section C.2.6

9: Strategy to encourage walking			
Quality of LTP	Descriptors	Tick Box	Comments
	Encourages walking through TravelWise, Green Commuter Plans, Local Agenda 21 strategy, School Transport Plans etc	<input type="checkbox"/>	Safe routes, Health, Sections C.2.4, C.2.5, C.7.3, C.7.6, C.7.8, C.9.2, C.9.3
	Minimises conflict between cyclists and walkers	<input type="checkbox"/>	Section C.10

Isle of Wigh

Traffic Management And Demand Restraint

10: Establish a road safety strategy			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Plan contains local casualty reduction targets for 2005, with milestone targets, based on the national targets to be achieved by 2010	☒	See table Road Safety, Section D.18. Sections C.10, D.3.1
	%I local road safety strategy for achieving those targets, describing:	☒	Section D.3
	%E current road accident casualty problem	☒	Section D.3.1
	%E how local partners will be drawn into delivery of objectives	☒	
	%E evidence that road safety issues, like speed management requirements have been considered in relevant policy areas such as planning, education, social policies, motorcycling and measures to promote cycling and walking	☒	Sections C.2.12, C.7.2, C.9.6, C.10, D.3.7, D.4, D.4.1, D.5.1
	%E a table of performance indicators to be updated in annual progress reports, including	☒	
	- total casualties for the authority area, with children separately identified	☒	
- the list of cost effective engineering schemes including, where appropriate, traffic calming measures, planned for year one, including the number and type of casualties reported at the sites to be treated, the type and cost of scheme to be implemented, the number of casualties expected to be saved as a result of each scheme, actual casualties following scheme completion - identifying children separately	☒	See table Section F.4	
- a broad indication of the priorities for schemes over years 2-5	☒	Section F.4	
- the education, training and publicity measures it will undertake and giving an indication of RSG (or other current expenditure resources) to be devoted to it	☒	Section D.3.4	

Isle of Wigh

10: Establish a road safety strategy

Quality of LTP	Descriptors	Tick Box	Comments
Characteristics of a Good LTP	%I Local casualty reduction targets which are realistic but more demanding than the national targets, with an explanation should the target not comply with these guidelines		To be addressed in Road Safety Plan review
	%I An appreciation of the problem of slight injuries and that consideration is being given to how to stem the increase in this type of casualty	☒	Section D.3.1
	%I Comprehensive assessment of the road accident casualty problem in the local authority area, both generally and specifically in relation to children, and the means by which it will need to be addressed		New IT package acquired to do this, previous analysis was done manually.
	%I A clear indication of intent to develop a systematic approach across the area to redesignating roads with appropriate speed limits, and supporting signing and road engineering, in light of Government advice	☒	Section D.3.3
	%I Use of actual accident data, to set the new targets in context. Children separately identified		To be addressed in Road Safety Plan review
	%I Sound monitoring arrangements to establish the position before schemes are implemented and the results	☒	Implicit in best practice when carrying out schemes
	%I A clear indication of intent to use RSG (or other LA resources) to road safety education, training and publicity and a five year plan of ETP activity	☒	Table Section F.1 demonstrates level of funding for 2001/2 only. Five year plan to be developed in Road Safety Plan review
	%I Evidence of effective liaison and partnership with other stakeholders, such as the local health authority, local authority planning department and the police	☒	Section C.10, Appendix J.2
	%I A strategy for how local road safety campaigns will complement national publicity		Support for Think campaign. Further strategy to be developed with Road Safety Plan review, Section D.3.4

Isle of Wigh

11: Parking strategy			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	<ul style="list-style-type: none"> %I Parking strategy should be consistent with: <ul style="list-style-type: none"> %E the aim of reducing road traffic levels and congestion %E national planning guidance in PPG13 and PPG6 %E the regional transport strategy, where one has been developed %E the overall thrust of locational policies in the relevant development plan, be it structure plan or UDP 	<input checked="" type="checkbox"/>	Council s parking strategy accords with PG13 and PPG6. Strategy is developed through UPD policy TR16 (Appendix J). Section D.1.1
	<ul style="list-style-type: none"> %I Covers maximum parking standards for new development, on street charging and controls and enforcement 	<input checked="" type="checkbox"/>	Section D and UDP Policy TR16, Appendix I
	<ul style="list-style-type: none"> %I Contains specific proposals , or make references to the individual strategies, f or the major town centres 	<input checked="" type="checkbox"/>	Sections D and E (delivery)
	<ul style="list-style-type: none"> %I Evidence that enforcement issues have been considered Characteristics of a Good LTP Consistent and coherent strategy which brings together planning standards, charging and on street controls 	<input checked="" type="checkbox"/>	Section D
Characteristics of a Good LTP	<ul style="list-style-type: none"> %I Consistent and coherent strategy which brings together planning standards, charging and on street controls 	<input checked="" type="checkbox"/>	Covered in Section D and E
	<ul style="list-style-type: none"> %I Clear strategy for effective enforcement 	<input checked="" type="checkbox"/>	Council currently looking at decriminalised parking, Section D.1.6
	<ul style="list-style-type: none"> %I Helps to reduce the traffic levels in town centres whilst at the same time ensuring enough good quality publicly available parking to support the continuing economic viability of retail and leisure investment in these locations 	<input checked="" type="checkbox"/>	Covered in Section D - D.1.5, D.1.7, UDP Policy TR16, Appendix I.1
	<ul style="list-style-type: none"> %I Discourages commuting by car, particularly into congested areas such as town centres - through charging policies and active management to favour short term visitor parking 	<input checked="" type="checkbox"/>	Section D.1 - D.1.3, D.1.5, D.1.8
	<ul style="list-style-type: none"> %I Where the overall amount, quality and location of publicly owned car parks are managed to deliver the objectives of the LTP and development plan 	<input checked="" type="checkbox"/>	Car parking covered in D.1
	<ul style="list-style-type: none"> %I Does not encourage developers to seek out of town locations 	<input checked="" type="checkbox"/>	Section D.1.1, Appendix I (UDP policy)

Integrated Transport, Integration with other policy areas

12: Public transport interchange			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Evidence of commitment to improving interchange, including the interface with broader transport, land use, economic and social policies	☒	Plan seeks to improve interchanges as part of Island strategy schemes for main towns
	%I Initial audit of existing formal and informal places of interchange covering information, ease of access and movement by all modes, (including access by foot and bicycle), passenger facilities, safety and security	☒	Planned schemes will include audit of provision, particularly for those with mobility problems, pedestrians and cyclists, Sections C.2.40, E
	%I A programme of work to:		
	%E Assess current standards against good practice, to develop a plan - short and long terms - for improvements.		To be considered as part of ongoing monitoring and development programme, Section G
	%E Assess which trips cannot be made directly or with easily facilitated connections		
	%E Identify possible methods of facilitating such trips directly or with acceptable interchange, and devise a practical implementation programme taking account of the measures which are available plus the co-operation with operators which may be possible	☒	Council working with operators to improve access and facilitate modal shift, Sections E, C.2.40
	%E Assess potential pedestrian and cycling catchment populations, current travel patterns and means of access	☒	Work underway as part of walking/cycling strategy
Characteristics of a Good LTP	%I Implementation programme (based on initial audit) together with ongoing programme of audit	☒	Section E
	%I Clear evidence of partnerships and joint working with public transport operators and others to maximise walking and cycling to public transport networks	☒	Sections C.2.40, D.6
	%I Consideration of the potential of contributory funding, eg RPP, Rural bus challenge and RTDF	☒	Section C.5

Isle of Wigh

13: Consistency with National Planning Guidance, RPG/RTS, and development plan

Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	<ul style="list-style-type: none"> <li data-bbox="521 284 1037 316">%I Consistent with national planning guidance <li data-bbox="521 363 1570 427">%I Where RTS has been prepared as part of new RPG arrangements, LTP should be consistent with RTS <li data-bbox="521 443 1592 539">%I Strategy in LTP should be consistent with that in development plan (where development plans are up to date and reflect current national policies), or with an emerging development plan/SPG which has been produced to update the development plan <li data-bbox="521 587 1272 619">%I A timetable for updating the development plan (where necessary) 	<ul style="list-style-type: none"> <li data-bbox="1626 284 1686 316">☐ <li data-bbox="1626 443 1686 475">☐ <li data-bbox="1626 587 1686 619">☐ 	<ul style="list-style-type: none"> <li data-bbox="1709 284 2011 347">Plan accords with National Guidance, Section A.1.2.2 <li data-bbox="1709 443 2011 571">Plan based on and complimentary to UDP guidance, Sections A.1.2.2, C.2.42 <li data-bbox="1709 587 2011 651">UDP inspectors report due August 2000
Characteristics of a Good LTP	<ul style="list-style-type: none"> <li data-bbox="521 667 1581 730">%I LTP should aim to complement planning policies designed to promote more sustainable travel choices and to reduce the need to travel <li data-bbox="521 746 1536 810">%I LTP will develop the RTS which provides regional priorities for transport investment, and a context for demand management measures <li data-bbox="521 826 1603 922">%I Strategy in LTP will be consistent with that in the RTS and structure plan or UDP Part 1, strategy and proposals specific to a single district in LTP should be consistent with those in Part 11 of UDP or a local plan 	<ul style="list-style-type: none"> <li data-bbox="1626 667 1686 699">☐ <li data-bbox="1626 746 1686 778">☐ <li data-bbox="1626 826 1686 858">☐ 	<ul style="list-style-type: none"> <li data-bbox="1709 667 1966 730">Plan accords with UDP, Sections A.1.2.2, A.2.4 <li data-bbox="1709 746 1821 778">Section E <li data-bbox="1709 826 2022 954">LTP accords with UDP Part I and policies in UDP Part II, see Section A.1.2.2, Appendix J

14: Establish a public transport information (PTI) strategy			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%i Statement of quantity and quality of existing PTI and proposed measures to improve it, both locally and as part of PTI 2000	☒	Sections C.3, D.7
	%i Evidence of co-operation with transport operators and adjacent authorities	☒	Sections C.3, D.7
	%i Evidence of a variety of means to access PTI, such as telephone bureau and timetable booklets, making appropriate provision for people with disabilities or other special needs	☒	Covered in Section C.3
	%i Details of both revenue and capital expenditure for local PTI and contributions towards the development of PTI 2000 and evidence that scope for securing private sector funding has been considered	☒	Council is acknowledged Key role played by Xephos in PTI - Section C.3
Characteristics of a Good LTP	%i Comprehensive assessment of PTI provision and usage resulting in clear strategies and performance targets to improve PTI both locally and as part of PTI 2000 and its subsequent developments	☒	Sections C.3, D.7
	%i Clear evidence of effective partnership between authority, operators and all adjacent authorities and commitment to action to promote and improve public transport use	☒	Links to Hampshire, Sections A.1, C.3
	%i Evidence of a full range of access media for PTI, including telephone, paper, internet, face-to-face; these facilities will be available to all within the area, as well as elsewhere in the UK and abroad, making appropriate provision for people with disabilities or other special needs	☒	Section C.3
	%i Strategies to integrate PTI with other policies, such as Bus Quality Partnerships, Travel Plans, Travel Awareness and Sustainable Tourism	☒	Sections C.3, D.7
	%i Travel information for other modes of transport, including taxi and private hire vehicle services, walking and cycling, to be made available	☒	Provides extensive range of cycling and walking publications and route information. Taxi information to be collected as part of monitoring.

15: Establish an integrated strategy for reducing car use and improving children s safety on the journey to school			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Assessment of current pattern of travel to school with baseline data	☒	Sections C.2.22, C.9, D.18
	%I Process for setting local targets on modal shift, and links to road safety targets; plans for monitoring	☒	Sections D.18 and G.1
	%I Proposed measures for identified schools or groups of schools, with costs and programme of implementation	☒	Schools identified in strategies in Section E
	%I Links with proposed wider measures on traffic management, walking and cycling, bus use; links with school transport provision	☒	Sections C.2.4, C.2.5, C.2.9, C.2.22, C.2.23, C.9, D.4, D.5, D.6
	%I Evidence of joint working between transport and education officers; evidence of consultation with schools, police, health authorities, bus operators	☒	Sections C.9, C.10, D.3, D.15
Characteristics of a Good LTP	%I Phased strategy, with targets in place and evidence of suitable monitoring arrangements	☒	Council has ongoing partnership with Education and other relevant bodies, Sections A.2.7, B.2, B.3, C.7, C.9 Independent schools included in strategy delivery in Section E.
	%I Clear integration with other policies in the plan, including:	☒	
	%E identification of continuous walking and cycling routes to schools with links to existing cycle and pedestrian networks	☒	
	%E plans for local and school bus provision, with consideration of walking sections of journey	☒	
	%E plans for traffic management, parking and speeding restrictions on routes to schools	☒	
	%I Effective joint working and co-ordination of road safety education, health education, environmental education and awareness campaigns with plans for physical measures	☒	
	%I Clear evidence of effective partnership with parents, residents, schools, police, health authorities, bus operators, local business and voluntary/community transport groups	☒	
%I Links with independent school sector	☒		

16: Measures to encourage voluntary adoption of travel plans by major employers

Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	<ul style="list-style-type: none"> <li data-bbox="526 284 1601 316">%i Assessment of current position and baseline data <li data-bbox="526 336 1601 400">%i Consideration of targets for the number or percentage of major organisations or employees in the area adopting travel plans and associated targets for modal shift by a target date <li data-bbox="526 421 1601 453">%i Identification of major sites where travel plans could have a significant impact on car usage <li data-bbox="526 474 1601 505">%i Evidence of dialogue and partnerships with key employers and public transport operators <li data-bbox="526 526 1601 558">%i Arrangements for monitoring take-up of travel plans <li data-bbox="526 579 1601 643">%i Evidence of preparation of travel plans for LA's own major sites, including surveys of own staff's existing travel patterns and measures that may encourage them to switch modes, with target date for completion 	<ul style="list-style-type: none"> <li data-bbox="1619 284 1684 316">☒ <li data-bbox="1619 421 1684 453">☒ <li data-bbox="1619 505 1684 537">☒ <li data-bbox="1619 663 1684 695">☒ 	<ul style="list-style-type: none"> <li data-bbox="1702 284 2036 316">Sections C.7.6, D.15 <li data-bbox="1702 421 2036 485">Identified in area strategies Section E and D.15 <li data-bbox="1702 505 2036 585">Council is talking to major employers, Sections C.7.6, D.15 <li data-bbox="1702 663 2036 727">Currently underway, see Sections C.7.6, D.15
Characteristics of a Good LTP	<ul style="list-style-type: none"> <li data-bbox="526 772 1601 804">%i Phased strategy with targets in place and evidence of suitable monitoring arrangements <li data-bbox="526 825 1601 888">%i Clear integration with other awareness-raising activities such as promotion of school travel plans and campaign activities <li data-bbox="526 909 1601 973">%i Clear integration with other policies in the plan and measures such as the introduction of new cycle fatuities <li data-bbox="526 994 1601 1074">%i Evidence of dialogue and partnership with local health promotion professionals; with neighbouring local authorities and with organisations such as the National TravelWise Association <li data-bbox="526 1094 1601 1158">%i Where relevant recognition of the advantage of bringing groups of employers together with public transport operators to develop plans on an area basis <li data-bbox="526 1179 1601 1211">%i Travel plan in operation for LA's own major sites, with targets 	<ul style="list-style-type: none"> <li data-bbox="1619 772 1684 804">☒ <li data-bbox="1619 825 1684 857">☒ <li data-bbox="1619 909 1684 941">☒ <li data-bbox="1619 994 1684 1026">☒ <li data-bbox="1619 1094 1684 1126">☒ <li data-bbox="1619 1243 1684 1275">☒ 	<ul style="list-style-type: none"> <li data-bbox="1702 772 2036 804">Sections D.15 and G <li data-bbox="1702 825 2036 857">Sections C.7.2, C.7.3 <li data-bbox="1702 909 2036 941">Sections C.2.9, C.2.10 <li data-bbox="1702 994 2036 1074">Section C.7.5, C.76 (neighbouring authority links not so relevant) <li data-bbox="1702 1094 2036 1211">Council in discussion with bus operator regarding Green Travel Zone Initiatives, Sections C.7.6, D.5 <li data-bbox="1702 1243 2036 1291">Underway - covered in Section D.7.6, D.15

17: Airport Surface Access

Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	<p>For qualifying airports (ie those with 1,000 or more passenger air transport movements per annum):</p> <ul style="list-style-type: none"> %I Make satisfactory provision for surface access to airports, taking into account their future development plans %I Reflect the targets and proposals of ASAS in the LTP where an Airport Transport Forum (ATF) has agreed them 	<p>☒</p> <p>N/A</p>	<p>Plan gives details of local airstrips, Section D.6.9</p> <p>The importance of links to regional and national facilities covered in Section A.1.1.5 and use of taxi links, Section C.2.31</p>
Characteristics of a Good LTP	<ul style="list-style-type: none"> %I Contain challenging, but realistic, targets for reducing the proportion of journeys to an airport made by private car and increasing the proportion made by public transport %I Evidence that airports within the LTP area and transport operators and infrastructure providers serving them have been consulted and are content with and committed to the airports related components of the LTP. %I LTP's proposals for surface access to airports are compatible with the importance ascribed to them by regional planning, economic and transport strategies 	N/A	<p>Many people travelling to such locations do so on public transport or by taxi from mainland port.</p> <p>Local airport operators consulted over plan</p>

18: Disability issues			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Clear commitment to meeting the needs of disabled people	<input type="checkbox"/>	Considered throughout the document, emphasis in Section C.2.2, C.2.23, C.2.24, C.2.30, C.5.1, C.11, D.12
	%I Evidence of consultation with organisations representing disabled people in the decision making process	<input type="checkbox"/>	Disability action group in QTP - Section B.2, C.11
	%I Evidence of co-operation between local authorities and transport operators, including community transport operators, to improve mobility opportunities for disabled people	<input type="checkbox"/>	Section C.2.23, C.2.40, C.5.1, D.18 (table)
	%I indication of how proposals and initiatives will impact on the mobility of disabled people		
Characteristics of a Good LTP	%I Evidence that those involved in the process have received disability awareness training		Plan prepared in conjunction with IWC Principal Policy Officer (Equality)
	%I Targets set for achieving improved access to disabled people, eg:		
	%E increase number of dropped kerbs with tactile paving in accordance with DETR guidance	<input type="checkbox"/>	Section D.18 (table), D.12
	%E improve the provision for disabled people at controlled crossings, eg provision of audible and/or tactile signals	<input type="checkbox"/>	Sections D.18 (table), D.12
	%E increase availability of accessible bus services, and improvements to associated infrastructure to facilitate access by disabled people	<input type="checkbox"/>	Sections C.2.23, C.2.29, C.2.40, D.1.2, D.6, D.12
	%I Record of achievements in relation to facilities for, or which reflect needs of, disabled people		
	%I Evidence of partnerships between local authority and transport operators which reflect mobility needs of disabled people	<input type="checkbox"/>	Sections C.2.23, C.2.40, scheme to improve interchanges
%I Evidence that measures to reduce car dependency are not disadvantaging disabled motorists who rely on the private car for day to day mobility, eg record of numbers, and locations of accessible parking bays, in relation to pedestrian areas	<input type="checkbox"/>	Section D.12, included in monitoring Section G	

19: Measures to promote social inclusion			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Evidence of commitment to meeting the transport needs of all different social groups (including women, older people, younger people, people from ethnic backgrounds and those on low incomes)	<input checked="" type="checkbox"/>	Comments throughout plan - specific reference in Sections C.2.2, C.11, C.12, D.12, D.16
	%I Evidence of the involvement of the different social groups to establish their transport needs	<input checked="" type="checkbox"/>	Identified through HImP, Transport needs survey C.5.1
	%I Describes the initiatives to improve personal security measures across the whole journey	<input checked="" type="checkbox"/>	
	%I Evidence of the active involvement of the community transport sector in meeting transport needs	<input checked="" type="checkbox"/>	Transport needs survey C.5.1
Characteristics of a Good LTP	%I Clear evidence of effective dialogue and partnerships with all social groups in the community to establish their transport needs	<input checked="" type="checkbox"/>	Transport survey, Sections C.2.2, C.5.1
	%I Clear evidence of partnerships with transport operators and other organisations to promote personal security	<input checked="" type="checkbox"/>	Carried out through QTP. Interchange improvements, CCTV, etc
	%I Evidence that policies have been reviewed in the light of the above	<input checked="" type="checkbox"/>	Plan revised following consultation on provisional document

20: Co-ordination with air quality action plan and action on noise			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Evidence of awareness of local air quality management and the need to achieve statutory air quality objectives	<input type="checkbox"/>	Sections C.15, D.13
	%I Evidence of awareness of need to devise and implement air quality action plans, where air quality improvements required	<input type="checkbox"/>	Sections C.15, D.13
	%I Where Air Quality Management Area has been declared, and an action plan agreed, incorporation of local transport related measures in LTP	<input type="checkbox"/>	No action plan required but further local investigation underway as part of second stage review
	%I Where review and assessment of air quality is not yet complete, recognition that LTP may need to be amended to incorporate any necessary measures	<input type="checkbox"/>	Section C.15.10
	%I Consideration of air quality implications of measures proposed in plan	<input type="checkbox"/>	Section D.13
	%I Evidence that the effect of traffic management on noise has been taken into account in appraising policies	<input type="checkbox"/>	Covered in Section D.14
	%I Evidence that an assessment of the impact on ambient noise levels has been included	<input type="checkbox"/>	Section D.14
Characteristics of a Good LTP	%I Evidence of understanding of air quality issues and contribution of road transport to air pollution 'hotspots'	<input type="checkbox"/>	Section C.15
	%I Evidence of good communication and high level of integration with those leading on local air quality management, whether or not they are within the same local authority	<input type="checkbox"/>	LTP strategy prepared in conjunction with Environmental Health, Section C.15.1
	%I Anticipation of and preparation for the traffic management measures likely to be required for achievement of air quality objectives	<input type="checkbox"/>	Sections C.15, D.13
	%I Inclusion of information on proposed action to reduce exposure levels based on an assessment of the impact on ambient noise of those living and working in the area	<input type="checkbox"/>	Section D.14

21: Action on climate change			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Considers the need to reduce greenhouse gas emissions	☒	Section C.15
	%I Evidence that plan builds on wider Local Agenda 21 initiatives	☒	Considered as part of LA 21 Strategy, Sections A.2.6, A.2.7, Appendix I.3
	%I Assesses impact of policies on CO ₂ emissions	☒	Section D.13
	%I CO ₂ emissions a factor in consideration of road traffic reduction targets	☒	Sections D.13, D.18
Characteristics of a Good LTP	Travel awareness campaigns include references to the need to reduce greenhouse gas emissions	☒	Part of Green Travel Plan initiative
	Quantifies impact of overall strategy on CO ₂ emissions	☒	Sections C.15, D.13

Isle of Wigh

Planning And Managing The Highways Network

22: Principal road maintenance strategy			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	Describes current condition of network	☒	Section F.3
	States criteria for the ordering of priorities, with reasons	☒	Section D.11
	Describes proposed 5-year work programme in broad terms with cost estimates	☒	Section F.3
	Gives location, length and nature of priority works, and estimated cost for all schemes costing more than £1m	N/A	
Characteristics of a Good LTP	Clear planning to make effective use of the 2000-01 resources and to prepare for continuing the programme using similar resource levels in a well targeted manner	☒	Table in F.3 shows current priorities which are being reviewed in the list of recent CVS and other relevant criteria
	Strategy relates investment in maintenance to other aspects of LTP, such as bridge strengthening and route management		
	Incorporates Best Value indicators	☒	Section G.2
	Evidence of environmental sensitivity in planning of the programme		
	An explanation of how overall strategy will contribute towards integrated transport, the environment and the local economy		
	The authority's view on the appropriate condition for their principal road network		
An indication of the progress possible in tackling the road maintenance backlog in different funding levels were available			

Isle of Wigh

23: Bridge strengthening strategy			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Identifies the number of unfinished assessments and gives timescale and cost estimates for completing the programme	☒	Section F.2
	%I Gives details of sub-standard bridges and structures on principal roads, with indication of extent of the temporary measures in place and the network effects of these	☒	Table Section F.2
	%I States clear criteria for determining which bridges need strengthening and to what weights	☒	Section F.2
	%I Sets out 5-year programme to address structures in need of strengthening or structural maintenance, with statement of reasons/criteria for the ordering of priorities	☒	Table Section F.2
Characteristics of a Good LTP	%I Evidence of co-operative working with private bridge owners	☒	Working with Railtrack Section F.2
	%I Evidence of consultation with local business, freight operators and bus operators in choice of strengthening priorities and planning of diversion routes	☒	Section F.2
	%I Environmental sensitivity in planning of the programme		Implicit in assessing alternative routes
	%I Clear planning to make effective use of the 2000-2001 resources and to prepare for continuing the programme using similar resource levels in a well targeted manner	☒	Table Section F.2
	%I Strategy relates bridge strengthening to other aspects of LTP such as road maintenance and route management		
	%I An explanation of how overall strategy will contribute towards integrated transport, the environment and the local economy		
	%I The authority's view on appropriate condition for their bridge/structure stock		
%I An indication of the progress possible in tackling the backlog in bridge/structure strengthening and structural maintenance, if different funding levels were available			Funding not considered the major obstacle to this, but slippage in Railtrack programme

24: Five-year look at major highway projects

Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	<ul style="list-style-type: none"> %I Detailed description of proposed major road project as set out in Annex E but with additional information showing how scheme links to wider LTP %I An Appraisal Summary Table (AST) for each major road proposal %I Details of proposed funding and timetable %I Relevant worksheets needed to complete the AST %I Signed checklist showing that correct procedures have been followed in compiling the AST %I Clear prioritisation if more than 1 scheme %I PPP Option %I For each road project there should be a short analysis assessing the scheme's potential for procurement as a PFI project. This should follow the guidance in Annex G on assessing the likely best procurement option to deliver value for money 	N/A	The Plan does not contain any major highway projects
Characteristics of a Good LTP	<ul style="list-style-type: none"> %I Clear description of scheme and benefits it will bring to wider LTP, and details of how LA intends to take forward the LTP if scheme is not accepted %I AST for LTP without major scheme %I Clear evidence that alternative solutions to traffic problem have been considered and why they have been rejected 		

235

Isle of Wigh

25: Detrunking			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Evidence that there has been liaison with the Highways Agency to establish a virtual detrunking regime for non-core roads in an authority's area %I Statements by the relevant authorities on whether or not they intend to pursue as part of their plan, schemes on non-core routes withdrawn from the national programme as a result of the July 1998 Roads Review	N/A	Not Relevant in local situation
Characteristics of a Good LTP	%I Non-core trunk roads grouped with other local roads in drawing up a comprehensive plan for managing the local road network that takes due account of the regional and national route hierarchy %I Further non-safety improvements to non-core routes proposed by authorities are realistic and affordable and fit into a wider strategy for managing the whole highway network within an authority's area %I Recognition given to traffic importance of non-core routes as part of the Primary Route Network Any proposals for de-priming fully explained and needs of all classes of traffic properly considered		

Isle of Wigh

Rural Issues

26: Recognise the particular needs and special character of the countryside			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Acknowledges and defines the particular needs of rural areas within the LTP	<input type="checkbox"/>	Sections C.5, D.17
	%I Identifies the interrelationship between rural settlements and between rural and other areas	<input type="checkbox"/>	Sections C.2.40, C.5, D.17, E.3
	%I Considers both accessibility needs of people living and working in rural areas, and areas of countryside in need of protection	<input type="checkbox"/>	Sections C.4, C.5, C.6, C.7
	%I Considers the needs of tourists and visitors to the countryside	<input type="checkbox"/>	Sections C.8, D.17, E.3
	%I Evidence of involvement from rural bus and rail operators and a wide range of other partners including parish and district councils	<input type="checkbox"/>	Sections B.1, C.2.40, D.6, E
	%I Considers appropriate (in the rural context) demand management, traffic management and park and ride proposals	<input type="checkbox"/>	Considered throughout the Plan, particularly in C.2.40, C.5, D.1, D.8, D.17
	%I Considers of the possibilities for improved interchange and public transport information in rural areas	<input type="checkbox"/>	Sections D.6, D.7
	%I Considers measures to address the movement of freight in and around the countryside areas (reflecting the need both to allow necessary movement of goods and to ensure the protection of sensitive areas)	<input type="checkbox"/>	Sections C.4, C.6.6, C.14, D.8
	%I Considers role for the community and voluntary transport sectors, taxis, private hire vehicles, and taxibuses in rural areas	<input type="checkbox"/>	Sections C.5, C.2.28 - C.2.38, D.9
%I Considers potential for walking and cycling in combination with public transport	<input type="checkbox"/>	Sections C.2.3 - C.2.8, C.2.12, E.3	

26: Recognise the particular needs and special character of the countryside			
Quality of LTP	Descriptors	Tick Box	Comments
Characteristics of a Good LTP	Clear priorities for action to address the particular problems of rural areas with regard to accessibility	<input type="checkbox"/>	Sections C.2, C.5, C.11, D.6, E.3
	Firm proposals for monitoring and evaluation particular impact of policies on rural areas	<input type="checkbox"/>	Section G
	Development of rural bus quality partnerships	<input type="checkbox"/>	Quality Transport Partnership includes local bus operator
	Makes good use of Countryside Agency funds (RTP/RTDF)	<input type="checkbox"/>	Sections C.3, D.6, D.7
	Addresses need to improve public transport interchange and information dissemination facilities in rural areas Considers the scope for enhancing the range of services provided within rural communities to improve accessibility and reduce the need to travel	<input type="checkbox"/>	Covered in C.2, C.2.41, C.2.42, C.5, D.6, D.9, D.16

Isle of Wigh

Freight

27: Sustainable distribution			
Quality of LTP	Descriptors	Tick Box	Comments
Minimum requirements	%I Description of policy for the development of an integrated, sustainable distribution system which takes into account the dominant role of road freight and the potential for modal transfer to rail or inland waterways	☒	Sections C.6.6, C.14, D.8 (freight by rail not an option on Island)
	%I Evidence that the strategic role of freight distribution in the growth or regeneration of the local and regional economy has been assessed	☒	Sections C.6.6, C.14, C.15.11
	%I Evidence that efforts have been made to bring freight transport operators, businesses and the local community into the strategic thinking and planning processes	☒	FTA part of Quality Transport Partnership, Sections B.2, D.8
	%I Clear evidence of effective partnership with navigation authorities, rail infrastructure providers and freight operating companies to promote greater use of alternative modes for freight distribution	☒	Council has contact with Cowes and Newport Harbour Masters, Section C.14
	%I Evidence that opportunities for the greater use of rail and water freight are being taken into account in and use planning decisions	☒	Section C.14, UDP Policy TR15, Appendix I.2
Characteristics of a Good LTP	%I Evidence of progress in establishing freight quality partnerships, identifying key organisations and companies involved	☒	FTA part of QTP, Sections B.2, D.8.2
	%I Clear strategies to help industry develop and implement best practice	☒	Chamber of Commerce represented on QTP, Sections B.2, C.6.6
	%I Comprehensive assessments of existing operational and non-operational freight facilities within the area, evidence of consideration of potential for freight grants	☒	UDP policy TR15, Appendix I.1
	%I Clear strategies and identification of flows that could be transferred to alternative modes, including an assessment of the lorry journeys to be saved	☒	To be considered as part of freight strategy, Section D.8
	%I Strategy to balance the requirement for efficient goods distribution with the social and environmental effects, particularly in an urban environment	☒	Covered in Sections C.14, D.8, D.13, D.14
	%I Clear evidence of lorry routing strategies	☒	Under review as part of freight distribution strategy, Sections D.8, D.13.1, D.14

Isle of Wigh

G.2 PERFORMANCE INDICATORS

G2.1 Best Value

Best Value places a clear emphasis on comparing performance, setting targets for improving performance, monitoring progress and reporting the results back to local people. The White Paper *Modern Local Government - in touch with the People* envisaged a range of statutory national performance indicators.

The White Paper sets out a clear explanation that authorities will need to compare their performance with that of the best, and include comparisons outside of the authority.

It is intended that targets will secure sustained economies from all authorities and a continuous improvement in service quality. Performance Indicators will play an important role in demonstrating the Council's achievement of Best Value.

Best Value requires a cascade of objectives and performance indicators from the strategic level through the broad service aims to the point of delivery. After public consultation, the Council has given the highest priority to a Best Value review of the Highways and Transportation service which is now being undertaken as a first year review.

DIRECTORATE OF ENVIRONMENT SERVICES								
	NATIONAL PERFORMANCE INDICATORS	BASELINE 1999/2000 (Estimated)	TARGET 2000/01	TARGET 2001/02	TARGET 2002/03	TARGET 2003/04	TARGET 2004/05	
ENVIRONMENT SERVICES								
COST / EFFICIENCY								
-BVPI 93	Cost of Highway maintenance per kilometre principal roads.	£0.92	£0.93	£0.95	£0.95	£0.96	£0.96	
BVPI 94	Cost per subsidised bus passenger.	£0.43	£0.43	£0.43	£0.43	£0.43	£0.43	
BVPI 95	Average cost of maintaining street lights.	£47.08	£47.08	£48.00	£48.00	£48.50	£48.50	
SERVICE DELIVERY OUTCOME								
BVPI 96	Condition of principal roads.		*1					
BVPI 97	Condition of non - principal roads.		*1					
BVPI 98	Percentage of stage of street lighting as planned.		0.45	0.45	0.45	0.44	0.44	0.43
BVPI 99	Road Safety							
	1.1 Fatal / serious	0.00096	0.0009	0.00085	0.0008	0.00075	0.00072	
	1.2 Slight *2	0.00539	0.005	0.0049	0.00485	0.0048	0.00475	

DIRECTORATE OF ENVIRONMENT SERVICES							
	NATIONAL PERFORMANCE INDICATORS	BASELINE 1999/2000 (Estimated)	TARGET 2000/01	TARGET 2001/02	TARGET 2002/03	TARGET 2003/04	TARGET 2004/05
ENVIRONMENT SERVICES							
BVPI 100	Number of days temporary traffic controls or road closure on traffic sensitive roads caused by local authority road works per kilometre of traffic sensitive roads.	0.71	0.70	0.69	0.69	0.68	0.68
BVPI 101	Local bus services (vehicle kilometres per year)	4,900,000					4,900,000
BVPI 102	Local bus services (passenger journeys per year)	6,800,000					7,100,000
QUALITY							
BVPI 103	Percentage of users satisfied with local provision of public transport information	80%					90%
BVPI 104	Percentage of users satisfied with local bus services.	80%					85%
FAIR ACCESS							
BVPI 105	Damage to road and pavements.	95.2%	96%	97%	97%	98%	98%

- *1 The Council has not previously carried out the required carriageway assessments to provide this indicator. Data will be gathered to ensure that this is available for 2000 / 01.
- *2 Categorisation of accidents by road user type is unavailable at present due to problems with Hampshire Constabulary data base not being year 2000 compliant. New system to be in place this year.

LOCAL PERFORMANCE INDICATORS

Local transport plans must include a set of indicators for measuring performance against targets and other outputs in order to assess how the plan is delivering its objectives. These indicators will enable progress to be monitored and measured against the targets, and are aimed at preventing failings in any one element of the strategy from compromising the achievements of the overall targets. They will also help to identify areas where further resources and effort should be targeted as the plan proceeds.

A set of national performance indicators has been prescribed for key local authority services and they will be required to set targets against those indicators in local performance plans which will be reviewed as part of regular inspections by the Best Value Inspectorate. The Council's own targets are set out in the table below.

In addition to the national performance indicators, local indicators more specifically attuned to the targets and measures contained in the Local Transport Plan:

LOCAL TRANSPORT PLAN - CAPITAL PROGRAMME EXPENDITURE 2001-02 TO 2005-06

LTP - F.1 : Summary of actual, estimated outturn and projected local transport capital expenditure

Authority **ISLE OF WIGHT COUNCIL**

Authority No. **130**

Contact Name **Mr S R Frase**

Telephone Number (with extension) **01983 823657 (direct)**

Isle of Wigh

242

	All Figures in £000								
	1997-98	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
Maintenance of Principal Highways	607	553	225	2571	895	815	830	820	850
Maintenance, Assessment and Strengthening of Bridges	54	149	178	725	1633	570	950	400	400
Individual Schemes Costing More Than £5 million	0	0	0	0	0	0	0	0	0
Individual Schemes Costing Less Than £5 million or Groups of Related Schemes	783	684	681	2413	4627	8655	7535	5475	4930
Total	1444	1386	1084	5709	7155	10040	9315	6695	6180

Notes:

LTP - F.1, 2 and 3

1. Where available, audited information should be used.
2. For years before the current year, actual or estimated outturn expenditure should be given.
3. Give estimated outturn expenditure for the current financial year.
4. Give projected expenditure for years after the current financial year. You should not make any adjustments for this to reflect resources held from previous years or resources which are sought for expenditure which will occur, or have occurred, in other financial years.
5. Enter all financial data in multiples of £1,000, eg 500 = £500,000. DO NOT use commas or decimal places.
6. Expenditure on major maintenance schemes (over £5 million) should be included in the major schemes row of this table and not in rows 1 and 2.

For LTP - F.2 AND LTP - F.3

7. Use LTP - F.2 for existing and new major schemes with gross costs of more than £5 million. This includes new road schemes, public transport schemes and major highway maintenance schemes.
8. Use LTP - F.3 for all schemes not included in LTP - F.2, other than capital maintenance expenditure.
2. For existing schemes, give DETR reference.
3. For new schemes, give local authority priority (1, 2, 3, ... etc). Equal rankings may not be used.

For LTP - F.4

Refer to the LTP Technical Guidance, para xx

LOCAL TRANSPORT PLAN - CAPITAL PROGRAMME EXPENDITURE 2001-02 TO 2005-06

LTP - F.2 : Actual, estimated outturn and projected local transport capital expenditure on individual schemes costing more than £5 million

Authority ISLE OF WIGHT COUNCIL

Authority No. 130

All figures in £000

Scheme name	Type	DETR Ref/ Pry	Start of main works		End of main works		Gross total cost	Net total cost	1997-98	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
			mm	yyyy	mm	yyyy											
TOTALAL LTP - F.2 - AL.2 - ALL PAGES							0	0	0	0	0	0	0	0	0	0	0
NIL RETURN							0	0	0	0	0	0	0	0	0	0	0

LOCAL TRANSPORT PLAN - CAPITAL EXPENDITURE 2000-01 TO 2005-06

LTP - F.3 : Actual, estimated outturn and projected local transport capital expenditure on individual schemes costing less than £5 million and groups of related schemes

Authority Isle of Wight Council

Authority No. 130

Scheme Name	Type	Gross	Net Total	1997-98	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
TOTAL ALL SHEETS				783	684	681	2413	4627	8655	7435	5475	4930
Local Safety Schemes	LS	5224	5224	365	489	191	432	497	730	745	760	815
Safe Cycle Routes	CY	112	112	3	109	0	0	0	0	0	0	0
Pedestrian Schemes/Footway Improvements	FW	321	321	0	40	0	281	0	0	0	0	0
Safe Routes to Schools	SR	250	250	37	0	70	143	0	0	0	0	0
Minor Road Improvements	OC	240	240	0	0	139	101	0	0	0	0	0
Pedestrian Facilities	PX	279	279	0	0	165	114	0	0	0	0	0
Highway Drainage Projects	OH	68	68	0	0	0	68	0	0	0	0	0
Cycling Facilities	CY	258	258	0	0	81	177	0	0	0	0	0
Highway Crossing Improvements	PX	60	60	0	0	0	60	0	0	0	0	0
Traffic Calming/Speed Reduction	TM	175	175	0	0	0	175	0	0	0	0	0
Safety Projects	TM	398	398	0	0	0	398	0	0	0	0	0
Public Transport Improvements	BL	293	293	13	12	0	268	0	0	0	0	0
Disabled Facilities	PX	14	14	0	0	14	0	0	0	0	0	0
Street Lighting Improvements	SL	65	65	0	0	5	60	0	0	0	0	0
Other Highway Initiatives	OH	419	419	365	34	16	4	0	0	0	0	0
Integrated Transport Schemes - Transport Fund	SR	132	132	0	0	0	132	0	0	0	0	0
Ryde Multi-Modal Interchange	MP	4500	4500	0	0	0	0	200	2800	1500	0	0
North East Triangle Package	OP	10495	10495	0	0	0	0	1560	2550	2360	2200	1825
Coastal Resorts Package	OP	5295	5295	0	0	0	0	995	1245	1230	870	955
Rural Areas Package	OP	7085	7085	0	0	0	0	1175	1330	1600	1645	1335

LOCAL TRANSPORT PLAN - CAPITAL EXPENDITURE 2000-01 TO 2005-06

LTP- F.4: Estimated benefits of successful Local Transport Plan bids

Authority

Authority No.

use whole numbers only

Code Description	Type	Unit of data	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
New or improved access road to housing	AH	km	0	0	0	0	0	0
New or improved access road to industry	AI	km	0	0	0	0	0	0
Bus Infrastructure Scheme	BI	unit	0	0	1	0	0	0
Busways, Quality Bus Corridors, Bus lanes, bus priority	BL	km	0	0	0	0	0	0
Bypass in rural area	BP	km	0	0	0	0	0	0
Bus shelters	BS	number	6	8	10	12	12	12
Bus vehicles	BV	number	0	0	0	0	0	0
Measures to reduce congestion (incl. Traffic calming)	CG	number	7	12	15	14	14	13
Cycleways and cycle lanes	CY	km	5	9	10	12	9	8
Dualling	DU	km	0	0	0	0	0	0
Safety Fencing	FE	metres	0	0	0	0	0	0
New or improved footways	FW	metres	1000	2100	2100	2200	2400	2500
Gap Closure	GC	number	0	0	0	0	0	0
Heavy rail new scheme	HN	km	0	0	0	0	0	0
Heavy rail refurbishment, renewal (inc stations)	HR	km	0	0	0	13	0	0
Home zones	HZ	number	2	1	2	1	2	2
Major structural carriageway improvement	IC	km	0	0	0	0	0	0
Junction improvement	JI	number	3	6	6	6	6	6
New lay-by or bus lay-by	LB	number	1	3	4	5	5	6
Light rail new scheme	LN	km	0	0	0	0	0	0
Lorry restrictions	LO	number	2	3	20	20	4	5
Light rail refurbishment, renewal (inc stations)	LR	km	0	0	0	0	0	0
Local safety schemes	LS	number	10	15	8	7	9	6

use whole numbers only

Code Description	Type	Unit of data	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
Major bridge maintenance	MB	number	0	0	0	0	0	0
Major carriageway maintenance scheme	MC	km	0	0	0	0	0	0
Major maintenance scheme	MM	km	0	0	0	0	0	0
Multi-modal public transport scheme	MP	number	0	0	1	0	1	1
Noise insulation	NI	metres	0	0	0	0	0	0
New junction	NJ	number	0	0	0	0	0	0
Park and Ride (Bus/Road related)	PB	number	1	0	0	0	0	0
Pedestrianisation	PE	metres	0	0	1	1	0	0
Public transport passenger information	PI	number	0	0	0	0	0	0
Park and ride (rail-related)	PR	number	1	0	0	0	0	0
Pedestrian crossings	PX	number	3	5	6	6	7	8
Realignment	RE	metres	50	0	50	0	0	0
Relief road or urban ring road	RR	km	0	0	0	0	0	0
Studies	SD	number	4	5	4	4	3	4
Street Furniture	SF	number	50	100	100	100	100	100
Signalling/signal upgrading	SG	number	3	6	6	7	7	6
Signing/resigning	SI	number	1	2	2	2	2	2
New or improved street lighting	SL	number	110	200	210	220	220	220
Safe routes to school	SR	number	3	6	7	8	9	10
Trolleybus scheme	TB	number	0	0	0	0	0	0
Traffic Management	TM	number	2	3	3	4	2	1
Tunnel work	TU	metres	0	0	0	0	0	0
Urban traffic control	UT	number	0	0	0	0	0	0
Road Widening	WD	km	0	0	0	0	0	0

246

Isle of Wigh

I APPENDICES

I.1 TRANSPORT SECTION (UNITARY DEVELOPMENT PLAN)

The Text below represents the Council's up to date position in respect of the transport policies and proposals of the Draft Unitary Development Plan and includes proposed pre-Inquiry changes (denoted by a PC reference number and shown in bold italic text). The Council is awaiting the Inspectors report which is not due until August 2000.

The Local Transport Strategy is based upon the Unitary Development Plan policies. These Council documents are complementary and mutually supportive.

List of Policies

TR1	An Integrated Transport Network
TR2	Criteria for the Development of a Fixed Link
TR3	Locating Development to Minimise the Need to Travel
TR4	Transport Statement Requirements for Major Development
TR5	Alternative Transport Links
TR6	Cycling and Walking
TR7	Highway Considerations for New Development
TR8	The Environmental Impact of New Infrastructure Schemes
TR9	To Encourage the Provision of Improved Transport Facilities
TR10	Cross-Solent Ferry Links
TR11	Traffic Management Schemes for Ferry Terminals
TR12	The Strategic Road Network
TR13	Road Improvements
TR14	Town Centre Traffic Management
TR15	Bulk Freight Handling and Distribution Facilities
TR16	Parking Policies and Guidelines
TR17	Public Rights of Way
TR18	Railway Network
TR19	Airports
TR20	Helicopter Landing Facilities

Transport Facts

- ∞→ The Island has 243 miles (391 km) of classified roads.
- ∞→ There are approximately 50,000 Island registered private cars and vans.
- ∞→ The cross-Solent ferries carried approximately 7,500,000 passenger and nearly 1,400,000 vehicles in 1994.
- ∞→ There are 516 (830 km) of bridleways, footpaths, green lanes and cycleways on the Island.
- ∞→ 3.6% of people in employment on the Island travel to work by bicycle.

Introduction

- PC141 14.1 ***The cross Solent ferries are the essential link to the Mainland. Apart from the shipping of some bulk items such as grain and aggregates, nearly all goods, vehicles and passengers are carried to the Island by a range of fast craft and ferries. Whilst it is often argued that much of the Island's charm is due to its isolation, it is acknowledged that the cost and availability of cross - Solent travel can be a major factor when examining impacts on the socio-economic development of the Island. Often considered to be part of the relatively prosperous South east, the development of the Island is seen to be disadvantaged by its physical and economic separation from the rest of the region.*** Travel demands have increased substantially in recent years. Nationally, it is estimated that traffic volume will double in the next 10-15 years. The Government recognises that the national forecast levels of traffic growth, especially in urban areas, cannot be met in full, and that new road building or rebuilding of existing highways may, in some cases, be environmentally unacceptable. It is already government policy not to build roads simply to facilitate commuting by car into congested urban centres.
- 14.2 With a largely dispersed population, transport is inevitably an important issue on the Island. The majority of households rely on the car as the main method of transport, and it has fundamentally changed lifestyles allowing for example, far greater flexibility over where people live and work, shop and play. The car has led to a major change in land use patterns and it is now difficult to see a future without access to private vehicles. The reliance on the car is, however, not without its costs. Pollution and damage to the environment, growing energy consumption, increased congestion, delays and accidents are all factors fuelling the debate both nationally and globally about the future role of the car. Despite these concerns, traffic volumes are expected to rise on the Island. The actual level of vehicular traffic growth will, however, depend on a number of factors including development and growth pressures and the success or otherwise of the Council's policies to reduce the need to travel by car. The decision on whether to develop a greater capacity on the existing road system has been one of the most important issues addressed by this plan.
- 14.3 For many people, however, the private car is just not available. Nearly 30% of households do not own a car and many more people within car-owning households do not have access to that car. Public transport provides an essential service not only to many of these people, particularly those living in outlying areas but also to tourists who come to the Island without a car.
- 14.4 Apart from a number of well-known "bottlenecks", Island roads can hardly be regarded as congested. Even at peak times in the summer, much of the 500 miles of highway network is, by comparison to the mainland, only lightly used. The physical extent of the network and the requirements for maintenance mean that available resources for new development are limited. In general, it is considered that significantly upgrading the capacity of parts of the road system could simply transfer pressure to other areas. The environmental effect of major upgrading could also be significant.
- 14.5 The combination of a number of recent changes in Government thinking and a growing environmental concern has resulted in a shift away from a long established national roads building programme, towards a more sustainable

transport policy. Recently issued Planning Policy Guidance notes on Transport and Retailing (PPG13 and PPG6), together with a global awareness that road building alone cannot solve transport problems, has further encouraged the Council's move towards the integration of their land use and transport policies, a reduction of its road building programme and increase the money spent on cycleways, traffic reduction and traffic calming initiatives.

- PC142 14.6 ***The Council welcomes the principles set out in the Road Traffic Reduction Act although recognising that at present its ability to have a major impact is constrained. Whilst it should be acknowledged that the ability of Local Highway Authorities to meet targets will be greatly influenced by central Government, the Council has already accepted the principle of target based policies as set out in the National Cycling Strategy and has through its Quality Transport Partnership stated that the objective is not to allow car usage to increase over the next ten years.*** New development should now only be built within or near to existing population centres where they can easily be accessed by public transport, bicycle or on foot - not just by private car. Recent moves by the Council to reduce the amount of money it spends on new road construction, means that future road schemes will be limited to priority, schemes for which the Council has funds available, or those roads constructed by the developer, normally as part of a development scheme.

Transport Policy and Programme (TPP)

Prepared annually by the Directorate of Development and submitted to the Department for approval in each August, the Transport Policy and Programme is a statutory document which sets out the Isle of Wight Council's policies in relation to transport matters and its bids for transport funding for the following financial year. The TPP identifies and costs the planned programme of road works and other associated engineering schemes, sets them within a rolling five year programme and examines the related background factors which have determined the Council policies, including traffic management, public transport and road safety.

- 14.7 This plan therefore now includes only those road proposals and highway improvements schemes for which funding has been agreed, or for which there is a realistic likelihood of construction during the plan period. Proposals for schemes such as relief roads for Wootton, Brading, Sandown/Shanklin, Shalfleet, Godshill and Fishbourne, are considered to be unrealistic when considered against the Council's transport policies, and have been omitted from this plan.
- 14.8 The overall strategy outlined in this plan is therefore to make only a small number of additions to the strategic road network, whilst providing for improvements to the network where environmental considerations allow. This plan seeks to promote alternative methods of transport, and reduce travel needs. To maintain the future effectiveness of the transport system, more weight will be given to policies to manage demand, through adopting a comprehensive transport strategy covering all forms of transport, and by promoting development, particularly within urban areas at locations accessible by means other than the private car.

Objectives

The objectives for this section are:

- ±□ to try and reduce the need to travel, especially by car;
- ±□ to promote alternatives to car use;
- ±□ to remove road schemes no longer considered desirable or realistic from the plan;
- ±□ to encourage the provision of improved public transport facilities;
- ±□ to make the best use of the existing highway network;
- ±□ to increase the opportunities for cycling and walking;
- ±□ to limit the undesirable impact of car use;
- ±□ to encourage the improvement of cross-Solent ferry links;
- ±□ to encourage the retention of the Island railway network and safeguard disused lines for future transport use.

An Integrated Transport Network

TR1 *The Council will seek to encourage and develop an integrated and effective transport network. Development schemes in conformity with this proposal will be permitted.*

14.9 The term transport network is used to describe the infrastructure and services which provide transport for residents and visitors. It includes roads, railways, ferries, footpaths and cycleways as well as public transport routes and services. The Council aims to sustain the local economy, while minimising the impact of traffic on the environment, by trying to reduce the growth in the length and number of journeys, particularly by private car, for everyday needs. To do this it is important that full and best use is made of the existing public transport system, and that improvements to bus and rail services be supported in order to improve the effectiveness of the public transport network. The Council believes that an integrated transport network, where there is easy access between the various modes of transport, will help reduce reliance on the private car and provide for the reasonable travel needs of all members of the community, including those who do not have ready access to a private motor vehicle.

Criteria for the Development of a Fixed Link

TR2 *Any planning applications for the construction of a bridge or tunnel to the Island will have to be accompanied by a detailed impact analysis. Proposals will not be supported if a detrimental impact to the Island is proven.*

14.20 There can be little doubt that transport links are the key to the Island's problems and further prosperity. The Council would wish to see improvements to cross-Solent links both for social and economic reasons. Whilst the consideration of a fixed transport link has been regarded by some as the solution to many of the Island's problems, it is thought that a link of this type would have a radical impact not only upon the Island and its lifestyle but also the environment on both sides of the Solent. It is considered that such a link would require a substantial amount of investment and any proposals should be subject to the fullest possible consideration and discussion both in Hampshire and on the Island. The plan therefore assumes that in view of the likely timescale, the scheme is unlikely to become a reality within the plan period. Firm proposals would require a complete re-evaluation of the planning policies and proposals contained in this plan.

Locating Development to Minimise the Need to Travel

PC143 **TR3** ***Planning applications for development which minimise the need to travel, especially by car, will be approved. The Council will therefore seek to locate new developments which will create significant travel demand, within existing defined settlements which are easily accessible by public transport, bicycle and on foot.***

14.21 Planning policies can help reduce the need to travel and the reliance on the motor car, by encouraging a mix of land uses which provide jobs and services close to where people live, and by locating development close to where it can be effectively serviced by public transport. The Council's aim is to move towards a more sustainable balance of land uses not only within existing urban areas but also in rural communities where the Council acknowledge the need to encourage rural enterprise and diversification. This aim will be achieved by focusing suitable development of an appropriate scale within or close to those existing settlements which are already well served, or can be easily served, by modes of transport other than just the car. The Council believes that by encouraging the provision of a wide range of facilities within local areas, the need for people to use cars will be reduced.

Transport Statement Requirements for Major Development

PC144 **TR4** *Planning applications for developments which, by their nature, attract a significant number of persons, such as large retail uses, tourist attractions, residential developments or places of employment, must include a supporting statement **which shows how the proposal has addressed the need to reduce travel to and from the development by car.** ~~estimating traffic generation and setting out proposed measures to reduce the need to travel to and from the developments by car.~~ ~~The application must include details of how access by public transport, bicycle and on foot will be provided.~~ **The Council will require to be satisfied that adequate measures have been taken to provide for Public Transport, bicycle and foot travel before approving any application.***

14.22 Major developments can have a considerable impact on the immediate and wider highway network. It is therefore important that developers of schemes or organisers of events which are likely to generate significant travel demand, consider the transport impacts of their scheme and include with their application a statement of intent and practices which will include measures which will reduce the reliance on people arriving by car and explain the methods and provisions by which users of the site will be encouraged to arrive by other means.

Alternative Transport Links

PC145 **TR5** *Planning applications for the development of modern public transport facilities which will help in reducing the need for car journeys, or in the development of the tourism industry, will be given favourable consideration, where environmental impacts can be satisfactorily addressed.*

PC146 14.23 ~~The Council considers that potential exists for the development of new transport infrastructure schemes which would help reduce demand for road use, as well as help the development of the tourist industry. While funding is a crucial issue which remains to be resolved, this plan should be able to address a proposal should one be forthcoming. The Council have, for example, previously looked at the feasibility of a monorail link connecting East Cowes and Newport, and further work on developing other such concepts and deciding on precise routes, may be continued during the progress of this plan. A monorail link between Sandown and Shanklin along the revetment could also provide a major boost for tourism if found to be financially viable.~~

Cycling and Walking

PC147 **TR6** ~~The Council will, when considering Planning applications for development, approve schemes which include the opportunity for cycling and walking as alternatives to the car~~ **will be approved.** ~~The Council will expect the following to be considered~~ **included during at the earliest** design stage:

- a** residential developments should, where appropriate and the size of the scheme allows, ~~incorporate~~ **include** cycleways and **footpaths** ~~allow for the provision of suitable links~~ **linking onto** into the existing highway network. Joint footpath/cycle use may be appropriate in some circumstances, where this is safe and practical;
- b** non-residential development should in addition to (a) above, include cycle parking facilities of an appropriate design and capacity to serve the development. Particular consideration should be given to places of work and buildings visited, or used, by the public.

14.24 The Council recognise that both cycling and walking are healthy and pollution free ways of getting about and will encourage, where possible, schemes which will help make these methods of transport safer, easier and more pleasant. It may not be possible or practical to incorporate all the measures suggested in some new developments, particularly those of a small scale, single plots, infill or a road frontage type.

PC148 14.25 The 1991 Census showed that nearly 30% of Island households have no car and the number of Island people who travelled to work by bicycle and on foot to be slightly higher than the equivalent national figures. The Census showed that on the Island, 3.6% travelled to work by bicycle compared with 3.0% for Great Britain, whilst 17.8% walked to work, compared with 11.8% nationally. The overall cycle use figure is, however, not so encouraging when considering the national cycling figures. Cycling nationally accounts for less than 2% of all trips compared with 10% in Sweden, 11% in Germany, 15% in Switzerland and 18% in Denmark. The number of cycles purchased in the UK for leisure use has risen in recent years, and there is an enormous potential to convert this upsurge of interest into increasing the level of cycle use as an everyday form of transport. **The Council is actively investigating the creation of new footpaths and cycleways and will be seeking funding through the Transportation Policies and Programme (TPP) and other funding processes for appropriate schemes.** The Council **will where possible support safe routes to schools projects and will** refer to the Department of Transport's National Cycling Strategy **and other relevant** guidance when considering **other possible methods of** ~~how to encourage~~ **encouraging** cycle use in the future. A guide to cycle parking requirements is included in Appendix G.(of the UDP)

Highway Considerations for New Development

PC149 **TR7** *Planning applications for new development ~~must take~~ **will be approved where they take** account of the following matters, for highway safety:*

- a that the proper provision of facilities within the development has been made so as to ensure the safe movement and separation of vehicular traffic, buses, bicycles and pedestrians;*
- ~~*b that any new vehicular access off the highway network shall be designed with adequate sight lines and constructed to the required standard;*~~
- eb that any new road layout, **including vehicular access, road junctions, and crossing points are located and constructed to provide safe conditions for all road users, particularly the needs of the more vulnerable, such as cyclists, pedestrians, and the disabled.***

14.26 The Council believes that the safety of all road users is of paramount importance, and is committed to a road safety policy designed to see a reduction in road casualties of one third by the year 2000. It is important that due consideration is given to the safety of all road users, including the more vulnerable and the less mobile, when examining new road proposals and junction arrangements.

The Environmental Impact of New Infrastructure Schemes

PC150 **TR8** *The Council will, when considering* **Planning applications for new developments which will result in changes to the infrastructure, will only be approved where it can clearly be demonstrated that the impact on seek to minimise the impact of any scheme on both the natural and built environment has been reduced to a minimum.** ~~*Infrastructure proposals should avoid or minimise the impact on listed buildings, archaeological sites, Conservation Areas, Areas of Outstanding Natural Beauty, Sites of Special Scientific Interest, Sites of Importance for Nature Conservation, historic parks and landscapes and other protected areas, buildings or structures. Care should be taken to retain trees and hedgerows which grow alongside roads and other transport routes. The line of any new route should be drawn to make the best use of the existing landscape contours and natural features and should anticipate and evaluate the presence of below-ground archaeology. Schemes should include in the design, elements to reduce the level of noise and visual impact of the route.*~~

PC151 14.27 New or upgraded roads or other transport routes, may be desirable in some cases where they can help alleviate congestion, reduce pollution or remove identified danger spots. However, transport proposals should be subject to the same constraints as other major development proposals, particularly in areas of protection. Consideration should be given to the environmental consequences of such work, and if these outweigh the transport or the highway benefits, alternatives may have to be considered. **Infrastructure schemes should avoid or minimise the impact on sites, or features of recognised nature conservation or archaeological importance. Care should be taken to retain trees and hedgerows which grow alongside roads and other transport routes and**

particular attention should be taken to ensure that any trees which are unavoidably lost due to construction or development are replaced with an appropriate species at the earliest planting opportunity.

The line of any new transport route should be drawn to make the best use of the existing landscape contours and include in the design, elements to reduce the level of noise and visual impact of the route.

To Encourage the Provision of Improved Transport Facilities

PC152 **TR9** Planning applications ***for the development of modern public transport facilities, including*** involving the upgrading of existing, or development of new boat, bus or rail interchanges will be approved where they meet the following criteria:

- a they involve the upgrading ***and / or the creation*** of facilities for pedestrians, and cyclists ***and those people with mobility problems.***
- b they allow for easy transfer between different modes of transport;
- c they ~~do~~ ***would*** not prejudice the future improvement to or upgrading of the transport interchange.
- d the scheme will not have an undue environmental impact***

Proposals which would result in the loss of transport interchange facilities must ensure that ~~suitable~~ ***improved*** alternative provision is provided elsewhere, prior to the development taking place.

PC153 14.28 It is not always appropriate to give priority to the motor car andThe Council will, in the interest of the environment and improved road safety, promote improvements between different transport modes and routes, so as to increase the use of public transport for all. ***The Council considers that potential exists for the development of new transport infrastructure schemes which would help reduce demand for road use, as well as help the development of the tourist industry. The Council have, for example, previously examined the feasibility of a number of high speed public transport links, and this plan should be able to address a proposal should one be forthcoming.***

New developments should be designed so as to encourage more people to use the public transport system, by creating a safe and well-lit environment, with easy access for all pedestrians ***users*** including ***pedestrians, cyclists*** the elderly and disabled ***those with mobility problems*** Proposals could include sheltered waiting areas, seating, toilets and secure, well located and lit cycle parking facilities.

Cross-Solent Ferry Links

TR10 Planning applications for development which will improve cross-Solent ferry links will be approved subject to the following criteria:

- a the development is in an appropriate location;
- b the development is of a scale and design in keeping with the area;
- c the Council are satisfied that the scheme will not have an adverse effect on the local environment;

PC154 **d** *an adequate access can be achieved to the existing highway transport network **including pedestrian, cycle and public transport links.***

PC155 14.29 The Council recognise the key role that the ferries play in influencing the economic and social life of the community and will support the appropriate development and upgrading of cross-Solent ferry services. ~~The Council may accept the limited expansion of existing ferry terminals in appropriate circumstances, and will support further investigation into the appropriate siting and development of a new ferry terminal.~~ The Council are, however, aware of the environmental and traffic impact such schemes can have and would wish to be assured that the fullest possible consideration and discussion of these issues is afforded to the appropriate statutory and interested bodies on both sides of the Solent, as well as the Isle of Wight and relevant Hampshire Councils. **The Council is keen to promote green tourism and sustainable transport and will support measures which will encourage a greater number of people to travel in a more sustainable manner.**

Traffic Management Schemes for Ferry Terminals

TR11 *The Council will approve appropriate land use proposals or traffic management schemes which would help to address the traffic and marshalling problems associated with the Island's cross-Solent ferry terminals, subject to the following criteria:*

- a *the suggested scheme is in keeping with the surroundings;*
- b *it is appropriate in scale and operation for the location proposed;*
- c *it would not have a detrimental or adverse environmental impact on the wider area in general.*

PC156 ~~14.30~~ **14.31** The Council recognises the impact that cross-Solent ferry terminals and their operation can have on both the immediate surrounding area and the Island road network. The Council will support measures which reduce the growth of motorised travel on the Island and will support initiatives which will encourage more people to travel to the Island without a car.

The Council have themselves introduced initiatives to encourage off road cycling and have **also recently** established a round the Island road route which can be accessed from the ferry terminals. The Council welcomes the idea of carrying bicycles on Island trains and would support investigations into carrying bicycles by bus and other appropriate initiatives.

- ~~14.31~~ **14.30** The Council will support measures which reduce the effects experienced at the Island's cross-Solent terminals, particularly those experienced at the roll-on roll-off terminals during summer months, insofar as this is compatible both the character and amenities of the area.

The Strategic Road Network

TR12 *The Council will approve proposals which maintain the effectiveness of the strategic road network which is presently defined as follows:*

- a all existing "A" class roads;*
- b the existing B3331 Fishbourne Lane;*
- c Park Road, Briddlesford Road, Downend Road route between Palmers Brook and Arreton Cross.*

PC157d ***the floating bridge at Cowes***

- PC157 14.32 The term strategic road network is used to describe those important Island roads which in the main, connect the main Island towns, its ferry terminals, railways and airports. ***The floating bridge provides a vital link across the River Medina at Cowes and is therefore included within this network.*** The Council no longer has any large scale road construction proposals and whilst it will continue its programme of maintaining and improving all of the Island's roads, priority will be given to maintaining the strategic road network to acceptable standards. It is, however, anticipated that a number of privately funded roads might be constructed during the plan period in conjunction with proposed land development. The main locations where roads to serve proposed development need to be integrated into the wider road network are at East Cowes, Gunville/Carisbrooke and Pan.

- 14.33 Whilst the final road alignment within a development will be determined in conjunction with detailed layout and design of the development, it is considered important to establish the principal points from the existing road network and where important links can be established for the wider benefit of the area. The main access points to a development and the provision of links are detailed in the explanation and description of individual developments and where considered critical to achieving wider benefit, are illustrated on the proposals map.

14.34 The Island's roads were generally not designed to carry the traffic levels now experienced and the construction of many roads are built upon their original base and which have subsequently been overlaid with modern surfacing materials. A number of problem areas exist on the Island, where roads pass either close to areas of coastal erosion or through land where unstable geological conditions exist. The resulting instability and land slippage continues to cause problems in terms of carriageway maintenance and in some extreme instances, the actual long term future of some lengths of roads. One such problem area is at the western end of the A3055 Military Road, where a combination of coastal erosion and geological instability threatens to sever the roadway in several places, particularly the high level section where it runs extremely close to the cliff edge.

PC158 14.35 The Council were at one time examining the possibility of re-aligning the carriageway further inland, this option has, however, been discounted following the outcome of a Public Inquiry **which felt that the new road would irreparably harm an area where nature conservation was of overriding importance.** The Council is now concentrating its efforts on maintaining the existing road for as long as possible. **The existing road passes through an area recognised to be of high nature conservation interest and it will be necessary for any remedial work to take account of this issue.** It is thought that the level of funding required to keep the road open in the longer term would be beyond the Council's budget and whilst some funding is available for road schemes and coastal sea defence work, this is normally only in those circumstances where a road is heavily used or where residential properties are under threat. The council are continuing to monitor this situation and will examine all options available, including the closure of the road and re-routing traffic.

PC159 Road Improvements Highway improvements.

PC160 **TR13** The Council will, when considering planning applications for development, refer to the approved programme of improvement works, so as to ensure that highway **existing road, cycleway, footpath** and other transport proposals are safeguarded. Proposals which would adversely affect a planned road highway improvement will not be permitted.

PC161 14.36 Some small-scale road widening, minor construction work and improvements may be necessary in the future to serve new development sites and improve the road network, particularly in safety terms. Although these road improvements do not normally require consent, they can affect development proposals. It is therefore important to ensure that consideration is given to future planned **highway improvement** schemes at an early stage in development.

Town Centre Traffic Management

TR14 The Council will approve planning applications which support or enhance, the provision of traffic-quiet areas in town centres and shopping areas, subject to the following criteria:

- a that the proposed scheme is in keeping with the street scene and is appropriate in terms of layout, operation and design;
- b that it has due regard to the needs of pedestrians, cyclists and bus users;
- c that it makes suitable alternative provision for displaced road users;
- d that full consideration is given to the requirement to allow the necessary access by delivery traffic and essential services.

14.37 The Council will continue the policy of improving, where possible, the Island's town centre and shopping streets. The creation of areas which are safe for pedestrians and cyclists can help to promote a safer shopping environment, whilst reducing the risk of accidental injury. Such schemes are likely to take the form of a service/access precinct similar to that proposed for Newport's Upper High Street, where the Council will, through the provision of traffic calming measures, surface treatment, paving, planting and seating, create an area where pedestrians may, during the busiest shopping hours, enjoy a traffic quiet environment.

14.38 The Council will support proposals for development which will assist in promoting a traffic quiet or pedestrianised town centre in Newport. It is important to ensure that the scheme and any compensating changes to be made to the traffic flows around the town are acceptable and the Council have agreed that the details of any schemes they may propose will be made available for public inspection and discussion during a wide ranging consultation exercise, to include members of the public, traders and any other interested groups or individuals.

Bulk Freight Handling and Distribution Facilities

TR15 Planning applications for developments which will upgrade or improve facilities for bulk freight handling and distribution and which reduce road haulage mileage will be approved provided the use is acceptable in highway terms, will not result in increased disturbance or visual intrusion.

The following sites shown on the proposals map have been identified as being suitable for improvement and upgrading as bulk freight facilities:

- a PD Fuels Depot, Medina Wharf, Arctic Road, Cowes;
- b Kingston, East Cowes;
- c Stag Lane, Newport.

- 14.39 The bulk transportation of produce, including grain and aggregates, to and from the Island is considered to contribute to the Island's economy and reduce the level of heavy traffic using roads and ferry routes. Existing wharfage facilities, primarily in Cowes harbour, will need to be maintained and upgraded if these are to continue to serve the Island and be able to accommodate modern vessels and cargo handling techniques. Although Blackhouse Quay is an existing facility, it is not considered appropriate for extension to increase its capacity, due to its location. It is understood that the Kingston site (b above) falls within the power station site and is currently in operational use as part of that concern. It is, however, felt that this area would be appropriate for general bulk freight handling use if, either the facility could be operated in conjunction with the present site use, or for any reason became surplus to the operational requirements of the site.

Parking Policies and Guidelines

PC162 **TR16** Planning applications for development will need to comply with the Council's parking guidelines **which seek to reduce car parking requirements to an operational minimum and are in accordance with the Council's Parking Guidelines will be approved.**

The following factors will be taken into consideration when determining what level of parking provision is required:

- a — type, design and use of development proposed;
- b — availability of public transport within the area;
- c — proximity to public off-street parking;
- d — proximity and linkages to shopping, traffic quiet and pedestrian areas;
- e — location of development in relation to historic core area.

In **those** situations where **the Council does not wish to encourage on-site parking** is inappropriate, **for example some core town centre locations where there is good access to public transport and close proximity to a full range of services**, the parking guidelines will be used to **location type and scale of development will** determine the level of contribution to be sought towards alternative measures, which will encourage travel by means other than private car.

- PC163 14.40 The Council recognises that unrestrained traffic growth cannot be reasonably matched by new roads, extra car park spaces and highway improvement schemes. The Council's main transport objectives are to reduce the need to travel by car, promote public transport and encourage opportunities for cycling and walking. The transport policies of this plan are designed to reduce the environmental impact of the motor vehicle, and encourage public transport use as part of an integrated transport system. Parking control is an important element in supporting this overall transport policy. Whilst a certain level of off-street parking provision may be

necessary to enable a development to take place without causing traffic problems, the Council acknowledge that the provision of spaces can in itself encourage car use. It is important therefore that the car parking requirements are, ~~where possible~~, reduced to a minimum in locations which have good access by means other than by private car, and encouragement given to travel by public transport, on foot or bicycle instead. The Council's revised parking guidelines are included in Appendix G to this Plan **and have taken account of the type, design and use of development proposed; availability of public transport within the area; proximity to public off-street parking; proximity and linkages to shopping, traffic quiet and pedestrian areas; and the location of development in relation to historic core areas** .

Public Rights Of Way

PC164 TR17 Planning applications to maintain, improve or extend the existing network of public footpaths, bridleways, cycleways, ancient highways and in particular coastal paths, will be approved **where any environmental impacts can be satisfactorily addressed**. Applications which will lead to the closure or inappropriate diversion of any of these routes will not be approved.

The following routes have been identified on the proposals map:

- a Newport Quay to East Cowes - footpath/cycleway;
- b Medham link - cycleway link into Newport-Cowes route from Northwood;
- c Pan Mill link - footpath/cycleway link into Sandown-Newport route;
- d Fairlee link - cycleway upgrade link Newport Quay to disused railway line;
- e East Cowes - coastal footpath extension, Osborne;
- f Newport to Sandown (disused railway line) - footpath/cycleway sections linking former railway.

14.41 The countryside and landscape of the Island are important assets for tourism, recreation and leisure. The Council recognises that public rights of way are required for many leisure pursuits and can provide an important function when linking the towns and villages to the countryside, by enabling people to walk or cycle from home to their school, place of employment or out of town to areas of enjoyment and informal leisure pursuits, thereby minimising the need for car use. Although the Island has an extensive and well-maintained public rights of way network, there are still areas within which public access is limited and signage could be improved.

14.42 The Countryside Commission is encouraging and supporting local authorities and landowners in improving accessibility to the countryside and rights of way network by the year 2000. In accordance with this, the Council wishes to see an extension to the existing rights of way network, the provision of new footpaths and cycleways and the continuation of work towards achieving public

access to those areas presently not accessible. One such area is between Fishbourne and East Cowes. The idea of creating a cycleway linking Sandown and Shanklin is also under consideration. The Council would wish to be assured that account is taken of the environmental sensitivities of areas through which new routes are proposed and fullest possible consultation is undertaken with landowners, statutory bodies and all interested parties and organisations, prior to the creation of new rights of way.

PC165 ~~Railway Network~~ **Railway line and former railway network**

PC166 **TR18** The Council will support and encourage the retention and extension of the Island's railway lines, and ~~seek to~~ **will** ensure that disused railway lines, as identified on the proposals map and listed below, ~~will be~~ **are** safeguarded from development to allow their ~~future transport~~ **use for sustainable transport purposes**. This **use** could include rail schemes, cycle routes, pedestrian paths and bridleways:

- a ~~Shanklin to Ventnor;~~
- b ~~Newport to Wootton;~~
- c ~~Newport to Cowes;~~
- d ~~Newport to Sandown;~~
- e ~~Newport to Freshwater;~~
- f ~~Brading to Bembridge;~~
- g ~~Ventnor west to Merstone.~~

14.43 The Island railway provides an important service for Island residents and has an essential role in the development of the tourist industry. The recent expansion of the Havenstreet Steam Railway to Smallbrook has demonstrated the opportunities for the future growth of the railway system and the Council supports the principle of further expansion of the network to Ventnor, Newport and Cowes and the safeguarding of these routes.

PC167 14.44 The Council is supporting the idea of re-opening the Shanklin to Ventnor line for rail use and will, subject to the necessary approvals and certain legal safeguards make that area of disused track bed it owns in this area, available for such a use. **The Council is keen to support the best use of transport links and will, where it is technically possible and the land ownership allows, encourage the parallel running of footpath/ cycleways alongside existing and proposed routes.** Where a route is re-opened for transport purposes, the Council would wish to ensure that the necessary survey and consultation work has been undertaken with landowners, statutory bodies, groups and individuals and that account is taken of the environmental sensitivities of the area through which it passes. If re-opened ~~to rail~~ **for a rail or other sustainable transport use**, the Council would wish to see that **where a route is already used for**

footpath or cycle use, suitable alternative provision is made available for the existing footpath or cycle use, preferably as near to **alongside** the existing route as possible. Where lines are re-opened to rail traffic, there may be a **It may be possible in some circumstances to create or link** possibility of linking rail routes by the street running of trains through town centres. Although Much of the track bed once used by the Island's steam railway network remains undeveloped. Although some stretches have been sold and are now in private ownership, the Council has retained many key sections, much of which is accessible to the public as parts of the Island's rights of way network. Work is currently underway constructing a cycleway along the line of the disused Newport to Sandown railway line and other similar opportunities could be examined in the future. The Council is supporting the idea of re-opening the Shanklin to Ventnor line for rail use and will, subject to the necessary approvals and certain legal safeguards make that area of disused track bed it owns in this area, available for such a use. Where a route is re-opened for transport purposes, the Council would wish to ensure that the necessary survey and consultation work has been undertaken with landowners, statutory bodies, groups and individuals and that account is taken of the environmental sensitivities of the area through which it passes. If re-opened to rail transport, the Council would wish to see that suitable alternative provision is made available for the existing footpath or cycle use, preferably as near to the existing route as possible. Where lines are re-opened to rail traffic, there may be a possibility of linking routes by the street running of trains through town centres. Although used successfully elsewhere, the Council would wish to be assured that any proposed scheme would not have a detrimental effect on properties, road traffic and the environment.

Airports

TR19 The Council will support and encourage the retention and improvement of:

- a Sandown Airport for leisure flying activities;
- b Bembridge Airport for commercial air services and leisure flying.

Planning applications for the improvement of facilities will be approved only where there is no significant adverse effects upon the environment, in particular noise, which may affect neighbouring properties.

14.45 Air transport has a potential contribution to make to the tourist, recreation and economic development of the Island. The Council wishes to encourage the improvement of the existing air links to the Island and feels that the improvements of facilities appropriate to each airport could provide a boost for the Island's economy and tourism. Sandown Airport has a long history of providing for recreational flying and teaching and has also potential for air related employment uses within the site. It is felt that Sandown Airport is more appropriate for recreational flying activities as opposed to Bembridge which although attracting gliding and associated uses is considered to be a commercial airport. This split in provision of services is likely to

continue as Sandown has a grass runway, more suited to gliders and light aircraft, whereas Bembridge has a concrete runway, more desirable for commercial users. It is hoped that the upgrading of Bembridge Airport could lead to the development of links to the continent as well as other British airports.

Helicopter Landing Facilities

TR20 Planning applications for helicopter landing facilities will only be approved where they are providing an essential service and the operation would have a minimal effect on the environment. If a single facility to serve the Island is proposed, it should be by its siting and operation easily able to integrate with the existing transport network. Operators will be required to adopt operational practices which reduce to a minimum the adverse effect of their activities, in particular, noise on neighbouring uses.

- 14.46 Helicopter transport may offer an alternative means of travel to and from the Island and it is often used during Cowes Week and other such occasions and for emergency service requirements. Although requiring less runway construction than a fixed wing plane, helicopter operation can be intrusive and adversely affect the environment. The Council will therefore, when considering planning applications for helicopter landing sites, need to be satisfied that the location is acceptable in terms of access and the noise standards and safety requirements of the Civil Aviation Authority are fully met.

I.2 ISLAND PLAN FOR HEALTH AND WELL-BEING (HImP)

PROMOTING A SUSTAINABLE APPROACH TO TRANSPORT

FACTS ABOUT TRANSPORT ON THE ISLE OF WIGHT

- ±□ The incidence of car ownership on the Island is generally higher than in Britain as a whole with, at the time of the 1991 Census, over 48% of households having one car, compared to over 43% nationally.
- ±□ Almost half of non-car owners on the Island are lone pensioners.
- ±□ At the time of the 1991 Census, there were 3,628 families with dependent children who did not have a car.
- ±□ There are approximately 50,000 cars owned by Island residents.
- ±□ Between 1971 and 1991 the number of cars registered on the Island increased by 76%, during the same time, the population increased by only 16%.
- ±□ Visitors to the Island have accounted for a significant increase in traffic now on the Island, between 1984 and 1995. During this time the number of passengers increased by 18%, the number of cars transported to and from the Island by 44% and the number of coaches 61%.

KEY JOINT AIMS

- ±□ To reduce the need for travel, especially by car, through the promotion of alternatives to car use, encouragement of improved public transport facilities and increasing the opportunities for safe walking and cycling.
- ±□ To encourage the improvement of cross-Solent ferry links in order to minimise the negative impact of separation by sea for the Island.
- ±□ By 2004/2005 there will be 7,100,000 passenger journeys on local bus services per year (compared to 6,800,00 in 1999/2000).

ISLAND PLAN FOR HEALTH AND WELL-BEING (HImP)

PROMOTING A SUSTAINABLE APPROACH TO TRANSPORT

OBJECTIVES	PARTNERS	ACTION IN 2000/2001 (LEAD AGENCY)	ACTION IN 2001/2002	ACTION IN 2002/2003
<p>Local Transport Plan * Take forward the development of a Local Transport Plan which addresses a range of needs, including:</p> <ul style="list-style-type: none"> " health and well-being; " social inclusion; " environmental issues and Agenda 21; " rural issues. 	LA-Development	Final plan submitted to Government in accordance with national timetable.	Ongoing implementation of agreed plans.	Ongoing implementation of agreed plans.
<p>Promoting Social Inclusion Undertake a comprehensive transport needs analysis to map existing provision in all sectors, and identify overlaps and gaps in services for vulnerable people and to propose improvements in services with the aim of maximising available transport resources particularly to access care services and reduce the social exclusion of older, disabled and other vulnerable and socially and geographically isolated groups on the Island.</p>	RCC/LA/HA/ PCG	Inter-agency priorities agreed for improving co-ordination of transport services for vulnerable and socially excluded groups of the Island population, particularly to enable them to gain access to services. (RCC)	Ongoing implementation of agreed plans.	Ongoing implementation of agreed plans.

OBJECTIVES	PARTNERS	ACTION IN 2000/2001 (LEAD AGENCY)	ACTION IN 2001/2002	ACTION IN 2002/2003
<p>Developing an Integrated Public Transport Network * Take forward a range of strategies to improve public transport, improve interchange facilities and allow better access between modes of transport, enhance passenger waiting areas and provide comprehensive information about services for passengers.</p>	<p>LA -Development/ Transport Providers</p>	<p>Take forward the installation of an Urban Traffic Management system Islandwide to give buses priority at traffic signals. (LA-Development)</p> <p>Explore ways of making taxi use possible for more sectors of the community. (LA-Development)</p> <p>Promote the use fo powered two-wheel vehicles. (LA-Development)</p> <p>Rural Bus Grants targeted towards maintaining services needed to reduce social isolation. (LA-Development)</p>	<p>Ongoing programme of development taken forward.</p>	<p>Ongoing programme of development taken forward.</p>
<p>Severance by Sea Com mission independent research to consider the impact of separation by sea on the Isle of Wight private and public sectors in terms of cost, convenience, disadvantage and profitability of existing transport companies.</p>	<p>LA - Development/ Transport Providers/ Chamber of Commerce</p>	<p>Outcome of research used to identify priorities for improvement and options explored with transport operators. (LA-Development)</p> <p>Ongoing work un dertaken with transport operators to explore options for:-</p> <ul style="list-style-type: none"> " maintaining and enhancing levels of cross-Solent services " an additional operator providing cross-Solent services " reduction of cross-Solent travel costs <p>whilst ensuring any plans for expansion do not have an adverse effect on local environment. (LA-Development)</p>	<p>Ongoing priorities for improvement agreed.</p>	<p>Ongoing priorities for improvement agreed.</p>

OBJECTIVES	PARTNERS	ACTION IN 2000/2001 (LEAD AGENCY)	ACTION IN 2001/2002	ACTION IN 2002/2003
<p>Railway Travel Work with transport providers to ensure the retention of the Island railway network and its possible future extension. Safeguard remaining disused lines for future transport use, including rail schemes, cycle routes pedestrian paths and bridleways.</p> <p>Promoting Cycling and Walking Take forward a programme to maintain, improve and extend the existing network of public footpaths coastal paths, cycle ways and ancient highways to promote walking and cycling as an alternative form of transport.</p> <p>Provision of improved facilities at road junctions for cyclists where possible, including cycle lanes and advance stop lines.</p> <p>Ensure that facilities for secure cycle parking are provided both for public use and in new developments.</p> <p>Encourage larger Island employers to implement green transport plans which give positive incentives to staff using alternatives to car transport.</p>	<p>LA - Development</p> <p>LA - Development</p>	<p>Discussions on the potential for developing and extending the rail network to Newport and Ventnor taken forward. (LA-Development)</p> <p>Continued developments of Ryde to Newport cycle way and extension of the Sandown to Newport route completed. Development part of Sustrans routes. (LA-Development)</p> <p>Take forward development of park & ride schemes, including facilities for cyclists, such as at Ryde St Johns station. (LA-Development)</p> <p>Safe Routes to School programme for 2000/2001 fully implemented. (LA-Development)</p> <p>Quiet Road initiative piloted. (LA-Development)</p> <p>Provision of improved facilities at road junctions for cyclists, where possible, including cycle lanes and advance stop lines. (LA-Development)</p>	<p>Ongoing programme of development of safe walking and cycling routes.</p> <p>Development of new cross-Island and urban cycle/ footpath links.</p>	<p>Ongoing programme of development of safe walking and cycling routes.</p> <p>National targets met for doubling the number of cycle journeys by 2002.</p>

OBJECTIVES	PARTNERS	ACTION IN 2000/2001 (LEAD AGENCY)	ACTION IN 2001/2002	ACTION IN 2002/2003
<p>Ensure that cycleways/facilities and footpaths are included in new developments.</p> <p>Reducing the Need to Travel * Ensure planning evaluation of future housing and business developments which create travel demand. Support the strategy of building in or near to existing population centres, to maximise scope for use of public transport, cycling or walking as an alternative to car travel.</p>	LA - Development	<p>Ongoing review of planning proposals. (LA-Development)</p> <p>Active promotion of brown field sites for new housing and business development. (LA-Development)</p>	Ongoing policy of support for brown field site development.	Ongoing policy of support for brown field site development.
<p>Promoting Traffic Free Areas Encourage the development of traffic quiet areas in town centres and shopping areas which are safer for pedestrians, cyclists and those with mobility problems, including wheelchair users and parents with prams.</p>	LA - Development	Ryde Traffic Quiet Cells scheme progressed to reduce levels of traffic intrusion into residential areas of Ryde town centre. (LA-Development)	Ongoing development of similar schemes including consideration of Home Zones where urban speeds are reduced.	Ongoing development of similar schemes.
<p>Transport for Disabled People Work to ensure that local regulated bus and coach services meet accessibility requirement targets of the Disability Discrimination Act (DDA) with all new vehicles entering service.</p>	LA - Development/Transport Companies	All new regulated bus and coaches entering service complying with accessibility requirements of DDA, including wheelchair accessible large single deck buses. (Transport Companies)	All new regulated bus and coaches entering service complying with accessibility requirements of DDA, including wheelchair accessible large single deck buses.	All new regulated bus and coaches entering service complying with accessibility requirements of DDA, including wheelchair accessible large single and double deck buses.

I.3 LOCAL AGENDA 21 FOCUS GROUP FINDINGS

Main Transport Issues Priority Actions / Solutions Key Actions / Partners

External Transport

Ferries

Problems accessing jobs/ hospitals etc	Special fares / discounts for Islanders	Island voice / work in partnership with operators
Journey time / need to book	More frequent services	Support increase where possible
Impact on tourism (positive and negative)		
Monopoly situation	Encourage / cater for more operators	Investigate port options / viable competition
High cost of travel	Discount fares for Islanders / foot passengers	Fiscal incentives / disincentives
Family isolation	Discount fares	Negotiate with ferry operators

Internal Transport

Buses

One main bus operator - monopoly situation	Encourage more bus operators	Open dialogue with operators
Council subsidy, rural bus grants		Investigate token travel / swipe card travel
Good bus coverage		Look at "hail-a-bus" service
Expensive bus travel	Encourage cheaper fares for students etc	Look at "whole Island service"
	Encourage return fares	
Difficulty for those with mobility problems	Low floor buses	Support introduction for all users

Taxis

Taxi travel expensive	Encourage lower fares	Encourage better vehicles / service
		Allow for access for those with mobility problems

Future Transport

Vehicles

Pollution - global warming	Green fuels/ increase walking and cycling	Use Island as good example of Green Transport
Congestion - delays / time consideration	Company Green Travel Plans	Work in partnership with employers
Cost of travel	Car sharing	Set up Island car share data base
Accidents	Slower speeds in sensitive areas	Safe routes to schools /home zones initiatives
	Reduce the need to travel by location of jobs and services	Enforce planning control / policies

Rail

Limited coverage at present	Extend rail coverage	Investigate with Strategic Rail Authority
Ageing rolling stock	Examine future options - light rail/ street running trains	Set up Island study

Air Travel

Problems / opportunities	Examine options - helicopter travel	Examine options / discuss with operators
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LA21 - ACTION PLAN

Key Elements -Year 1

Lead Organisation / Partners

LA21 - publication of report

IW Council

- explanation of strategy

FERRIES

Open negotiations with operators

Ferry Companies

Cheaper fare options study

**Health Authority/
Rural Development Programme**

- Look at the needs of Island residents
- consider foot passengers as priority

TAXIS

- investigate deregulation
- encourage / support the introduction of new vehicles

Council

Taxi Operators

BUSES

- support the introduction of low floor buses
(specify in Council contract tenders)
- investigate more creative use of travel subsidy

Council / Bus Operators

PLANNING / TRANSPORT - policies

- ensure that council policies are followed
- Local Transport Plan
- Unitary Development Plan
- Biodiversity Action Plan

IW Council

ISLAND RAIL STUDY

- Investigate options in partnership with Shadow Strategic Rail Authority
- look at existing rail line and potential for development and extension

SSRA / Council

I.4 REVIEW AND ASSESSMENT OF AIR QUALITY

Pollutant	Objective Concentration	Measured as	Specific Objective to be achieved by	Concerns	Sources
Benzene	5 ppb (16.25 $\mu\text{g}/\text{m}^3$)	Running annual mean	31 December 2003	Benzene is a known human carcinogen (cancer causing substance), and also contributes to the formation of ozone (summer and winter smog).	The major source of benzene is motor vehicle emissions, which nationally (1996) account for 64% of emissions (the majority arising from petrol vehicles), with the other major source being industrial processes accounting for 15% of emissions. (LAQM.TG4)
1,3-Butadiene	1 ppb (2.25 $\mu\text{g}/\text{m}^3$)	Running annual mean	31 December 2003	1,3-butadiene is a probable human carcinogen, and as for benzene, no absolutely safe level can be defined.	The major source of 1,3-butadiene nationally (1996) is motor vehicle emissions, which account for 67% of emissions (from petrol vehicles), with other major sources being industrial processes (13% of the national total). (LAQM.TQ4)
Carbon Monoxide	10 ppm (11.6 $\mu\text{g}/\text{m}^3$)	Running 8hr mean	31 December 2003	Carbon monoxide affects the body by restricting the uptake of oxygen by carboxyhaemoglobin. At ambient levels, carbon monoxide may affect concentration, with higher levels leading to more serious nervous system effects.	The major sources of carbon monoxide is motor vehicle emissions, which nationally (1996) account for 71% of emissions, although this figure will be higher in most urban areas. (LAQM.TG4)
Lead	0.5 $\mu\text{g}/\text{m}^3$	Annual mean	31 December 2004	Lead has been identified as causing acute and chronic damage to the nervous system, effects on the kidneys, joints and reproductive system. At extremely high concentrations lead is toxic. effects on the kidneys, joints and reproductive system. At extremely high concentration lead is toxic.	The major source of lead is motor vehicle emissions, which nationally (1996) account for 65% of emissions, with other major sources being metal industries (18%) and power generation (5%). (LAQM.TG4)
	0.25 $\mu\text{g}/\text{m}^3$	Annual mean	31 December 2008		

Pollutant	Objective Concentration	Measured as	Specific Objective to be achieved by	Concerns	Sources
Nitrogen Dioxide	200 $\mu\text{g}/\text{m}^3$ (105 ppb) not to be exceeded more than 18 times a year	1 hour mean	31 December 2005	Nitrogen dioxide is a respiratory irritant, and is also thought to be a sensitiser, which may worsen other conditions such as hayfever. There are a number of oxides of nitrogen present in the atmosphere, but it is nitrogen dioxide which gives rise to health concerns.	The major source of nitrogen dioxide is the motor vehicle, which nationally (1996) accounts for 47% of emissions, with other major sources being power generation (22%) and domestic sources (4%). In urban areas the contribution of traffic sources is likely to be higher. (LAQM.TG 4).
Nitrogen Dioxide	40 $\mu\text{g}/\text{m}^3$ (21 ppb)	Annual mean	31 December 2005		
Ozone	100 $\mu\text{g}/\text{m}^3$ (50 ppb) not to be exceeded more than 10 times a year	Daily maximum of running 8hr mean	31 December 2005	High concentrations of ozone may be noticeable as a slight irritation of the eyes and nose. Prolonged exposure to high levels of ozone can lead to damage to the airway lining followed by an inflammatory reaction, and may also act as a respiratory sensitiser to inhaled allergens such as pollen	Ozone is a naturally occurring gas, generated in the higher layers of the earth's atmosphere, the stratosphere, by the action of ultraviolet light from the sun on oxygen molecules. However, it can also be formed at ground level by the precursors of oxides of nitrogen and hydrocarbons produced by motor vehicles and industry.
Particles (PM ₁₀)	50 $\mu\text{g}/\text{m}^3$ not to be exceeded more than 35 times a year	24 hours mean	31 December 2004	Particulate matter is a concern, as it has been linked with both increased morbidity and premature mortality, estimates have placed the figure as high as 10,000 excess premature deaths per year for the whole of the UK.	The major single source of particulate matter is the motor vehicle, which nationally (1996) accounts for 24% of emissions, with other major sources being industrial emissions (38%) and power stations (16%) and domestic and other low power combustion (17%). (LAQM.TG4). These represent the primary PM10 emissions. Additional contributions to the atmosphere arise from secondary particles which are formed through chemical reactions involving nitrogen dioxide and sulphur dioxide in the atmosphere. Further significant sources of primary PM10 include sea salt, road dust and wind blown soil.

Pollutant	Objective Concentration	Measured as	Specific Objective to be achieved by	Concerns	Sources
	40 $\mu\text{g}/\text{m}^3$	Annual mean	31 December 2004		
Sulphur Dioxide (SO_2)	350 $\mu\text{g}/\text{m}^3$ (132 ppb) not to be exceeded more than 24 times a year	1 hour mean	31 December 2004	Sulphur dioxide is an acute respiratory irritant, hence the short averaging time for the standard. Sulphur dioxide may also be converted through chemical reactions in the atmosphere to secondary sulphate particulate matter (PM10).	Nationally (1996) the major source of sulphur dioxide is power stations, which account for 65% of emissions, with other major sources being industrial emissions (24%) and commercial and domestic heating (6%). (LAQM.TG4). Many large point sources are regulated by the Environment Agency, who review emission limits for industrial plant on a four yearly basis.
	125 $\mu\text{g}/\text{m}^3$ (47 ppb) not to be exceeded more than 3 times a year	24 hour mean	31 December 2004	Sulphur dioxide may also be converted through chemical reactions in the atmosphere to secondary sulphate particulate matter (PM10).	(6%). (LAQM.TG4). Many large point sources are regulated by the Environment Agency, who review emission limits for industrial plant on a four yearly basis.
	266 $\mu\text{g}/\text{m}^3$ (100 ppb) not to be exceeded more than 35 times a year	15 minute mean	31 December 2005		

Figure 1 : Summary of National Air Quality Strategy (2000) : Pollution Specific Objectives for the Protection of Human Health

I.5 PROVISIONAL LTP QUESTIONNAIRE

ISLE OF WIGHT LOCAL TRANSPORT PLAN PROVISIONAL PLAN 2000/01



Local Transport Plan and Road Traffic Reduction Act 1997

The Isle of Wight Council is seeking to involve Island people, businesses, transport operators and transport users in the formulation of the final Local Transport Plan and would welcome your views on the content of the provisional document and any other related comments you may wish to make.

CONSULTATION QUESTIONNAIRE

Name and Address for Correspondence

Name:

Address :

.....

.....

Gender : Male Female

Main Form of Transport: Car Train Bus Other Cycle Walk

Age Group: Less than 18 years 40-59 years 18-24 years 60-79 years 25-39 years 80+ years

The Council's Local Transport Plan develops and supports the strategies outlined in the Deposit Draft Unitary Development Plan (May 1997). Have you read this document?

Yes No

Did you make representations at the recent Public Inquiry?

Yes No

1. PRIORITISATION OF TRANSPORT SCHEMES

The Council has identified a range of transport schemes to be prioritised in the future (para 2.11). So as to assist the Council please can you indicate what priority you give each category.

	High	Medium	Low	No Opinion
Pedestrian Facility Improvements				
Cycling Facility Improvements				
Public Transport Improvements				
Disabled Facilities				
Safe Routes to School				
Improved Road Safety				

2. SUSTAINABLE TRANSPORT STRATEGY

Do you agree with the Councils sustainable transport strategy as outlined in the Plan?

Objectives	Paragraph Number	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Increase Travel Choices	3.2.5					
Public Transport	3.3.5					
Severance by Sea	3.5.17					
Air Transport	3.6.6					
Walking & Cycling	3.7.29					
Promoting Social Inclusion	3.8.10					
Safe Routes to School	3.10.16					
Powered 2 wheelers private hire vehicles and taxis	3.11.9					
Managing Demand	3.12.22					
The Strategic Rail Network	3.13.1.13					
Highway Maintenance	3.13.2.6					
Bridge Assessment and Strengthening	3.13.3.5					

3. TARGETS AND INITIATIVES

The plan includes a number of transport targets and initiatives.

(a) Road Traffic Reduction

Do you agree with the road traffic reduction targets outline in paragraphs 2.10.4 and 2.10.5?

Strongly Agree Agree Disagree Strongly Disagree

(b) National Cycling Strategy

Do you agree with the Council cycling use targets included in the table on page 85?

Strongly Agree Agree Disagree Strongly Disagree

(c) Quiet Lanes

The Council is seeking to introduce a network of quiet lanes under which traffic speeds will be recorded in some rural areas. Do you agree with this proposal as set out in paragraphs 3.7.23 - 3.7.27?

Strongly Agree Agree Disagree Strongly Disagree

(d) Home Zones

It may be possible in the future to introduce similar low speeds safety schemes in certain urban areas on the Island (para 3.7.28). Would you support such an idea?

Strongly Agree Agree Disagree Strongly Disagree

4. TRAFFIC REDUCTION

What measures do you think the Council should use to help reduce the traffic growth?

Objectives	Paragraph Number	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Reduced Car Parking	3.12.3 - 15					
Increased Parking Charges	3.12.6 - 11					
Bus Improvements	3.3.2					
Rail Improvements	3.3.3					
Cycling Facility Improvement	3.3.3					
Pedestrian Facility Improvements	3.7.4 - 14					
Reduced Speed Limits	3.10.12					
Green Commuter Plans	3.12.15					
Safe Routes to School	3.9.11					
Promote Social Inclusion	3.8.3					
Air Transport	3.6					

5. TRAFFIC REDUCTION

The Council has tried to make the Plan widely available, easy to read and understand. Have we achieved this?

Presentation	Yes	No
Easy to Understand		
Are the Maps and Diagrams helpful?		

Consultation Para 1.2.2

Copies of this Plan have been sent to Parish and Town Councils, local and national organisations and made available for inspection at all Libraries, Council Offices and advertised in local press.

	Poor	Good	Very Good
Do you think this method of consultation has been			

ADDITIONAL COMMENTS

The Council will be please to receive and additional comments you may have regarding the Provisional Transport Plan or Transport Policy. Please write any comments below or on a separate sheet, referring to paragraph numbers where relevant.

Please return questionnaire by 22nd November 1999 to ensure your response can be considered prior to the preparation of the final document.

I.6 EMPLOYEE TRAVEL SURVEY

EMPLOYEE TRAVEL SURVEY



Travel is a major issue for all of us. Our quality of life is affected in many different ways by our travel habits. We all value the freedom and ease of movement that cars offer, but road traffic causes pollution congestion and long term environmental damage.

Already the carbon dioxide produced by cars is bringing about irrevocable changes in the world's climate. Local effects such as sea level rise and coastal erosion may bring devastating change to our Island landscape.

As we enter the new Millennium the Council, as one of the largest employers on the Island, wishes to develop a Green Travel Plan. As part of Local Agenda 21 we want to consult staff on a number of possible travel schemes, such as cheaper season tickets, car sharing schemes and use of bicycles, etc. All of these initiatives will benefit the environment and help achieve the targets set out in the Island's Local Transport Plan.

This questionnaire aims to identify the key issues for staff in their everyday travel choices. Please support this initiative and return your completed questionnaire before 30 April 2000. The results will help inform joint discussions between the management and the unions on green transport issues.

Councillor R Barry
Chairman, Personnel and Sourcing Committee

Bernard Quoroll
Chief Executive

How to fill out the Questionnaire

Most questions require you to place a tick in the relevant box.

Please answer all questions unless otherwise indicated.

Section 1 - About your Journey to Work

1. How do you travel to work at the moment? (Tick as many as apply)

	Regularly	Occasionally
Bus	<input type="checkbox"/>	<input type="checkbox"/>
Ferry / High Speed	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>
Pedal Cycle	<input type="checkbox"/>	<input type="checkbox"/>
Walk (all or most of the way)	<input type="checkbox"/>	<input type="checkbox"/>
Motorbike / Moped / Scooter	<input type="checkbox"/>	<input type="checkbox"/>
Taxi / Dial-A-Ride / Community Transport	<input type="checkbox"/>	<input type="checkbox"/>

Car - Driver

Car - Passenger

Other (Please specify)

.....

Yes

No

2. Do you have access to a car that you could drive to work but don't?

If yes, what influences your decision?

.....

3. How far do you travel to get to work?

Under 1 mile 1 - 3 miles 4 - 6 miles 7 - 10 miles Over 10 miles

4. How long does it normally take you to get to work?

Under 15 mins 15 - 30 mins 31 - 45 mins 46 mins - 1 hr Over 1 hour

5. How much does it cost you on average to get to work by your normal mode of travel PER WEEK?

Under £5 £5 - £15 £16 - £30 £31 - £50 Over £50

If you drive to work, please answer questions 6 and 7:

6. Do you come to work -

On your own all the way?

Drop off others elsewhere (eg. Children)?

Bringing other Council work colleague/s?

Bringing people who work elsewhere?

Do you have a disability which affects your travel arrangements?

7. Which of the following might encourage you NOT to commute to work by car?

More frequent bus service

Better rail service

Cheaper bus service

Not needing to have my car available for work

Better cycling facilities

Other (please state).....

Not needing to drop off others

.....

Section 2 - Work Related Journeys

8. Do you need to travel as part of your work duties?

Regularly

Occasionally

Never

10. If you travel in work, do you travel by -

Regularly

Occasionally

Your own car

Council vehicle

Train

Bus	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>
Motorbike / Moped / Scooter	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>
Walk (eg. between offices)	<input type="checkbox"/>	<input type="checkbox"/>
Lease car	<input type="checkbox"/>	<input type="checkbox"/>

Section 3 - Awareness of Current Travel Schemes

11. Are you aware of the following Council initiatives

	Yes	No
Assisted Vehicle Purchase - for cycles / cycle equipment	<input type="checkbox"/>	<input type="checkbox"/>
(Low interest loans) - for motorbikes	<input type="checkbox"/>	<input type="checkbox"/>
- for cars	<input type="checkbox"/>	<input type="checkbox"/>
Cycle user allowances	<input type="checkbox"/>	<input type="checkbox"/>
Motorbike user allowances	<input type="checkbox"/>	<input type="checkbox"/>

Section 4 - Future Travel Incentives: A Green Travel Plan

12. Would you leave your car at home if the Council no longer required essential users to bring their cars to work daily - only on those days when a car is necessary to perform their duties?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

13. Would you be interested in taking up any of the following incentives, if they were provided:

Discounted Rover ticket for bus and rail	<input type="checkbox"/>
Cycling - on business with an appropriate allowance	<input type="checkbox"/>
Cycling - if secure parking, changing facilities, showers where available	<input type="checkbox"/>
Cycling - if pool bikes were made available	<input type="checkbox"/>
Pool mopeds	<input type="checkbox"/>
Wider availability of pool cars / vans	<input type="checkbox"/>
Shared Bus Passes for in-work travel (eg. a card per team)	<input type="checkbox"/>
Walking promotion schemes (office umbrellas, personal alarms, etc)	<input type="checkbox"/>
Car-sharing scheme, including preferential parking, where possible	<input type="checkbox"/>

14. Are there any other incentives you would like to see introduced?

.....

.....

.....

Section 5 - About Your Views

15. Do you have any other comments?

.....

Section 6 - About You

To help us with the analysis of the survey we need some basic information on where you work and the area where you live. Please complete the section below.

16. Are you:

Male

Female

Age Group:

Under 19

35 - 44

19 - 24

45 - 54

25 - 34

55 or over

Do you normally work:

Out of hours

What time do you normally get to work?

Flexi-time

.....

Shifts

What time do you normally leave?

.....

17. Are you an essential car user?

18. Please state the Directorate you are employed in

.....

19. Please give the Building in which you work

.....

20. Please give the first part of your home postcode (eg. PO33)

.....

21. Please give the second part of your postcode (optional - eg. 0LN)

.....

Many thanks for taking the time to complete this questionnaire.

The results of this survey will form a Summary Report which will make recommendations on the viability of the proposals put forward.

Copies of this report will be available from Personnel Section, County Hall

Please send your completed survey form to:

Personnel Section, County Hall, High Street,
 Newport, Isle of Wight, PO 30 1UD

I.7 LIST OF CONSULTEES

Isle of Wight Council	Councillor T Coburn	Tim Slade Directorate of Environment Services
Councillor C Boswell	Councillor J Manners	Countryside Access Manager Rights of Way Section
Councillor G Wilson	Councillor P Fuller	Malcolm Smith Principal Engineer Maintenance Highways
Councillor T Webb	Councillor A Taylor	
Councillor G Kendall	Councillor C Chapman	
Councillor E Fox	Councillor J Spence	Tony Flower Property Services Manager Directorate of Corporate Services
Councillor J Holmes	Councillor M Morgan Huws	
Councillor Wareham	Councillor J Bowker	Director of Education and Development Directorate of Education and Development
Councillor T Butchers	Councillor H Humby	
Councillor V Morey	Councillor P Jarman	
Councillor B Foster	Councillor R Barry	Public Protection Directorate of Environment Services
Councillor J White	Councillor G Nichols	
Councillor A Leigh	Councillor A Hollands	Wight Leisure
Councillor J Effemy	Councillor H Rees	Mr C S Hougham Development Control Manager Directorate of Environment Services
Councillor P Nightingale	Councillor C Huggins	
Councillor K Pearson	Councillor B Lawson	Mr A Curzon Principal Planning Officer Directorate of Environment Services
Councillor M Barton	Councillor B Bartlett	
Councillor M Miller	Councillor B Abraham	
Councillor P Breach	Councillor D Yates	E Mawdsley Operations Manager Directorate of Environment Services
Councillor L Rogerson	Councillor J Holmes	
Councillor A Sutton	Chief Executive County Hall	A Morris Transport Manager Directorate of Environment Services
Councillor T Mundy	K Fry Directorate of Environment Services	
Councillor N Devall	Development Control Section	Environmental Health Manager Directorate of Environment Services
Councillor D Gardiner	R McInnes Directorate of Environment Services	
Councillor P Harris	Coastal Access Manager	Director of Finance and Information
Councillor S Smart		
Councillor M Cunningham	Brian Crane Traffic Education Officer Directorate of Environment Services	Director of Corporate Services
Councillor R Mazillius		
Councillor A Hewitt		

Isle of Wight Local Transport Plan - Appendix 7

Director of Social Services and Housing	Southampton City Council Development Policy and Planning	Mr M J Croker Clerk to Bembridge Parish Council
Directorate of Education and Development Services	Dorset County Council	Mrs W D Hollis Clerk to Brighstone Parish Council
David Jaggard Director of Environment Services	Nick Goulder Hants & IOW Local Authorities Eastleigh Borough Council	Mr Ms J Toms Clerk to Calbourne Parish Council
P Airey Policy and Environment Section Directorate of Environment Services	For the attention of Marie Hancock Hampshire County Council	Mrs M Charlton Clerk to Chale Parish Council
Principal Policy Officer (Equality) Isle of Wight Council	Dr Ken Oates Highlands Board	Miss S Kimpton Clerk to Freshwater Parish Council
Tim Addison Head of Tourism	Mr Anthony Bruce Chief Environmental Health Officer Jersey	Mr R Craven Clerk to Gatcombe Parish Council
Angela Mawle LA21 & Health Alliance Officer Directorate of Development	Dr David Jeffs Director of Public Health Guernsey	Mrs J A Diment Clerk to Godshill Parish Council
Mr J Bentley Policy and Strategy Director IWP	Director of Public Health Isle of Man	Mrs J M Bradley Clerk to Gurnard Parish Council
	<i>Town/Parish Councils</i>	
Mrs L Wood Operations Director IWP	Mrs C Mills Clerk to Brading Town Council	Mrs S D Linzmaier Clerk to Lake Parish Council
Wight Heritage	Mr R F Hendey Clerk to Cowes Town Council	Mrs M Brandt Clerk to Nettlestone and Seaview Parish Council
		Mr J D Lavers Clerk to Newchurch Parish Council
<i>Other Councils</i>	Mrs L Hurrell Clerk to East Cowes Town Council	
West Sussex County Council		Mrs L Hurrell Clerk to Niton and Whitwell Parish Council
Test Valley Borough Council	Miss H Humby Clerk to Sandown Town Council	
Basingstoke & Deane Borough Council		Miss E Rice Clerk to Rookley Parish Council
Hart District Council	Mrs N J Caley Clerk to Shanklin Town Council	
Rushmore Borough Council	Mr E J Farrant Clerk to Ventnor Town Council	Mr G Colyer Clerk to St Helens Parish Council
New Forest District Council		
Hampshire County Council	Mrs H Williams Clerk to Yarmouth Town Council	Mr J Punter Clerk to Shalfleet Parish Council
Eastleigh Borough Council		
Fareham Borough Council	Mrs P M Phillips Clerk to Arreton Parish Council	Mr T F Peppitt Clerk to Shorwell Parish Council
Havant Borough Council		
Portsmouth City Council		Mrs S Henderson

Isle of Wight Local Transport Plan - Appendix 7

Clerk to Totland Parish Council	Head Librarian Shanklin Library	c/o Vectis Transport Ltd
Mrs L Smith Clerk to Wootton Parish Council	Head Librarian Ventnor Library	Ms O Glass Red Funnel Ferries
Mr M Platt Clerk to Wroxall Parish Council	Head Librarian Mobile Library Service	Mr R Box Hovertravel Ltd
Education Establishments		Mr White IW Taxi Proprietors Association
The Headteacher Cowes High School	Reference Section Newport Library	Newport Harbour Master Mr W Pritchett
The Headteacher Ryde High School	The Librarian Housebound Library Service	Bembridge Harbour
The Headteacher Medina High School	Political Organisations/ Representatives	Interest Groups/ Organisations
The Headteacher Carisbrooke High School	Dr P Brand MP	Countryside Agency
The Headteacher Sandown High School	Mr R J Perry MEP	Ms J Clark FTA
The Library Isle of Wight College	Andrew Turner Parliamentary Spokesman IW Conservative Party	Mrs D Ballard British Horse Society
The Principal Isle of Wight College	IW Labour Party c/o G Lumley	Institute of Advanced Motorists Mr G Mills (Secretary IOW Branch)
Libraries	Liberal Democrats	English Nature
Head Librarian Bembridge Library	Conservative Association (IW)	Wayfarers Cycling Club
Head Librarian Brighstone Library	Transport Operators	Offshore Sports
Head Librarian Cowes Library	Miss P Lower Secretary IOW Motor Coach Association	Extremists Extreme Cycles
Head Librarian East Cowes Library	B-N Group Ltd Bembridge Airport	Backtrax Cycles
Head Librarian Freshwater Library	The Manager Sandown Airport	Age Concern
Head Librarian Newport Library	Railtrack PLC	Council for the Protection of Rural England Mr M M Sherwood (Chair)
Head Librarian Niton Library	Mr S Linn Southern Vectis	Wight Green Centre
Head Librarian Ryde Library	Mr A Cracknell Islandline	Wight Track (IW Rail users Group) Mr J Richards
Head Librarian Sandown Library	Mr M Aiken Wighlink IW Ferries	Brighstone Village Society Mr J L Bulmer
	Mr T Thorne CycleWight	CPRE Mrs M Mallinson
	Road Haulage Association	

Isle of Wight Local Transport Plan - Appendix 7

Country Landowners Association David Langford	Isle of Wight Radio	Cowes Harbour Commissioners
	Others	
Countryside Alliance Mr D Jacobs	Superintendent A Emmott Hampshire Constabulary	Wight Training & Enterprise Mr D Main
Island 2000 Mr I Boyd	Road information and Research Department RAC	Planning Branch Historic Areas Division English Heritage
Mothers Union Mrs R Halsey	Routes Data Research Automobile Association	
Ramblers Association Mr M Marchant	District Audit	
IW Riding Club Mrs L Carter	Boots Property PLC	
	Sainburys	
Mr D Vincent Island Bus Users Group	Marks & Spencer Plc	
Mr D Woracker Transport 2000	The Manager Halfords Store	
Mr G Wilks Sustrans	Mr R Bidwell	
Mrs A Preston IW Disability Action Group	For the attention of Mr Musson Mouchel Consulting Ltd	
Mr H Walding Friends of the Earth	Personnel Manager British Aerospace Ltd	
Railway Development Society	Personnel Manager GKN Westland Ltd	
Mrs J Deacon Secretary Ramblers Association	Personnel Manager Isle of Wight Hospital Trust	
	Other Departments/ Organisations	
Isle of Wight Steam Railway H Boynton	Elaine Garrett - Joint Planning Manager	
Environment Agency Hampshire & IOW Area Office	IW Health Authority	
Rail Users Consultative Committee for Southern England Wendy Toms (Chairman)	IW Chamber of Commerce Managing Director Southern Tourist Board	
Isle of Wight Society Mrs S Burdett	Isle of Wight Citizens Advice Bureau	
Islandwatch	The Director Rural Community Council	
Press		
The Editor The Isle of Wight County Press	Yarmouth Harbour Commissioners	