



A Commissioning Prospectus

An opportunity for groups, organisations and enterprises of all types to bid for grant funding

SMART Cycling Corridor Grant Programme 2016-2017

PART OF THE ISLE OF WIGHT
VOLUNTARY & COMMUNITY
SECTOR STRATEGY



Prospectus is part of a grant-making programme supported by the Isle of Wight Council, The IW NHS and Community Action IW. The programme provides fair and transparent access to grant-funding that enables public service delivery on the Isle of Wight by enterprises of all types.

For more information about Prospectus programmes, or to request an accessible version of this document, please contact Martin Johnson at Isle of Wight Council: Tel 01983 823825 or email: martin.johnson@iow.gov.uk

Isle of Wight Council

SMART Cycling Corridor - Grant Programme 2016-2017

Commissioning Prospectus

1. Introduction

This Prospectus is an invitation to enterprises of all types to bid for grant funding that they can use to support the council's vision to inspire additional active travel through the use of digital technology.

What is a Prospectus?

Public sector partners on the Isle of Wight want to encourage thriving business and civil sectors (voluntary, community and not for profit organisations). They also have to ensure the best value from public funding. This has resulted in the Prospectus, our grant funding process.

This Prospectus is open to new and existing organisations as well as enterprises of any type.

As with all public funding, successful bidders will help us to deliver a number of outcomes in return for grant funding.

The Prospectus approach recognises the diversity of the many potential applicant groups, organisations and enterprises. It is designed to be easy to use and geared to the needs of those bidding for funding.

Grants will be awarded through a competitive bidding process intended to encourage innovation, collaboration and building capacity in our communities. Prospectuses also carry a local public sector commitment to offering funding opportunities that use Local Compact standards for voluntary organisations and small businesses.

Delivering our plans and priorities

Applicants to this prospectus must help the commissioner to deliver outcomes related to at least one of the council's priorities which are:

- Priority 1 – supporting growth in the economy, making the Island a better place and keeping it safe
- Priority 2 – keeping children safe and improving their education
- Priority 3 – protecting the most vulnerable with health and social care, investing in support, prevention and continuing care
- Priority 4 – ensuring that all the resources available to the Island are used in the most effective way in achieving the Island's priorities

A more detailed explanation can be found in the council's corporate plan:

<http://www.iwight.com/documentlibrary/view/corporate-plan-2015-17>

The council's Economic Development service is committed to delivering an economically sustainable community while protecting the unique environment of the Isle of Wight. The service is also partner to national organisations, helping to deliver national objectives and targets that sustain our economy and environment. For more information about the work undertaken by the Economic Development team, and in particular the transport and environmental programmes that complement the objectives set out in this prospectus, contact Jim Fawcett, the commissioning manager, by telephone (01983 821000 ext. 6302), or email jim.fawcett@iow.gov.uk.

Why do we want partnership working?

We believe that involving civil sector groups and organisations, and businesses in planning and delivering local services and activities promotes stronger and more active communities as well as value for money.

The use of grants can also help the development of partnerships between organisations and enterprises, allowing for innovation and imaginative use of funding and revenue from a range of sources.

As well as being an agent for change, innovative enterprises and a thriving and independent community sector can also be an important voice, helping us to arrange and commission more responsive services that are based on their knowledge and experience.

2. SMART Cycling Corridor Grant Programme 2016/17

The purpose of the programme:

This grant funding programme is being used to help the council identify and work with a technology partner who can create a digital solution to inspire additional cycling trips on the Isle of Wight's Newport to Cowes cycleway.

Taking best practice from the growth in SMART technologies, particularly in cities, the key objective of the project will be to inspire additional users through mobile applications, open data and GPS information with a range of two-way real time data, gamification and experiential enhancements to achieve an ambitious trip increase. It is anticipated that the solution will be launched to the market in early 2017.

Known as the SMART cycling corridor project, the initiative is one of ten projects within the council's Sustainable Travel Transition Year (STTY) programme 16/17, funded by the Department for Transport (DfT), which seeks to deliver travel behaviour change to Island residents and visitors. The objectives of the programme are to:

- Work with tourism businesses to grow the value of the visitor economy, and embed active travel into visitor experiences;
- Normalise walking and cycling to work and transform access to employment opportunities for jobseekers;
- Improve the health and wellbeing of young people and their families through sustainable access to education

For full details of the STTY programme and to see how this project fits within the wider programme, please see link below:

www.iwight.com/Residents/Environment-Planning-and-Waste/Planning-Policy-new/Transport-Policy/Local-Sustainable-Transport-Fund-Project

About the Newport to Cowes Cycleway

The Newport to Cowes cycleway is a 7.1km route linking the Isle of Wight settlements of Newport and Cowes at either end of the Medina Valley. For much of its length, the route follows the western bank of the River Medina. See Annex 1 for a map of the route.

Much of the route follows the disused railway track bed of Southern Railway's Cowes to Newport railway, which closed in the 1960's. The disused railway has been converted into a shared use trail for pedestrians and cyclists, and offers a well maintained metalled surface with a minimum 2.5m width. Sections of the route on approach to Cowes and Newport follow the public highway network, with signs indicating the direction and presence of the cycleway.

The route is well used by visitors and residents, currently supporting up to 3500 weekly cycling stages during the summer which reduces to around 1000 in December and January. In addition to the settlements at either end, the route passes close to several residential communities and employment sites.

Many Island employees are mainly based in the Medina Valley (between Cowes and Newport) and there is strong planning policy approach towards facilitating sustainable employment provision within the Medina Valley area, as set out in SP3 (Economy), DM8 (Economic Development), and DM18 (Sustainable Travel) policies within the Core Strategy. Newport, which is the hub of the Islands road network, is identified in the Local Transport Plan as one of the Islands congestion hot spots; 80% of private car journeys entering Newport are single occupancy. Although not an Air Quality Management Area, nitrogen dioxide recordings taken in central Newport are well above the average recordings taken at other locations on the Island. At the northern end of the Medina Valley, Cowes is a key Island access and departure point for cross Solent travellers using the ferry.

There is significant potential to increase cycling usage of the cycleway; it is well surfaced, flat, mostly traffic free, and notably, offers competitive journey times with equivalent journeys along the parallel road (A3080) using car or bus. The ambition is to generate a minimum increase of 40,000 trips per annum, over the current base of 110,000 trips.

The requirements of the digital solution are to:

- Inspire a minimum increase of 40,000 cycle stages on the Newport to Cowes cycling corridor through the development of a digital solution;
- Ensure that the solution is widely accessible to users, and available at no cost for a period of at least 24 months from launch;
- Capture user information which enables IW Council and its partners to better understand the characteristics of, and barriers to, cycle stages along the Newport to Cowes cycling corridor e.g. user demographic, journey purpose, journey distance, journey frequency.
- Collect and present data to inspire existing and potential users e.g. landscape and feature interpretation, points of interest, social, health and cost saving messaging relating to cycling;
- Embed existing third party content, where possible and appropriate e.g. information from existing route counters (**Annex 2**), route maintenance requests, transport operator real time information¹;
- Be scalable in functionality so that the solution can be applied to other Island cycle corridors in future phases;
- Carry third party advertising if required;
- Enable IW Council to access management information generated by the solution, to evidence usage targets and to inform policy development;

¹ Existing digital information available in the relation to the route includes:

- A number of automatic cycle counters provided under licence to by Traffic Technologies (www.trafficttechnology.co.uk). Data from these counters allows for high level analysis of cycle route usage in both directions. See **Annex 2** for summary data covering the period between June 2014 and June 2016;
- Real time information relating to Red Funnel services departing from Cowes and East Cowes, plus information relating to mainland rail services;
- An online portal through which to report issues with the route relating to the sections on public highway (www.islandroads.com/23-report-it-online.html)

- Contribute to the advancement of the SMART and intelligent mobility agendas, thus contributing to the positioning of the Isle of Wight as a SMART mobility innovator.
- If your solution is a smart phone app then it should be compatible with iOS and Android operating systems as a minimum. Tell us if you will do more and if you intend to link the app to PC software
- Provide a basic level of maintenance and updates to be provided for 2 years at no extra cost
- Comply with data protection legislation
- Comply with legal and best practice requirements for 'driver' attention

The outcomes that you can help us to achieve:

Applications are invited for projects which can deliver the following three outcomes:

Outcome 1: Improvements to the health and well-being of Island residents and visitors arising from participation in active travel.

Outcome 2: An accessible, informative and robust digital solution is embraced by route users, leading to a significant increase in cycling stages along the route corridor.

Outcome 3: The Isle of Wight is recognised as a demonstrable pilot location for intelligent mobility solutions.

Particular value will be placed on innovation, and the potential for partnership working between organisations. For example, organisations and enterprises from different sectors might use their combined ideas and resources to create entirely new services.

3. Making an Application

Funding and resources that the commissioner can make available

The total grant funding available through this Prospectus is £35,000. This funding is to be used to deliver the council's commissioning outcomes for the remainder of the 16/17 financial year, to the end of March 2017.

To apply for this council grant, you must use an application form that is only available from the commissioner (details in 'How to Apply' below). Use the form to tell us about your ideas and how you will deliver the commissioning outcomes set out above.

The successful bidder(s) for grant funding will be offered a Funding Agreement with Conditions. The agreement will include arrangements that will be put in place to explain how the outcomes are being delivered.

Grants will usually be made in a number of payments on proof that outcomes are being delivered. However, there is some flexibility; for example, an initial start up payment can be claimed if needed.

We may also help with the marketing of services and introduction to other groups, activities or enterprises that may help you make the most of your ideas.

Before making an application, please [click here to see the guide to making Prospectus applications](#).

How will we know that our outcomes are being achieved?

The council will need to show what impact the activities it has supported are having, and how well the programme's objectives are being achieved. We will look for a combination of information about how much of something is being done, and how effective it has been. For example, the successful applicant must consider how they will provide the council with evidence of the impact of the scheme.

The application process asks how you will tell us these things and because we don't specify in detail how the scheme should be delivered, we leave you to suggest the best way to do this, and will come to an agreement on the final arrangements if a grant is awarded.

However, we do have to supply monitoring and evaluation information to the Government. They may change the information they ask for, so we need partners who will help us respond to these changes.

The application should include your overall proposals for reporting although there are some basic expectations. In particular, the successful applicant will be required to work closely with the council throughout all project phases to ensure that it is meeting the outcomes linked to grant funding. To do this, the supplier will be required to meet with the council regularly to discuss the progress and development of the scheme. The meetings will take place at least quarterly and may be more frequent during the first few months.

Potential bidders must contact us to discuss their intentions before applying. This provides an opportunity to discuss ideas and the council can advise on what information it would be helpful to build into an application.

When assessing the strength of an application and how well a service is going, the council regards the views of service users as an important measure of how well a grant funded scheme is doing and how its services will be welcomed. This can tell us if people are able to access the services they need, where and when they want them, and help to identify the need for future change and improvement.

This is a competitive process and grant funding decisions will be based on the information supplied with the application. Bidders should use the application form to tell the council how their bid will deliver the outcomes set out in this Prospectus, how the grant funding will be used, and how the council will know how well the service is working.

Requirements

You are asked to complete the application form supplied by the commissioner, and to provide a brief Implementation Plan, alongside evidence that you are a suitable partner for the council. There are no requirements to provide match funding.

Successful bidders must be able to show that they have or will have arrangements in place to meet the following responsibilities. You should have:

- Public liability and professional indemnity insurance, and where appropriate, employer liability insurance (£5M).
- Evidence that you are able to manage grant funding effectively and efficiently.
- Compliance with relevant legislation including health and safety, risk assessment, equality and diversity, safeguarding vulnerable adults and children, data protection and freedom of information (You can get independent help and advice on these things, see the 'Contacts' section below).
- Recognised qualifications for key roles.
- Suitable references in support of your bid (see the application form)
- Agree to allow Council Officers and commissioned external consultants the right to visit sites and view operations relating to aspects of the scheme funded by the grant.
- Agreement to the use of the Isle of Wight Council on any promotional materials for funded activities.
- A non-discriminatory service that provides equality of opportunity.

You may be asked for evidence that you qualify for funding: we are only able to fund properly constituted trading enterprises, voluntary and community groups. Any funding that we provide can only be used for the purposes set out in any funding agreement with the council, and cannot be used to subsidise other activities.

Successful applicants will be required to:

- Provide records of eligible expenditure on their project amounting to equal or more than the funding provided. Evidence will be in the form of receipts from suppliers along with bank statements showing that the payments have been made.
- Provide monitoring information to show, as a minimum, the usage of the facilities provided. Applicants can describe any additional monitoring information they propose to provide in the application form.

How to apply

Please contact the Commissioning Manager, Jim Fawcett, (Tel: 01983 821000 ext. 6302) to discuss your idea, or email jim.fawcett@iow.gov.uk. This is the only way to secure an approved application form.

Completed applications should be sent to:

Jim Fawcett
Isle of Wight Council
County Hall
Newport
Isle of Wight
PO30 1UD

The deadline for receipt of completed applications is **17.00 on 9 September 2016**. Contact the commissioning manager to discuss how you will deliver your bid, which can be accepted in a number of ways including by post, hand or email.

Applications received after the closing date cannot be considered.

A panel will meet in mid-September to consider applications. Successful applications will receive funding via a Funding Agreement.

If you are a community organisation, we strongly advise that you take advice on your bid. **Independent advice is proven to be a significant factor in the likelihood of making a successful application.** Free and open access to independent advice is available to help prepare grant bids and business-planning (see the 'Contacts' section below for local independent advice available to community organisations).

This is a competitive process and grant funding decisions will be based on the information supplied with the application. Bidders should use the application form to tell the council how their bid will deliver the outcomes set out in this Prospectus, how the grant funding will be used, and how the council will know how well the service is working.

The Prospectus process allows flexibility, creativity and innovation. Unlike contractual tendering, there will be opportunities to negotiate with successful bidders before and after a funding agreement is made.

Timings

This Prospectus will be issued:	25 July 2016
The closing date for applications is:	09 September 2016 (5pm)
The Appraisal Panel will meet on or about:	14 September 2016

Successful programmes should begin on or about 19th September 2016 and be completed by 31st March 2017.

Contacts

To discuss your ideas about how you might help the Council deliver the outcomes in this Prospectus, and to start an application, please contact:

Jim Fawcett on Tel: 01983 821000 ext 6302 Email: jim.fawcett@iow.gov.uk

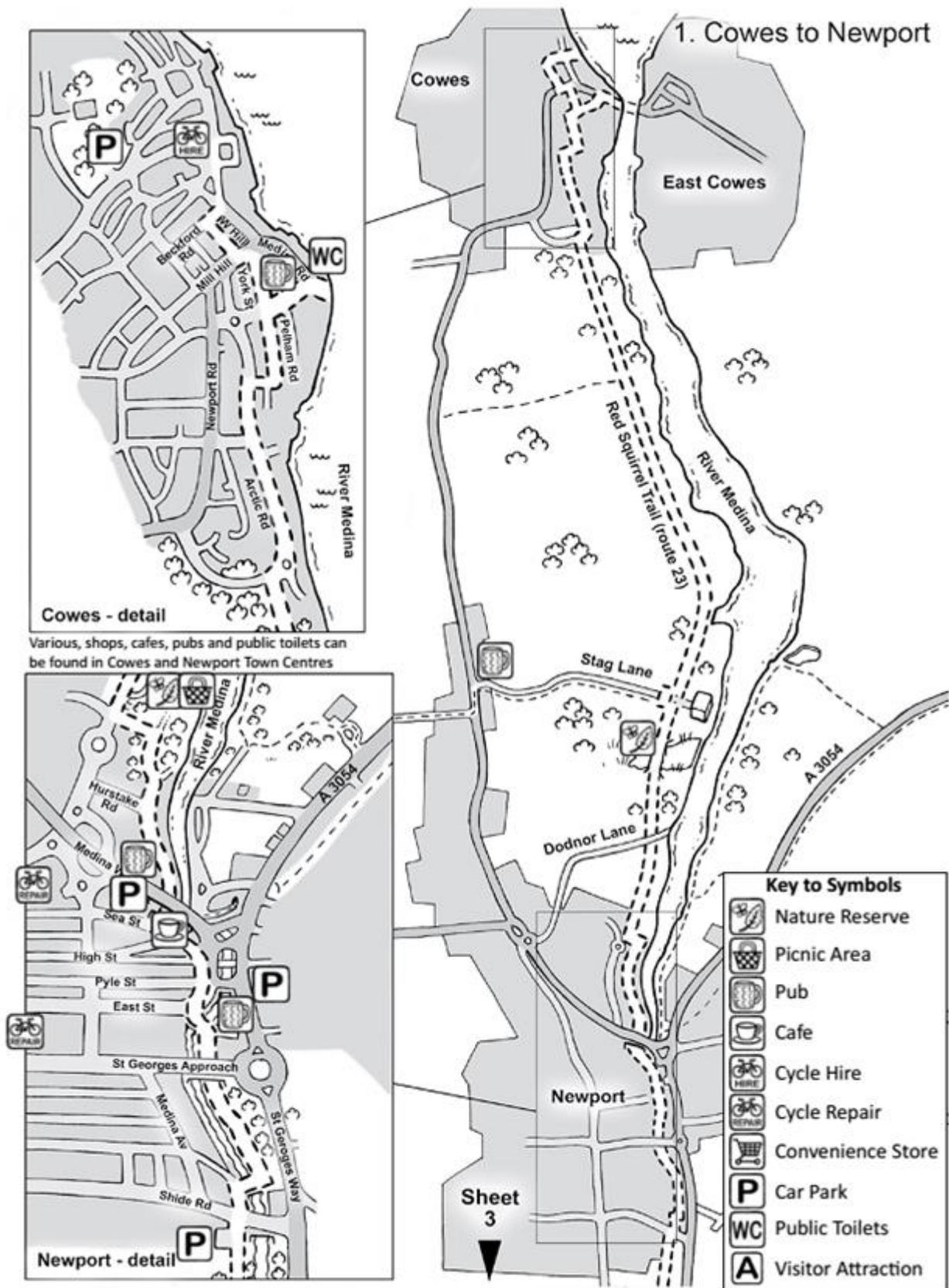
For community organisations seeking independent advice on an application, contact:

Community Action IW, Tel 01983 524058 or email mail@actioniw.org.uk

The Small Print and More Information

A short guide with more information about Council grant-making is available. It sets out more information about the Prospectus process and is intended to help all bidders submit the best possible bid. This Isle of Wight Council document also applies to Isle of Wight NHS Prospectuses; [Click here to see a copy of the latest 'Small Print' guide for applicants.](#)

Annex 1: Map of Newport to Cowes Cycleway



This map is one of a series of printable maps for the Red Squirrel Trail and various other routes. All the maps can be downloaded from www.redsquirreltrail.org.uk where you can also find more information about the trail.

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Annex 2: Newport to Cowes Cycleway – route usage between June 2014 and June 2016



Site 07 Newport to Cowes

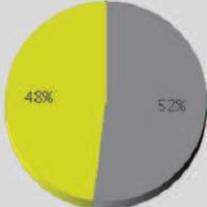
Period Analysed: Monday 09 June 2014 to Monday 20 June 2016





Key Figures

- Total Traffic for the Period Analysed: 195,200
- Daily Average : 263
- Monthly Average: 7,997
- Busiest Day of the Week : Wednesday
- Busiest Days of the Period Analysed:
 1. Sunday 01 May 2016 (639)
 2. Wednesday 30 July 2014 (577)
 3. Thursday 11 June 2015 (559)
- Distribution by Direction:
 - South : 48%
 - North : 52%

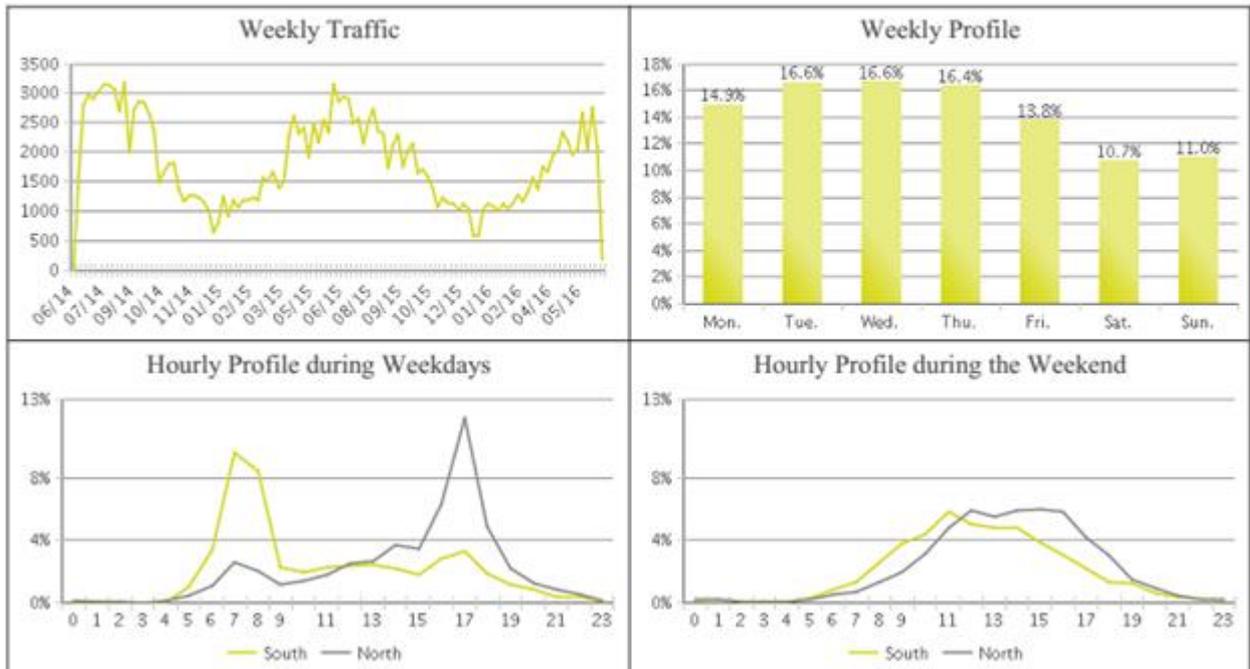




Site 07 Newport to Cowes

Period Analysed: Monday 09 June 2014 to Monday 20 June 2016







Key Figures

- Total Traffic for the Period Analysed: 194,587
- Daily Average : 274
- Monthly Average: 8,342
- Busiest Day of the Week : Wednesday
- Busiest Days of the Period Analysed:
 1. Sunday 01 May 2016 (782)
 2. Wednesday 30 July 2014 (600)
 3. Sunday 14 June 2015 (589)
- Distribution by Direction:
 - South : 48%
 - North : 52%

