

**NATIONAL BUS STRATEGY
TRANSPORT ACT 2000
ISLE OF WIGHT ENHANCED PARTNERSHIP PLAN
2023 - 2030**

CONTENTS

DEFINITIONS	3
INTRODUCTION	7
COMPETITION TEST	8
PART 1 - EP PLAN	9
1.1 Extent of the IWC EP	9
1.2 Justification of why the EP covers a single LTA area	14
1.3 Why the Enhanced Partnership route has been chosen	15
1.4 EP Plan duration, annual review process, alignment with Local Transport Plan and other IWC policies & strategies	16
1.5 Overview of the Isle of Wight bus network, level of use and punctuality	17
1.5.1 Bus Network	17
1.5.2 Bus Fleet	18
1.5.3 Trends in bus passenger journeys	18
1.6 Analysis of existing bus Southern Vectis bus services compared to EP Objectives	23
1.6.1 Bus Customer Charter	27
1.6.2 Other factors that affect the use of local bus services	27
1.6.3 Car Parking cost and availability	28
1.7 IWC EP Objectives	29

DEFINITIONS

In this Enhanced Partnership (EP) Plan, the following terms shall have the meanings ascribed to them below:

1985 Act	Transport Act 1985
2000 Act	Transport Act 2000
2017 Act	Bus Services Act 2017
Bus Gate	A short stretch of road carriageway that is restricted to use by buses and (where specified) taxis and other authorised vehicles as indicated on appropriate signage on the approach.
Bus Lane	A signposted lane, designated for use by buses and (where specified) taxis and other authorised vehicles, at the times also indicated by signage.
Bus Lane Enforcement	The action taken to ensure that bus lanes are used only by authorised vehicles. This is often carried out by using cameras to record unauthorised use, with the issue of civil penalties to offenders under section 144 of the Transport Act 2000.
Bus Operators (or Operators)	All bus operators running Qualifying Bus Services taken collectively.
Commercial Services	Within the UK, (excluding London and Northern Ireland) since the Transport Act 1985, buses are a deregulated free market meaning that anyone (subject to minimum safety and operating standards) can start up a bus service. Bus operators are free to run whatever services they like as well as decide the fares they will charge and the vehicles they will use, subject to adhering to regulations set by the Traffic Commissioner.
DfT	Department for Transport
DRT	Demand Responsive Transport
ENCTS	English National Concessionary Travel Scheme
Enhanced Partnership	The Enhanced Partnership covering the geographic extent of the administrative boundary of the Isle of Wight.
Enhanced Partnership Board	The committee of selected Isle of Wight Council representatives and Southern Vectis representatives, responsible for considering recommendations put forward by the Enhanced Partnership Forum and making decisions including specific Enhanced Partnership Scheme Variations.
Enhanced Partnership Scheme Variation	This comprises either: A variation of the Enhanced Partnership Scheme as set out in the DfT EP Guidance

	(July 2021) with respect to Facilities and Measures or A variation of the EP Scheme agreed as a result of the bespoke variation mechanism set out in Section 6 of this EP Scheme. Each of which will then constitute a formal variation of the EP Scheme for the purposes of s.138E(1) of the 2000 Act.
Enhanced Partnership Stakeholder Forum	A stakeholder forum convened and chaired by Isle of Wight Council, who will contribute to the development of Enhanced Partnership Schemes and act as formal consultees.
Facilities	The physical assets that are provided at specific locations along particular routes (or parts of routes) within the EP scheme area or new and improved bus priority measures. This is deemed for such purposes of s.138D(1) of the Transport Act 2000.
HCC	Hampshire County Council
IWC	Isle of Wight Council
Local Transport Authority (LTA)	LTAs were established under the Transport Act 2000, with powers amended in the Local Transport Act 2008. The LTA is responsible for transport planning, passenger transport and maintaining and managing the local highway network within their areas (excluding motorways and trunk roads which are looked after by National Highways). LTAs may provide funding to run supported bus services. LTAs support bus services in other ways including: <ul style="list-style-type: none"> • Information on, and promotion of, bus services. • Concessionary fares and multi-modal ticketing. • Developing and maintaining bus stops, shelters and interchanges.
Measures	Those measures referred to in Part 2 EP Scheme. Also cover the enforcement of the bus lanes and bus gates (measures) referred to in Annexes <u>A</u>
Non-qualifying Bus Services	Services excluded from classification as <u>Qualifying Bus Services</u> .
PCC	Portsmouth City Council

Operator Objection Mechanism	As defined at The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018.
Qualifying Bus Service	<p>Those Registered Local Bus Services operating within the Enhanced Partnership Scheme area that must meet the requirements and obligations set out in the Enhanced Partnership Scheme document. The registered local bus services would have one or more stopping place within the geographical area of the Enhanced Partnership, with the exception of:</p> <ul style="list-style-type: none"> • Any schools or works registered local bus service not eligible for Bus Service Operators Grant. • Any services registered for a period of six consecutive weeks or less. • Any services operated under section 22 of the 1985 Act. • Any registered local bus service which is an excursion or tour. <p>In addition, any tendered service on which the tendering authority takes the revenue risk will not be subject to the Operator Objection mechanism, consistent with The Enhanced Partnership Plans and Schemes (Objections) Regulations 2018.</p> <p>For the avoidance of doubt, a list of Qualifying Bus Services will be published at the start of each Isle of Wight Council financial year.</p>
Real Time Information (RTI)	Using technology to track the location of buses in real time, information is transmitted to bus stops or devices to indicate to passengers the predicted arrival time at a particular point.
Registered Local Bus Service	Has the meaning set out in Section 2 of the Transport Act 1985.
Solent Go	Is a public transport smartcard covering bus and ferry services within urban South Hampshire and the Isle of Wight. Customers can load electronic travel tickets on to their smartcard. The Solent Go travelcard is issued by Solent Transport for use on participating operators' services (participating operators may not include all services).
SCC	Southampton City Council
Supported Services	LTA's are allowed to support bus services where no commercial service has been

	provided, through tendering those services, with the private sector competing to provide them.
SV	Southern Vectis
Tap-On Tap-Off (or TOTO)	Allows bus users to get the best value single fare by tapping their contactless card or mobile payment device on the card reader when they get on the bus, and by tapping off at the second card reader by the luggage rack as they leave the bus. TOTO is only available for single fares.
Traffic Commissioner Powers	Relevant registration functions of Traffic Commissioners to the extent that they relate to a relevant service both within the meanings given to them under s.6G(10) of the 1985 Act.
TCF	Transforming Cities Fund.
TRO	Means a Traffic Regulation Order, made under the Road Traffic Regulation Act 1984 or any other enactment regulating the use of roads or other places.
TIB	Transport Infrastructure Board

INTRODUCTION

The Government published its National Bus Strategy for England, 'Bus Back Better' in March 2021. This strategy details the requirement for all Local Transport Authorities (LTA) to work with bus operators to create plans for improving their local bus services and encouraging more people to use them. The strategy comes with the promise of £3 billion in funding across England to support this.

Within the National Bus Strategy there is a requirement for all LTAs to produce a Bus Service Improvement Plan (BSIP), in response to this the Isle of Wight Council (IWC) has produced a BSIP for the Isle of Wight, (herein referred to as 'the Island.') in collaboration with the main bus operator, Southern Vectis. This was subsequently published and formally adopted by IWC in Oct 2021, detailing how it proposes to use their powers to improve bus services.

Following this, the National Bus Strategy requires LTAs to produce an Enhanced Partnership (EP) which will initially cover a period up until 31 March 2030 and will be reviewed annually. The EP will place binding commitments on partner organisations to provide the necessary enhancements, as well as ensuring on-going provision of high-quality bus services on the Island.

Drawing upon the IWC BSIP, this document fulfils the statutory requirements of the National Bus Strategy. Following adoption of the EP, an EP Board, will be established, made up of a working group of IWC and Southern Vectis representatives to review the efficacy of the Isle of Wight EP ambitions and progress made towards targets. The EP Board will remain in existence for the duration of the EP.

Section 138A of the Transport Act 2000 requires every EP Plan to cover the following:

- a map of the geographical area it covers.
- all the relevant factors that the parties consider will affect, or have the potential to affect, the local bus market over the life of the EP Plan.
- a summary of any available information on passengers' experiences of using bus services in the area and the priorities of users for improving them. Attracting modal shift from car is also important, so any information on what would be required from their perspective to achieve this.
- a summary of any available data on trends in bus journey speeds and the impact of congestion on local bus services.
- what outcomes need to be delivered to improve local bus services in the EP Plan area.
- what overall interventions the partnership believes need to be taken to deliver those outcomes.

COMPETITION TEST

The Isle of Wight Council has undertaken an assessment of the impacts of the EP Plan and Scheme on competition and believes it will not or is unlikely to have a significantly adverse effect on competition, for the purposes of Part 1 of Schedule 10 of the Transport Act 2000.

The Competition and Markets Authority has also been consulted on the proposals as required by section 138F of the Transport Act 2000.

PART 1 - EP PLAN

1.1 Extent of the IWC EP

This EP covers the single LTA area of the Island, the geographical area of which is shown in green in **Figure 1** below. IWC is a unitary authority covering the whole of the Island.

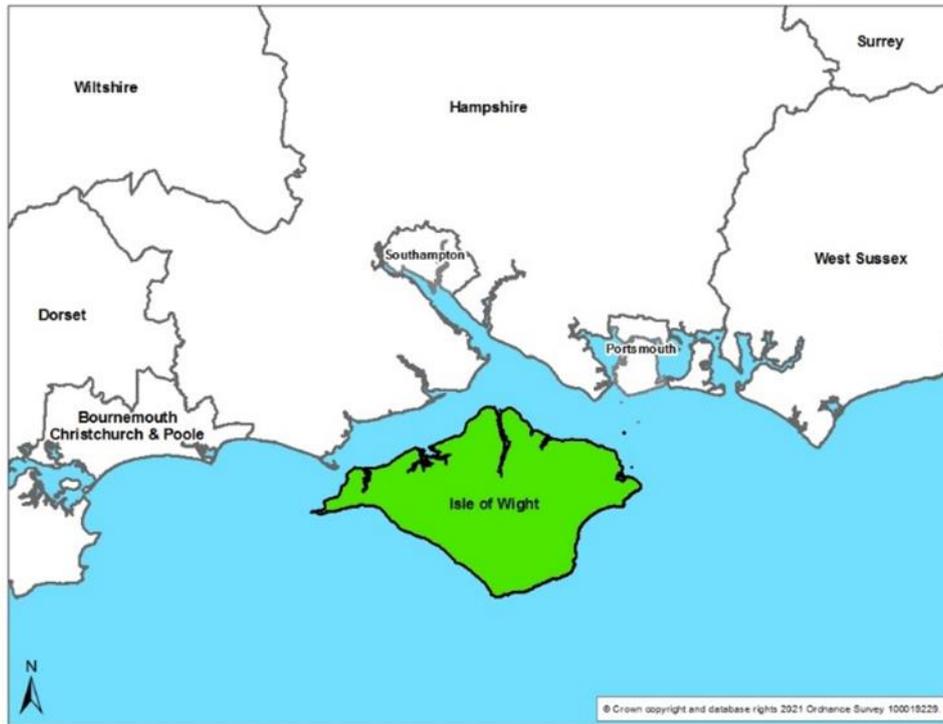


Figure 1 – Geographical area of the IWC EP

The Island is located between two and five miles off the coast of Southern England, from which it is separated by the Solent. It is the largest and second-most populous island in England with a population of 141,538 residents.

The Island has a land area of 38,000 hectares. Slightly more than half of which, mainly in the west, is designated as the 'Isle of Wight Area of Outstanding Natural Beauty'. The Island has 258 km² of farmland, 52 km² of developed areas and 92 km of coastline. In June 2019 the whole island was designated a UNESCO Biosphere Reserve, recognising the sustainable relationships between its residents and the local environment.

The Island's countryside offers a diverse range of natural environments, including rolling chalk downs, ancient woodlands, salt marshes, together with land dedicated to agricultural use. Distributed across the more rural parts of the Island are a number of small villages and hamlets.

There are approximately 800km of adopted highway maintained by IWC. There is no motorway and only a very limited distance of dual carriageway on the Island, with a large majority of the road network located across the more rural parts of the Island.

Urbanisation and greater population density occur in the main towns of Newport, Ryde, Cowes and East Cowes, with Sandown, Lake and Shanklin linking together down the east coast to form 'The Bay' area and almost meeting with Ventnor as the coastline sweeps towards the southernmost tip of the Island.

Tourism plays a vital role in supporting the Island's economy with the Isle of Wight boasting some of the most unique landscapes and attractions in the UK. From picturesque harbours, natural bays and beaches, stunning coastline scenery and chimes, to world famous historic buildings and castles. The island offers a great number of well-established holiday parks, hotels, and unique places to stay.

The town of Cowes, located on the west bank of the estuary of the river Medina, to the north of the Island, has long been seen as a home for international yacht racing since 1815. It gives its name to the world's oldest regular regatta, known as 'Cowes Week', which occurs annually in the first week of August, attracting over 100,000 visitors each year.

The Island also hosts the Isle of Wight Festival. A large-scale music festival which takes place at Seaclose Park, on the outskirts of Newport with up to 70,000 people attending this annual event.

Access to the Island's assets, events and attractions are supported by the Island's bus network, and the sole railway connection which runs for 13.7km between Ryde Pier Head and Shanklin, serving Smallbrook Junction, (for the Isle of Wight Steam Railway), Brading, Sandown and Lake Stations. Southern Vectis is the main bus operator providing services across the majority of the Island, whilst the rail service is operated by Island Line, part of South Western Railway. A number of other smaller local bus operators have provided services on the Island over the years, but none has developed or sustained a significant commercial market share, and Southern Vectis has remained the dominant and fully commercial provider of Island bus services to this day.

Currently there are a small number of community bus services in operation; FYT Bus, which operates exclusively within the West Wight. This is a charity run Community Bus project, run by volunteer drivers. Service 31 runs between Bonchurch and St. Lawrence via Ventnor. This operates as a local town service operated by Minibus Plus in partnership with Ventnor Town Council. Additionally, there are a small number of community bus services operated by the Community Bus Partnership, which utilises some Southern Vectis's fleet, between home to school lifts to operate local community services driven by volunteer drivers.

Access to the Island, across the Solent from the mainland, is provided via six main passenger and car ferry routes, including a dedicated hovercraft link; the only commercial passenger hovercraft service in the world. **Figure 2** below illustrates these routes across the Solent.

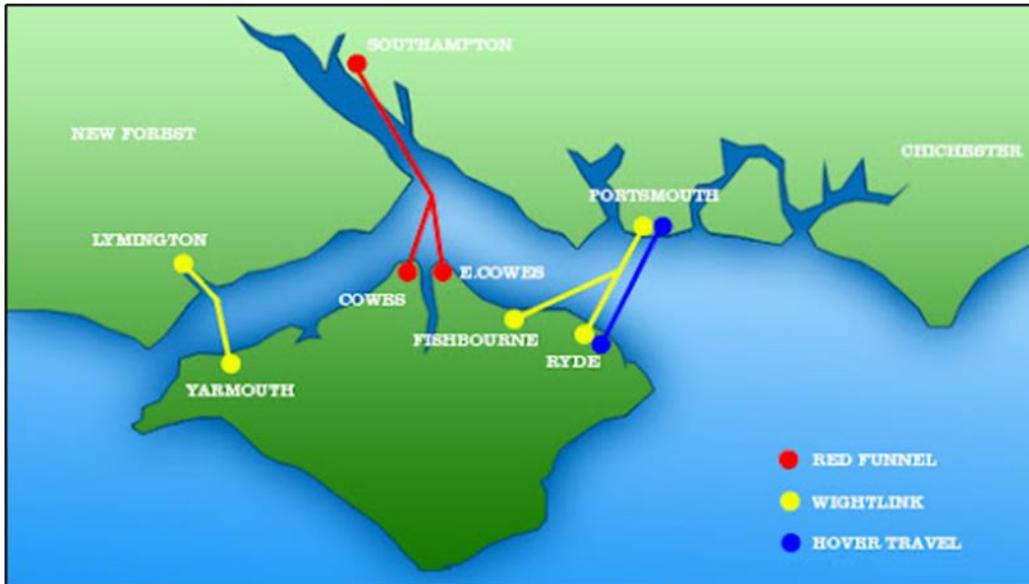


Figure 2 – Ferry and Hovercraft service links to the Island

These routes consist of the following services and connections:

- **Portsmouth to Fishbourne** - This car and foot passenger service is operated by Wightlink and takes approximately 45 minutes.
- **Portsmouth to Ryde** - The “FastCat” catamaran foot passenger service, which runs from Portsmouth Harbour to Ryde Pierhead, is operated by Wightlink. This crossing takes approximately 22 minutes.
- **Southampton to East Cowes** - This service is run by Red Funnel and operates between Southampton and East Cowes, carrying both cars and foot passengers. This crossing takes up to 1 hour.
- **Southampton to Cowes** - The “Red Jet” offers a high-speed foot passenger service for this route, also operated by Red Funnel running from Southampton Docks to Cowes, taking just under 28 minutes.
- **Lymington to Yarmouth** - The quickest vehicle ferry service runs from Lymington in the New Forest to Yarmouth in West Wight, which is operated by Wightlink. Taking 40 minutes.
- **Southsea (Portsmouth) to Ryde** - The Isle of Wight boasts the only foot passenger hovercraft service in the UK, which runs from Southsea in Portsmouth to Ryde Esplanade and is operated by Hovertravel. This crossing is also the fastest service to the Isle of Wight, taking just 10 minutes.

All ferry and hovercraft services allow passengers to take bikes, although there is limited capacity on Red Funnel’s Red Jet 6 and 7 fitted with bike racks, and 4 which allows folding bikes. With no fixed link to the Isle of Wight from the mainland (i.e. via road bridge or tunnel) the vast majority of residents and visitors travel to and from the Island by ferry or hovercraft.

Residents and visitors are heavily reliant on cross-Solent services for the movement of people and goods. Maintaining and improving these connections are vital to the economy and overall wellbeing of the Island.

5.5% of Island residents in employment rely on ferries for daily commuting to the mainland, this approximately includes 730 commuters to Portsmouth, 570 to London, and 520 to Southampton. In 2019 the Island welcomed circ. 2.16m visitors, generating an estimated £276m contribution to the local economy.

The mixture of towns, rural village communities, commuters to and from the Island, and the large number of visitors to the Island, all result in a range of transport challenges Island wide. From rural isolation in the more remote areas of the Island, to poor air quality and congestion in parts of our towns, along with pockets of 'transport poverty' and peak season visitor demands. Buses already play a key role in alleviating these problems.

Buses are the most used form of public transport on the Island and make a real difference to people's everyday lives, allowing them to get to work, to visit friends and family, to access retail, and to get to essential services such as schools, colleges, libraries, GP surgeries and hospitals, as well as helping to support the visitor economy.

With Southampton and Portsmouth containing two important ports and two major regional hospitals, they see significant cross-boundary travel to and from Island. From the Island's visitor profile data 38% come from Hampshire alone.

The largest towns on the Island are Ryde in the north-east, with a population of about 30,000, and the county town of Newport as the second largest, centrally located on the island, with a population of about 25,000. Newport is considered to be the commercial centre for the Island and is home to the IWC offices, HMP Isle of Wight and St Mary's Hospital, the only NHS hospital on the Island.

As well as Ryde and Newport, sub-urbanisation population density can also be found in the town of Cowes and East Cowes and the seaside resorts of Sandown and Shanklin, linking with Ventnor.

Other much smaller settlements of population include Freshwater, Yarmouth and Totland to the west of the Island, and Seaview and Bembridge to the east. There are a number of rural villages and hamlets scattered across the Island.

The most rural part of the Island is to the south and south-west coastline, which is designated as an Area of Outstanding Natural Beauty. **Figure 3** below outlines the population density of the Island as a whole. Whilst the overriding character of the Island is rural, about 60% of the Island's population live within the main towns of Ryde, Newport, Cowes, East Cowes, Sandown and Shanklin.

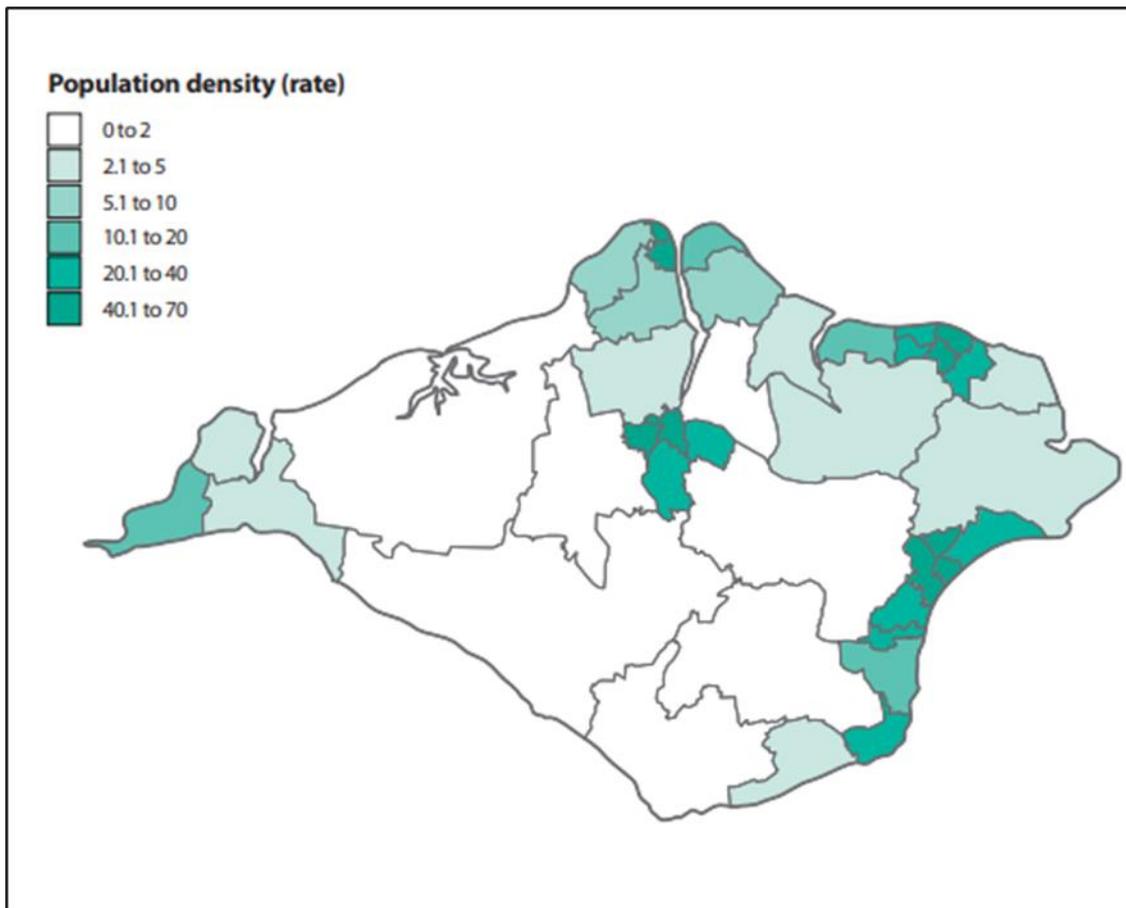


Figure 3 – Population Density on Isle of Wight (number of people per hectare)

There are average levels of car ownership across the Island, with 31.1% of households having two or more cars or vans. 22.5% of households do not own a car or van. There are high proportions of two car households across most rural areas. Levels of car use are also high on the Island, and the Island has diffuse commuting patterns, making certain commuting trips, particularly to the urban areas and ferry connections, difficult to serve efficiently by bus.

Across the Island an average of 2.5% of commuting journeys are completed via bus. Areas surrounding urban centres, such as Newport, Ryde and Cowes show the highest percentages of commuting to work via bus.

The private car or van is the principal mode of travel to work on the Island. The 2011 Census showed over half, 57.8% travelled to work by car. In-commuting is highest in Newport, with an overall inflow of commuters. The rural areas as well as the areas on the south of the Island such as Ventnor and Niton have large outflows. Walking is the main mode of travel to school (39%), but 34% of pupils are taken to school by car.

Economic and social factors, degrees of rurality and ease of access to public transport all influence car ownership. The proportion of no car households is highest in the more urban areas.

There are localised pockets of deprivation on the Island with significant inequalities in health outcomes. It is widely recognised that poor transport provision can disproportionately affect those in deprived areas limiting access to services, opportunities, and life chances, and

contributing to social isolation and loneliness. **Figure 4** below outlines the percentages of health and disability deprivation on the Island.

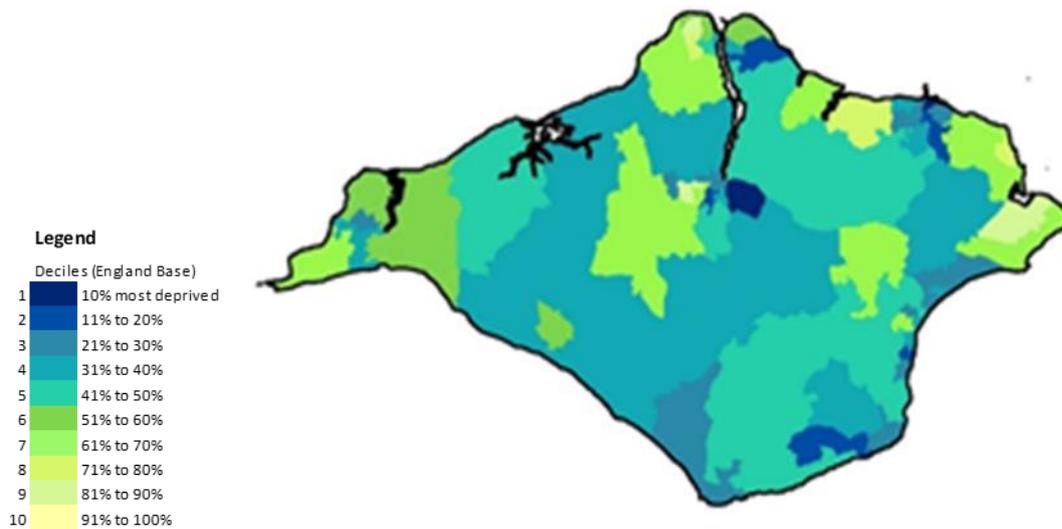


Figure 4 – Health and disability deprivation

1.2 Justification of why the EP covers a single LTA area

In preparing this EP IWC has engaged closely with all neighbouring LTAs, in particular Hampshire County Council (HCC), Southampton City Council (SCC) and Portsmouth City Council (PCC) in order to identify and agree common goals for improvements to our respective bus networks.

Although the three LTAs of HCC, SCC, and PCC share common ambitions around integration, fares and ticketing and delivering bus priority, the Island also has different characteristics and challenges relating to bus networks compared to the rest of Solent Region.

On this basis, the approach that has been taken is that HCC, SCC and PCC have each prepared their own separate EP's. However, in recognition of the important role that bus services play, not only on the Island, but also towards the connection to its ferry and hovercraft services, allowing access to wider employment areas and key services, (such as hospitals) all four LTAs have collaborated closely in the development of each of our EP's to ensure that the ambitions and approaches to improving bus services are closely aligned.

This joined up approach reflects how IWC will work with Southern Vectis and neighbouring LTAs to improve the quality, reliability and attractiveness of bus services across the wider Solent Region.

1.3 Why the Enhanced Partnership route has been chosen

Southern Vectis, as the predominant bus operator on the Island, providing the commercial network of local bus services on the Island. Southern Vectis has, since its acquisition by the Go-Ahead Group in 2005, increased its investment in new vehicles. Their fleet continues to contain a significant number of double-deckers reflecting the need to accommodate high summer loadings, during the peak tourist season and meet school travel demand within the academic year.

IWC also recognises the important role that the smaller community bus operators play, within helping to build successful and reliable services, on the Island. Especially to areas where regular bus service provision has declined in the past or doesn't exist.

The IWC has a good history of effective voluntary partnership working with Southern Vectis, and community bus operators, on the Island. This approach has worked well for IWC, delivering sustained improvements for bus users over more than a decade.

IWC is also fully engaged with the Isle of Wight Transport Infrastructure Board (TIB). IWC set up this board in September 2016, which brings together key transport partners on the Island. These include IWC, represented by the IWC Cabinet Member for Transport and Infrastructure, Highways PFI and Transport Strategy, the Leader of the IWC and the Director for Neighbourhoods, Southern Vectis (Bus) and South Western Railway/Island Line (Train), the ferry and hovercraft operators and Solent Transport. The TIB is vital in supporting formal discussions between IWC and the transport operators and helps support their input as key stakeholders across the Islands transport network as a whole.

IWC has always strived to focus bus service improvements to key areas of the Island but recognises that there has been limited investment in bus infrastructure, in recent years. This however focuses a vital need towards a driver for change amongst improvements to bus service provision for the Island as a whole.

It is the shared view of IWC and Southern Vectis that a single EP for the whole of the Island, will result in better outcomes for bus services on the Island. Given the already close partnership working and strong relationships between IWC and Southern Vectis, this approach is considered to be the best way of meeting the high level of ambition outlined in the EP, rather than through a franchising approach.

The EP represents an opportunity for IWC to extend its successful and productive partnership working arrangements with Southern Vectis and neighbouring LTAs, in order to improve the offer to the local community, enhance facilities and develop a partnership that can help expand the commercial bus network on the Island.

1.4 EP Plan duration, annual review process, alignment with Local Transport Plan and other IWC policies & strategies

The IWC EP covers the period up from 30 September 2023 until 31 March 2030 and will be reviewed annually by the EP Board, (see below) to consider the efficacy of the EP ambitions and progress made towards targets. Collective decisions will be taken as to whether the level of ambition needs to be raised or whether the existing actions are sufficient. The annual review period will be at the beginning of July each year.

Membership of the EP Board will be as follows:

- Isle of Wight Council Cabinet Member for Transport and Infrastructure, Highways PFI and Transport Strategy.
- Isle of Wight Council Director of Neighbourhoods/Communities Services
- Isle of Wight Council Senior Officer responsible for Transport
- Southern Vectis (Go South Coast) Managing Director
- Southern Vectis (Go South Coast) General Manager
- Southern Vectis Operations Manager

The EP objectives will be fully aligned with the emerging Isle of Wight Local Transport Plan 4 (LTP), which is due for completion in 2023/24 and will form the primary transport strategy for the Island until 2038. LTP4 will include a goal of reducing car dependency, and the plans set out in the EP to increase the level of bus use will play an important part in achieving this goal.

Further, the objectives will also be consistent with:

- emerging Island Planning Strategy
- emerging Island Zero Carbon Future Strategy
- Isle of Wight Infrastructure Delivery Plan (2018)
- Isle of Wight Parking Strategy 2016 – 2021 (2016)
- Isle of Wight Regeneration Strategy (2019)
- emerging Local Cycle and Walking Infrastructure Plans

1.5 Overview of the Isle of Wight bus network, level of use and punctuality

1.5.1 Bus Network

Bus services and usage on the Island are slightly below the national average, but are generally considered good for a large, predominantly rural, Island authority, with average levels of car ownership. Bus passengers make a substantial contribution towards the Island economy, being the most heavily used form of public transport on the Island and a lifeline for those without an alternative.

Figure 5 below shows the current Southern Vectis bus route network on the Island.



Figure 5 – Southern Vectis summer bus network map 2023

In 2018/19 there were just over 8 million bus journeys made on the Island, serving 34 routes and circa.1300 bus stops. Considering the rural nature and mix of bus demand (i.e., peak tourism seasons and regular commuters) Southern Vectis services offer a good provision for the Island, with links to all the ferry and rail services. Southern Vectis operate a fully commercial service which operates 365 days of the year on the Island. Southern Vectis also offer extra seasonal buses, known as 'Breezer' buses. There are two open top 'Breezer' bus routes that operate between the months of April through to October, allowing spectacular coastal views as well as direct access to some of the most popular attractions on the Island to support the Islands tourist offer.

Being an Island network means that bus journeys are not necessarily long in nature, with more of a focus to specific locations, (such as ferry and hovercraft connections). Newport is the central hub of the Island offering a hub and spoke operation, where the bus interchange accommodates most bus service connections.

Levels of bus use on the Southern Vectis network are highest on route 9 (Newport to Ryde), route 1 (Newport to Cowes), as well as routes 2 & 3 connecting Ventnor, Ryde, Sandown and Shanklin to Newport. The quality of bus services on these main corridors is high, which offer attractive high service frequencies, with buses running every 10-15 minutes on the busiest routes (with 2-3 buses per hour on most other routes).

The main generators of demand for Island bus services tend to be the more urban centres with their strong retail, education and public service offers. The current frequencies of the Southern Vectis bus services can be found here: www.islandbuses.info/

1.5.2 Bus Fleet

Southern Vectis currently has a fleet of 68 vehicles that serve the Island’s network. In terms of Euro rating these consist of the following:

Diesel Euro Rating	Number of Buses
Euro III or before	3
Euro IV	15
Euro V	1
Euro V EEV	29
Euro VI	16
Euro IV/V SCRT retrofit	4

Currently 39 vehicles have UBS charging points, although none have WIFI connectivity due to the unreliable network reception on various parts of the Island. In addition, 63 vehicles have next stop announcement and screens.

1.5.3 Trends in bus passenger journeys

As **Figure 6** below shows, the total number of bus passenger journeys made on the Island over the last ten years, as recorded by Southern Vectis has steadily increased, (although passenger numbers in March 2020 were significantly reduced due to the pandemic), against the trend of gradual decline seen across English non-metropolitan LTAs. The dip in bus passenger journeys for 2017/18 was attributed to poor summer weather effecting tourist numbers.

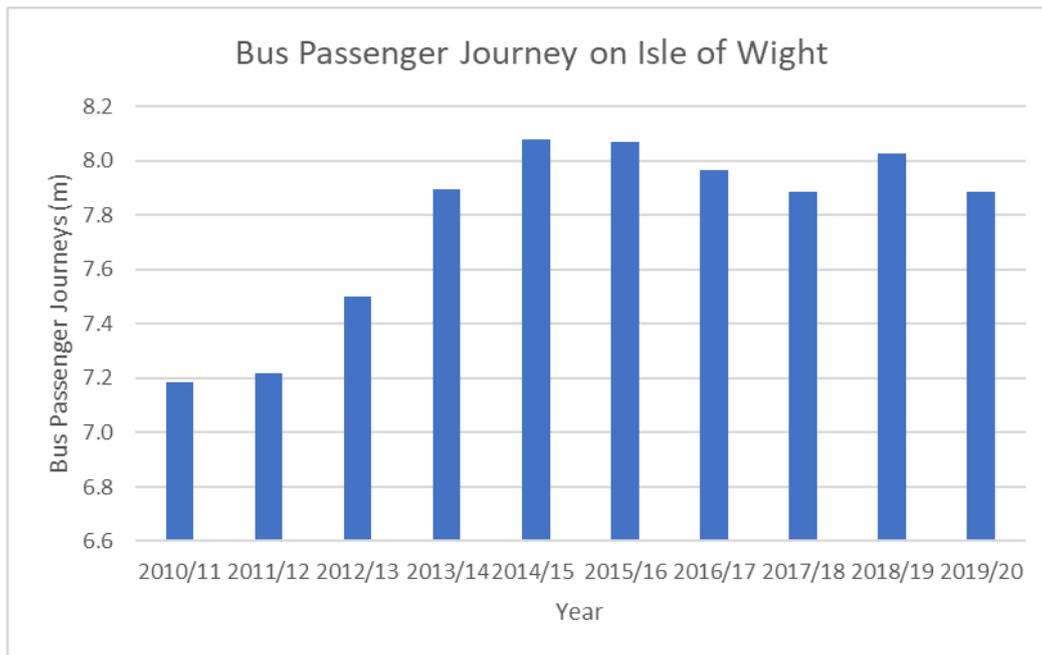
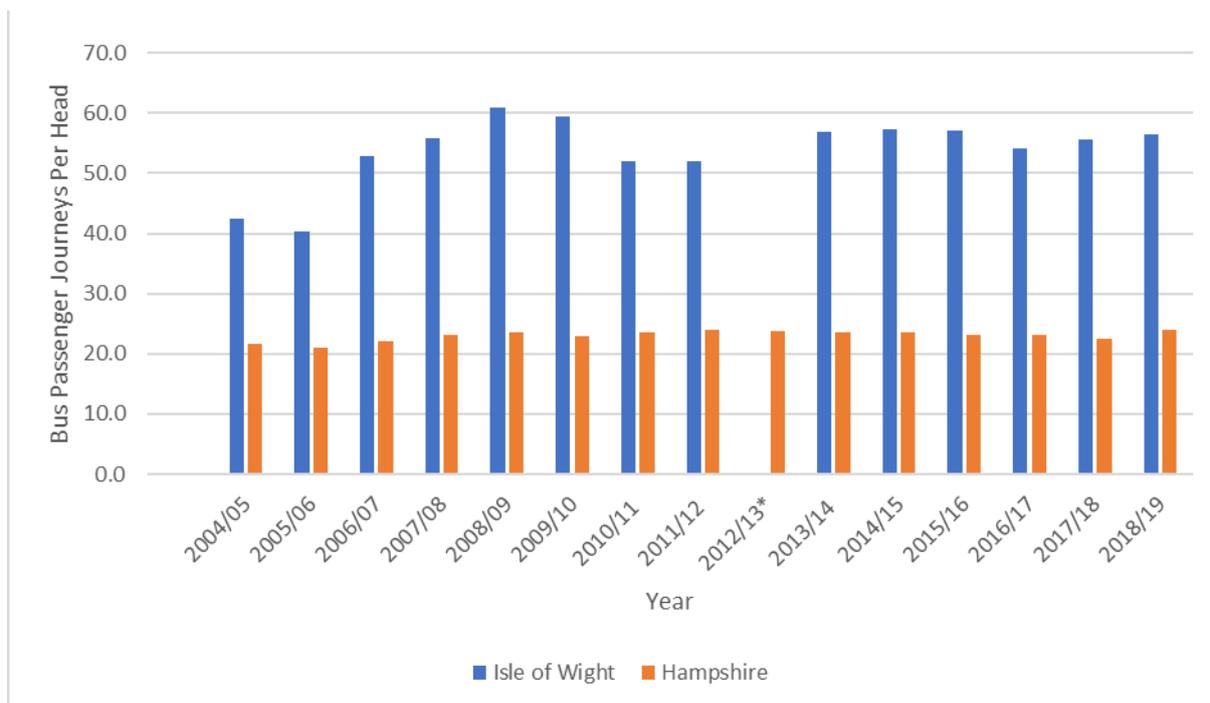


Figure 6 - Bus passenger journeys per year on the Island since 2010 as recorded by bus operators via the DfT Southern Vectis survey¹

Bus journeys on Island have risen steadily since 2010/11 and remained in the range of between 7.8m and just over 8m journeys per year, until the Covid-19 pandemic. This, as with all areas of the UK, resulted in a significant and rapid reduction in bus journeys, from mid-March 2020 onwards as residents heeded the initial Government advice to avoid using public transport unless absolutely necessary. However, overall bus use in the last period had recovered to 93% of pre-Covid patronage, on the Island.

When these passenger journeys are considered per head of population, this then equates to between 42 and 61 bus journeys per year on average by each Island resident, as indicated in **Figure 7** below. The numbers of journey per head of population have remained relatively consistent since 2013/14. In comparison, Hampshire figures equate to 21 and 24 bus journeys per year on average by each Island resident, as indicated in **Figure 7** below. The numbers of journeys per head of population have fallen in Hampshire since 2013.

¹ DfT Bus Data Table BUS0109 (2021)



*Data from 2010/11 was not requested from local authorities.

Figure 7 – Change in Bus Passenger Journeys per head of Population over time since 2004/5 on the Isle of Wight compared to the neighbouring shire county LTA

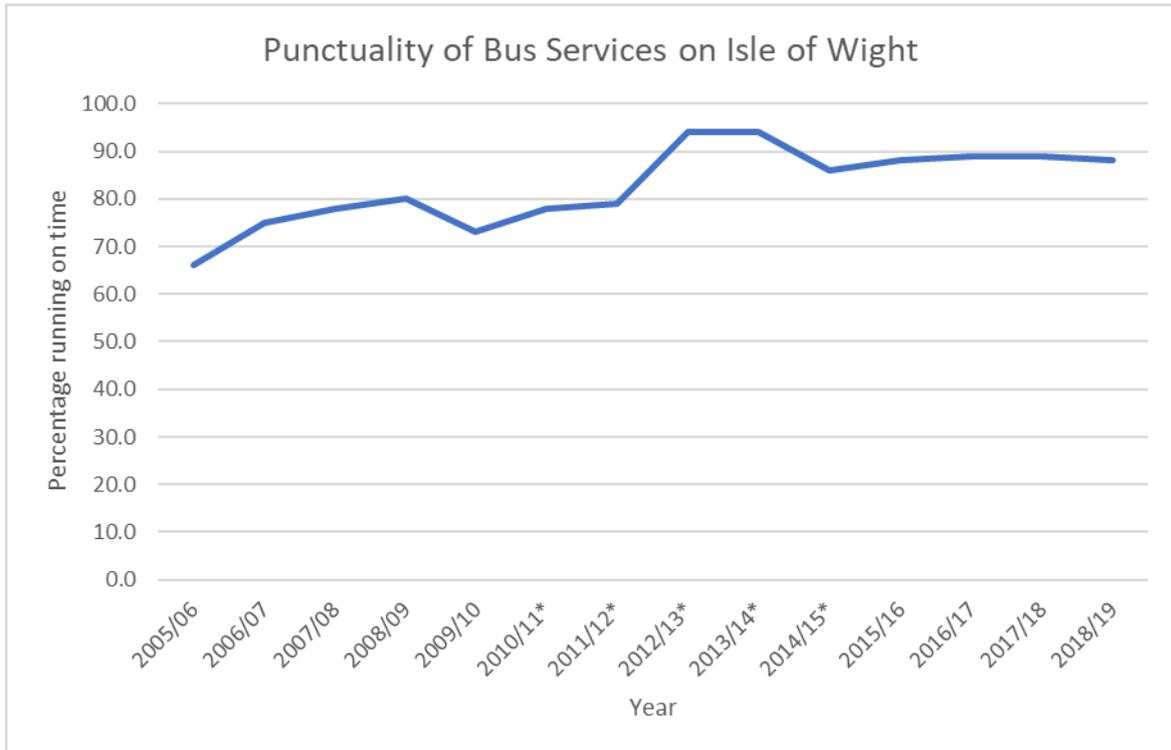
In terms of bus use, given the Island’s strong tourism economy, statistics from the most recent Year to Date Tourism Figures for the Island (2017) show that 11% (circa. 261,000 visitors) utilised the bus and train network as their main mode of transport whilst on the Island.²

Department for Transport (DfT) data shows that vehicle miles have increased in almost every year since 1994 on the Island, notwithstanding a large decrease in 2020 caused by the COVID-19 pandemic and national lockdowns.

Urban congestion is highest in the urban areas of Ryde and Newport, seeing the highest level of urban congestion experienced on the Island. Newport has the highest inter-urban congestion. There are also other various pockets of congestion contained on the Island, that can be exacerbated by the increase of peak seasonal traffic. All this effects bus transport and punctuality of buses on the Island network.

As **Figure 8** below shows bus punctuality on the Island since 2005/6. It demonstrates bus punctuality has seen a trend of gradual improvement, despite a backdrop of increased traffic and increased levels of congestion on the Island, reflecting the investment in some of the bus friendly measures delivered by IWC and Southern Vectis investment in additional buses, (with no increased frequency) to ensure that punctuality did not deteriorate as a result of worsening traffic congestion.

² Visit Isle of Wight: Year to Date Tourism Figures 2017 – Isle of Wight: visitwightpro.com/research-development/



*From 2010/11 figures were reported to the nearest whole number.

Figure 8 – Changes in Bus Punctuality Levels on the Isle of Wight since 2005/06

The Solent Transport Sub-Regional Transport Model (SRTM) predicts a 18% increase in all trips between 2015 and 2036, with a 29% increase in highway trips, and a 5% increase in public transport trips. Increases in delays and average travel times are predicted in both models for 2036. Delays are expected around Shanklin and Newport in particular.

Through the Isle of Wight Infrastructure Delivery Plan (October 2018) a number of key highway and bus service improvements have been identified, these include:

- The Newport Strategic Junctions Improvement scheme has funding committed.
- Further improvement at Coppins Bridge could be made subject to funding and further approvals.
- The planned improvement of the Red Funnel terminal includes improved bus interchange with ferry services, at East Cowes.

Across the Island an average of 2.5% of commuting journeys are completed via bus. Areas surrounding urban centres, such as Newport, Ryde and Cowes show the highest percentages of commuting to work via bus. The ward of Ryde North-East, has the highest percentage of travel to work by bus at 10.34%.³ Figure 9 below outlines bus commuting use averages across the whole Island.

As **Figure 9** below shows, areas surrounding main urban centres, such as Newport, Cowes, Ryde, Shanklin and Sandown, have the highest percentages of commuting to work via bus.

³ Datashine (2021) – Source: www.datashine.org.uk

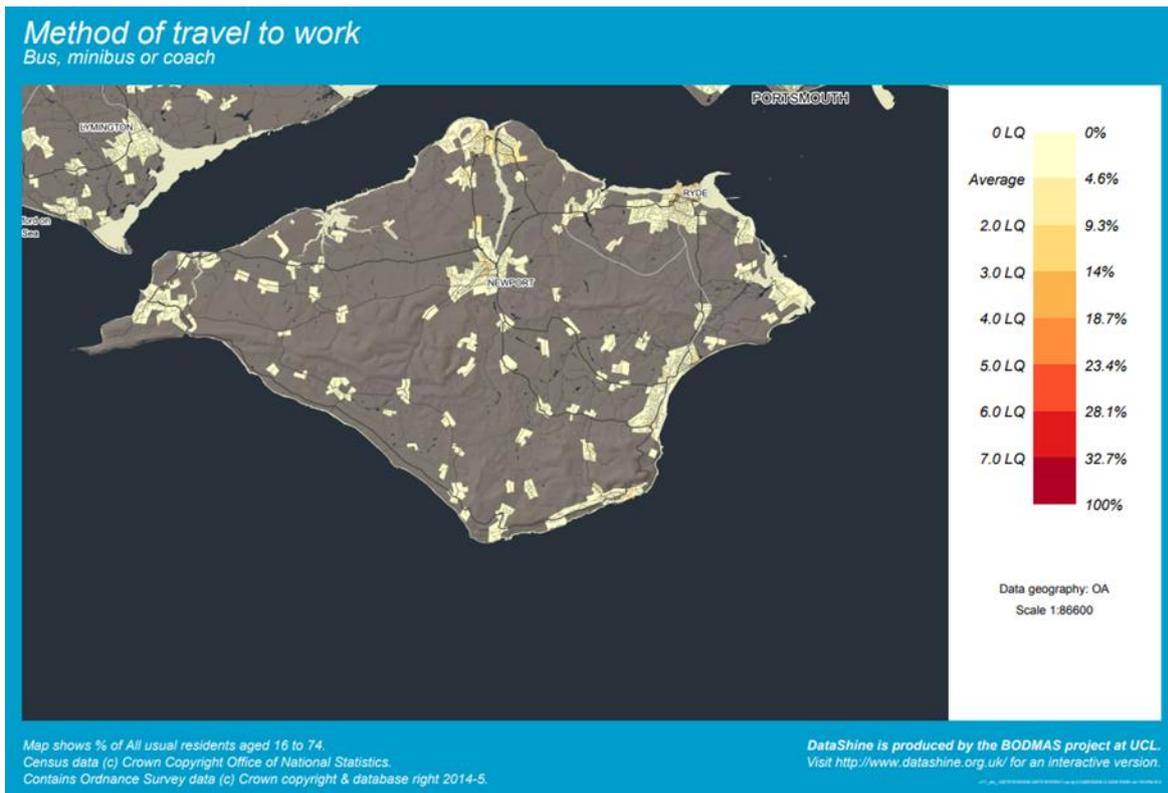


Figure 9 – Travel-to-work by bus

Figure 10 below shows the level of employment accessibility by private car and public transport as well as the percentage of jobs accessed by public transport for the largest built-up areas on the Island.

Newport is by far the biggest employment area on the Island, with 18,332 jobs as of 2016. The Ryde, Cowes and Sandown/Shanklin built up areas have between 6,000 and 7,000 jobs each.

Employment accessibility by public transport modes is generally high, particularly when compared to levels on the mainland. However, levels of public transport employment accessibility differ between areas, as can be seen in the graph opposite. On average, twice as many jobs on the Island are accessible by car as they are by public transport.

Newport the highest number of jobs accessible by public transport in absolute terms (6,916), but Ryde has the highest percentage of jobs accessible by public transport (43.9%).

Sandown/Shanklin has both the lowest number and percentage of jobs accessible by public transport (1,659 and 27.5% respectively).

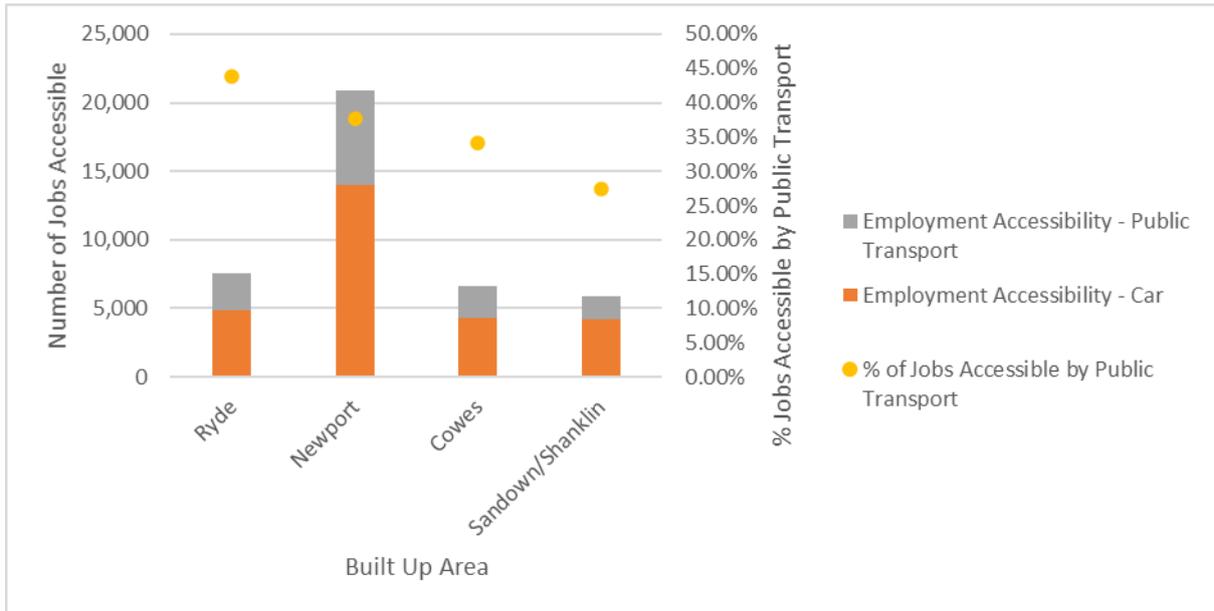


Figure 10 - Employment accessibility (intra-urban) by car and public transport for the largest built-up areas on the Island.⁴

1.6 Analysis of existing bus Southern Vectis bus services compared to EP Objectives

Table 1 below summarises the strengths and weaknesses of Southern Vectis’s bus network following analysis, review of the current situation and stakeholder consultation. It considers how the current bus network compares to the Isle of Wight BSIP ambitions outlined in Section 1.7 and to what extent the current network of bus services meets or falls short of these ambitions and expectations.

⁴ ONS (2021) – Source

Table 1 – Strengths and weaknesses of the Southern Vectis’ bus network relative to EP

Aspect of bus service provision	Strengths	Weaknesses
Bus (network)	<ul style="list-style-type: none"> • A strong core bus network of frequent and direct services connecting town centres to majority of suburban areas within the main towns. • Being an Island, the bus network centres on the main interchange of Newport and Ryde (for rail connections) meaning most key corridors have excellent and direct bus frequencies, in particular to all ferry terminals, including first and last ferry connections, as well as other key destinations and attractions on the Island. • Historic and sustained growth in bus patronage on flagship and high frequency bus routes. • High user journey satisfaction (Bus Passenger Survey – autumn 2019). • A modern, distinguished and attractive bus fleet on the Island with low emissions, contactless payments and charging points. 	<ul style="list-style-type: none"> • Network predominantly operates on shared road space. Congestion at peak times, especially within peak tourist seasons, effecting key road corridors to/from centres of main towns and attractions, leads to reduced punctuality and travel time reliability, and increased journey times. • Pockets of inaccessibility in rural areas of the Island, due to lack of bus services or penetration of services, in particular West Wight. • Limited-service frequency to some areas e.g., West Wight. • Limited cross Island bus services, meaning a greater need to interchange between different services in Newport for journeys across the Island. • A need to improve bus stop infrastructure across the Island with Real Time Information, Audio-Visual displays and general improvements to bus stops (i.e., in terms of accessibility, safety and comfort). • Lack of Wi-Fi on buses is an issue due to mobile signal issues across certain parts of the Island.
Bus Network (operators)	<ul style="list-style-type: none"> • Strong operator brand and recognition with users across the Island. • Smaller operators (community services) active and engaged. 	<ul style="list-style-type: none"> • Reduction in support for less viable bus service routes on the Island.
Bus Network (development)	<ul style="list-style-type: none"> • Ongoing evolution and development of the network, reacting to need (tourism market as example). 	<ul style="list-style-type: none"> • Locating future residential development close to bus corridors is vital. • A number of isolated traffic signal junctions cause delay to bus services during peak hours, there could be a provision of selected vehicle detection signals.

		<ul style="list-style-type: none"> Establish where bus priority is needed Several areas with issues already identified that effect bus services. Need to improve reliability and frequencies.
Bus Network (Town Centres)	<ul style="list-style-type: none"> Well served town centres, with vast majority of bus route serving these. Elements of bus priority and bus lanes leading to Town Centres Bus only streets in the Town Centres 	<ul style="list-style-type: none"> Restricted and shared road space Limited capacity/space for terminating services to layover Existing infrastructure difficult to negotiate for buses
Bus Network (Park and Ride)	<ul style="list-style-type: none"> Limited but well used Park and Ride in Cowes serving Cowes and Newport 	<ul style="list-style-type: none"> Existing Park and Ride site quite small with little scope for expansion No definitive plans for any new Park and Ride sites for the Island
Socially necessary DRT & Community Transport provision	<ul style="list-style-type: none"> Active and supported community transport services, including community minibus and voluntary car share schemes. Good supply of taxis and private hire vehicles in main urban areas. 	<ul style="list-style-type: none"> Scope and supply of service can potentially be limited by funding.
Bus-Bus, Bus-Rail & Bus-Ferry Interchange	<ul style="list-style-type: none"> All public transport modes accessible from town centres. In Ryde the rail station is a key point of interchange, connecting the train network to the local bus network with good waiting facilities. Ryde Transport Interchange scheme, funded via successful bid to the Government's Transforming Cities Fund (TCF) will provide a safe cycling and walking route along Ryde Pier, separate from vehicles, and create an improved transport hub for a major gateway to the Island. Multi-modal interchange opportunities at some ferry and hovercraft terminals South Western Railway has upgraded the Island Line, replacing rolling stock with new, self-powered train units, enhanced frequency to connect with waterborne services through funding from the DfT 	<ul style="list-style-type: none"> Limited high-quality interchange hubs, with facilities, apart from at some bus stations and key rail stations Little co-ordination of timings between modes at key interchanges

<p>Multi-operator & multi-modal Ticketing</p>	<ul style="list-style-type: none"> • Rover tickets - for unlimited travel across Southern Vectis network for 24 hours • Rover + Breezer tickets offer 24- or 48-hour unlimited bus travel across the Island. • Multi-Day ticket bundles - for occasional travellers available in 5-, 15- and 30-day bundles giving unlimited travel across Southern Vectis network including open-top and seasonal routes. Days do not have to be used consecutively and are valid for two years from purchase. • Nightrider tickets - for unlimited travel between 7pm and 7am. • Through Tickets - through fares are available to any point across the Island but must be used within 3 hours of purchase. 	<ul style="list-style-type: none"> • Limited joint ticketing with ferries or rail. • Perception of poor value for money (Bus Passenger Survey – autumn 2019).
<p>Partnership and Investment</p>	<ul style="list-style-type: none"> • Good partnership working, showcased by very effective voluntary partnerships between operators and local authority and successful bids to Central Government. • Sustained investment and development of the network from operators. 	<ul style="list-style-type: none"> • Covid-19 pandemic has resulted in decline in passenger numbers, which are likely to take time to recover to pre-pandemic levels. This reduction in revenue will affect ability to invest in fleet replacement and decarbonisation. • Limited spend on bus infrastructure in the past. • Poor provision of bus shelters – investment for stops and shelters needed. i.e., scope for RTI, accessibility improvements, bring up to standards on mainland. • Bus interchange improvements required.

1.6.1 Bus Customer Charter

Headline results for Southern Vectis in 2019

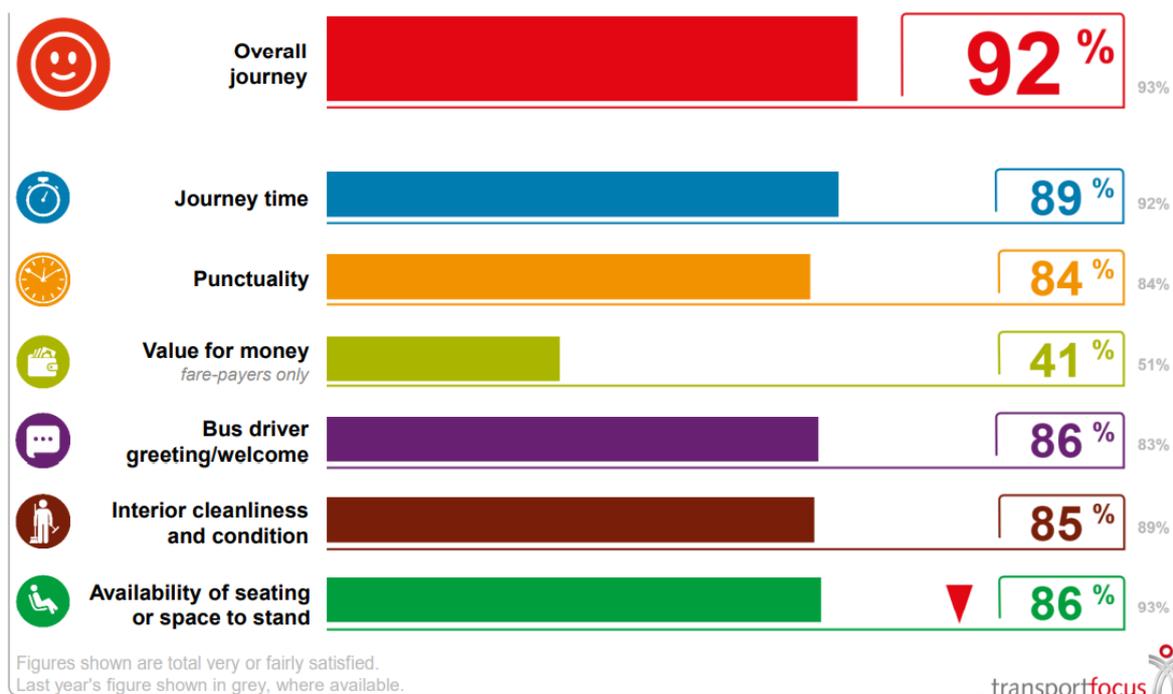


Figure 11 - Bus Passenger Survey – autumn 2019 – Southern Vectis results

Figure 11 above details the headline figures of the survey of national bus passengers' journey experiences, carried out between 8 September and 21 December 2019. The number of responses received for Southern Vectis was 313. The overall results are industry leading at 92% overall satisfaction. Punctuality is seen as an area of improvement due to congestion at various points on the Island. Overall value for money however is perceived as low.

The results are representative at 'local transport authority' or 'operator defined territory' level. Authority-type level (e.g. unitary) results are the aggregate of local transport authorities which are of that authority type or operator designated areas whose routes run mainly in that authority type. In calculating the aggregate result, each constituent authority or operator territory counts in proportion to its annual number of passenger journeys.

1.6.2 Other factors that affect the use of local bus services

The population of the Island is expected to increase to 154,300 by 2041, a 9% increase on current levels. The 65+ age group is expanding most rapidly. With the age eligibility of passes set to rise, this is likely to affect the future demand for concessionary bus passes leading to an increase in the future.

The Island's elderly and disabled concessionary journeys are much higher than the South-East average. **Figure 12** below shows the overall trend, from the last ten years of elderly and disabled concessionary journeys made on the Island versus the South-East region as a

whole. Having a higher percentage of concessionary journey's is an important factor that needs to be considered when addressing any bus service improvements across the Island.

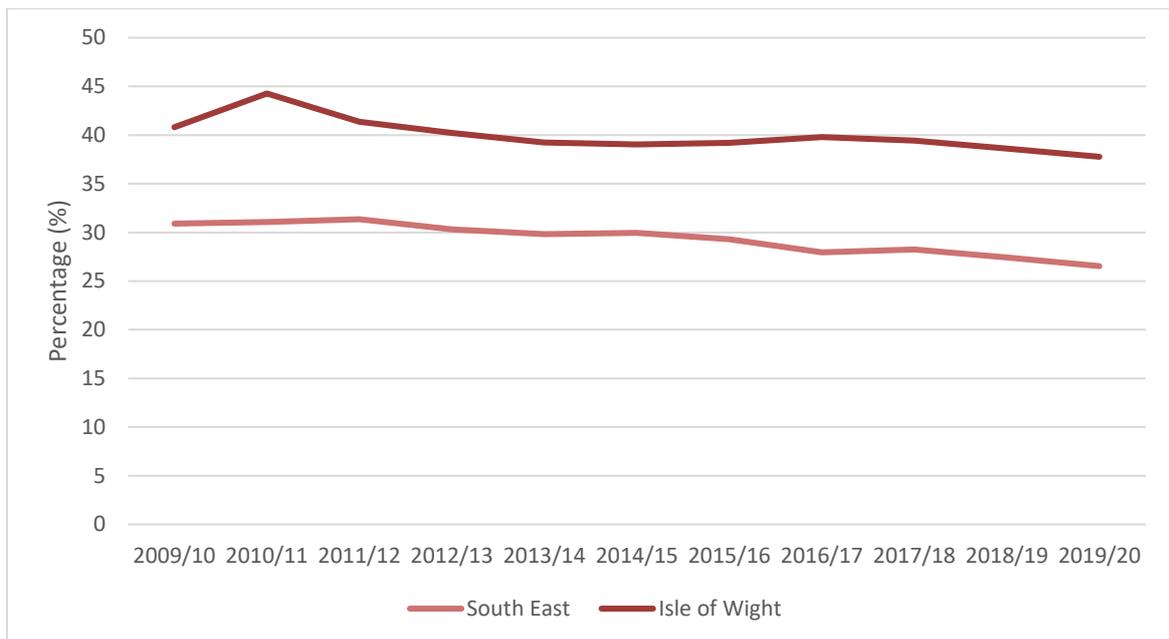


Figure 12 – Elderly and disabled concessionary journeys (percentage of total passenger journeys) on the Island compared to the Southeast Region

1.6.3 Car Parking cost and availability

IWC has developed an island-wide Parking Strategy for the period 2016-2021. The purpose is to provide a consistent island wide policy framework for the management of parking across the island, both within Council managed off-street car parks and on-street.

Under section 2.22 within the strategy is states:

‘As well as the visions and goals set out, the plan also includes six objectives which relate specifically to different aspects of transport, including parking. ‘Objective B – Maintain and improve journey time reliability and predictability for all road users’ addresses the need to address and limit congestion caused by the sheer weight of traffic on the island, particularly during the summer.

“We will help maintain and improve journey time reliability and predictability by:

- Making the best use of road space;
- Considering suitable locations for the introduction of bus and cycle priority;
- Highway improvements to increase traffic flow (e.g. remodelling of junctions, bus priority, Urban Traffic Control (UTC));
- Co-ordination of road works;
- Improved signage;
- Development of traffic management plans for major events;
- Working with others (including Hampshire Constabulary on traffic and enforcement issues); and Parking enforcement.”

1.7 IWC EP Objectives

Contained in the EP Plan are the ten objectives set by the DfT in the BSIP guidance and accompanying IWC headline commitments. These outline the long-term vision for bus services on the Island and how this will be delivered, bringing benefits to passengers, improving the quality and efficiency of the public transport on the Island. Making use of highway network, encouraging modal shift, in order to limit additional traffic congestion and air pollution.

EP Objectives	EP Approach
<p>1. Deliver intensive services and investment on key corridors, with routes that are easier to understand.</p> <p>IWC and Southern Vectis commit to the delivery of intensive services and focussing investment on the Island bus network, ensuring that bus routes and network serve the Island, and made easier to understand.</p>	<p>a) Categorise the Island Bus Network into the following three categories, to ensure that the majority of investment secured will be focussed on bus routes that have the greatest potential to serve and retain existing bus passengers and grow new markets:</p> <ul style="list-style-type: none"> I. Flagship/priority bus routes, wholly commercial bus corridors with very strong growth potential which will be our focus for future investment. II. Core bus routes that are largely commercial where we will invest to boost passenger growth to enhance overall viability and levels of service. III. Non-core/non-commercial bus route network that has no prospect of operating on a commercial footing, which will continue to require ongoing revenue support to deliver bus or DRT services that meet social/ accessibility needs (adopting new innovations and cost-efficient models for delivery). IV. Recovery routes which have become commercially unviable through the pandemic, though may benefit from short term support to enable them to survive before they can progress to core of flagship status (following any reduction in DfT Bus Recovery Grant funding) <p>b) Deliver a consistent high standard and specification for bus stop infrastructure across the Island with a level of information (real time and printed bus journey information) that is commensurate with the level of usage of each stop. This will also include maintaining the highway surface and pavements in the vicinity of each bus stop to ensure that kerbing, lining is of a high standard and that rutting of the carriageway surface is minimised through regular maintenance.</p>

	<ul style="list-style-type: none"> c) Pro-actively market the Island bus network as a viable alternative to travelling by private car via regular co-ordinated multi-operator marketing initiatives. d) Ensure that IWC and Southern Vectis network maps are updated to include information on complementary services provided by other operators. e) Newport Bus Station: review on street bus facilities in Newport, to cope with additional future capacity.
<p>2. There must be significant increases in bus priority.</p> <p>Reducing journey times will not only increase the attractiveness of services and drive-up demand, but also improve efficiency and help bus operators to reduce costs. Therefore, IWC and Southern Vectis commit to investigating bus priority measures along key bus corridors, to speed up and improve reliability of bus services on well-used corridors.</p>	<ul style="list-style-type: none"> a) Develop prioritised plans for bus priority for the most well-used bus network corridors (which will see high use by flagship/priority) that taken together will form a coherent series of complementary measures to enable improved bus journey times and bus reliability. b) Where there is the physical highway space available to do so, IWC will install bus lanes that continue past traffic congestion hotspots (e.g., through junctions) and ensure that these are in operation all day, evening and night. c) Provide bus gates and traffic signal prioritisation in locations where there is not sufficient highway space to provide physical bus lanes. d) Ensure that all existing and new bus lanes and bus gates (if applicable) are effectively enforced once the Island is given the necessary legal powers to issue penalties for moving traffic offences. e) Ensure that use of bus lanes is restricted to local bus services and emergency services and cycles only, to maximise their effectiveness. f) Ensure that all that all bus priority infrastructure and the associated highway is maintained to a high standard.
<p>3. Fares must be lower and simpler.</p> <p>IWC and Southern Vectis will make ticket options easier to understand and</p>	<ul style="list-style-type: none"> a) Southern Vectis have delivered tap-on tap-off readers and related technology upgrades on all of the bus fleet operating on the Island. b) Tap On / Tap Off contactless daily and weekly ticket capping is already possible and will be provided once

<p>improve the affordability of bus travel across the Island, in a way that grows demand without undermining the viability of services. Including a commitment to introduce initiatives that will greatly simplify and reduce the complexity of tickets and fares (across all modes of public transport on the Island), promote schemes to reduce the cost of public bus use to assist job seekers and the newly employed, developing tap-on tap-off capped fares as the centrepiece of a clear, ticketing strategy that provides bus customers with improved clarity on fares and better value for money.</p>	<p>buses are fitted with a second reader. Fare capping will help to make fares much simpler and easier for customers to understand.</p> <p>c) IWC and Southern Vectis will develop tools, videos and materials that help prospective bus passengers, particularly young people, to understand how easy it is to use bus services, so as to break down perceived barriers that deter bus usage and help promote a positive image for bus use.</p> <p>d) IWC will continue to work in partnership with Southern Vectis and the Department for Work and Pensions on schemes that will help jobseekers with the cost of travel on public bus services, when attending interviews, and for the newly employed, in order to embed the travel behaviour, change towards sustainable travel modes.</p>
<p>4. There must be seamless, integrated local ticketing across all types of public transport on the Island.</p> <p>IWC will investigate options that will improve the range of multi-operator bus/ferry/train ticketing for the Island, through liaison with the main transport providers for the Island.</p>	<p>a) IWC will identify all areas on the Island where the lack of inter-available tickets, reduces the journey opportunities for bus, train or ferry passengers, and where this can result in a premium being paid for travel. IWC will work with transport operators to identify joint ticketing arrangements.</p>
<p>5. Service patterns must be integrated with other modes.</p> <p>In extending the reach of bus services beyond current service patterns,</p>	<p>a) Good two-way integration between bus, rail, ferry and hovercraft services is key to getting people to choose public transport for their whole journey. Bus-rail-ferry-hovercraft integration is already very good on the Island, with bus services operating via station forecourts, ferry and hovercraft terminals. In extending the reach of bus services to cover early morning, later evening and additional weekend</p>

IWC and Southern Vectis commit to ensuring that new early morning, evening and weekend services link in effectively to rail, ferry and hovercraft services and that mobility hubs are designed and located so as to encourage and enable easy onward travel by bus.

services, consideration will be given to enabling reliable connections with rail, ferry and hovercraft services, recognising the needs of bus users travelling to other destinations (both on the Island as well as mainland) so these people are not inconvenienced as a result.

- b) With significant changes in the way many people work and changing shift patterns, buses have an important role to play in getting people to employment. IWC and Southern Vectis will work to ensure bus services operate to align with demand of key workers at employment centres and investigate opportunities for buses to operate via business parks and major employment areas where this currently is not the case.
- c) Learning from experience gained through Transforming Cities Fund (TCF) projects, IWC will work to deliver new mobility hubs at key locations within key areas of the Island, to provide a range of smart mobility, commercial and employment services tailored to the needs of that area (which could include EV charging points, remote delivery lockers, e-bike/e-scooter hire, secure bike storage and collaborative workspaces that can be used for remote and flexible working) in one place, so as to improve the attractiveness and convenience of sustainable mobility relative to the private car.
- d) IWC will seek to promote improved mobility within rural and more isolated areas of the Island by working in partnership with private sector micro-mobility/demand responsive transport providers in addition to the voluntary sector. IWC will seek to develop first mile last mile solutions suitable for the more rural areas. Where these are not viable, IWC will seek to bring together local communities and community transport operators to explore the opportunities for smaller minibus sized vehicles to provide services. These will allow passengers to connect onto commercially viable bus, rail, ferry and hovercraft services promoting the availability of economically necessary journeys within rural communities and reducing transport poverty.

	<p>e) IWC will look to reduce the number of longer journeys that need to be made from rural communities by championing the introduction of mobility hubs funded through the private sector and owned within local communities to better connect communities and enable seamless interchange points.</p>
<p>6. The local bus network is presented as a single system that works together, with clear passenger information.</p> <p>Recognising that post Covid the bus network may need to be amended to best meet the change in demands of passengers, it might not be appropriate to be the same as before. Recovery of bus patronage may not continue at pace, and this may have an impact on services. As such IWC and Southern Vectis commit to ensuring that the local bus network continues to be presented as a single system that works well together, with clear passenger information.</p>	<p>a) Building on the Back to Bus Covid-19 recovery industry-wide marketing initiatives, IWC and Southern Vectis will carry out joint multi-operator (bus/rail/ferry/hovercraft) marketing initiatives to actively market and promote use of the bus as a travel mode, as a complementary overlay to operators' own marketing and promotional campaigns. As part of this joint marketing, IWC will fully support these joint campaigns via its' own social media and other communication channels.</p> <p>b) IWC will seek funding from new developments and from Bus Back Better to deliver a rolling programme of real-time information screens at bus stops to help provide customer reassurance and confidence in bus arrival times.</p> <p>c) IWC and Southern Vectis will continue to work together to deliver co-ordinated bus timetable changes, so that these happen at the same time of year. Emergency timetables in response to roadworks, tendered services to third parties other than IWC would be exempt from this.</p> <p>d) Southern Vectis will continue to commit to share the information on these changes with sufficient lead-in time needed to ensure that IWC can ensure information can be publicised and accurate feeds are in place for real time information and Traveline journey planning information.</p>
<p>7. Modern buses and decarbonisation.</p> <p>IWC and Southern Vectis commit to providing customers with a modern bus fleet with a high-quality on-bus environment that meets their needs and to</p>	<p>a) Ensure that Southern Vectis provide, in every bus, next stop audio visual announcements and USB charging points on every bus by April 2022 to help improve the bus travel experience for customers.</p> <p>b) Ensure that all buses that operate in Clean Air Zones are compliant with Euro VI or better emissions standards for NO2 as soon as possible.</p>

<p>working towards decarbonisation.</p>	<p>c) Work towards realising the targets set by Southern Vectis - to achieve a fully zero-emission bus fleet by 2035.</p>
<p>8. Give bus passengers more of a voice and support measures to ensure that bus services are perceived to be safe by all. IWC will commit to working to meet and exceed the needs and expectations of bus passengers on the Island and give them a stronger voice.</p>	<p>a) Continue to work with Southern Vectis in the development of their Customer Charter, with provisions on punctuality, vehicle cleanliness, proportion of services operated, information and redress.</p> <p>b) Fully support other pro-passenger initiatives provided by Southern Vectis.</p> <p>c) We will work with Bus Users UK and the Isle of Wight Bus and Rail User Group (IWBRUG) towards establishing an Isle of Wight Quality Transport Partnership, which will provide a forum for bus passengers to set out areas of the passenger experience that operators need to prioritise.</p> <p>d) IWC will work with operators to ensure that all buses operating on the Island continue to have on-board CCTV.</p> <p>e) IWC will ensure that all future upgrades and improvements to bus shelters incorporate good levels of lighting and that where possible stops in town centres and outside colleges and schools are covered by new or existing CCTV.</p> <p>f) IWC recognises that safety and security does not start and finish when people get on and off buses. IWC will therefore work within the local authority and through discussions with bus users, to identify walking routes to key bus stops and ensure that they are safe, accessible and well lit.</p> <p>g) IWC will develop closer partnership working with the Police and Neighbourhood Watch groups in areas with high incidences of anti-social behaviour and crime to help bus passengers feel safer whilst waiting at or travelling to and from bus stops on foot.</p>
<p>9. More demand-responsive services and 'socially necessary' transport.</p>	<p>a) IWC and Southern Vectis will work together in understanding and challenging the perception that ticket prices are perceived by some as not value for money on the Island.</p>

<p>IWC commit to trialling innovative and value for money approaches to meeting the public transport travel needs of rural areas that cannot be viably served by conventional timetabled bus services.</p>	<ul style="list-style-type: none"> b) IWC will seek Bus Back Better funding to secure revenue funding to deliver new socially necessary community bus services where these meet a strong community need, where such services have reasonable prospects of becoming commercially viable in their own right by the end of the funding period. IWC will expect operators to match fund any such services to demonstrate shared ambition and commitment to commercially viable services. c) IWC will encourage private sector innovation and community-led bottom-up solutions to meet the travel needs of rural and more isolated areas of the Island, effectively via the DRT Challenge Fund. The creation of the Challenge Fund will allow for schemes of varying designs and scales to be trialled to enable IWC to respond to the individual needs of a range of rural communities. d) IWC will seek to utilise the latest technology to ensure services are as flexible and accessible as possible. IWC will ensure that all residents have access to the same Real Time Passenger Information, increasing confidence in the reliability and the sense of safety whilst using less frequent services. IWC will bring new technology to taxishare and community transport services which enable smarter scheduling capabilities for community transport and a more flexible offer to passengers for taxi share services.
<p>10. Longer term transformation of networks through Bus Rapid Transit and other measures.</p> <p>IWC commits to preparing plans and funding bids to secure investment to enable the longer-term transformation of networks through delivery of Bus Rapid Transit and other significant measures.</p>	<ul style="list-style-type: none"> a) Develop a high-quality, distinctive Bus Rapid Transit offer for the flagship urban bus corridors on the Island where it has been identified to have the strongest passenger growth potential. b) Ensure that new housing developments are built in locations that are straightforward and commercially viable to serve well by existing local bus services and are future-proofed, with layouts that make it easy to operate a bus service through them and that these are accessible with walking distances to the bus route minimised. c) Work pro-actively to ensure that IWC and Southern Vectis ambitions to improve the quality and attractiveness of bus services are not diminished or weakened as a result of current policies the parking strategies.

	<p>d) In order to realise the full benefits of BRT and a revised parking strategy some form of car restraint may be needed if buses are going to lead the change in culture advocated by Government towards use of cars and public transport. This is not something IWC can lead alone as it needs a coordinated approach from central Government, but the authority is committed to working positively with Government in this area of policy.</p>
--	---