

Transforming Travel on the Isle of Wight:
Transition to Transformation

Access Fund Programme Evaluation 2017/18



Introduction

In 2017, following a local authority funding competition, the Isle of Wight Council was awarded £1.35m from the Access Fund by the Department for Transport, to fund delivery of the three-year 'Transforming Travel on the Isle of Wight: Transition to Transformation' programme.

Transforming Travel

The Isle of Wight Council and its partners are delivering the Transforming Travel programme between April 2017 and March 2020. The programme is delivering a range of initiatives to enable and encourage local residents and visitors to travel around the Island sustainably – by walking, cycling, car sharing and using public transport more.

The 19 projects being delivered are grouped in to three thematic workstreams:

- 1: **Access to Visitor Experiences** – targeting visitors travelling for leisure; embedding active travel into visitor experiences and growing the visitor economy.
- 2: **Access to Employment, Training & Skills** – targeting jobseekers and people commuting to work and training; normalising walking and cycling and transforming access to opportunity.
- 3: **Access to Education & Active Communities** – targeting pupils and students travelling to education, and local residents; improving the health and wellbeing of young people and families through more active travel.

Monitoring & Evaluation

The funding bid for Transforming Travel outlined ambitious targets for the number of car trips the programme aims to replace with trips by foot, cycle, car share and public transport. These targets were calculated using assumptions about the scale of 'mode shift'¹ each theme might achieve, based on the change achieved by past sustainable transport programmes (both on the Island and elsewhere). These targets were calculated using the best available baseline 'mode split' data at that time, such as from the 2011 Census, Island Visitor Monitor and 2011 School Census data. This baseline data was often dated or too high-level to capture the exact travel habits of the specific audiences the programme is targeting.

The Smarter Choice Consultancy Ltd. and Lorax Environmental Associates have been commissioned by Isle of Wight Council to independently evaluate the Transforming Travel programme. They have worked with individual projects to advise on best practice in data collection, and are using the data subsequently collected by the projects to assess Transforming Travel's outcomes. Their specific focus is assessing the *scale of mode shift* achieved, the *number of new sustainable transport trips generated*, and the associated *saving in car trips, car km and carbon emissions*, using the data sources listed in Appendix A.

The evaluation will review each theme's progress against the 'trip variation' targets laid out in the original funding bid (i.e. the decreases in the number of car trips and increases in the number of trips by sustainable modes). However it is primarily focused on assessing mode shift and calculating trip variation outcomes against baseline data collected from the programme's target audiences in 2017/18; as this provides the most appropriate and up-to-date benchmark for change to be measured against.

A number of assumptions have to be made in calculating mode shift, trip variations and their outcomes (and are noted in the text where appropriate). As such all figures herein are best estimates and caution is advised when quoting specific numbers – to avoid inadvertently conveying the impression of false precision.

¹ 'Mode split' is the proportion of the target audience using each mode of travel. 'Mode shift' is the change in these proportions over time – as measured against the original (baseline) mode split.

Year 1 Briefing: 2017/18

In Summer 2018 the first stage of the evaluation was carried out – a review of the monitoring data available for Transforming Travel for its initial year of 2017/18.² Where possible, this enabled calculation of baseline mode split for each of the themes, and in some cases an assessment of the mode shift and trip variations achieved over the first year of the programme.

This briefing presents the headline findings of this first assessment. It is presented in four sections. The first covers the programme as a whole, while the remainder each look in detail at one of the three thematic workstreams.

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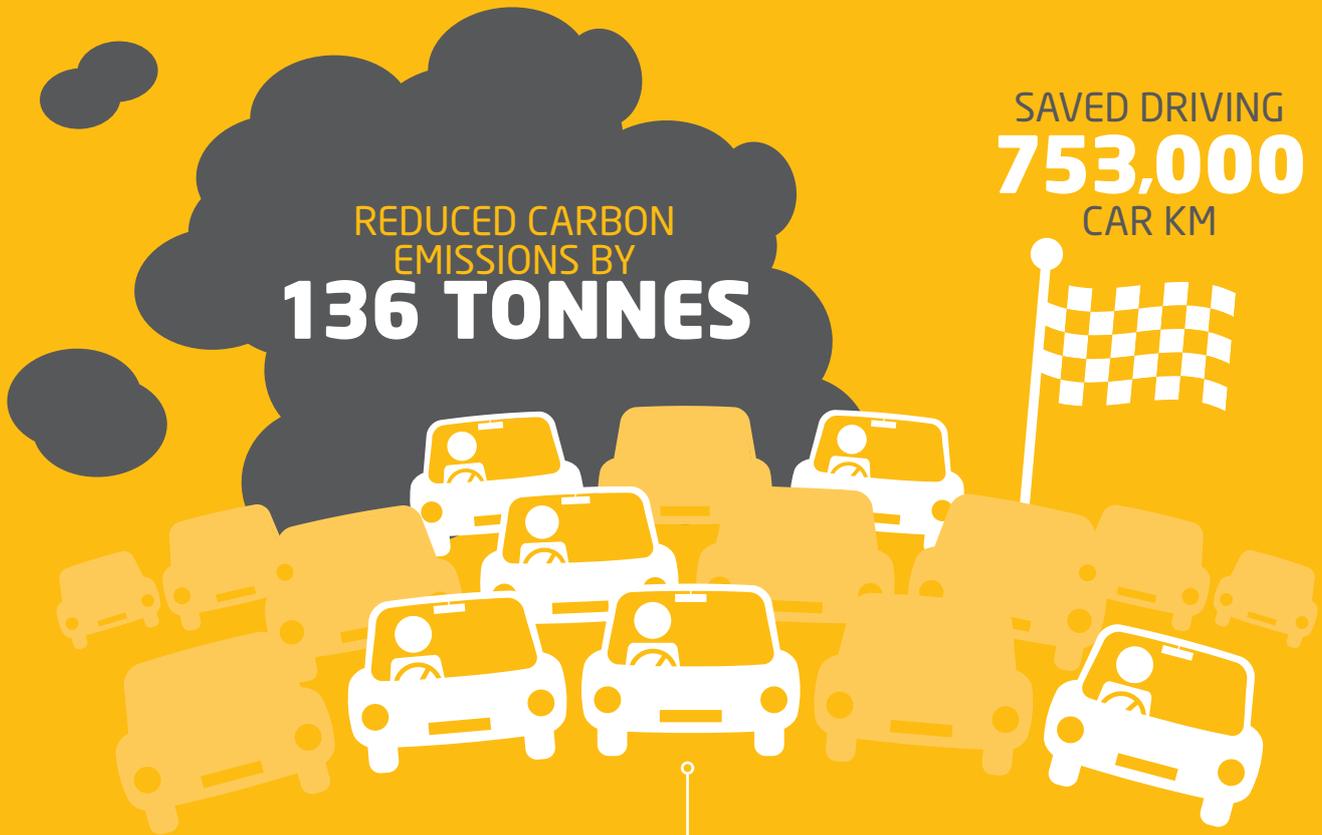
²For some projects analysis was completed for the period April 2017 to March 2018 – the first financial year of the programme. Due to the later availability of some data sets and the first academic year running September 2017 to July 2018, for other projects analysis covers the period to July 2018.

TRANSFORMING TRAVEL ON THE ISLE OF WIGHT

TRIP VARIATION

REDUCED CARBON
EMISSIONS BY
136 TONNES

SAVED DRIVING
753,000
CAR KM



SAVED
84,000
CAR TRIPS



+71,000
BUS TRIPS



+3,000
CYCLE TRIPS



+175,000
WALKING TRIPS

Programme: Transforming Travel on the Isle of Wight

Trip Variation

In its first year the Transforming Travel programme has saved 84,000 car trips (33,000 car driver trips and 50,500 car passenger trips). This has saved the driving of an estimated 753,000 car km and the release of almost 136 tonnes of carbon emissions.

The programme has also increased use of sustainable transport – generating 71,000 bus passenger trips, 3,000 cycling trips and 175,000 additional walking trips.



See Table A for trip variations achieved in 2017/18 by theme and for the programme overall.



See Table B for car km and carbon savings for 2017/18 by theme and for the programme overall.

These increases and decreases in trips have been calculated from monitoring data from specific projects within the programme, and should be considered in the specific context of these projects – the detail of which is covered in the following sections of this briefing.

Progress

The programme's car trip savings are a first step towards its targets of a 1.6m reduction in car driver trips and 893,000 decrease in car passenger trips.

For bus passenger and walking trips in particular these increases are positive progress towards achieving Transforming Travel's targets of respectively generating 572,000 and 1.2m additional trips.

Much more limited progress for cycling can be evidenced, against the target of 833,000 extra trips. However, data

from the Active Lives Survey suggests that there has been a considerable increase in the frequency with which the Island's residents cycle in the last few years.³ Between 2015/16 and 2016/17 there was a 6.9 percentage point increase in the proportion of Isle of Wight residents stating they cycle at least once a week; the fifth largest increase of any English local authority. There was also a 7.7 percentage point increase in those stating they cycle at least once a month, as well as smaller increases in residents reporting they cycle three or more times a week.

The Active Lives Survey and a range of other cycling-related data sources will continue to be developed and/or monitored over the next two years to illustrate the broader picture of cycling activity on the Island and corroborate data from Transforming Travel's projects.

Caveats

With much of the first year of any sustainable transport programme typically focused on setting up projects, procurement and building relationships it is usual for them to only achieve a limited period of on-the-ground delivery in the first 12 months. This active period is often incompatible with the best seasons for walking and cycling, the academic year or the main 'visitor season'. As programmes cannot usually fully capitalise on this limited delivery window in Year 1 large levels of mode shift (and associated changes in trip numbers) are therefore unlikely. As such, the programme's limited progress towards its trip variation targets so far is not unexpected.

When reviewing a local authority's achievements in relation to mode shift it is important to bear in mind that Access Fund programmes are operating within the context of generally rising levels of road traffic nationally. The Government's latest forecasts are for traffic levels to continue to increase, predominantly driven by population growth.⁴

³ Department for Transport (2018) Statistical Dataset: Walking & Cycling Statistics

⁴ Department for Transport (2015) Road Traffic Forecasts 2018

Access Fund programmes are also operating under sub-optimal conditions due to the Department for Transport only granting them revenue funding. Research for the Department shows that sustainable transport programmes perform best when they deploy a mixture of both capital and revenue funds.⁵ Revenue-only programmes are most likely to be successful when capital funding has already been invested, or when the size and timescale of the project is limited – neither of which apply in the case of Transforming Travel.

Finally, the numbers herein are likely to underestimate Transforming Travel's achievements, as they are conservative estimates. A range of factors inherent to the monitoring and evaluation process (such as the limitations of surveys and the need to use standardised metrics and make cautious assumptions in order to calculate outcomes) mean that the results herein err on the side of underestimation, rather than risk exaggeration.

Table A: Trip Variation by Theme 2017/18^a

	CAR DRIVER	CAR PASSENGER	BUS PASSENGER	CYCLE	WALK
ACCESS TO VISITOR EXPERIENCES	-25,759	0	+63,504	-31,727	+164,621
ACCESS TO EMPLOYMENT, TRAINING & SKILLS	-242	0	0	+242	0
ACCESS TO EDUCATION & ACTIVE COMMUNITIES	-7,089	-50,434	+7,882	+34,199	+10,094
PROGRAMME TOTAL	-33,090	-50,434	+71,386	+2,714	+174,715
PROGRAMME TARGET BY MARCH 2020^b	-1,673,531	-892,860	+572,122	+832,546	+1,176,364

^a See data in each theme's individual section for more detail and notes on calculations / assumptions.

^b As per funding bid.

Table B: Trip Variation Outcomes by Theme 2017/18^a

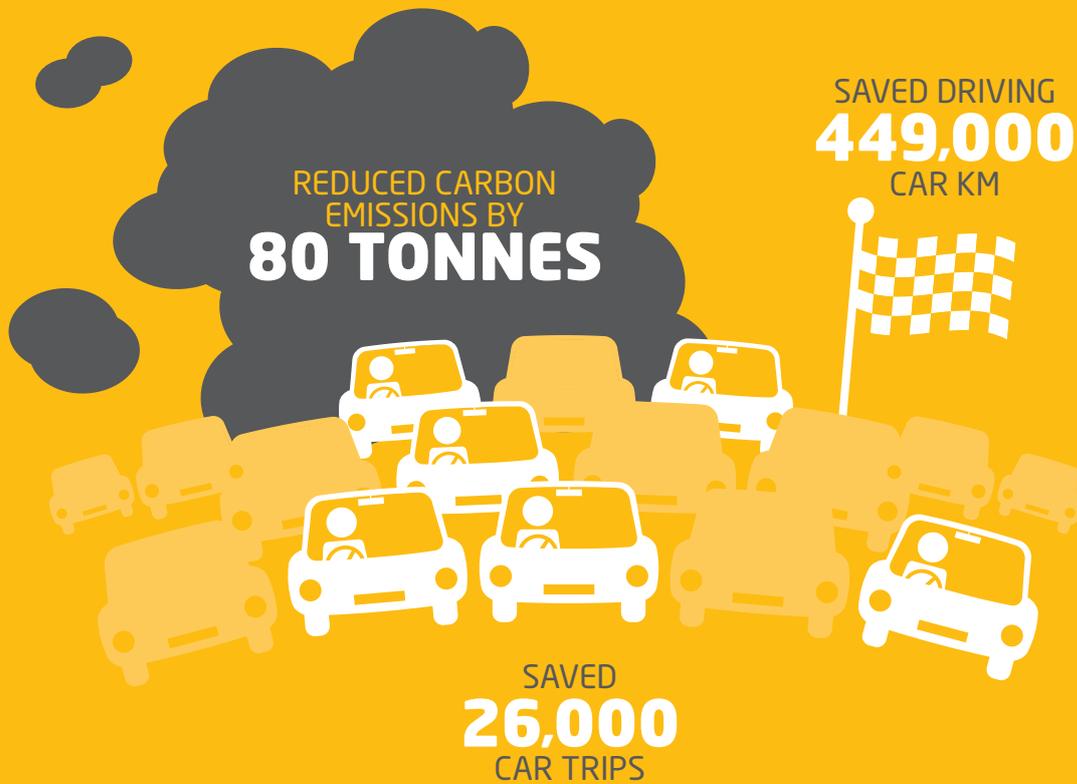
	ESTIMATED CAR DISTANCE SAVING (KM)	ESTIMATED CO _{2e} SAVING (TONNES)
ACCESS TO VISITOR EXPERIENCES	-448,889	-81
ACCESS TO EMPLOYMENT, TRAINING & SKILLS	-386	< 0.1
ACCESS TO EDUCATION & ACTIVE COMMUNITIES	-304,868	-55
PROGRAMME TOTAL	-753,372	-136.1

^a See data in each theme's individual section for more detail and notes on calculations / assumptions.

⁵ Sloman et al (2014) Finding the Optimum: Revenue / Capital Investment Balance for Sustainable Travel, report for Department for Transport

ACCESS TO VISITOR EXPERIENCES

TRIP VARIATION



VISITOR MODE SHIFT



BUS KEY CARDS



SAVED **1,200** CAR TRIPS



SAVED **2.5** TONNES CARBON EMISSIONS



SAVED **14,000** CAR KM



ADDITIONAL **+3,200** BUS TRIPS

Theme 1: Access to Visitor Experiences

Mode Shift

At the end of Year 1 results from the Tourism Trend surveys⁶ show that amongst visitors there was a reduction in car and cycling mode share and an increase in walking and bus mode share compared to 2016/17. However the changes were generally small (<1.6pp), and the surveys only pick up main mode of travel. It is worth noting that in the last quarter of 2017 walking mode share reached 12.3%, the highest ever recorded.



See Table C for visitor mode shift by all modes.

An additional question was added to the survey in early 2017 regarding other modes of travel used while on the Island. For visitors whose main mode was their own car, a small proportion of them (ranging from 2% to 8% each quarter) also walked, cycled or used the bus while on the Island. Next year it will be possible to include evaluation of changes in other modes of travel.

Trip Variation

In total the Visitor Experiences theme reduced nearly 26,000 car trips, 449,000 car km travelled and saved over 80 tonnes greenhouse gas emissions in 2017/18. There was also an estimated increase in bus trips of over 63,000, an increase in walking trips of over 164,000 and a reduction in cycling trips of over 31,000.



See Table D for trip variation data for all projects in this theme.

It is important to note that these figures are based only on the visitors for whom walking and cycling was their main mode of travel. Based on the number of visitors to the Island in 2017/18 and travel mode changes above, and assuming a very conservative number of four trips per visitor this is estimated to result in an additional 39,000 walking visitors and a fall in 8,000 cycling visitors in 2017/18.

Progress

The Visitor Experience theme aims to save 604,000 car trips by 2020, and increase use of bus (+319,000 trips), cycling (+350,000 trips) and walking (+477,000 trips).

The bus and walking trip increases achieved this year represent significant progress towards the targets and although the car trip reductions are somewhat lower than the targets these are heading in the right direction. While the Visitor Experience theme appears to be a long way off achieving the cycling targets, it should be noted that the Tourism Trends surveys is likely to significantly underestimate walking and cycling leisure trips. Next year we will also be able to estimate the change in walking/cycling trips by visitors whose main mode of travel is their own car. It is also hoped to include additional data on cycle hires in future to help supplement the current survey data.

⁶These are quarterly surveys of departing visitors at ferry terminals, with a typical sample size of 4,000+.

Bus Key Cards (part of Project 1A)

The Bus Key Card project (free one-day bus passes given to staying visitors with cars by selected accommodation providers) is estimated to have saved around 1,200 car trips, 14,000 car km travelled and 2.5 tonnes greenhouse gas emissions between June 2017 and April 2018. These bus journeys would not be picked up by the Tourism Trends survey, since the car is the main mode of travel for these visitors, and should be considered additional reductions. Data on the actual number of bus journeys obtained from the bus operators between July and September 2017 showed a total of 956 bus trips were made in 3 months alone. Scaling up for the remainder of 2017/18 and based on the proportion who had brought their own car suggests that the Key Cards will have generated nearly 3,200 additional bus trips that would have otherwise been made by car.

The Bus Key Card project is clearly reaching people who are not regular bus users. Based on the survey data there were a significant proportion (approximately one third) who had not used a bus for over a year (in some cases many years), or did not know or could not remember the last time they had used a bus. The vast majority of people rated the bus service highly: 90% rated the punctuality as either good or excellent, with over 97% rating reliability, cleanliness and ease as good or excellent.

From the additional comments made it was clear that visitors enjoyed the bus service with many citing lack of parking issues, more relaxed journeys (particularly in view of the narrow country roads), great views from the top of the bus and great fun. Typical comments included:

“Fabulous – very enjoyable car free day – made a change.”

“Great – open deck provided great views and both of us could enjoy the scenery.”

“Less stressful than driving – able to go everywhere we wanted – no car park fees.”

It also allowed visitors to enjoy other modes:

“We used buses to get back to the starting points of our long walks, meaning we didn’t need to do circular walks.”

“Great as no need to park – got bus one way and train back – great day out.”

Bicycle Island Research (Project 1BB)

Results were also reported from the initial pilot year of the Bicycle Island Research project, which is investigating the influence an initial positive leisure cycling experience on the Isle of Wight might have on participants’ cycling habits back home. Participants were invited to complete three surveys over the course of the year, asking them questions about any changes to their cycling behaviour.

A total of 283 people responded to the first survey, 76 to the second and 62 to the third. Due to reasons outside the project’s control the timing of the first survey meant that the survey failed to reach many summer visitors, which would have affected overall numbers. The overall sample size and the limited number of new, novice and lapsed cyclists have restricted statistical significance of the findings from this first year.

From the first survey 49% were regular cyclists (cycling once a week or more in any category), 56% of the respondents were female and 44% male. This may not reflect the gender split of cycling on the Island as typically women are more likely to be over-represented in cycling surveys. Compared to national data which shows many more children and young people cycling, the peak is much older: over 50% of participants were over 50, with the majority in the 50-59 age category. The majority of participants stayed for five or more nights on the Island. Of those who cycled 86% were cycling with someone (evenly split between those cycling with family and those cycling with friends) and 15% cycled on their own. Three quarters of participants brought their own bike to the Island, although over 20% hired a bike. A small number both bought their own bike and hired a bike.

The frequency of cycling is similar for the whole sample for all three surveys. In general there has been a decrease in high frequency leisure cycling (probably related to weather) and an increase in high frequency commuting. However the sample size is too small to push the statistical significance of these results.

Table C: Visitor Experiences Theme Mode Shift 2017/18^a

	BEFORE (%)	AFTER (%)	CHANGE (PERCENTAGE POINTS)
CAR	58.3	57.2	-1.1
BUS	7.9	8.5	0.6
CYCLING	1.3	1.0	-0.3
WALKING	8.8	10.4	1.6

^a Main mode of travel only from Tourism Trends surveys. Car trips include 'own car' and 'rented car' modes from the Tourism Trends surveys but excludes taxis. Bus mode does not include coach trips. Other transport modes from the surveys are not included in the targets or analysis.

Table D: Visitor Experiences Theme Trip Variation 2017/18

	CAR	BUS PASSENGER	CYCLE	WALK
TOURISM TRENDS SURVEY	-24,258 ^a	+60,317 ^b	-31,727 ^b	+164,421 ^b
BUS KEY CARD	-1,231	+3,187	-	-
THEME TOTAL	-25,759	+63,504	-31,727	+164,621
THEME TARGET BY MARCH 2020^c	-604,198	+319,407	+350,097	+477,147

^a Based on 2,378,216 visitors; car modal share as shown in Table C; 4 car trips per visitor; and two passengers per car.

^b Based on visitor numbers as above and a conservative assumption of four trips per visitor.

^c As per project targets.

ACCESS TO EMPLOYMENT, TRAINING & SKILLS

SMART CYCLING CORRIDOR

Bicycle Island App tracks journeys along the Cowes > Newport cycle route

819
DOWNLOADS



2,455
COMMUTING & LEISURE
CYCLE TRIPS

13,497
KM CYCLED

NEWPORT

COWES

RIVER MEDINA

JOBSEEKER TRANSPORT SURVEY

7%
INCREASE

TRANSPORT IS NOT A BARRIER TO EMPLOYMENT

USE MOTORIZED TRANSPORT TO JOB CENTRE

4%
INCREASE

CYCLE SERVICE DELIVERY



70
KG
CARBON

242
CAR
TRIPS

386
CAR
KM

SAVED



BY USING AN ELECTRIC BIKE

Theme 2: Access to Employment, Training & Skills

Mode Shift & Trip Variation

The employment workstream aims to save 926,000 car trips by 2020, and increase use of car sharing (+66,000 trips), bus (+239,000 trips), cycling (+542,000 trips) and walking (+333,000 trips).

As outcomes data for this theme is not yet available it is not possible to assess its achievements in relation to mode shift and trip variation at this time.

Sustainable Transport Broker Programme (Project 2A)

To date neither baseline nor follow-up data from jobseekers participating in this project has been collected. However the Jobseeker Transport Survey carried out each spring at Newport and Ryde jobcentres gives an indication of any changes in local jobseekers' attitudes to transport.

Between 2017 and 2018 there was a 7% increase in the number of respondents saying that transport had never been a barrier to employment. However, over the same time period there was a 4% increase in respondents reporting they normally use motorised transport⁷ for part of their journey to the job centre. So while transport issues may be becoming less of a hindrance to taking up employment, jobseekers' transport choices are not necessarily becoming more sustainable.

Workplace Engagement Programme (Project 2B)

Five large workplaces have so far been engaged in workplace travel planning, and have conducted surveys of how their employees travel to work. Data from surveys at other workplaces will be added to this dataset in 2018/19 – which will enable calculation of baseline mode split for all participating workplaces. Follow-up surveys will be done every year in each workplace to allow for calculation of mode shift, trip variations and other outcomes for this project. As such, data collection for this project is still a work in progress.

At this time the only completed analysis is the individual baseline mode splits for the five workplaces so far engaged.

- The company with the most sustainable commuting is HMI Vestas (64% of trip stages by car share, walking, cycling and public transport). The Isle of Wight Council has the smallest proportion of staff travelling sustainably (37%).
- On average 51% of staff drive alone during their commute, although this can be as high as 61% (Isle of Wight Council) and as low as 34%.
- On average 11% of the staff car share on their commute, although this can be as low as 6% or as high as 23% (Department of Work & Pensions: Newport).
- On average 7% of the staff travel by bus, coach or minibus during their commute; although this can be as low as 2% and as high as 14% (HMI Vestas).
- On average 11% of the staff cycle on their journey to work; although this can be as low as 2% and as high as 26% (HMI Vestas).
- On average 14% of staff walk on their way to work; although this can be as low as 7% and as high as 19% (Department of Work & Pensions: Newport).



See Table E for baseline mode split data for each company.

Note: mode split is calculated on the basis of all modes used for all trip legs on all commuting journeys in a typical week. This approach more accurately captures use of sustainable modes that are only used for stages within an overall journey, or on a limited number of days of the week. Caution is required when comparing these figures to mode split calculations based only on data for main mode used on a typical day.

⁷Car as driver or passenger, or motorcycle.

Cycle Service Delivery - Domiciliary Care (Project 2CA)

By the end of June 2018 staff at care provider Island Healthcare had saved 242 business and commuting car trips, by doing them by electric bike instead. This saved 386 car km and an estimated 70kg of carbon. The project aims to save 5,320 car trips by March 2020.

SMART Cycling Corridor (Project 2D)

The Bicycle Island App had been downloaded by 819 people by the end of March 2018. The app tracks journeys along the Cowes – Newport cycle route, with each kilometre cycled contributing to a monthly target. If the target is reached it is converted in to a donation for one of the Island's charities.

Over the first year users made 2,455 commuting and leisure cycle trips along the route, covering a total distance of 13,497km. If all these trips replaced a car trip, they would have saved nearly 2.5 tonnes of carbon emissions.⁸

⁸ These trips and car km / carbon savings are not factored in to overall progress for the employment theme – as some of these journeys may already be accounted for by monitoring of other employment, education and visitor travel projects.

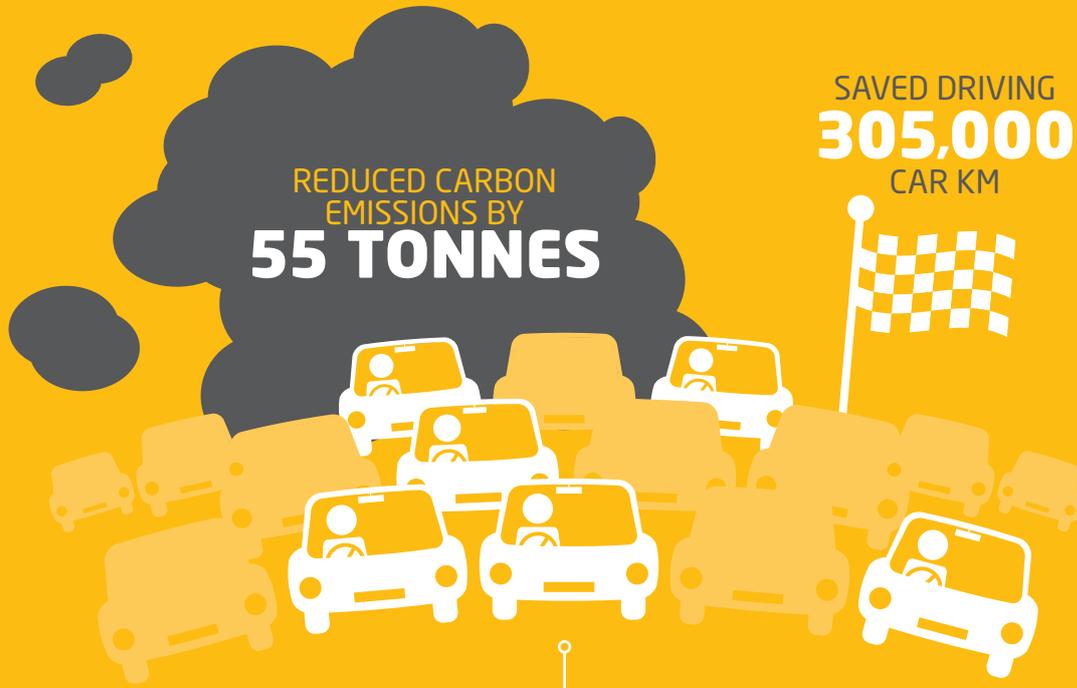
Table E: Baseline Mode Split at Engaged Workplaces 2017/18

	CAR DRIVER (ALONE) (%)	CAR SHARE (%)	BUS PASSENGER (%) ^a	RAIL (%)	FERRY (%)	CYCLE (%)	WALK (%)	TAXI (%)	MOTORCYCLE (%)	HOMEWORKING (%)	ALL SUSTAINABLE COMMUTING (%)
BAE SYSTEMS	49.0	7.1	1.7	1.4	8.9	12.5	13.7	3.2	2.4	0	45.4
DEPARTMENT OF WORK & PENSIONS: NEWPORT	49.7	23.1	5.2	0.6	1.2	1.5	18.5	0	0	0	50.3
HMI VESTAS	34.0	5.5	13.5	0	12.2	26.2	7.0	0	1.3	0.3	64.4
ISLE OF WIGHT COUNCIL	60.5	6.3	7.9	0.3	0.7	6.4	15.4	0	1.5	0.9	37.1
ISLE OF WIGHT NHS TRUST	59.1	10.6	7.1	0.1	1.7	6.7	13.3	0	1.3	0	39.6

^a Including minibus and coach.

ACCESS TO EDUCATION & ACTIVE COMMUNITIES

TRIP VARIATION



SAVED
57,000
CAR TRIPS



+8,000
BUS TRIPS



+34,000
CYCLE TRIPS



+10,000
WALKING TRIPS



Isle of Wight
area of outstanding
natural beauty



119
WALKS

2,510
PARTICIPANTS

2,510
TRIPS



340
WALKS

3,888
PARTICIPANTS

4,177
TRIPS



66
EXPEDITIONS

274
PARTICIPANTS

5,826
TRIPS



4
RIDES

0
TRIPS



15
RIDES

151
PARTICIPANTS

153
TRIPS



12
EXPEDITIONS

4
PARTICIPANTS

144
TRIPS

Theme 3: Access to Education & Active Communities

Mode Shift

Between 2017 and 2018 there was a large reduction (-4.5 percentage points (pp)) in car mode share for primary Year 5/6 students and secondary Year 12/13 students (-7.3pp) and a similarly large increase in cycling mode share (+3.0pp and +6.9pp respectively). There was also an increase in bus mode share for Year 12/13 students (+2.4pp). There was little change or a slight decrease in walking mode share. Mode shift for Further Education will be included in later years.



See Table F for full mode shift results for all targeted age groups.⁹

Trip Variation

In its first year the Education & Active Communities theme has reduced car trips by over 57,000 per year, increased cycling trips by 34,000, walking trips by over 10,000, and bus trips by nearly 8,000. These changes are mainly attributable to the Schools Engagement Programme, although the smaller community based projects have significantly contributed to the increase for walking.

This reduction in car trips was estimated to save 305,000 car km and 55 tonnes greenhouse gas emissions.



See Table G for the trip variance achieved by each project in this theme.

Progress

The Education & Active Communities theme aims to save 178,000 car driver trips and 356,000 car passenger trips by 2020, and increase use of bus (+65,000 trips), cycling (+179,000 trips) and walking (+419,000 trips).

Although the trip variation achieved this year appears to fall short of the targets it should be noted that the results do not include Further Education, which contributes significantly to

the targets. The schools results are also heavily influenced by the results from secondary schools where levels of engagement were generally much lower. Due to the difficulties of accessing older students due to curriculum pressures the levels of engagement and mode shift achieved in secondary schools should still be seen as a considerable achievement.

Schools Engagement Programme (Project 3AB)

Due to the emphasis on Transition Years the monitoring for the Schools Engagement project focused on primary years 5 and 6 (who are the most likely to be able to travel independently to school and who will have undergone Bikeability training); secondary years 7 and 8; and years 12 and 13.¹⁰ Baseline survey data from 2017/18 indicates that a much higher proportion of secondary students take the bus (due to distance travelled) and a much lower proportion travel by active travel modes. There also appears to be a gradual decrease in travel by active modes and a marked increase in car mode share over the years of secondary school.



See Table H for baseline mode split data for all targeted age groups.

The survey for older students (16-19) additionally asked the reason why students do not walk or cycle to school. The baseline results for all students surveyed indicates that for the majority the reason is distance (46% for cycling, 53% for walking). The other reasons are fairly evenly spread between 'effort' (13%), 'easier to get a lift' (11%), 'I drive' (11%), 'hot and sweaty' (11%), and 'roads are too dangerous' (10%). Less than 3% indicated that they didn't cycle because 'cycling is not cool'.

The Schools Engagement project has also introduced an app to continuously monitor travel to school modes. This will help to provide more accurate results of mode shift as it will remove any bias due to weather/season at the time of an annual survey. The app was piloted in five schools in Summer 2018 and the aim is to roll it out to more schools from September.

⁹ Due to the large difference in ways that primary and secondary students travel the results are presented separately rather than aggregated. The relatively low survey sample numbers for Year 12/13 means the results for this age group should be viewed with slight caution. Also because of the impact a school's location has on travel mode, only the evaluation results for matched schools have been presented (i.e. only schools where there is before and after data available).

¹⁰ For indicative purposes only, trip variation has also been calculated for all school years for participating schools. See Table G.

Further Education Engagement Programme (Project 3AC)

Only baseline results for the Further Education project were available for evaluation. However results from previous student and staff travel surveys in 2008 and 2015 were also available to inform the targets for this project and indicate travel trends.

Between 2008 and 2017 there has been an increase in car driver share for staff (+3.5pp) but a significant reduction in car driver (-11.9pp) and car passenger share (-14pp) for students. Notably cycling mode share declined for both students (-1.3pp) and staff (-1.3pp) between 2008 and 2017 from already low levels. There is therefore room for considerable improvement in both active travel for staff and students and car use for staff. However the student target for car driver mode has already been achieved.



See Table I for the mode share for students and staff in 2008, 2015 and 2017.

The 2017 survey asked staff and students that currently use a car to rank the factors influencing their choice of this mode in terms of importance. Just under half ranked as 'very important' the factors 'convenience' (49%), 'reliability' (48%), 'time saving' (47%) and 'free parking' (47%). For staff in particular 61% chose 'free parking' as 'very important' compared with 47% of students.

Area of Outstanding Natural Beauty Cycling & Walking (Project 3BA)

This project developed a series of guided walking and cycling experiences across the Island's AONB (Area of Outstanding Natural Beauty) to encourage an increase in physical activity and mental wellbeing. During 2017/18 the project resulted in 119 organised walks with 2,510 participants equivalent to 2,510 walk trips (on the basis that each walk is circular). The AONB project has therefore achieved over twice its target of 1,200 walking trips and 60 walks. The project was less successful attracting participants for cycle rides. The survey data also indicated that nearly half the participants were children, and nearly 60% were Isle of Wight residents. The majority (68%) were also one-off participants.

Isle Be Active / Duke of Edinburgh Cycling & Walking (Projects 3BB / 3BC)

Isle Be Active is a diverse collection of activities designed to improve levels of cycling and walking within communities. In 2017/18 Isle Be Active organised 340 walks with 3,888 participants, generating a total of 4,177 walk trips. It also organised 15 cycle rides with 151 participants and set up a Strava group that generates around 240 cycle trips per week.¹¹

The Duke of Edinburgh (DofE) Cycling and Walking project supports walking and cycling expeditions on the Isle of Wight. In 2017/18 it organised 66 walk expeditions with 274 participants, generating 5,826 walk trips. It also organised 12 cycle rides, generating 144 cycle trips.

While Isle Be Active fell short of the walking and cycling targets, the DofE programme achieved over five times the target number of participants. The two programmes combined achieved the target number of walking trips (10,333).

¹¹ The Strava group generated approximately 8,640 trips by September 2018. However it is not known what proportion of these are new trips, or whether these might be journeys already accounted for by the monitoring of other education or employment theme projects.

Table F: Schools Mode Shift 2017/18 (matched schools only)^a

	PRIMARY YEARS 5/6 (PERCENTAGE POINTS)	SECONDARY YEARS 7/8 (PERCENTAGE POINTS)	SECONDARY YEARS 12/13 (PERCENTAGE POINTS)
CAR	-4.5	0.8	-7.3
BUS	0.2	0.1	2.4
WALKING	0.6	-0.8	-1.9
CYCLING	3.0	-2.2	6.9

^a Car mode includes car drivers (16-19 only), car passengers and park and stride (which was counted twice for both car trips and walking trips). Cycling includes scoot/skate trips.

Table G: Education & Active Communities Theme Trip Variation 2017/18^a

	CAR DRIVER	CAR PASSENGER	BUS PASSENGER	CYCLE	WALK
SCHOOL ENGAGEMENT (TRANSITION YEAR) ^{b c}	-7,089	-50,434	+7,882	+33,902	-2,419
FURTHER EDUCATION	0	0	0	0	0
AONB CYCLING & WALKING	-	-	-	0	+2,510
ISLE BE ACTIVE CYCLING & WALKING	-	-	-	+153	+4,177
DofE CYCLING & WALKING	-	-	-	+144	+5,826
EDUCATION TOTAL	-7,089	-50,434	+7,882	+34,199	+10,094
THEME TARGET BY MARCH 2020^d	-177,532	-355,959	+64,719	+178,790	+419,187

^a Note slightly different timings for some projects.

^b Based on mode shift in Table F scaled up for participating schools' Transition Year students only (i.e. years 5, 6, 7, 8, 12 and 13).

^c **For indicative purposes only;** While the bulk of School Engagement activities have been focused on Transition Year students a number of whole school activities may have possibly influenced other year groups' travel to some extent. The trip variation if the School Engagement mode shift results were applied across the whole school roll for participating schools (i.e. all years from Reception to Year 13) is as below. However these results are not as robust as those shown above and for evaluation purposes are not counted towards the theme target.

SCHOOL ENGAGEMENT (WHOLE SCHOOL)	-7,089	-164,691	+13,902	+98,497	+8,000
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^d As per project targets.

Table H: Schools Project Baseline Mode Share 2017/18 (all schools)^a

	PRIMARY YEARS 5/6 (%) (N=2,550)	SECONDARY YEARS 7/8 (%) (N=1,362)	16-19 YEARS 12/13 (%) (N=417)
CAR DRIVER	–	–	12.0
CAR PASSENGER	30.2	15.2	20.4
BUS	2.0	25.7	29.7
PARK & STRIDE	11.8	3.9	–
WALK	41.9	47.0	35.5
CYCLE, SCOOT OR SKATE	13.6	4.6	1.2
ACTIVE TRAVEL COMBINED	67.3	55.5	36.7

^a Car mode includes car drivers (16-19 only), car passengers and park and stride (which was counted twice for both car trips and walking trips). Cycling includes scooter/skate trips.

Table I: FE Project Staff & Student Mode Share 2008, 2015 & 2017

STUDENTS	2008 ACTUAL (%)	2015 ACTUAL (%) (N=52)	2017 ACTUAL (%) (N=79)	2020 ACCESS FUND TARGET (%)
CAR DRIVER	23.3	21.5	11.4	19.8
CAR SHARE	25.4	16.9	11.4	–
WALK	7.3	11.9	7.6	11.0
CYCLE	1.3	0.5	0	2.6

STAFF	2008 ACTUAL (%)	2015 ACTUAL (%) (N=593)	2017 ACTUAL (%) (N=81)	2020 ACCESS FUND TARGET (%)
CAR DRIVER	60.7	53.8	64.2	51.6
CAR SHARE	8.6	15.4	8.6	–
WALK	8.6	11.5	7.4	12.9
CYCLE	5.0	1.9	3.7	10.0

Appendix A: Data Sources

IMPORTANCE	DATA SOURCE	RELATED PROJECT	FREQUENCY
ACCESS TO VISITOR EXPERIENCES			
Primary	Tourism Trends Survey	-	Quarterly
Corroborating	Bus Keycard User Survey	1A	Rolling
Corroborating	Bicycle Island Survey	1BA/1BB	Annually
Corroborating	Bicycle Island Survey (Follow-up)	1BA/1BB	Annually
ACCESS TO EMPLOYMENT, TRAINING & SKILLS			
Primary	Employee Travel Surveys	2B	Rolling
Primary	Workplace Engagement Participant Survey	2B	Rolling
Secondary	Island Healthcare Electric Bike Data	2CA	Rolling
Corroborating	Jobseeker Transport Survey	2A	Annually
Corroborating	Sustainable Transport Broker Programme Beneficiary Survey (Baseline)	2A	Rolling
Corroborating	Sustainable Transport Broker Programme Beneficiary Survey (Follow-up)	2A	Rolling
Other	Bicycle Island App User Data	2D	Rolling
ACCESS TO EDUCATION & ACTIVE COMMUNITIES			
Primary	Primary School Travel Survey (Years 5/6)	3AB	Annually
Primary	Secondary School Travel Survey (Years 7/8)	3AB	Annually
Primary	Secondary School Travel Survey (Years 12/13)	3AB	Annually
Primary	Digital School Data Screen	3AB	Rolling
Primary	Isle of Wight College Staff & Student Travel Survey	3AC	Annually
Secondary	AONB Participation Data	3BA	Rolling
Secondary	Isle Be Active Participation Data	3BB	Rolling
Secondary	DofE Participation Data	3BC	Rolling

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