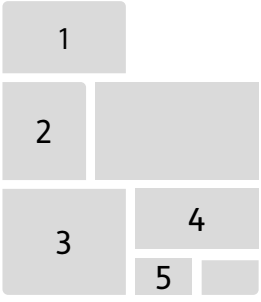
Island transport plan

Isle of Wight fourth local transport plan

2025 to 2040

Isle of Wight Council

Contents



Foreword

To be supplied

A Summary

The need for change

The Isle of Wight Council plays a lead role in maintaining and improving the Island's transport network. As a planning and transport authority, we can use transport improvements not only to make it easier to travel around, but also to tackle some of the wider challenges we face as an Island community such as health, climate change and our economic sustainability.

We know that:

- our rural communities have limited access to services;
- congestion and high car use are impacting on the health and wellbeing of Islanders;
- the rate of road traffic collisions and injuries on the Island remains higher than the national average1;
- the changing climate is putting our ageing infrastructure at risk and threatening our agricultural and tourism businesses;
- narrow and incomplete pavements and pedestrian crossings make it difficult to walk or wheel, especially for the Island's ageing population;
- increasing costs of living – particularly fuel costs – mean it is important to provide affordable alternative travel options;
- there are low and decreasing levels of physical activity, leading to poorer quality of life and higher levels of obesity;
- there are pockets of high social isolation around the Island; and
- the Island has an ageing population leading to increasing pressure on healthcare services and changing demand and preferences for travel options.

We also know that, if we can put the right approach and funding in place, transport improvements can play a key role in:

- supporting economic regeneration by creating jobs and reducing deprivation;
- supporting improved health outcomes and a better quality of life;
- promoting the Island as a unique destination with a better visitor experience; and
- reducing our impacts on the global climate and local habitats.

This fourth draft local transport plan, known as our **Island transport plan** (ITP) has been developed with stakeholders and is built upon a large body of evidence. It proposes changes to our current transport infrastructure systems and services, including measures to overcome some of the key challenges we face. These challenges, and the types of proposals developed, are summarised below and set out in more detail in the rest of this plan.

Road transport is one of the largest sources of greenhouse gas emissions on the Island (26 per cent of the total) and traffic levels are expected to increase further. Electric cars are part of the solution but will not be enough on their own to meet our commitments to be net zero and resilient to the impacts of a two degrees Celsius rise in global temperature by 2050.

This ITP sets out measures to make walking, cycling and public transport more convenient and more attractive, and to make public transport cheaper. It also aims to make existing networks more resilient so we can continue to get around in the face of future increases in severe weather events such as flooding – which already impact on our travel choices. Our recent award of UNESCO Biosphere Reserve status recognises that residents, groups, and the Isle of Wight Council have worked closely together to develop sustainable travel options, and this will continue in the future, protecting our natural environment.

In addition to greenhouse gas emissions, long-term exposure to air pollutants from road transport, including nitrogen dioxide and particulate matter (PM10 and PM2.5), can worsen existing health conditions. Although there are currently no air quality management areas (AQMAs) on the Island, evidence suggests that there are no safe levels of these pollutants.

The **What Wight Want** survey (2017) showed us that **better movement around the Island and between the Island and the mainland by most sustainable means possible** was the number one priority from residents. We will work with partners, such as our ferry operators and public transport operators, as well as tourism services and providers, to improve travel between the Island and the mainland.

On the Island, the location of future developments will play a big part in making travel sustainable. For example, ensuring new developments are either close enough to existing facilities (shops, services, educational and health establishments, etc) so that they can be easily reached without a car, or big enough to support their own services including local amenities and public transport services.

This ITP sets out measures to work with partners to enhance the gateways to our Island and help the tourist economy to thrive. It will also ensure that policies and infrastructure are delivered hand in hand with the local plan to provide better access to services on the Island, including digital services.

We know that **sustainable travel choices to access services such as education, employment and workplaces is limited, especially in rural areas** and that this impacts on people's lives. For example, twice as many jobs on the Island are accessible by car compared with public transport, and it can often be cheaper to drive than to take the bus or train. But one in five households on the Island have no access to a car.

This ITP proposes measures for improved mobility so that everyone can physically access services in a safer and more sustainable manner, while also improving digital access to reduce the need to travel. The ITP also supports an enhanced sense of place in smaller communities so that, as many people continue to work from home, they are incentivised to use the shops and services on their doorstep in place of longer trips. High quality public spaces also improve resident's health and mental wellbeing by encouraging people to walk and cycle in their neighbourhoods.

Our current travel habits have wider consequences for our physical and mental health. National transport and land use policies over the decades have led to higher car dependency and, as a result, we've become less active, with serious consequences for our health. Latest figures show from 2023 to 2024, that 60 per cent of adults on the Island were estimated to be living with obesity – a stark increase from 21.9 per cent the year before, with children at reception age higher than the national average at 23.8 per cent, and Year 6 and above at 35 per cent. Insufficient alternative travel options also increase loneliness, social exclusion, and deprivation. This ITP proposes measures to make it significantly easier and more attractive for people to travel by walking and cycling and make changes to the way we use our streets so that they will become nicer places to be, not just to travel through. The use of the Healthy Streets framework will be instrumental in achieving these measures (see Appendix 7).

The Isle of Wight has a growing and ageing population, largely because of net inward migration and residents living longer. This trend is likely to continue in future, with the percentage of the population over 65 years of age projected to increase while working age people and children are set to decline as a percentage of the resident population.

Older residents are more likely to experience mobility issues and are more reliant on public transport to get around than working age adults. A lack of transport connectivity for older people worsens social isolation and deprivation. Older residents are also more affected by poor quality walking infrastructure than working age people, which restricts physical activity as part of day-to-day activities.

By working together, we can all make the necessary changes to develop an inclusive transport system that enables a low carbon, safe, prosperous, and healthy future for all residents and visitors; and protects and enhances the Island's unique local natural and built environment.

B Background and context

B1 Introduction

The Isle of Wight Council is required by the government to have a local transport plan (LTP), and to keep it under review. This section provides an overview of this document, the Isle of Wight Council's fourth local transport plan, the **Island transport plan** (ITP). It explains how the ITP has been developed, building on our previous local transport plan (LTP3), and how it fits with other local plans and initiatives including our local plan and highway maintenance private finance initiative (PFI) delivered by Island Roads.

The previous LTP (LTP3) was produced in 2011 but needed to be updated to address changes in other policies and priorities for the Island, such as:

- new national legislation and targets relating to transport and climate change, including achieving net zero greenhouse gas emissions by 2050;
- introduction of council's statutory responsibility for improving health outcomes for residents; and
- a shift in working patterns and lifestyle choices due to the COVID-19 pandemic.

This ITP will become our main transport policy document for the period to 2038. This timeframe has been chosen to tie into the end of our highway maintenance contract with Island Roads. This is important as this ITP will affect the future activities of both organisations. Our chosen timeframe is also close to 2040, which is the year by which we have committed to achieve net zero carbon for the whole Island, as set out in the Isle of Wight Climate and Environment Strategy.

This draft ITP:

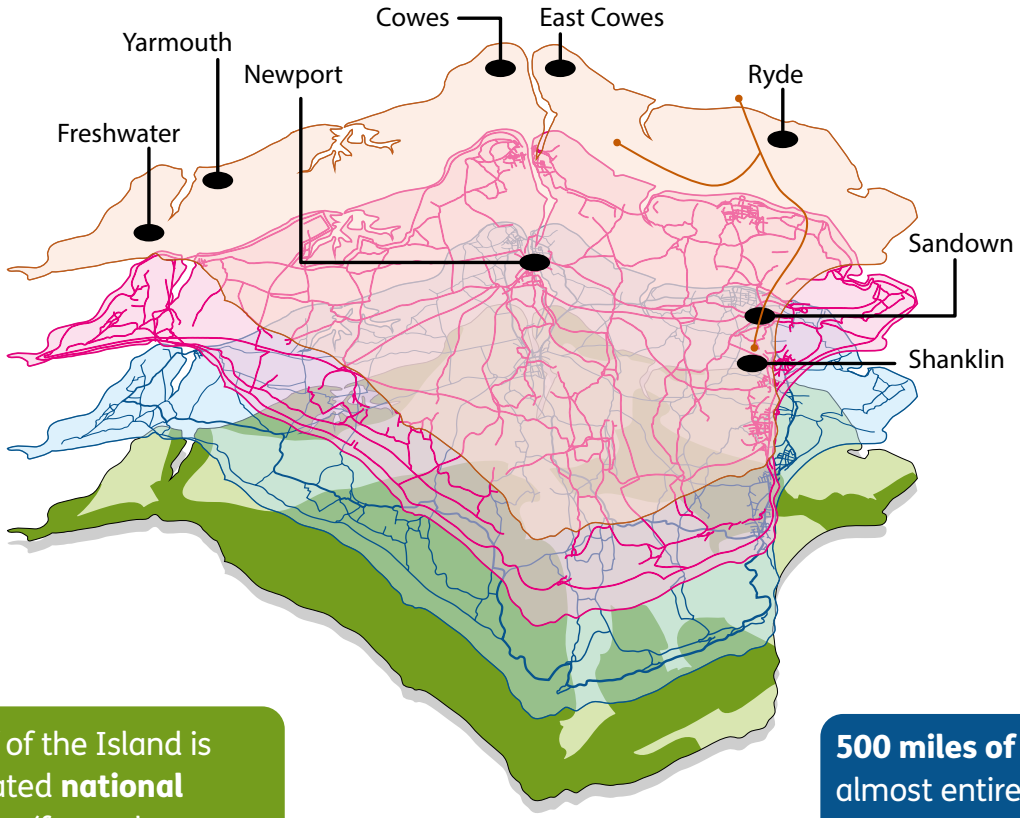
- describes our transport vision for 2040; the key outcomes we are seeking to achieve; and the principles that will guide future investment and decision making within the council;
- sets out our transport policies covering all aspects of transport planning, delivery, and operation (i.e. the rules setting out how we do things and how we want others to do things); and
- presents a route map to 2040, showing how we will prioritise, fund, and deliver interventions, and monitor our progress and successes.

B2 Our Island

Geography

57 miles of coastline and **530 miles** of public right of ways.

The Islands **13.7 kilometre-long railway** operates between Ryde Pier Head and Shanklin, serving Ryde, Smallbrook Junction, Brading, Sandown and Lake. **950,222 passengers** used Island Line stations between 2019 and 2020. Passenger numbers have been recovering since the COVID-19 pandemic with commercial patronage exceeding pre-COVID levels in the summer of 2022.



Over half of the Island is a designated **national landscape** (formerly area of outstanding natural beauty) and in 2019 the Island became a **UNESCO biosphere reserve** which celebrated that the Island's people and natural environment coexist harmoniously.

Just over 85 per cent of the Island is classed as rural but 60 per cent of the population live within the main towns of Newport, Cowes, East Cowes, Ryde, Sandown and Shanklin

500 miles of roads almost entirely made up of single carriageways and centred around Newport, with routes out to coastal settlements such as Cowes, Sandown, Freshwater, and Yarmouth.

Third smallest county in England

Population

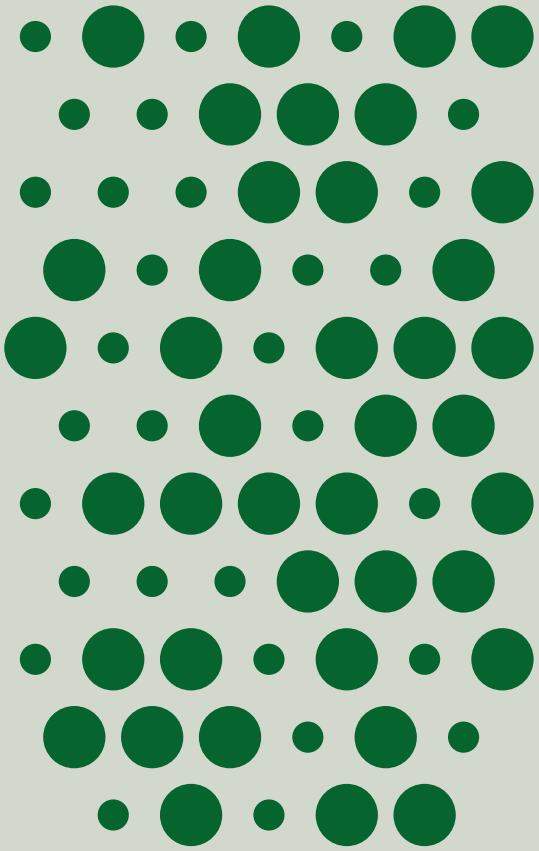
Ranked **80th most deprived** of 326 local authorities (2019 IMD) with high benefit dependency. Note, these areas are concentrated in areas around Newport, Ryde and Ventnor.

25 per cent of residents are over 65 years old and the population is ageing – there was a **4.3 per cent increase** in the 85+ age category between the 2001 and 2021 census.

The Island's population is set to increase to **150,481** by 2033 from 2022 levels reported in 2022 led by net inward migration and an ageing population.

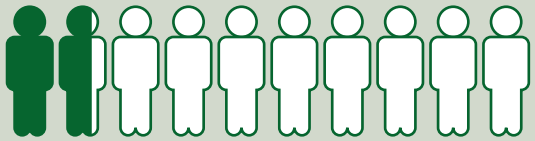
Activity

70% of adults in 2023 to 2024 were reported overweight or obese.



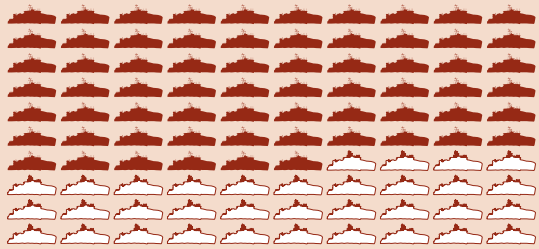
Just **45 per cent** of children between 5 and 18 years of age are physically active...

By the age of 19+ this significantly **drops to just 17%.**



Ferries

Around **1.9 million** visitors to the Island in 2024, of which **66 per cent** were short breaks and holidays.

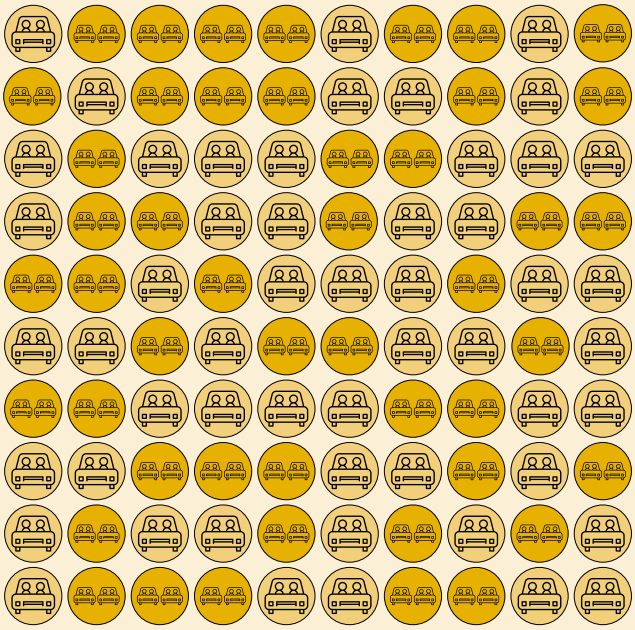


There were approximately **7.6 million** passenger journeys (all modes) made on ferries in 2024, although there has been a steady decrease in foot passengers since 2005 compared to an increase in car passenger numbers in that same period (excepting the impacts of the COVID-19 pandemic). Tourist visitors to the Island are estimated to account for roughly half of all ferry passenger journeys.

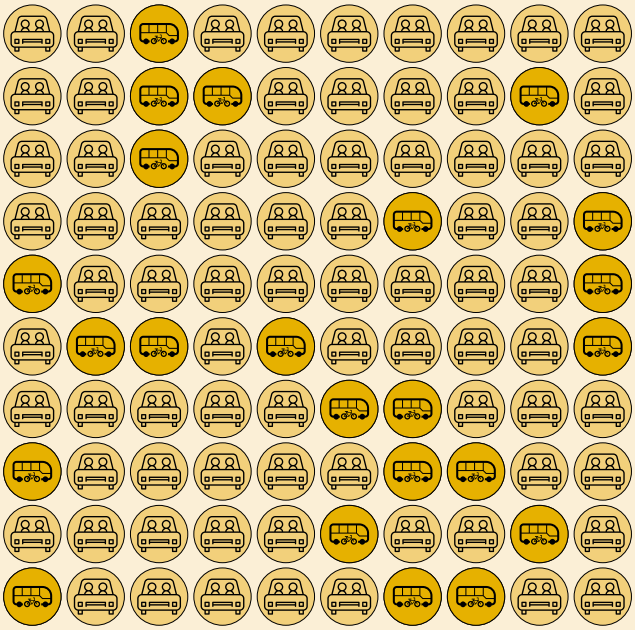
Over 1.7 million freight movements through all three ferry routes in 2017, increasing slightly year on year.

Car ownership

Based on regional data, It is estimated that **47 per cent of households own two or more cars or vans**, with a high proportion of two-car households across most of the rural areas.



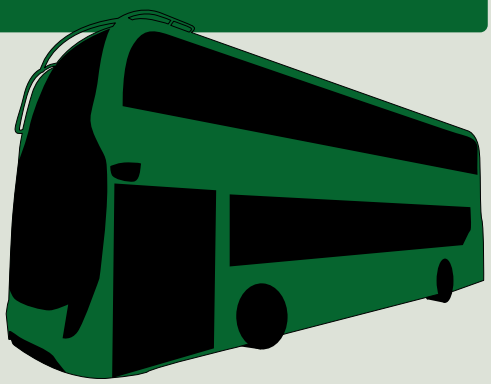
23 per cent of households do not own a car and are dependent on active travel and public transport.

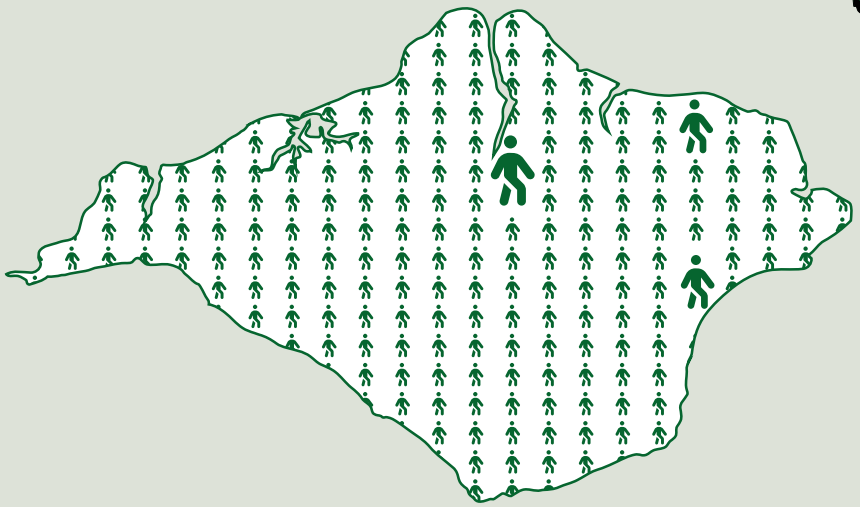


Commuting

Three per cent of commuting journeys on the Island are completed by bus.

Higher use of elderly and disabled concessionary fares as a percentage of total bus passenger journeys, compared with the rest of the South East.





Across the Island on average, 10 per cent of commutes are on foot, rising to **30 per cent** within Newport and over 23 per cent in parts of Ryde and Sandown.

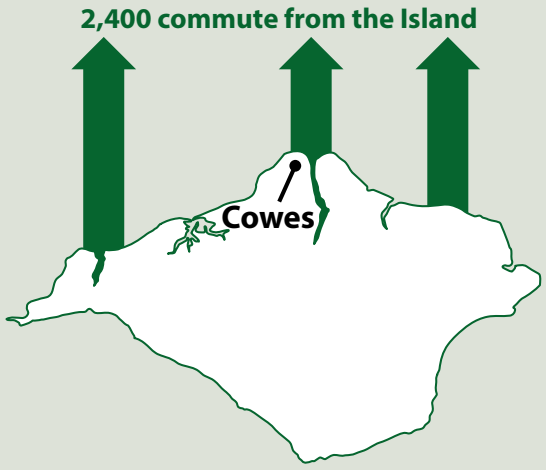
1.5 per cent	**Adults**
three per cent	**Cycle mode share**

Based on regional data, it is estimated that between **1.0 and 1.5 per cent of adults** cycle to work across the Island.

However, cycle mode share in schools for children aged between five and 15 is much higher at **three per cent.**

45 per cent **4o per cent**

Walking is the main mode of travel to school (45 per cent), but 40 per cent of pupils are taken to school by car.



Around **2,400 residents commute off the Island.** 56 per cent of the population commute into the Island daily.

Cowes has the lowest levels of car and public connectivity overall, reflecting high levels of congestion.

Roads

In 2023, there were 292 road casualties on the Isle of Wight, of which 15 were children. The number of people cycling killed or seriously injured is still high. The figures for pedestrians have been more stable.

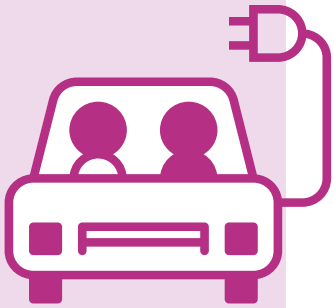
Island Roads has been working in partnership with the Isle of Wight Council since April 2013, with responsibility for managing, upgrading, and maintaining the Island's highway network.

Environment

There are no air quality management areas on the Island. Monitoring shows that the air quality of the Island is generally **good**, and the fraction of mortality attributable to particulate **air pollution is lower for the Isle of Wight** than the South East region and England averages.

The Isle of Wight Council is committed for the Island to be net zero and resilient by 2040.

Electric vehicle usage is on the rise – 916 ultra low emission vehicles were registered as of quarter one, 2022.

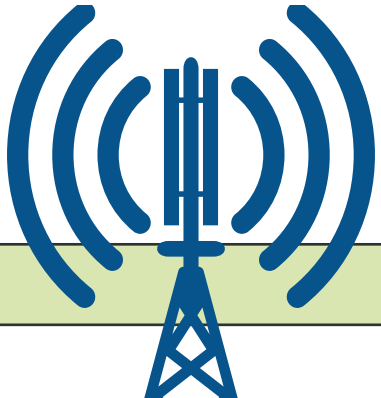


Since 2022, the Isle of Wight Council has installed 35 charge points, with a total of 76 sockets on its land. By 2030, it is estimated that a total of 1,180 public charge points for electric vehicles will be required to keep pace with demand (source: NEVIS by Cenex, 2023).

Taking charge: the electric vehicle infrastructure strategy estimates that a total of between 280,000 and 720,000 public charge points would be needed nationally by 2030 to support the transition to electric vehicles.

Digital infrastructure

Coverage of indoor 4G mobile varies and is limited. The **digital Island strategy** aims to increase superfast broadband coverage across the Island, not just in the main settlement areas.



B3 Developing the Island transport plan (ITP)

The ITP sets the vision for how we want the Island to be for everyone who requires access around, and to and from the Island by 2038.

Throughout the ITP, we identify the challenges and opportunities for delivering both on-Island and cross-Solent travel. As one of the only authorities in the UK without a permanent link to the mainland, we need to work closely with neighbouring authorities across the Solent and south east region to achieve our vision. We will build on the excellent relationships we already have with our neighbours, ferry companies, and other transport operators and providers to ensure our ITP is meaningful and successful.

An evidence-based and collaborative approach has guided the development of this draft ITP, and shaped our proposed vision, outcomes, and guiding principles. Our evidence has drawn from:

- **a policy review** of relevant national, regional, and local policies that affect and influence the draft ITP; and
- **a data review** of facts and figures relevant to the Island, such as population statistics, maps of the transport network and 2021 census information. Data from the 2021 census was not available for the evidence base. The census was also undertaken during a period of national lockdown, resulting in less confidence in the responses to the travel to work data in particular. For these reasons. the 2021 census has not been included in the draft ITP.

An **integrated sustainability appraisal** (ISA) has been undertaken in parallel to developing the ITP to ensure that environmental, sustainability, health and social impacts have been fully considered. The policies developed in the ITP have used the ISA to minimise any negative impacts and aim to deliver positive environmental, sustainability, health and social impacts. The ISA includes an equality impact assessment to evaluate the effects of policies on people in respect of disability, gender, and racial equality.

A **high-level implementation plan**, known as the **route map** forms part of this ITP (section E.1). A more detailed implementation plan will follow which will include the individual schemes and initiatives that we propose to deliver, along with how they will be funded, prioritised, delivered and monitored. The detailed implementation plan will be updated annually.

B4 The scope of the Island transport plan

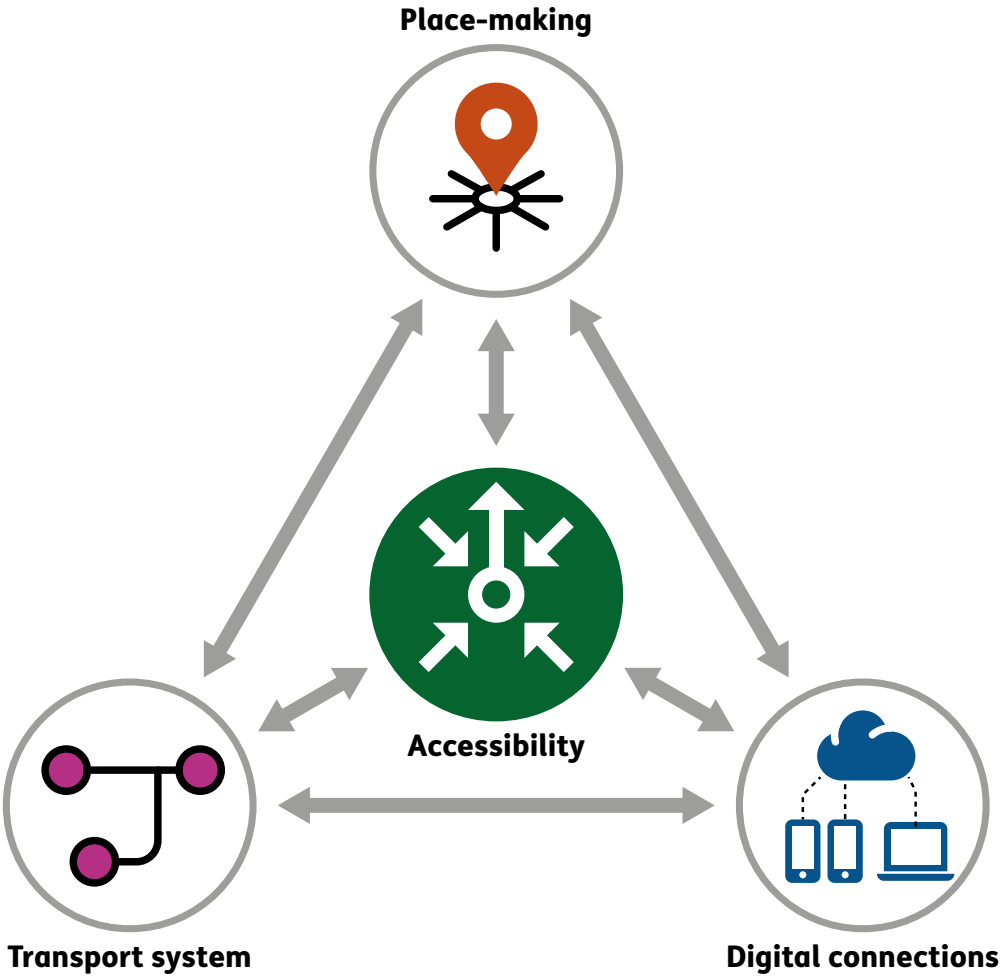
The key role of transport is to provide **access** to opportunities, services, and activities such as work, education, shopping, and leisure. The Island is a key tourist destination, and so good connections with the mainland are important for visitors as well as residents.

With **accessibility** at the heart of our approach, the policies and measures proposed in the ITP will make improvements through:

- **transport system** – improving the Island's transport system to provide better physical connections;
- **place-making** – bringing activities and opportunities closer to people through land use and service planning with partners (e.g. health services); and
- **digital connections** – broadband and mobile connections to allow people to access the things they need online.

Physical accessibility to goods, services, people, and places is improved through good transport networks and place making. Digital connections can provide access without the need to physically travel yourself, e.g. online shopping and virtual meetings.

Figure 1: Three ways to improve accessibility
Diagram based on triple access system, Glenn Lyons & Cody Davidson 2016



The ITP includes measures to improve accessibility in all these ways, accounting for rapid development in technology and the opportunities that may provide for all forms of accessibility, meaning that it is wider-reaching than previous Isle of Wight LTPs.

These measures are intended to deal with the challenges facing the Island, such as a growing population and advancing technology. Addressing these challenges through this ITP enables us to think ahead, make the most of opportunities, and shape our Island for generations to come.

B5 Challenges and opportunities

Transport in the wider policy context

Decisions taken at national and regional levels influence how we live and move around. These decisions include those set out in legislation, guidance (such as the highway code). They are also reflected in economic incentives or the national budget for public transport schemes, and campaigns to encourage change in attitudes. Recent publications, including the UK electric vehicle infrastructure strategy and transport decarbonisation local authority toolkit, will influence the direction we take. Transport policy should also reflect a broader range of other local policies and strategies that influence and affect one another. The local policies influencing the ITP are shown in Figure 2.

A review of policies and strategies at national, regional, and local levels has identified some clear challenges and opportunities for the ITP to respond to. These are described below.

Demographic changes

The Island's population has increased over the past 100 years from 88,186 in 1911 to 141,000 in 2021, with the rate of population growth increasing since 1961 due to inward migration. The population on the Island has also been ageing in recent decades, with the proportion of residents aged 85 or over increasing by 4.3 per cent between 2001 and 2025. This trend is expected to continue, with the largest age group by 2038 projected to be those between 70 and 74 years of age. Residents on the Island are living longer, and often have complex, long-term health conditions which mean additional support is required to provide residents with good quality of life. This has introduced some challenges for the transport sector.

Figure 2: Transport in the local policy context

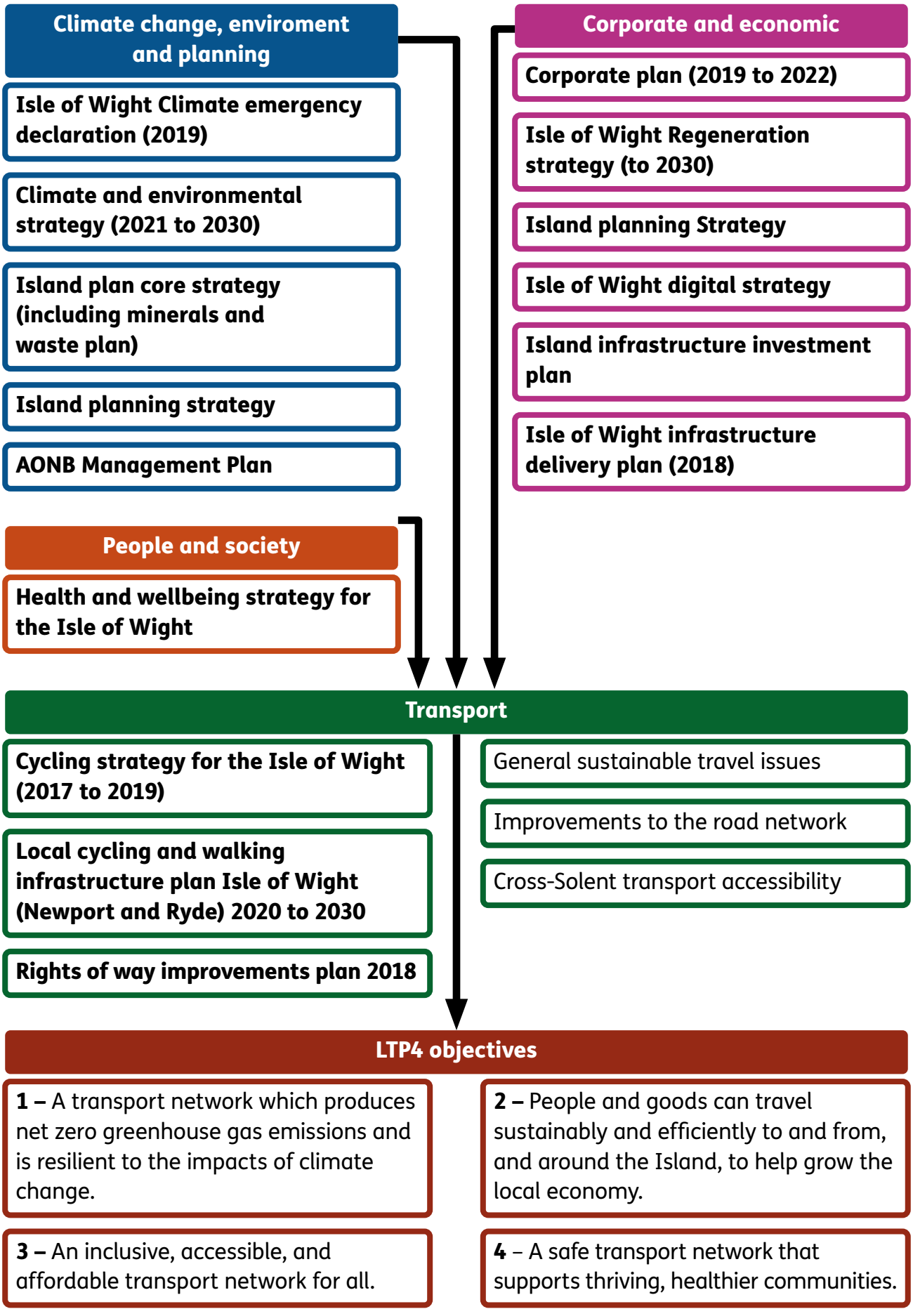
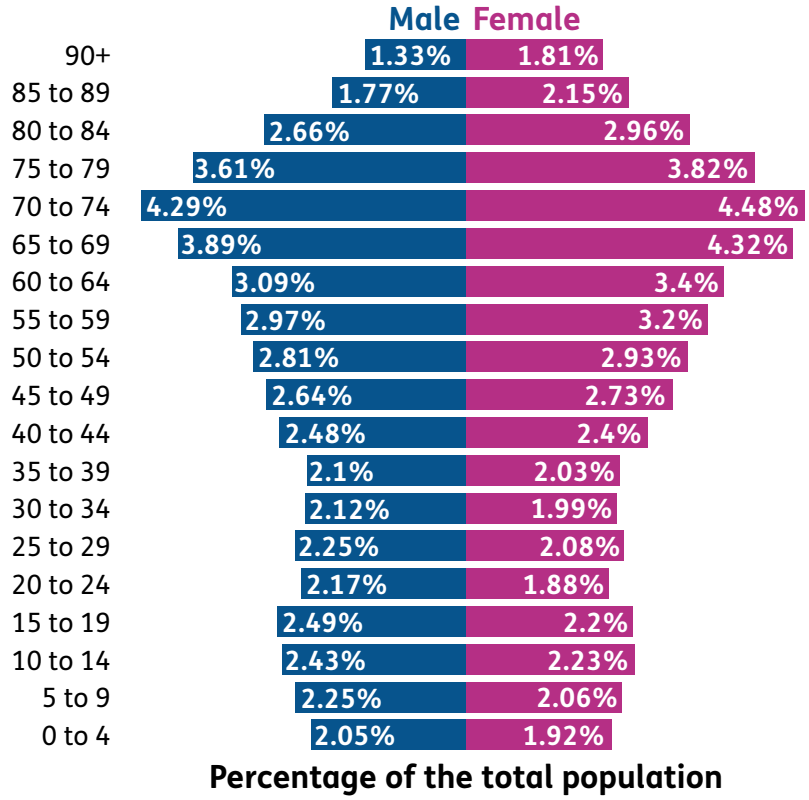


Figure 4: Projected population pyramid for the Isle of Wight by 2038.
Source: JSNA (2019)



Older age groups are concentrated in rural and coastal areas, which typically have fewer public transport services. This population distribution, combined with a lower density of health facilities, shops and social places in rural areas, has led to an increase in social isolation and physical inactivity for elderly residents. The accessibility and coverage of public transport is also a key concern amongst older residents; public transport is important to enable residents to access services which may otherwise be too far away to access, particularly for those without access to a car. Safe and comfortable walking routes to local services are also important for elderly residents, who are more likely to experience difficulties in staying physically active.

This ITP will incorporate measures to improve public transport accessibility for the elderly resident population, as well as identify how the transport system on the Island can support the social and physical wellbeing of its ageing population in future.

Climate change

National recognition of the need to address climate change has never been stronger. The UK Net Zero Strategy (2021) set a goal of reaching net zero emissions by 2050, with annual progress along a **decarbonisation pathway**.

In 2019, the Isle of Wight Council declared a climate emergency, and in 2021 published Mission Zero – Climate and Environment Strategy for the Isle of Wight to provide a clear direction for climate action and put the environment at the heart of decision making. It goes further than the national target and commits to reach net zero by 2040.

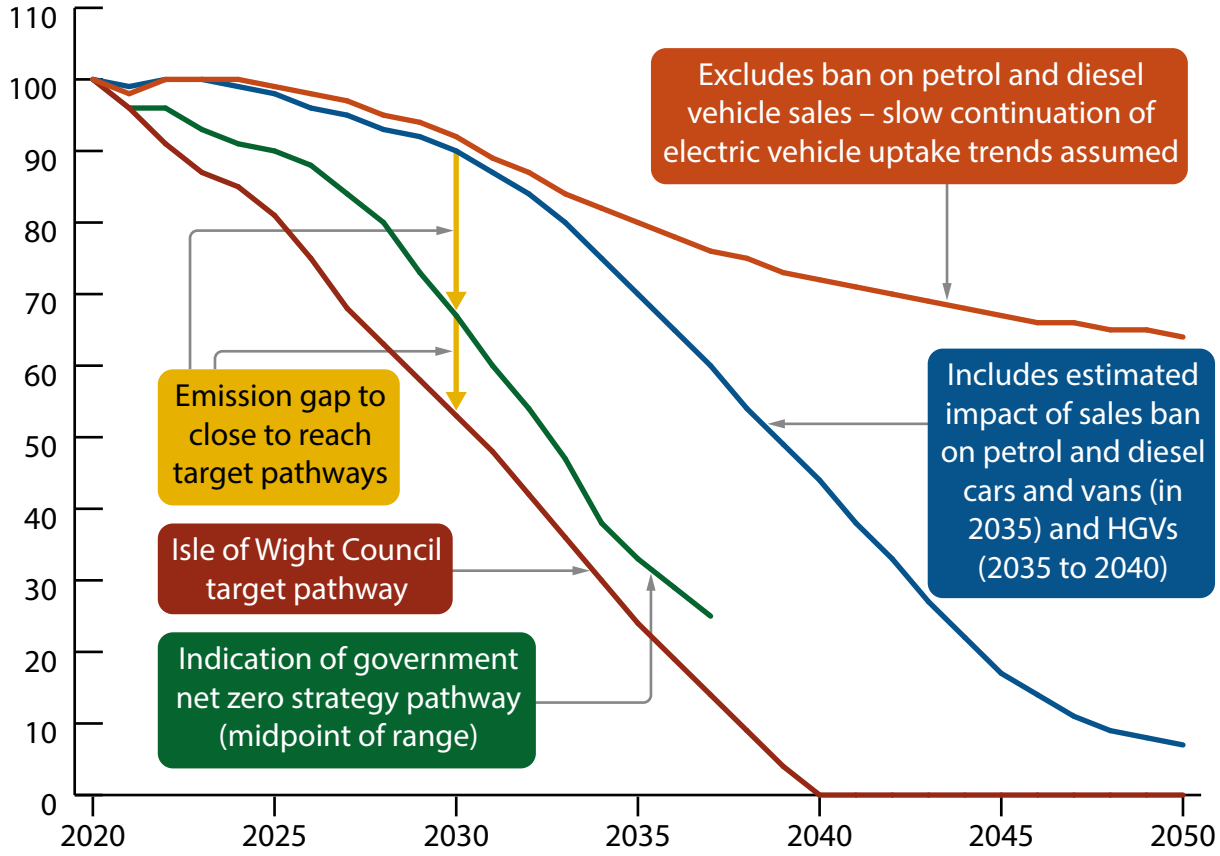
In addition to the overall target of achieving net zero by 2040, the council also has a total carbon budget. Carbon budgets are upper limits on the amount of carbon emissions that can be released in each five-year period. To meet these carbon budgets, we will first have to deliver the more difficult measures, and quickly, because they can make a bigger difference to emissions and meeting the budgets through time. Leaving the measures to 2039 and rushing to meet the 2040 goal at the end will not meet our carbon budgets or decarbonisation pathway.

Increasing global temperatures due to greenhouse gas emissions also have a negative impact on health. The World Health Organisation (WHO) have identified a number of health outcomes that are relevant to the Island, including: injury and death from extreme weather events, heat-related illness and respiratory illness. These effects are further compounded by an ageing population with complex and intensive medical requirements. By supporting the Island's transition to net zero by 2050, this LTP will help to minimise these negative health outcomes.

Coastal erosion on the Island is also likely to accelerate due to climate change; sea level rise, increased frequency and severity of storms and greater wave heights are the key factors driving this trend. Accessibility to towns and villages along roads which are susceptible to landslides caused by coastal erosion will need to be maintained, such as the A3055 corridor. To this end, the ITP will seek to support existing plans and strategies seeking to mitigate the impacts of increased coastal erosion, such as the Isle of Wight shoreline management plan.

The scale of the challenge

Figure 6: Land transport carbon emissions by year by scenario



Key

—— Baseline
—— Presumed national action
—— Isle of Wight Council target all sector (climate and environment strategy)
—— Midpoint of government net zero strategy delivery pathway for transport
For table data please see Appendix 8.

Figure 6 shows the significant scale of the challenge to meet our carbon budgets. The green line (——) shows the rapid rate at which we need to reduce carbon emissions from surface transport as set out in the UK Net Zero Strategy.

The red line (——) shows the emissions reduction pathway produced as part of our climate and environment strategy. This is more ambitious than the national pathway and target: it shows that rapid year on year reductions in emissions are required throughout the 2020s and 2030s.

The orange line (——) shows forecast road and rail transport emissions, assuming no significant action is taken, and relying only on improvements in vehicle efficiency and relatively slow continuation of electric vehicle uptake. It is clearly not enough to meet the national or local targets.

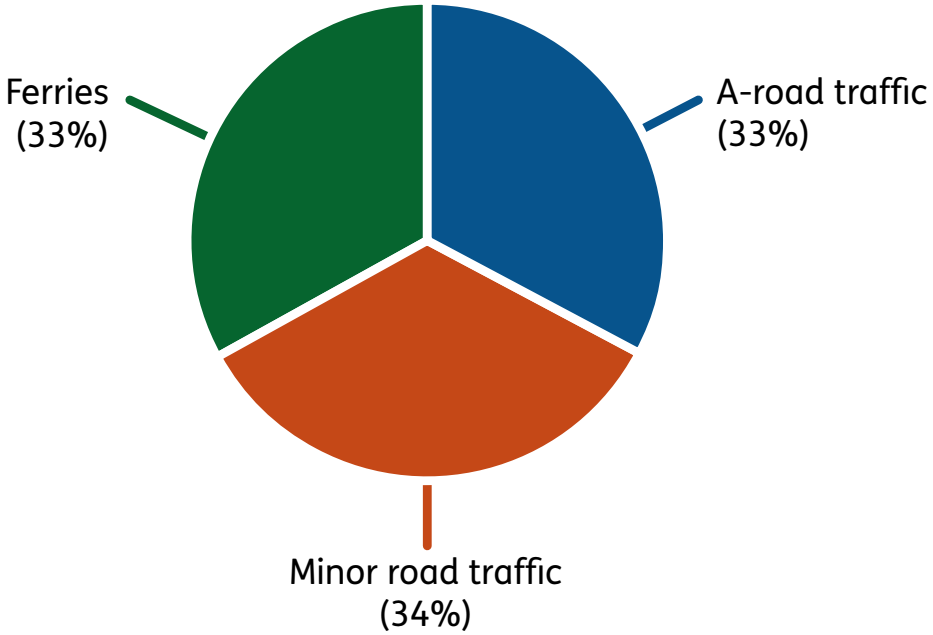
The blue line (——) shows that government action to encourage electric vehicle uptake and by banning sale of petrol and diesel vehicles is forecast to have a significant impact on emissions, but they it still won't be enough on its own.

For road and rail passenger transport, emission reductions of approximately 35 to 40 per cent would be required to close the emissions gap and meet the pathway in 2030. The scale of this challenge cannot be overstated.

While meeting the national decarbonisation pathway would be a smaller challenge than meeting our own 2040 target and pathway, it would still represent approximately a 20 to 25 per cent reduction in emissions beyond that delivered by national action to promote electric vehicle uptake in 2030. **We know that we will not achieve either challenge unless we take rapid and transformational local action**.

Can we meet the challenge?

Figure 7: Transport emissions on the Island



In 2017, the transport sector accounted for over a third of the Island's carbon emissions, and emissions are set to increase if nothing is done. Reducing carbon from transport therefore has a significant role to play in meeting the carbon budgets. As shown in Figure 7, ferry emissions account for around a third of the transport emissions, and this proportion will rise over time if the ferry fleet stays the same, while other vehicles are going electric.

As the ferries are privately owned, we will work to support the operators as they make changes to reduce carbon emissions. Our role is likely to focus on measures like providing shore-side electricity, and better links with public transport, walking and cycling. Non-ferry transport carbon emissions are the focus of this ITP. Most of these emissions are from private cars, however some come from public transport and private fleets. We will work with others to re-establish a quality transport partnership including freight, ferry, and public transport operators, as well as interest groups, to tackle this challenge together.

At the heart of the challenge is enabling more people to travel by sustainable travel modes. If we carry on as we are, our forecasts are that traffic levels on the Island will increase by over 25 per cent by 2035. We do not have the space for this traffic, nor could we afford to deliver the additional capacity that it would require. Even if we could, failing to provide high-quality alternatives to the private car would create poor and unhealthy places to live, work and enjoy. Prioritising more sustainable modes can also deliver wider environmental, health and community benefits.

While this means car use will need to fall across the Island, it doesn't mean that we wouldn't expect many journeys to still be made by car. We recognise the freedoms and opportunities that car use brings, particularly in rural areas or to some people with mobility impairments. But we also recognise that using a car is still much more attractive compared to travelling in other ways. For example, the cost of private car use has fallen by 15 per cent over the last 20 years while rail has increase over 20 per cent and bus fares by 40 per cent. Car use is also often more convenient than other modes because we have given over lots of our public spaces for car parking and extra lanes, and it offers door-to-door travel. We need to rebalance the transport system to make alternatives to the private car much more attractive and reduce the negative impacts that increasing traffic levels have on us all.

We are committed to meeting our local and national carbon challenges, but we recognise that this will be very difficult, and will require big changes from where we are now. This ITP sets out the measures that could get us to these targets if we can deliver them intensively and quickly. However, to do this we will need:

- a significant increase in government funding;
- an increase in our own resources (such as staff);
- considerable collaboration with stakeholders and private companies; and
- support from residents.

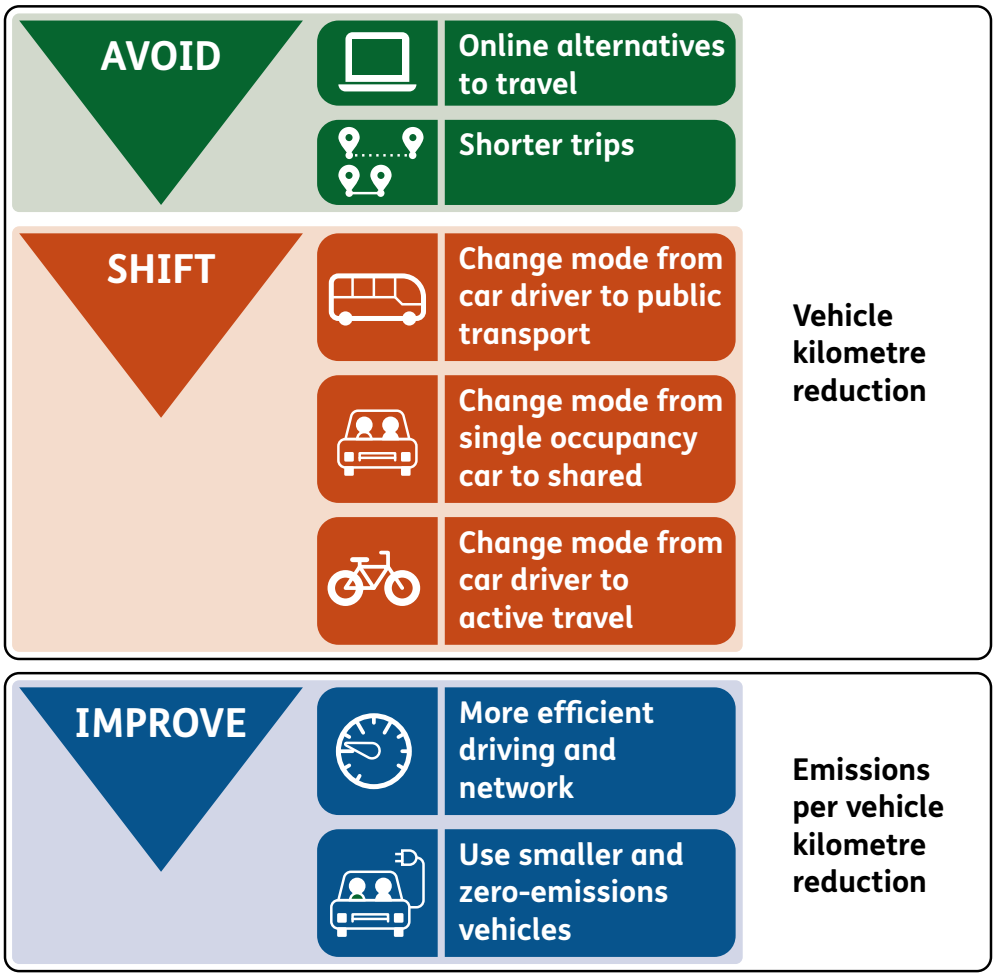
Without additional funding, resources, and support, we will need to look at bolder measures sooner than we would like to, like ways of charging for travel by car. This is because they can have a bigger impact with a lower level of resource than many of the other measures proposed.

The approach

Different types of measures which reduce emissions are often categorised as being either **avoid**, **shift**, or **improve** measures (see Figure 8). It is generally more effective and efficient to **avoid** emissions in the first place, then to **shift** transport to more sustainable modes, and only once these two options have been exhausted, **improve** existing activities which produce emissions.

Avoid measures aim to reduce the need to travel, or the distance people need to travel to their destination. **Shift** measures encourage use of more sustainable modes of travel, such as cycling or using public transport. **Improve** measures aim to make all forms of transport, particularly cars, as low-carbon and efficient as possible.

Figure 8: The avoid-shift-improve approach



There is potential to close the emissions gap with different balances of avoid, shift and improve measures. For instance, of a 35 per cent reduction in emissions needed to close the gap, approximately 10 percentage points could come from avoided travel, approximately 15 points from achieving mode shift to walking, cycling, shared car use and public transport, and an additional 10 points through further accelerating electric vehicle uptake beyond the national action. Each of these individual reductions would require substantial changes such as:

- increased levels of working from home and use of local shops and services;
- potentially doubling public transport usage;
- increasing cycling levels around fourfold; and
- an acceleration of uptake of electric vehicles in the fleet, (so that levels of electric vehicle usage are reached two to three years earlier than the national average).

This ITP will be revisited and updated if the Department for Transport's guidance on Quantified Carbon Reductions is published. However, it is not expected to reduce the scale of the challenge.

The COVID-19 pandemic

Our understanding of the potential for measures to change behaviour has been affected by the COVID-19 pandemic. The pandemic has had far-reaching, and possibly long-term impacts on our lifestyles, travel behaviour and choices, and has created both challenges and opportunities for this ITP.

The pandemic required immediate changes to people's lives during the first national lockdown, which resulted in:

- a shift away from public transport to private motor vehicles for some journeys;
- challenges about public transport affordability resulting from reduced use;
- more people walking and cycling;
- the need to be socially distanced and to be outside which requires more and improved public realm;
- more people working from home and travelling less for business, with some relocated to smaller communities, increasing the demand for local services; and
- reduction in overseas travel and increase in UK local tourism and leisure activities.

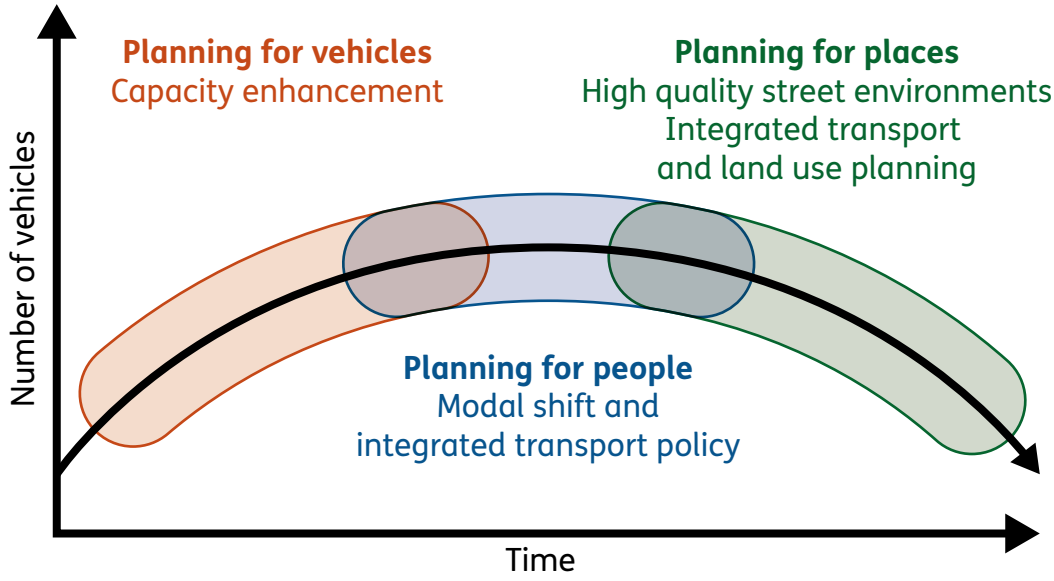
Overall, the pandemic showed the benefits of a reduction in travel overall, especially by motor vehicles and of more active ways to travel, such as better air quality. But equally there were negative impacts on the financial viability of public transport service and more commercial traffic on the roads from increased home deliveries.

However, the recovery phase for both the Isle of Wight and the UK represents a clear opportunity for us to build back better and to build back fairer. Even before restrictions altered travel patterns, there were clear indications of greater public support for improved walking and cycling measures. More environmentally friendly modes of transport, safe

spaces for more active modes of transport, and better-quality public transport were all in demand before the pandemic and must remain a high priority now.

The pandemic accelerated the changes to transport policies from **planning for vehicles** to **planning for people and places**, allowing a focus on measures that Avoid the need for travel and Shift travel to low emissions modes to Improve accessibility for all (Figure 8).

Figure 9: Evolution of transport planning policy



What does this mean for our Island?

The Isle of Wight faces some unique transport challenges, in particular, the need to provide cross-Solent connectivity and on-Island transport.

With no permanent link to the mainland, we are placing emphasis on improvements to connectivity with the mainland but are restricted in what we can do in terms of providing new or improved crossing corridors by rail and public transport. A new **planning for people and places** approach will strengthen the role of our ferry ports as attractive gateways to the Island and improve access by sustainable modes of transport.

We recognise that, for on-Island travel, there are important roles for walking and cycling to improve health and for creating better and more inclusive societies. Any new infrastructure will need to reflect the rural character of the Island and maintain the historical and natural environments which are important to both residents, and the visitor economy.

Our current transport activities and plans reflect a broader approach that puts people and places first. Recognising the challenges of our rural context, the ITP will work alongside the emerging local plan to ensure development is in the right place to support this approach.

Summary

The island transport plan balances many wide-ranging strategic and local challenges. Much of what the council already does to maintain, enhance, and support the operation of the transport system on the Island will remain relevant. However, the urgency of the challenges, particularly in relation to reducing carbon emissions, means that certain approaches and activities will be prioritised. The ITP therefore represents a major shift in approach and emphasis, with an increased focus on policies which avoid the need for travel, support modal shift away from motorised vehicles and manage demand for road space, rather than just supplying the extra capacity to meet increased demand of car travel.

We will maximise every opportunity to work in partnership with bus, rail and ferry operators, sustainable transport organisations, the NHS, public sector, private sector and voluntary and charitable organisations, to encourage and help people switch from cars to cycling, walking and public transport.

We will be flexible and brave in our approach to addressing the climate emergency and the other challenges that we face, as technologies evolve, and lifestyles change.

C Our vision and objectives

C1 Our vision

The ITP vision sets out our ambition for transport over the period of the ITP and will help lay the groundwork for the next ITP. The vision and accompanying objectives have been developed and refined through a thorough process of stakeholder engagement during the development of the ITP.

To overcome the most crucial issues we face today, we need to change the way in which transport is provided and how we travel.

Our vision puts people and our need for connectivity first, by delivering attractive and sustainable travel options for both residents and visitors, which will enable individuals to proactively make the best travel choices for them.

Our vision is for:

An inclusive transport system that enables a low carbon, safe, prosperous, and healthy future for all residents and visitors; and seeks to protect and enhance the Island's unique local natural and built environment.

C2 Our objectives

Four objectives reflect our vision, and delivery of these objectives will be the focus of this ITP:

- **Objective one**
  A transport network which produces net zero greenhouse gas emissions and is resilient to the impacts of climate change.
- **Objective two**
  People and goods can travel sustainably and efficiently to and from, and around the Island, to help grow the local economy.
- **Objective three**
  An inclusive, accessible, and affordable transport network for all.
- **Objective four**
  A safe transport network that supports thriving, healthier communities.

Each objective relates to one of the key challenges described in section B, with the connections shown in figure 10.

Figure 10: Challenges and LTP4 Objectives

Drivers		LTP4 objectives
Recognition that significant changes need to be made to local transport provision and infrastructure to achieve the net zero target by 2040.	→	A transport network which produces net zero greenhouse gas emissions and is resilient to the impacts of climate change.
The need for transport to support local growth which is both sustainable and reflects forecasted changes to future demographic, while aligning with current policy ambitions.	→	People and goods can travel sustainably and affordable efficiently to and from, and around the Island, to help grow the local economy;
Essential requirement to link improving transport with current policies and strategies, in respect of local poverty, deprivation, and addressing inequality.	→	An inclusive, accessible, and transport network for all.
A responsibility to support local efforts to improve the health and wellbeing of residents.	→	A safe transport network that supports thriving, healthier communities.

D Our policy areas

D1 Policy area summary

To deliver the vision and objectives set out in section C, six policy areas have been identified. These policy areas are groups of individual policies that have been grouped by the type of intervention and their contributions to specific objectives. Some of these policy areas will help deliver several objectives. The progression from vision to policy areas is show in figure 11.

Figure 11: Vision, objectives, and policy areas

To realise our vision, it is important that all the policies, programmes and schemes under each policy area are delivered intensively and quickly. The following text describes each policy area in more detail:

The **accessibility and safety policy area** addresses the changes required to enable everyone to have access to the Island's transport networks in a safe and more sustainable manner.

The **behaviour change policy area** covers measures which will influence the travel habits of our residents and visitors.

The **infrastructure policy area** contains the physical infrastructure measures needed to make it more attractive to walk, cycle and take public transport, and make motor vehicle use more sustainable, while protecting the natural environment of the Island and increasing the resilience of our transport networks to the impacts of climate change.

The **land use planning policy area** includes the changes in land use planning policy which will enable people to take fewer trips and prioritise travel for new and existing developments.

The **sustainable tourism policy area** covers measures which will make sustainable leisure and tourist trips as attractive as possible.

Finally, the **technology policy area** contains measures which will reduce the need to travel and increase connectivity between people and services using technology. It also covers how improved data can support a smarter transport network.

Each policy area supports at least one objective, as shown in table 1.

Our Island transport plan and vision

An inclusive transport system that enables a low-carbon, safe, prosperous and healthy future for all residents and visitors; and seeks to protect and enhance the Island's unique local natural and built environment

Objectives:

Objective one
A transport network which produces net zero greenhouse gas emissions and is resilient to the impacts of climate change.

Objective two
People and goods can travel sustainably and efficiently to and from, and around the Island, to help grow the local economy.

Objective three
An inclusive, accessible, and affordable transport network for all.

Objective four
A safe transport network that supports thriving, healthier communities.

Policy areas:

Accessibility and safety | **Infrastructure** | **Sustainable tourism**

Behaviour change | **Land use planning** | **Technology**

Table 1: Proposed policy areas and their contribution to our ITP objectives

Policy areas	**Objective 1** A transport network which produces net zero greenhouse gas emissions and is resilient to the impacts of climate change	**Objective 2** People and goods can travel sustainably and efficiently to and from, and around the Island, to help grow the local economy	**Objective 3** An inclusive, accessible, and affordable transport network for all	**Objective 4** A safe transport network that supports thriving healthier communities
Accessibility and safety	✓	✓✓✓	✓✓✓	✓✓✓
Behaviour change	✓	✓	✓✓	✓✓✓
Infrastructure	✓✓✓	✓✓✓	✓✓✓	✓✓✓
Land use planning	✓✓✓	✓✓✓	✓✓✓	✓✓✓
Sustainable tourism	✓	✓✓✓	✓	✓✓
Technology	✓	✓✓	✓✓	✓

Key:

✓✓✓ Strong contribution or alignment.
✓✓ Important supporting contribution or alignment.
✓ Neutral contribution or alignment.

The 15 policies are described in the following pages.

D2 Policy area 1: Accessibility and safety

As the island is largely rural, it is currently often easier to travel by car than by public transport. Twice as many jobs on the Island are accessible by car compared with public transport, and the Island shows much lower levels of adults walking for travel compared with the rest of the country.

An ageing population, which primarily lives in rural communities, also means a high proportion of adults are not active, which has an impact on health and wellbeing. Localised pockets of deprivation and benefit dependency, loneliness and social exclusion are influenced by the quality of transport networks, with accessible and affordable transport key to making and maintaining social and employment links. Transport which is difficult to physically access is a major barrier for people, particularly those in vulnerable or protected user groups. Physical access issues include difficulties getting on and off vehicles and being unable to obtain travel information or tickets.

People and goods heavily rely on cross-Solent ferry services. Given the pattern of commuting flows on the Island, with in-work residents on the rural west of the island commuting out of the area, the road network is taking considerably more motor vehicle traffic than was ever expected. ‘With only a single rail connection, there is daily pressure on the wider highway network especially on the routes connecting the east and north to the centre of the Island.

Policy AS1 - Active travel and personal mobility

We will make it easier for all people living and working on the Island, particularly disadvantaged groups, to access key services using healthy modes of transport like walking and cycling.

What does this policy cover?

High levels of physical inactivity are contributing to poor health on the Island.

Better walking and cycling infrastructure will make these modes more attractive, so people will be more likely to choose to use them for trips to the shops, school, and work. This will increase levels of physical activity.

Better streets and good transport links make it easier for people to meet and talk with others. This is especially important for those experiencing social isolation. Accessible and safe walking routes to shops and services can support older people to stay in their own homes for longer by enabling them to take regular exercise (reducing the risk of falls), and providing easy access to what they need day-to-day, if they must give up their cars due to poor health.

Feeling unable to travel when you want to can be a major barrier, especially for people with physical or mental disabilities. Examples of this could be because you can't physically get to and onto public transport, or because you can't use a ticketing app or read a timetable.

We want to deliver a cohesive and high-quality network of footways and cycle routes across the Island, physically protected from general traffic wherever possible. Elsewhere roads can be made more people-friendly through better design, giving more space to active modes, and lowering speed limits where appropriate.

Secure cycle parking, bike hire, and promotion of electric and cargo bikes will also help to increase uptake of cycling.

The types of policies and measures we will take forward include:

- Develop a **movement and place framework** to set out the types of infrastructure and environment that would support more active travel, nicer streets, better community links and enhance the setting of our cultural heritage assets.
- Adopt the **Healthy Streets** approach for new highway schemes. This will ensure that the public environment is comfortable, safe and inviting for all Isle of Wight residents and visitors regardless of age and ability.
- Prepare **local cycling and walking infrastructure plans** (LCWIPs) to cover more of the Island, which set out plans for ambitious walking and cycling investment in both our major built up areas and our rural areas, in line with new and improved government design guidance (LTN 1/20) and the forthcoming Manual for Streets 3.
- Deliver a comprehensive network for pedestrians and cyclists between settlements, and introduce walking zones from the LCWIP programme to provide better walking environments in and around local centres, with improved accessibility for all.
- New, extended, and improved cycle routes, protected from high flow and high-speed motor traffic; these routes will require reallocation of the highway, and more use of our public rights of way network.
- Develop a network of e-bike hire stations to support cycling for short trips.

- Work in partnership with key stakeholders such as town and parish councils, ferry, bus and rail operators, and public and private sector providers to provide secure cycle parking in local and district centres and at key destinations such as ferry terminals, employment centres and schools.
- Promote walking and cycling as mode of travel and for recreational enjoyment.
- Review and expand the ongoing e-scooter trial, funded by the Department for Transport and implemented as part of the Future Transport Zone (FTZ) programme, as well as consider and support the e-bike share project and the use and provision of e-cargo bikes and enhance mobility hubs to accommodate these modes of transport.
- Implement and expand the rights of way improvement plan, the LCWIPs and the West Wight greenway – the appendices to this document contain more details on each.
- Increase resilience of active travel and public transport networks to a changing climate, for example by using materials resilient to extreme weather events and ensuring sufficient shade and shelter on key walking routes and at bus stops.

Policy AS2 - Public Transport (buses and rail)

We will support and promote high quality, reliable, affordable, and joined-up public transport, supported by accessible and easy to use travel information and booking systems.

What does this policy cover?

We will further develop and integrate the public transport network to make travel between our main towns and rural areas as seamless as possible and put public transport hubs at the centre of major developments.

The bus network on the Island plays a key role in facilitating trips both within and between settlements on the Island, particularly for those without access to a car, such as young people. Working with operators such as Southern Vectis through our bus service improvement plan, we can improve end-to-end journeys by public transport, including safer and more accessible environments at bus stations. Together, we will review the bus network and identify ways to improve the coverage of the network, service frequencies, reliability, fares, and customer experience. Where demand is lower, shared transport and demand responsive transport will play an important role. Making it easy to plan, book and pay for journeys is an important aspect of getting more people to travel by public transport, especially when the information is from several different operators. To further

the development of high-quality mobility-as-a-service (MaaS) technology (such as a travel app for smartphones), which simplifies this process, will be critical to making this happen (cf. Policy area technology). Other real time and message information on the network will also be required at key locations such as on the way to a ferry, at bus stops, etc. for those who do not have access to a smartphone.

The Island line rail service plays an important role in connecting people and providing an alternative transport option to the car, especially for those travelling to and from the bay area and the mainland. The Isle of Wight Council works with the operator of Island Line, to explore and improve the network and is keen to understand whether there are realistic opportunities to expand the rail network including light rail. A council representative also sits on the Isle of Wight Community Rail Partnership and has previously supported them when seeking various future opportunities.

Existing bus and rail interchange facilities will be enhanced wherever possible. As an example the council recently led on the Ryde Interchange Project that now provides improved connectivity and supports active travel, whilst making the area a more pleasant and accessible public space.

The council will also continue to work with public transport operators to ensure that their vehicles are modern, efficient, and environmentally friendly. With the support of Southern Vectis, the council has recently secured zero emission bus regional areas (ZEBRA) funding from the DfT to buy electric buses for three key bus routes on the island:

- Route 1 – Newport to and from Cowes.
- Route 5 – Newport to and from East Cowes.
- Route 9 – Newport to and from Ryde.

Further information on the ZEBRA funding bid is available in appendix 5.

The adopted bus service improvement plan (BSIP) is currently being updated and is expected to be published later in 2024. The BSIP will provide additional detail on proposals for an enhanced bus network.

In February 2024, Isle of Wight Council approved grant funding for enhancements to local bus services using DfT BSIP+ funding, also known as BSIP phase two. These improvements include:

- continued grant funding for additional evening services on the Southern Vectis 6 and 12 bus routes;
- increasing frequency of Southern Vectis bus service 5; and
- additional funding support for Southern Vectis services 6 and 12 during the winter period.

The types of policies and measures we will take forward include:

- Deliver the measures within our bus service improvement plan, such as simplifying fares and trialling demand responsive services, working with government to make our case for sufficient funding.
- Improve bus shelter provision, particularly in rural areas where many stops only have a flag and pole, to provide shelter from severe weather and make public transport more attractive.
- Work with public transport operators to improve physical connections and ticketing compatibility and options between buses, trains, and ferries, and encourage them to increase service frequencies.
- A programme of bus infrastructure improvements to address issues of accessibility and inclusivity in line with the Equality Act 2010.
- Ensure that public transport interchanges and stops are well maintained and lit to improve safety perceptions.
- Undertake consultation on transport projects with people from diverse backgrounds to better understand the needs of these groups when accessing public transport.
- Work with local transport operators and the police to ensure that data on public safety is incorporated into scheme design.
- Work with local schools to provide education for young people on how to stay safe on public transport.
- Simplification of ticketing and fares for bus, rail, and ferry journeys.
- Develop mobility hubs and complete the Ryde transport hub project.
- Undertake a trial of digital-demand responsive transport (D-DRT), a shared transport system which operates flexibly, where you want, when you want (think of it like a shared Uber) rather than a conventional bus which runs to a fixed timetable, stops and routes.
- Deliver bus real time information (RTI) for up-to-the-minute journey information at key locations (bus stops) rather than rely on smartphone apps or social media from Southern Vectis.
- Pursue additional funding for bus priority measures, such as those recently secured through DfT funding for 27 signalised junctions across the Island, primarily focussed on key bus network corridors.
- Expand our variable messaging sign (VMS) network at key locations (decision points) to share messages such as journey times, parking, and ferry availability, etc.

- Support investigations into improved rail accessibility and services on existing lines, including a new passing loop at Brading to allow higher train frequencies, and other improvements to the existing railway network and its accessibility.
- Improve connections between Smallbrook Station and the surrounding community.
- Support investigations into extension of existing rail connections based on existing business cases (Sandown to Newport, and Shanklin to Ventnor).
- Support exploration of Transwight's proposal for light rail connections across the Island, including a new tramline between Cowes, Newport, and Sandown.
- Provide real time information to help passengers plan their journeys during extreme weather events when services may be disrupted.
- Continue to work with public transport operators to undertake network reviews, with a particular focus on rural bus services to find the most appropriate and financially sustainable opportunities for these communities.

Policy AS3 - Cross-Solent Travel

We will support proposals that maintain the current choice of routes and explore other new potential opportunities and methods of crossing the Solent to ensure sustainability, flexibility and deliverability of service and improve key interchange areas that link the Island to the mainland. Improvements to support the use of active travel to access cross-Solent travel will be a priority.

What does this policy cover?

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

This policy supports policy T3 of the emerging island planning strategy which supports the optimal and efficient use of existing cross-Solent passenger and vehicular terminals, which are all privately owned and operated.

In future, there may be other proposals to improve these facilities that could involve changes to the way they are currently set up; we will support the ferry operators in improving terminal accessibility and connectivity with other transport modes, such as bus, travelling on foot and cycle parking. It is also recognised that proposals for new

terminals may relate to road or rail as well as ferries, and because of this may be part of any future proposals for a tunnel or a bridge. Regardless of the transport mode, any new terminal will require clear evidence of its environmental and economic benefits to the immediate local area and the wider Island.

The types of policies and measures we will take forward include:

- Establish a working group between ferry operators, public transport operators and the council to maximise opportunities to monitor combined carbon impacts and bring forward transformative measures quickly, for example electrification of the fleet, cross-ticketing etc.
- Support redevelopment at ferry terminals where these are compliant with our Island-wide transport policies but also those of our neighbouring authorities such as Hampshire, Portsmouth, and Southampton.
- Creation of onward mobility hubs and support the delivery of high-quality interchange facilities at terminals such as the new Ryde Interchange.
- Review and expand drone trials supported by government's FTZ funding, for first responder verification of incidents and blood deliveries.
- Increase resilience of cross-Solent networks to a changing climate, for example providing variable messaging signs at key locations in the network to help people plan journeys better in times of extreme weather such as during storms when crossing to mainland.
- Encourage ferry operators to review their ticket pricing structures to make access by walking and cycling, per person, the cheapest option.

Policy AS4 - Transport Safety and Security

We will improve the safety and security of the Island's transport system, and its perceived safety where this could deter people from travelling, particularly by active modes and public transport.

What does this policy cover?

Road casualties on the Island have decreased in both number and severity in recent years. 'Killed and seriously injured' casualties on the Island are around twice as high as elsewhere in the country, per billion vehicle miles travelled. The most at-risk groups of users are young drivers (17 to 24 age group, particularly car drivers and powered two-wheeler riders), people cycling in the over 41 age groups and children and elderly (over 60) travelling as car or van passengers.

Excessive speeds on rural roads is not a major issue on the Island, mainly because the natural constraints from the geometry and characteristics of our roads already ensure that vehicle speeds are kept largely in line with or below the speed limits in place.

There are low levels of pedestrian and cyclist casualties on our rural roads, but this could be a symptom of fewer people choosing to walk and cycle along rural roads, due to the lack of consistent and high-quality infrastructure (including paths and lighting) for people walking and cycling in rural areas, and a fear for their personal safety.

As with other areas of society, people experience the transport network differently. Some people are far more likely to be the target of certain types of crimes and unwanted behaviour, including sexual harassment and hate crime. We will seek to improve both the actual safety, and the perception of safety and security where this could deter people from travelling by other modes than their private car.

The types of policies and measures we will take forward include:

- Deliver the Island-wide speed limit review, and change speed limits where appropriate.
- Continue our road safety improvement programme, such as recently delivered at Smallbrook Roundabout and the ongoing works at Vittlefield Cross, at other collision hot spots on identified routes, as well as bidding for additional safety scheme funding from central government such as the £2.1 million recently secured from the Department for Transport's Safer Roads fund.
- Establish a cohesive and continuous network of attractive, inclusive, safe, and accessible walking, and segregated cycling (and e-scooter) routes that seek to maximise the personal security and safety of all users (delivering a complete network will require substantial funding over and above what we can achieve through developer contributions – we will work with the government and Active Travel England to make our case for sufficient funding).
- Maintain our highway infrastructure regularly to ensure it is safe for all and work with our partners to resolve issues as soon as they arise.

- Continue to follow a **safe and secure by design** approach to ensure personal safety and security is considered in the design process, especially for walking and cycling schemes (including through the application of LTN 1/20 design guidance and other relevant guidance), being careful to make sure these measures do not limit accessibility.

- Build on existing practices to work towards a safe system approach to road and transport safety delivery on the Island, by:
  - ensuring road and personal safety is a fundamental consideration in the design of any new infrastructure, with the needs of lone and vulnerable travellers, disabled people and people walking and cycling prioritised;
  - monitoring casualty data to identify emerging safety issues and implement remedial casualty reduction measures;
  - working with partners to reduce the number of deaths, serious and slight injuries on the Island's road network, and maintain the reduction in injury rate for all;
  - investigating the introduction of additional measures to increase personal security while on our transport networks such as creating a safer travelling environment through improved lighting, CCTV and staff presence at key locations, better use of technology to make the reporting process easier and build more trust in the reporting process via campaigns and community engagement (a particular focus will be placed on those more vulnerable members of our community, or those who may have difficulty accessing appropriate transport provision);
  - ensuring that kerbside electric vehicle infrastructure maintains safe walking access, for example by ensuring there are no trailing cables as trip hazards.

The table below shows whether the measures in this policy area are **avoid**, **shift**, or **improve** measures, and how this policy area is expected to impact on the carbon reduction (see also section B.5 – Our approach).

Contribution to carbon emissions reduction objective	Category	Contribution
Measures to improve the accessibility of sustainable modes and their safety will play a fundamental role in achieving the mode shift away from car that is required to deliver rapid reduction in transport emissions in line with the Island's carbon commitments. Providing more attractive, reliable, and safer alternatives to the car that more directly serve people's travel needs will help to encourage the shift required. However, it is important that any infrastructure project take a lifecycle perspective to considering carbon emissions impacts. The embodied carbon in the materials and construction of infrastructure can be significant and take years to pay back through savings from mode shift.	Avoid	
	Shift	✓✓✓
	Improve	

Key:

✓✓✓ Strong contribution or alignment.
✓✓ Important supporting contribution or alignment.
✓ Neutral contribution or alignment.

D3 Policy area 2: Behaviour change

Significant changes are needed to achieve net zero carbon by 2040, in particular to our travel behaviour. While the Isle of Wight Council will introduce new policies to help people and goods travel more sustainably and efficiently, we can only achieve the ITP objectives if people change their travel habits as a result. We will need to maximise the benefits and use of physical measures by raising awareness and encouraging people to use them by explaining the benefits.

Using a car for our everyday trips has now become the default mode of transport which has developed over decades, and been supported by council's designing for cars, rather than people and places. Sometimes taking the car is the most convenient and cost-effective way to travel, but we don't tend to think about the time we spend sitting in traffic, or the negative impacts of car use on pollution, road danger, or use of public space. Collectively, we will need to change this behaviour.

Habitual behaviour is hard to change; however, where changes can be achieved, the magnitude of impact can be significant. Seatbelt wearing is an example of habitual behaviour changing over time, due to social marketing campaigns ahead of legislation being introduced.

Policy BC1 – Behaviour change

Through engagement with residents and businesses, we will understand barriers to walking, cycling, use of public transport and zero emission vehicles (ZEVs). We will use this knowledge to develop services, campaigns, and other activities (including requirements for developer travel plans) to support behaviour change.

What does this policy cover?

This policy will achieve the maximum benefit when delivered together with the other policies in this ITP.

For example, a promotional campaign to encourage more cycling will not achieve a significant shift from car use to cycling unless we also create a suitable network of safe cycling routes. But if we create a new network without making people aware of it and incentivising people to give it a try, we won't maximise the positive changes in behaviour it can bring.

Together with the other policies proposed, behaviour change campaigns and initiatives can maximise both existing and new opportunities. An ongoing programme of activities and campaigns to make residents and businesses aware of existing and new opportunities to change behaviour, how to do so, and the benefits, will be essential to making sure that enough people travel differently, at least some of the time.

The types of policies and measures we will take forward include:

- Personalised travel planning, marketing, and other behavioural change initiatives when delivering physical transport improvements and new major developments (covered in policy LUP2) to maximise the uptake of sustainable modes of travel.
- Encourage uptake in electric vehicles by improving the charging network and making it easier to charge at home; and support businesses to move to electric vehicles for deliveries.
- Develop and expand behaviour change initiatives for all (including residents and businesses) to encourage people to walk, cycle and use public transport and run promotion campaigns to inform, educate, reassure, and encourage people to use them. These could include:
  - cycling provision and education, such as Bikeability for children, and adults;
  - road safety campaigns focussed on speed reduction;
  - personal safety campaigns for public transport users, e.g. publicising reporting methods; and
  - gamification or reward measures such as BetterPoints app.

- Investigate proposals for mobility credits, where participants agree to scrap their older diesel vehicles to access credits over a set period to spend on appropriate shared and public transport options.
- Encourage measures which will allow people the option not to travel if they choose, including remote working, the rollout of superfast broadband, and promoting the use of home delivery services for grocery shopping.
- Continue to support public transport ticketing improvements and measures which could increase the affordability of public transport.
- Support travel planning in schools, for example using the Modeshift STARS accreditation and recognition scheme for schools, as well as other initiatives such as Living Streets' WoW, Sustrans bike it, scooter challenge, walk to school month, and clean air day campaigns etc.
- Seek cycle and scooter funding for schools enabling those schools wanting to promote cycling and scooting but hindered by the lack of on-site facilities.

The table below shows whether the measures in this policy are **avoid**, **shift**, or **improve** measures, and how this policy area is expected to impact on the carbon reduction (see also section B.5 – our approach).

Contribution to carbon emissions reduction objective	Category	Contribution
Behaviour change will be fundamental to achieving significant carbon emission reductions. The measures required to reduce emissions in each of the Avoid, Shift, and Improve categories require behaviour change: for instance, choosing to work from home, shop more locally, travel by bus instead of car, drive more efficiently or use an electric car. Measures to encourage and support behaviour change will be important to achieving the scale and pace of change required.	Avoid	✓ ✓ ✓
	Shift	✓ ✓ ✓
	Improve	✓ ✓

Key:

✓ ✓ ✓ Strong contribution or alignment.
✓ ✓ Important supporting contribution or alignment.
✓ Neutral contribution or alignment.

D4 Policy area 3: Infrastructure

This ITP has been prepared in parallel with the emerging Island planning strategy (IPS) which includes the Isle of Wight Council's spatial planning policies to encourage new development at locations that are or can be made sustainable. While our priority will be to take measures to widen travel choices across the Island, we recognise that some people will still want or need to use a car for some journeys, particularly for our ageing population and those living in our rural areas.

Achieving a smooth flow of traffic brings benefits to road users, through better journey time reliability and a more pleasant driving experience. Reducing congestion also helps businesses, improves road safety, and reduces emissions of carbon and other pollutants. However, with more people doing business online, freight demand has also increased in recent years.

The IPS has identified various local infrastructure schemes, ranging from new shared paths and junction improvements to more electric vehicle charging points that will be necessary to support the level of growth planned to 2040. This ITP, and future iterations will also identify new infrastructure necessary to help deliver ITP objectives. Any environmental impacts associated with these schemes will be minimised and mitigated. Our natural and historic environment is one of the key factors that makes the Isle of Wight so special for our residents and visitors: our beautiful coastline, our sailing heritage, historic sites, townscapes and landscapes, and a network of natural habitats in our countryside that are home to important wildlife.

We need to ensure that we strike a balance between the improvements necessary for a more accessible transport system and the preservation of our natural environment, specifically in our rural areas.

Policy I1 – Demand management for car-based travel

We consider greater traffic demand management to be essential in the urban areas of the Island, to achieve modal shift and improve sustainable travel. This can only currently be achieved efficiently and effectively through parking restrictions and charging applied to on-street, off-street and, potentially, workplace parking. We will work together with local town, community and parish councils to develop locally appropriate strategies and explore alternative measures.

What does this policy cover?

Travel by private car is inefficient in terms of use of space, and results in higher carbon, nitrogen oxides and particulate emissions, than travel by other modes (per passenger kilometre travelled). It also has higher adverse environmental and social impacts. However, travelling by car often has a lower cost per trip than public transport for those with access to one, and more convenient, especially in rural communities.

The other policies in the ITP are intended to make travel by alternatives to private car more attractive. But to meet our objectives it is likely we will also need to manage the demand to travel by car for some types of journeys compared to other modes to better reflect their wider impact on communities. To better reflect the costs of car use on society and public health, a considered range of measures will be introduced. These will help make public transport and active travel cheaper and more convenient than driving, and support those who can switch modes, to do so, with exceptions for blue badge holders.

The types of policies and measures we will take forward include:

- In line with policy T2 of the draft IPS, ensure all infrastructure is designed and built to national guidance and standards that prioritise sustainable transport, e.g. local transport note 1/20, manual for streets and any updates as they are available.
- Move forward with plans for pedestrian first zones to make our urban town centres better for walking.
- Install improved data capture technology such as cameras and sensors to better manage traffic demand on the road network.
- Review the allocation of space between transport modes and users within our built areas in line with the measures under the accessibility and safety policy area and our future movement and place framework, e.g. introduction of liveable neighbourhoods.
- Review, refresh and rebalance our parking strategy and parking delivery plan, supply, and pricing (including smart parking and Traffic Regulation Orders for single, double-yellow lines or loading/unloading time restrictions) across the Island - to make sustainable modes of travel comparably more attractive (the focus would be particularly around district centres where many people could walk, cycle, or take the bus instead).
- Evaluate the trial of the parking charges project for Newport High Street, and if results are supportive, seek to implement this on a permanent basis.

- Implement public realm improvements, which will build on the work conducted by the Ryde and Newport High Street heritage action zone (HSHAZ) projects, which aimed to improve the public realm and enable more walking and cycling over driving.
- Investigate introducing traffic calming and traffic removal schemes such as school streets.
- Engage with eco-levy (pay as you drive) developments to fund sustainable travel schemes across the Island.
- Develop an integrated command and control centre, combining data feeds and operators from Island Roads and public transport with emergency responders and media or social media outputs and alerts.
- Use parking charge revenue to support sustainable modes of travel.
- Seek funding to pilot new demand management tools and technologies.
- In line with policy T1 of the draft IPS, continue to work with major employers on workplace travel plan measures to increase sustainable transport use, including consideration of a of a workplace parking levy[1].
- Working with partners, consider piloting a localised road user charging scheme (these schemes can take many different forms, such as charging for using certain roads in peak hours, or introducing tolls at certain points on the road network). Road user charging schemes would have to be implemented with appropriate considerations for those that might be disproportionately impacted, such as those on lower incomes.

Policy I2 - Demand management for freight and logistics

We will support measures that decrease the use of certain goods vehicles and reduce the overall journey distances made by these vehicles.

What does this policy cover?

Heavy goods vehicles (HGVs) and vans have a significant impact on our communities, air quality, congestion and road maintenance costs. With the increase in online shopping

1 Charging businesses with 11 or more members of staff per parking space (with appropriate considerations for those that might disproportionately impacted, such as those on lower incomes).

and the fact that the Island does not have a permanent link with the mainland, freight journeys make a greater contribution to those costs and impacts, particularly at certain times of the day or at ferry terminals. These costs could be reduced by making the movement of freight more efficient, for example through freight planning/consolidation, use of alternatively fuelled vehicles, or use of environmentally friendly last mile solutions such as e-cargo bikes. Other measures could include lorry bans on certain roads, and greater controls over delivery times in busy areas such as town and local district centres.

We will encourage more freight vehicles to switch to low carbon fuels including supporting our ferry companies in modifying their fleet.

The types of policies and measures we will take forward include:

- Support the establishment of macro and micro freight-consolidation at key locations such as ferry terminals and district centres for local businesses and deliveries to the public (this could also include locker drop-off points at mobility hubs for e-cargo bikes).
- Engage with eco-levy (pay as you drive) developments to fund sustainable travel schemes across the Island.
- Review and expand drone trials (FTZ) for first responder verification of incidents, critical infrastructure inspections, and blood deliveries.

Policy I3 - Protecting the built and natural environment

We will protect the built and natural environment of our Island by requiring reduced carbon footprints and net gain in biodiversity for all new transport infrastructure schemes and look for opportunities to deliver environmental enhancements through new or upgraded infrastructure schemes (e.g. Sustainable urban drainage systems, public realm improvements, etc), and routine maintenance.

In accordance with our UNESCO Biosphere Reserve status, infrastructure will be delivered in a manner which appropriately balances economic, social, and environmental impacts with its local context. Visual impact will be a key consideration in this, particularly in rural settings, where important environmental designations such as areas of outstanding natural beauty are seen as key to local ecology, wellbeing, and the visitor economy. A project design and implementation checklist has been created to support all projects and has most significant relevance to this policy. It is included as appendix 1.

What does this policy cover?

The quality of the Island's natural and historic environment is key to its desirability as a place to live and visit and crucial to its economic success. Access to green space is important for our physical and mental well-being and the Isle of Wight has numerous public rights of way (PRoW) spread across the Island. Several footpaths span across the coastline, while other footpaths and bridleways route through the more rural areas as well as link the towns on the Island.

Just over half of the Island is a designated national landscape (formerly known as areas of outstanding natural beauty), the island has UNESCO Biosphere Reserve status and there are numerous historic parks and gardens, listed buildings and scheduled monuments scattered across the Island. Continued reliance solely on new infrastructure will have an adverse impact on the natural and historic environment.

Noise from traffic can result in a deterioration of the quality of life for residents and impact human health but can also affect the peace enjoyed by tourists and wildlife alike in the countryside. In 2014, there were 29 noise important areas on the island (mainly around Newport) for which the Isle of Wight Council has a responsibility to examine and form a plan to address noise impacts.

While there are no air quality management areas (AQMAs) at the moment, it is a key aim of this ITP to improve air quality and to help ensure that no AQMA needs to be declared on the Island in the future.

The types of measure that would be included for this policy will be proportionate to the scale of the scheme. The measures that would be implemented are often mitigation or enhancements to a proposed scheme, rather than standalone measures. They can be complex and very detailed, depending on specialist resources and input and review from statutory stakeholders such as Natural England and Historic England. Due to the complexities, an impact checklist has been created (see Appendix 1) to support project managers of future schemes to take appropriate considerations to avoid negative environmental impacts and seek to provide a net gain. Areas of consideration include:

- carbon;
- biodiversity;
- planting;
- if relevant, impacts on designated sites, e.g. Special protection areas (SPAs), special areas of conservation (SAC) and sites of special scientific interest (SSSI), local nature reserves with assessment via appropriate legally required processes such as habitat regulations assessments and environmental impact assessments, and integration of the results:
- Water – flooding and pollution.
- Other types of pollution.

- Increasing resilience to climate change.
- Visual impact and protection of heritage assets.
- People and communities.

Policy I4 – Supporting zero emission vehicles (ZEVs)

We will support rapid uptake of electric vehicles (and hydrogen vehicles where appropriate) to achieve our net zero carbon aim by 2040 across the Island.

What does this policy cover?

Zero emission vehicles (ZEVs), including battery electric and fuel cell (hydrogen) electric, are essential to removing carbon emissions from transport. Such vehicles include cars, vans, buses, taxis, and HGVs. The government is leading on the uptake of ZEVs at a national level, through policies including a ban on new petrol, diesel car sales by 2030. More recently, government has changed building regulations to include a requirement for EV charging points for new residential and commercial developments, which supports policy T5 of the draft IPS.

Car travel will most likely remain the main mode of transport for many of our more rural communities. Therefore an extensive effort, between ourselves and our stakeholders, is needed, in co-operation with the government, to decarbonise road vehicles as quickly as possible. We will encourage the wider availability of electric charging facilities and alternative fuels within our car parks, and car sharing options in all our communities and the roll out of national policies to achieve a mass transition to cleaner vehicles by 2035.

At a local level, electric vehicle usage is on the rise, but public charging infrastructure is limited; there are 16 charging points in place, with a further 60 planned in the next 18 months. This policy area will look to accelerate uptake by providing public charging points, ensuring they are delivered in new developments, and encouraging the private sector to do likewise, providing ZEV car clubs, ensuring our own fleets are zero emission, and by awareness raising.

In September 2023, the council approved an electric vehicle charging infrastructure (EVCI) strategy, which sets out a clear pathway for the development of the public charging network over the short and medium term. The EVCI seeks to increase the number of charging point sockets already installed on council land from 66 to 206. However, the local electric vehicle infrastructure (LEVI) project, funded by the DfT, has expanded this target to around 500 charge points across the Island. Further information is available in appendix 6.

The cost of car ownership means people are less likely to take public transport when they already have a car of their own. Car clubs can help households reduce the number of cars they own, by providing a reasonable alternative which can be used on a pay-as-you-go basis. Electric car clubs are more sustainable, while paying per trip puts public transport on a more competitive footing.

At times, our sunny Island generates more solar energy that we can export due to electricity network constraints. There could be opportunities to explore energy storage networks which could provide cheaper and more sustainable fuel for certain uses on the island.

The types of policies and measures we will take forward include:

- Rapid expansion of electric car clubs in both urban and rural areas to reduce the need to own a car, or to reduce from one to two cars per household.
- Deliver the measures in the EVCI strategy which will include measures such as extensive increase in charging points, demand-led implementation, contactless payment, and suitable charging infrastructure for disabled drivers.
- Planning and enabling charging and fuelling infrastructure across the Island including rural areas.
- Provide charging points in public car parks for people who do not have off-road parking.
- Accelerating the uptake of ZEV among council and wider fleets, public transport, and ferry operators.
- Exploring opportunities for energy storage and use of the land dedicated to transport to generate energy.

Policy I5 - Asset management and climate change network resilience

Together with Island Roads, we will manage the operation and maintenance of the Island's highway network in a way which fully supports delivery of the ITP objectives and policies and adapts to a changing climate.

What does this policy cover?

Our approach to climate change resilience will be twofold. Firstly, we will reduce emissions from transport to play our part in reducing potential future impacts of climate change; and secondly, we will ensure existing any new infrastructure can withstand the impacts, such as severe weather events.

Reducing congestion helps residents and businesses, improves road safety, and reduces emissions of carbon and other pollutants. Measures such as better traffic management, better road design, use and enforcement of speed limits, real-time traffic monitoring and signage will, in combination, allow us to relieve bottlenecks and operate a more efficient road network, as will better planning and delivery of roadworks and network maintenance.

In the past, a **predict and provide** approach has been taken to designing roads. This involved creating additional highway capacity to cater for predicted traffic growth from new developments and increased car ownership. Inevitably, this generated additional demand and eroded the expected reduction in congestion.

A predict and provide approach does not support the vision of this ITP. Instead we are moving towards a **decide and provide** approach where development is concentrated in sustainable locations and infrastructure for public transport, walking and cycling is prioritised. Only where necessary will consideration be given to providing additional road capacity; i.e. where there is a very strong business case[2], and where the movement and place framework can be met.

The council secured funding from the government to improve infrastructure in Newport, and by implementing such improvements at the former St Marys Roundabout, has unlocked development potential. This, along with other sources of funding secured by the council, has been put towards delivering some of the improvements identified within and around Newport.

By taking such action, the council is proactively delivering up-front improvements to the strategic infrastructure network, enabling the timely delivery of homes and development. Ensuring that non-car travel options are appropriately planned within infrastructure designs will help to manage increases in car use from new sites.

At a local level, our highway design guidance is out of date compared with the latest thinking, including national guidance, and tends to plan more for cars than for people and places, and the environment. This ITP, and the emerging IPS (Policy T1) seek a different approach to transport planning and so we will review our local design guides and Supplementary Planning Documents (SPDs) to ensure these reflect this new approach.

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2 A DfT Green Book compliant business case would be required.

Transport infrastructure and services are also at risk of disruption during severe weather events, which are becoming more common. Areas at risk of flooding, as designated by the Environment Agency, and recognised by Southern Water are predominantly along the Island's coastline and adjacent to the river network. Links to the mainland are regularly affected by weather events and we need to ensure that these links are more resilient to climate change to protect our economy and maintain access to key mainland services such as health and emergency services; the same applies to the wider public transport network.

The Island experienced an increase in flooding incidents in 2023, along with a number of landslips, notably the Bonchurch landslide in Ventnor. Therefore, the ITP will include measures to reduce the likelihood and impact of these events, such as Sustainable Urban Drainage Systems (SUDS) and other flood alleviation schemes, as well as working with the Environment Agency on coastal erosion protection schemes and working to enact measures set out in the Isle of Wight Shoreline Management Plan.

The types of policies and measures we will take forward include:

- Continue to work with Island Roads to deliver ongoing network maintenance to ensure that we:
  - maintain a safe, sustainable, and suitable transport network for all;
  - make good use of data, for example traffic information, asset management, and resident feedback, to help us manage the network well;
  - deliver **Healthy Streets** improvements alongside maintenance schemes to maximise benefits and reduce disruption on the network, e.g. introducing continuous pavements and tightening junctions (reducing the turning space at junctions to slow motor vehicles) when resurfacing footways;
  - implement a **safe design** approach to road safety;

- Ensure Isle of Wight Council public rights of way and Island Roads have sufficient vegetation maintenance programmes, to ensure users can use all the width available on pavements and rights of way.

- Support the island planning strategy's developer contributions policies (INF1, T2 and G3) towards limited and targeted capacity improvements at specific junctions in the Newport, Ryde, and The Bay areas.

- Futureproof our infrastructure for new technology, including supporting WightFibre for the delivery of the island digital strategy.

- Increase the resilience of the transport network to a changing climate, which will include:
  - working with partners to build resilience to flooding, including measures such as introducing green and blue infrastructure and natural flood management;
  - avoiding sites in areas of known flood risk where possible;
  - ensuring appropriate compensatory measures are implemented when there is no other option to avoid land take from areas of flood plain;

- building in capacity to withstand extremes of temperature, with adequate heating or cooling systems on vehicles and in stations;
- introducing new planting to help ameliorate the impacts of climate change, for instance by providing shade or acting as wind breaks;
- consideration of soft and permeable surfaces where relevant to reduce flood risk from hard surfacing;
- including sustainable urban drainage solutions in new infrastructure to reduce impacts off water run-off;
- improving real time information to help passengers plan public transport journeys during disruptive weather;
- supporting cross-Solent transport providers to explore options to improve resilience to severe weather events;
- work with partners to pilot innovative solutions to enable the adoption of improved management practices.

The table below shows whether the measures in this policy area are **avoid**, **shift**, or **improve** measures, and how this policy area is expected to impact on the carbon reduction (see also section B.5 – Our approach).

Contribution to carbon emissions reduction objective	Category	Contribution
Measures to make public and active travel cheaper and more convenient than using the car and raising awareness of the wider impacts to society and public health of car use, will play an important role in achieving the scale and pace of mode shift required to achieve rapid emissions reductions. While improvements in sustainable travel options are important in achieving the change, long term experience shows that they are not enough to achieve significant change without the push given by demand management. Some trips may also be avoided by encouraging people to take an online or more local alternative. Logistics hubs will help to avoid travel (through coordination) and improve emissions by supporting a shift to ZEV. Electric vehicle (EV) charging infrastructure will also play an important role in encouraging EV uptake, as will the expansion of EV car clubs which will encourage efficient use of relatively few EVs to replace the petrol/diesel trips by several drivers. The shift to car club use from private ownership will also help to contribute to avoiding and shifting travel by putting car costs on a per trip basis, more equivalent to public transport, helping to reduce the bias to car.	Avoid	✓ ✓
	Shift	✓ ✓ ✓
	Improve	✓ ✓ ✓

Key:

✓ ✓ ✓ Strong contribution or alignment.
✓ ✓ Important supporting contribution or alignment.
✓ Neutral contribution or alignment.

D5 Policy area 4: Land use planning

Reducing the need to travel is the most effective way to lower transport emissions and congestion. Reducing car traffic, the biggest source of transport emissions, can be achieved by locating jobs, homes, and services closer together when planning new developments, and making towns and villages more walkable, cyclable and accessible by public transport. The ITP will ensure consistency with the emerging land use planning policies set out in the **draft island planning strategy** (IPS) for new developments. However, it is also necessary to support our existing local communities and economy, by making sure we design and improve the infrastructure and services within our towns, villages, and rural communities so that residents and visitors alike can enjoy and access the services and facilities we already have across the Island.

Policy LUP1 – Planning for people and places

We will ensure that the design and location of new development improves local neighbourhoods, towns and villages through support for sustainable transport, by providing attractive environments for people, and increasing opportunities to live and work locally.

What does this policy cover?

The traditional approach of planning for vehicles by providing extensive highway capacity enhancements for cars, is not sustainable in the longer term. Instead, we are moving towards planning for places and people.

Where opportunities arise, for example, through funding bids or local developments, we will look to redesign existing neighbourhoods and apply this design philosophy to new developments. This will help us provide attractive local public spaces, and more local community, educational and other facilities. In turn, this will contribute to making our urban areas, existing villages and rural communities places that people can use and enjoy without needing to use their cars. These areas are often called liveable neighbourhoods, as they can help people to meet most of their needs locally, within a liveable walk from home, with safe cycling and local transport options. This leads to less motor vehicle traffic overall and makes travel by non-car modes a more attractive, as well as healthy, option.

The provision of more local services can help to reinvigorate local communities and achieve health benefits and this approach should be supported with significant improvements to infrastructure and services for active, public and shared transport. To help embed this principle across council strategy, draft policies C1 (high quality design for new development) and T1 (supporting sustainable transport) of the IPS include specific

reference to the design of new developments incorporating liveable neighbourhood principles wherever possible.

Streets in our towns such as Newport, Ryde, Sandown, Shanklin and Freshwater are not only for private cars, they are for people; people spending time in our town centres, people walking, people cycling, people driving delivery vehicles and taxis, as well as public transport users. They are also a catalyst for connecting communities and providing access to essential services and social amenities and enable our communities and businesses to thrive.

We will adopt two approaches to achieve our ITP objectives:

- Adopt a **movement and place framework**. This is a tool used by councils and transport professionals to identify which roads serve what purpose, recognising that some streets are more about the movement function and others about the place function and that streets themselves act as places and serve multiple functions.
- Adopt a **Healthy Streets** approach. This is a people-centred framework for considering public health in transport, public realm, and planning.

Although water transport is provided to cross to the mainland, and from West to East Cowes, there are no other water services on the Island. Provided they are fuelled sustainably, river crossings and water taxis could also be considered to reduce the need to make longer trips by car.

The types of policies and measures we will take forward include:

- Establish liveable neighbourhoods in both urban and rural areas, e.g. by providing better walking and cycling routes in urban areas where traffic is higher, and supporting more services in rural areas to avoid the need to travel further.
- Create or reallocate road space to create better walking and cycling environments and faster routes for buses, and enable local communities to deliver community-led improvements where there is funding to do so.
- Develop an Island movement and place framework to manage the transport network in accordance with its function in different locations, i.e. to inform decisions on what type of measures are needed where, for example, to establish where 20mph zones or Liveable Neighbourhoods could be implemented, and green infrastructure or planting options for different environments.
- Use a Healthy Streets approach to measure, plan, and design attractive, comfortable, safe, and inclusive networks where everyone feels welcome, regardless of ability, confidence, age, and disability.
- support other parts of the council to revitalise town centres, neighbourhood centres and local villages; this will follow the heritage action zones, East Cowes transport infrastructure project, and the Medina Valley proposals.

- Promote and protect our public rights of way to encourage more walking and cycling in the short term, and an even bigger increase as routes are enhanced and more connections made in the medium to long term.
- Investigate opportunities for more water-based transport, e.g. river crossings and water taxis or buses between communities.

Policy LUP2 – New developments

We will work with developers and promoters of new development(s) to:

a) ensure that new developments will have good sustainable travel options in accordance with the movement and place framework by prioritising people walking and cycling, and public transport users and zero emission delivery vehicles, in accordance with the specific function of different types of location. This will give people real options for each trip.

b) ensure that financial contributions from developers are used to mitigate the impacts of any additional motor vehicle traffic on existing networks, and improve walking, cycling and public transport networks and opportunities.

What does this policy cover?

We will update our design standards for the design of transport infrastructure serving new developments to reflect the objectives of the ITP as well as those of the island planning strategy.

We will develop a movement and place framework, which will define our road hierarchy on our existing network and in new developments. It will also set out how we envisage our Island to look for each level, be it rural roads, residential areas or car-free urban areas while maintaining an acceptable level of safety for all users. Urban areas, such as Newport and Ryde, offer great potential for improving our public spaces and curbing growth in short car trips.

Prioritising place over movement could be achieved through reuse of existing car parks – using some for new car-free housing developments, which could fund major public realm improvements and reduce the need for smaller developments in more rural areas which would create new car trips. Car parking (with exceptions for blue badge holders) could be moved further from the town centres with connections into town using public transport, walking, and cycling away from town centres.

The size of a typical development on the Island means that the costs of improving the surrounding transport networks, such as better footway connections to local services or new and more frequent bus services can rarely be delivered by each individual development.

The emerging island planning strategy includes policy G3 which outlines the ability to collect developer contributions towards off-site improvements to the sustainable transport networks across the Island. In addition, policy T5 of the draft IPS requires supportive infrastructure for electric vehicle charging.

We will need to prepare updated guidance and design standards if we are to provide people with safe, efficient, and affordable connections to local services and for longer journeys. A requirement for all major developments to submit a travel plan as part of their planning submission is also included in Draft IPS policy T1.

The types of policies and measures we will take forward include:

- Coordinating with the island planning strategy's policy C15, develop sustainable transport masterplans for Ryde and Newport and other areas, so that IPS policies that allow collection of contributions towards improved public realm and infrastructure for walking, cycling and public transport can be directed to identified improvements. Contributions could come from schemes such as enabling housing development in some town centre car parks and other brownfield sites, which could also support the development of more appropriate parking outside the centres.
- Revise the council's highway design standards as part of the movement and place framework to ensure access arrangements are safe, suitable for all people, and built to an adequate standard.
- Review and update transport assessment guidance for developers so that new developments move away from assuming a **predict and provide** approach when estimating how much space is needed for cars, to a **decide and provide** approach where development is concentrated in sustainable locations and infrastructure for public transport, walking and cycling is prioritised.
- Continue to require transport assessments or statements for developments according to the requirements of the council's guidelines for parking provision as part of new developments supplementary planning document (SPD).
- Update the guidelines for parking provision as part of new developments SPD as appropriate to align with the ITP policies and movement and place framework.

- Support planning applications that enable residents to make greater use of local services and facilities, to create stronger communities; from choosing suitable site locations, to providing infrastructure improvements, and delivering travel plans or contributing to wider Island travel plan measures.
- For developments that financially contribute towards sustainable travel measures and schemes in line with emerging policies G3, T1, and T2 of the island planning strategy, use the movement and place framework to inform what contributions are spent on.
- Support planning applications that include significant elements of green infrastructure and native planting.
- In line with any updated SPD, continue to ensure that parking provision in new developments provides facilities for electric charging of vehicles, as well as shared mobility solutions such as car clubs, and thought should be given to autonomous vehicles in the future; cycle parking should be accessible to all and installed with an expectation that more people will cycle in future.
- Support car-free developments in appropriate urban areas such as Newport town centre.
- Consider adoption of access roads and internal road layouts where they comply with the appropriate adoption requirements and will offer demonstrable utility to the wider public. Where internal roads are not adopted the council will expect suitable private management arrangements to be in place and will seek to secure these through the appropriate planning and legal mechanism.
- Engage with developers over the content of travel plans submitted in support of major development proposals to ensure sustainable transport objectives are included over the life of a development and monitor the implementation and success of these objectives post-completion.

The table below shows whether the measures in this policy area are **avoid**, **shift**, or **improve** measures, and how this policy area is expected to impact on the carbon reduction (see also section B.5 – Our approach).

Contribution to carbon emissions reduction objective	Category	Contribution
Land use planning will have an important role to play in reducing transport emissions, particularly in the medium to long term as new developments account for a larger share of buildings. Place-based planning will provide residents with access to more opportunities and activities locally, supporting reduced trip lengths and combined trips, avoiding the need for travel. Improved planning standards and place-based planning will also mean that a higher proportion of trips made can be made by sustainable modes, encouraging mode shift. Planning measures to encourage electric vehicle car club use and more efficient use of the transport network also have the potential to contribute to improving emissions rates.	Avoid	✓✓✓
	Shift	✓✓
	Improve	✓

Key:

✓✓✓ Strong contribution or alignment.
✓✓ Important supporting contribution or alignment.
✓ Neutral contribution or alignment.

D6 Policy area 5: Sustainable tourism

The Council is promoting the Island as a leading UK visitor destination across a wide range of types and quality of accommodation, attractions, and facilities. It has identified several tourism opportunity areas, which because they are largely in rural areas, are poorly accessed by sustainable means of travel.

Policy ST1 – Sustainable tourism

We will support and raise awareness of sustainable visitor travel choices both on and to or from the Island and work in partnership with Visit Isle of Wight to promote them.

What does this policy cover?

Tourism is one of the largest parts of our Island's economy but contributes to similar levels of carbon emissions across the Island as transport.

All visitors currently access the Island via our ferry services and, despite there being three routes for foot passengers, most visitors bring a car (some with caravans) or a mobile home, particularly for stays longer than day trips. With over two million visitors a year, and just over 140,000 residents, the impact of tourism on our carbon emissions is disproportionate to the size of our Island and is difficult to mitigate.

The Island offers a wide variety of annual events, shows, festivals and carnivals that attract visitors and for some, actively promote the use of motorised vehicles albeit for a short period of time. Ryde provides links with rail services from Portsmouth Harbour station and Yarmouth is also connected by rail to the mainland at Lymington station, but rail services on the Island are limited. Our bus operators currently provide dedicated coastal and summer services linking all major attractions across the Island. Information provided to visitors (for example through Visit Isle of Wight) already promotes car-free visits, but more could be done to support the use of walking, cycling, and taking public transport whether to access the Island or visit the areas within.

Our recent designation as a UNESCO Biosphere Reserve recognises the diversity of our landscapes and the "extraordinary efforts made by local stakeholders to preserve and enhance the unique environment of the whole of the Isle of Wight and its local seas." This is both fantastic recognition for our island, and an amazing opportunity to further grow our tourist economy through eco-tourism, for example to experience our dark skies and come to our Mardi Gras festival, which had a global biosphere theme in 2021 and further promote and improve cycle tourism.

The types of policies and measures we will take forward include:

- Integration of ticketing options, potentially through the development of the MaaS (mobility as a service) framework as set out in policy T1 - digital connectivity. tourism awareness campaigns and ticketing options for transport services, including:
  - cooperation with neighbouring authorities and public transport providers (rail or coach) to make it easier for visitors to travel without a car to the Island;
  - information booklets outlining key visitor destinations and how to access them using modes other than the private car;
  - making electric vehicle car clubs and hire available so that visitors know they can access a car if they need one, and leave theirs at home;
  - marketing and improvement of cycle routes to promote cycle tourism offer;
  - raise awareness of the location of EV charge points for those who do visit by car.

- Enhanced marketing of scenic public transport routes and public rights of way, positioning them as part of the visitor experience.

- Work with Visit Isle of Wight to develop and promote a ticketing service for tourism, combining travel and events and attractions.
- Work closely with Visit Isle of Wight and other tourism organisations and providers, transport operators and visitor attractions to manage the movement of visitors and actively promote the Island as a sustainable tourism destination.

Policy ST2 – Sustainable tourism infrastructure

We will promote and invest in sustainable visitor corridors and support the development of tourist attractions in sustainable locations.

As well as encouraging sustainable tourism and promoting access to existing visitor attractions through walking, cycling and public transport, we want to make sure visitors' journeys are easier, and part of the fun when spending time on the island. Improvements in services and infrastructure will be required to do this, along with a plan for future tourist attractions, ensuring they are accessible from the start, through the planning application process.

The types of policies and measures we will take forward include:

- Investigate charges for tourists, to proportionately contribute towards improved sustainable travel options for visitors and residents (following the recent example in Venice).
- Creation of onward mobility hubs and support the delivery of high-quality interchange facilities at terminals and in local and district centres.
- Expand provision of e-bike, bike, and e-scooters at strategic locations on the Island, and appropriate promotion.
- Through engagement and collaboration, encourage our ferry operators to modify their fleets to use low-emission fuels and technology including hydrogen fuel cell trials and hybrid fuels; work with existing tourist attractions, most of which are in The Bay and Ryde areas, to encourage sustainable travel choices for visitors, this may be through supporting additional infrastructure; and for new attractions, consider developing a supplementary planning document to require good sustainable transport options as part of the planning application process.

The table below shows whether the measures in this policy area are **avoid**, **shift**, or **improve** measures, and how this policy area is expected to impact on the carbon reduction (see also section B.5 – Our approach).

Contribution to carbon emissions reduction objective	Category	Contribution
Given the scale of tourism on the Island, measures to actively improve sustainable options for tourist travel and promote their use will make an important contribution to achieving large scale mode shift.	Avoid	
	Shift	✓✓✓
	Improve	✓✓

Key:

✓✓✓ Strong contribution or alignment.
✓✓ Important supporting contribution or alignment.
✓ Neutral contribution or alignment.

D7 Policy area 6: Technology

Reducing the amount of travel is the most effective way to reduce transport emissions. Clever use of technology to allow working, shopping, and access to some services from home can help towards this. This approach assumes a complete change in our approach in planning development and service delivery (for example health and library services).

Policy T1 – Digital connectivity

We will support and promote equitable access to fast and high-quality internet connections (called digital connectivity) especially in rural areas, where the infrastructure provided by the private sector may be delivered more slowly, and support online and community services being made available online as well as in person.

We will use technology to make better use of existing data, and collect more where needed, to understand travel choices and support traffic demand management and to engage on our future proposals.

What does this policy cover?

More data on travel habits are available now than ever before but not all data, e.g. mobile phone, and activity tracker data, are accessible to local authorities.

Data can help us to better understand existing problems such as congestion hotspots, plan for potential future use of active travel routes, and monitor and evaluate the success of current and future schemes.

Technology, such as digital mapping platforms, can also make it easier for people to engage with our plans and share their views and local experience so we can hear from more people, whether they have five minutes to feedback while they have a cup of tea, or more time to review longer documents in detail.

Reliable, high-performance internet connections or digital connectivity (such as fibre broadband and comprehensive 5G coverage) improves access to education, training, and employment opportunities as well as access to online community services and travel information and ticketing. Digital connectivity can help to provide equal access to opportunities and resources for people who might otherwise be excluded or find it harder to reach them, as well as reduce the need to travel.

Making it easy to plan, book and pay for journeys is an important part of this, and the ongoing development of high-quality mobility as a service (MaaS) technology (such as the Breeze app for smartphones), which simplifies this process, will be critical to making this happen.

The types of policies and measures we will take forward include:

- Support the delivery of the Island's digital strategy, particularly the extensive rollout of fibre broadband (Gigabit Island project from WightFibre) and 5G mobile coverage across the Island by coordinating with the providers to minimise the impact on our networks and natural environment.
- Support the ongoing development of the existing mobility-as-a-service (MaaS) Breeze app, including the integration of bus services, cross-Solent ferry services, and rail (Ryde to Sandown) along with the trialled e-scooters, bike and e-bike hire, and taxi into a single e-ticket and journey planning and account management app. Improved journey planning data will help people adapt their travel during severe weather events.
- Improve digital engagement to hear peoples' views and learn more about their travel habits to better support the development and management of the transport network.
- Incorporate digital technology, such as real-time-information and app-based micro-mobility hire, into transport infrastructure projects and improve e-ticketing options.
- Support the development of sustainable fuel storage systems including solar and hydrogen in partnership with external organisations.

- Encourage businesses to support staff to work from home, through workplace travel plans and other travel planning initiatives, while encouraging remaining trips to the workplace to use public transport to ensure user numbers are high enough to retain existing services.

The table below shows whether the measures in this policy area are **avoid**, **shift**, or **improve** measures, and how this policy area is expected to impact on the carbon reduction (see also section B.5 – Our approach).

Contribution to carbon emissions reduction objective	Category	Contribution
Availability of high quality, reliable digital connections to homes and businesses is a fundamental requirement of avoiding travel by ensuring that people can successfully use an online alternative instead. Workplace travel plans will help to reinforce this change for commuting and business travel. Digital connectivity will also support improved information and coordination, including a MaaS framework, which will help to make sustainable modes more attractive, further encouraging mode shift. The MaaS framework also has the potential to encourage car club use. This would help the roll out of EV use, contributing to the **improve** category of emissions reduction.	Avoid	✓✓✓
	Shift	✓✓
	Improve	✓

Key:

✓✓✓ Strong contribution or alignment.
✓✓ Important supporting contribution or alignment.
✓ Neutral contribution or alignment.

E Ensuring sustainability

In 1987, the United Nations Brundtland Commission defined sustainability as **"meeting the needs of the present without compromising the ability of future generations to meet their own needs."**

Sustainability will be considered at every stage of delivering this ITP. With some of the measures, it's easy to see how they will improve sustainability, but with others, impacts may be less obvious, or there could even be negative impacts, without careful management. For example, a new protected cycle lane will get more people cycling and reduce car journeys, but its delivery may require new concrete and removal of existing trees; the impacts of which would need to be mitigated.

We will ensure that during consideration and implementation of all policy areas, and throughout our design, construction, operation, and maintenance processes, we understand and take account of the potential impacts and, wherever possible, specify designs to avoid or mitigate them, or take opportunities to enhance them where appropriate.

Our policies aim to improve health and wellbeing through making it easier to make short trips by walking and cycling. The measures will help children and adults to enjoy more independent, physically active lifestyles, improving air quality, and connecting people to friends and family and employment, education, services, and social and leisure activities.

Our ITP policies also strongly support a move towards a reduction in carbon impacts, and have considered net environmental gains, and improving resilience to the changing climate.

Assessments

Consideration of how we can protect and enhance the environment, as well as protecting the health and wellbeing of our communities, will be a fundamental element of the implementation of the policies set out in this ITP. This will be for all stages of the project lifecycle, from inception to decommissioning.

As such, different levels of sustainability assessment of proposals will be needed depending on each policy or proposal. This will ensure that positive impacts are made, wherever possible; and negative impacts mitigated as far as they can be. These assessments, guided by the HM Treasury green book and DfT Transport appraisal guidance (or equivalents at the time) may include:

- Health impact assessment (HIA)
- Equalities impact assessment (EqIA)
- Habitats regulation assessment (HRA)
- Environmental impact assessment (EIA)

HIAs and EqIAs in particular, will help to deliver equitable access to the transport network for all and make sure that everyone, including those who may be vulnerable or disadvantaged, feels safe and confident to use our transport network. This will help the ITP to ensure fair and equitable access to services, facilities, and amenities for all and will be a key consideration on all relevant schemes.

We will proactively consider health and equalities issues from the earliest stage in designing and specifying our ITP measures. For example, HIAs and EqIAs would be likely to consider issues such as severance to key services and community facilities and safety, with a particular focus on ensuring that those most vulnerable or disadvantaged can access opportunities that would otherwise be closed to them. We will also follow the principles of **safe and secure by design** to ensure a safe and inclusive transport network and safety will be a fundamental consideration in the design and delivery of all new transport interventions.

Managing impacts and aiming for positive net gain

We will work closely with partners so that each scheme we bring forward will take every opportunity to protect and enhance the environment. We will aim for the schemes to have an overall benefit to biodiversity and the wider environment, with mitigation measures going over and above what would be needed to balance out the pros and cons of the scheme; this is called a **positive net gain**. The Environment Act (2021) requires a minimum net biodiversity gain of 10 per cent - policy EV2 of the emerging IPS also seeks a minimum 10 per cent increase.

We aim to protect and improve areas of nature conservation and biodiversity including those designated at an international level and areas of ecological importance such as ancient woodlands. We will seek every opportunity to plant native species and species beneficial to biodiversity, such as pollinators and will pursue opportunities to protect and improve the nature recovery network where we can. Where measures may affect areas designated for nature conservation or geodiversity, we will assess any potential direct or indirect impacts and mitigate and/or compensate for these, working with bodies like

Natural England and in line with existing best practice and relevant legislation. This will include undertaking habitats regulation assessment where required.

We will maximise opportunities to reduce noise and light pollution and include features in our schemes to reduce or absorb particulate matter, nitrogen dioxide and other pollutants. We will encourage the use of low emission vehicles and sustainable modes of transport, reduce waste and resource use by moving towards a circular economy, and build in resilience to climate change.

Some of our policies requiring new or improved infrastructure, which may increase hard surfacing. Therefore, we will take full account of the impact that these types of schemes can have on water quality, water run-off, flooding, soils, contamination, and waste, and will aim wherever possible to maximise the potential for improvements, for example, through inclusion of sustainable urban drainage systems, and natural flood management, as well as the reuse of materials.

F Delivering and monitoring the plan

F1 The route map

This ITP describes how we aim to achieve our objectives. Our ability to achieve these objectives, particularly our carbon goals, depends on how intensively and rapidly the policies we describe can be delivered. Pace of delivery is important: we must deliver quickly, and boldly, or we will miss the opportunity to reduce our carbon emissions in time to meet our existing climate emergency commitment. This means we need to build on, and greatly accelerate, current delivery.

Table 2 is a **route map** which provides broad timescales for delivering measures under each of our six policy areas and our 15 policies. Some examples of our existing key policies and plans are also shown. The route map does not provide more detail because many of the measures are subject to funding. We will develop a more detailed implementation plan every year based on current policy, funding, and resources, which will describe the policies and schemes which we intend to deliver that year.

The ITP route map is summarised in figure 12, and shown in full detail in table 2. It describes whether measures will be delivered in the short, medium, or long-term. It takes account of the scale of change needed to achieve the ITP objectives, particularly the rapid reduction in carbon from our transport system. To achieve the ITP objectives and the scale of carbon reduction required in the 2020s, it is imperative that the measures which most support achieving this scale of change are not delivered too late. To successfully do this, significant increases in funding, staff resources, and support from partners will be required.

Figure 12 Summary of route map

Short term (to 2030)

A focus on measures which will reduce carbon emissions, accelerating measures which: **avoid** the need to travel, allow a **shift** to lower carbon forms of travel, or **improve** the efficiency of our transort systems. For example, this means greater investment in measures which encourage walking and cycling; improving public transport and rebuilding trust in it post-COVID; and encouraging more people to use electric vehicles. Planning for and investigating the longer term measures will start now too.

Medium term (to 2035)

A focus on making carbon-neutral travel the norm; investing in strengthening places and communities; delivering measures that will most effectively reduce transport carbon emissions for the Island; and using technology to help reduce travel and shift the remaining journeys to lower carbon forms of travel. By 2030, we will need to have switched from traffic growth to traffic reduction.

Long term (post 2035)

The creation of people-focused places which are accessible and encourage travel by low-emission modes significantly reduces car dependency, helping to promote low-carbon travel behaviour. The impacts of the remaining vehicle journeys on the Island, which are largely ZEVs, are sustainably managed.

The route map in Table 2 shows (in yellow) which measures will be delivered in the short, medium, or long-term. Periods of planning and preparation for some of the longer-term or more challenging measures are shown in light blue.

It is clear from the route map just how much work is required, particularly in the next two to three years to make progress, while several measures will be ongoing throughout the entire ITP period.

Table 2 – ITP route map

Accessibility and safety			
Sub-policy	**Short** 2022 to 2030	**Medium** 2030 to 2035	**Long** 2035+
AS1 – Active travel and personal mobility	Traffic free routes; the rights of way improvement plan, LCWIPs, walking zones; West Wight greenway; promote walking and cycling for recreational enjoyment.		
	Secure cycle parking; e-scooter trial; e-bike share project; e-bike hire network; and e-cargo bikes.		
	Resilience of transport networks to a changing climate, e.g. resilient materials and shade; and shelter on key walking routes and bus stops.		
	Roll out of further LCWIPs		
	Development of an active travel strategy		

<table>
<tr><th colspan="4">Accessibility and safety</th></tr>
<tr><th>Sub-policy</th><th>Short
2022 to 2030</th><th>Medium
2030 to 2035</th><th>Long
2035+</th></tr>
<tr><td rowspan="5">AS2 – Public transport</td><td colspan="3">Bus infrastructure accessibility improvements; deliver BSIP measures; support investigations into improved rail accessibility and services; increase resilience of travel networks to a changing climate, e.g. real time information to help passengers plan their journeys during extreme weather events; simplify ticketing and fares; improve connections between Smallbrook Station and the surrounding community; support investigations into extension of existing rail connections based on existing business cases (Sandown to Newport and Shanklin to Ventnor).</td></tr>
<tr><td colspan="2">Bus network reviews, to find most appropriate and financially sustainable opportunities for rural communities.</td><td></td></tr>
<tr><td>Planning and preparation</td><td>Trial digital demand responsive transport (D-DRT).</td><td></td></tr>
<tr><td>Expand variable messaging sign (VMS) network; improve bus shelter provision.</td><td>Planning and preparation</td><td>Seek higher train frequencies; Transwight’s restoration of rail or light rail connections across the Island.</td></tr>
<tr><td>Develop proposals for mass rapid transit corridors or bus rapid transit corridors across the Island and connecting with cross-Solent ferry services</td><td></td><td></td></tr>
</table>

Accessibility and safety			
Sub-policy	**Short** 2022 to 2030	**Medium** 2030 to 2035	**Long** 2035+
AS3 – Cross-Solent travel	Supporting planning applications at ferry terminals.		
	Establish a working group with transport partners to focus on carbon reduction measures; encourage ferry operators to review pricing structure to favour active travel.		
	Planning and preparation	High-quality interchange facilities at terminals.	
	Review and expand drone trials.		
AS4 - Transport safety and security	Implementation and consultation on Island-wide speed limit review schemes.		
	Increase personal security – CCTV, staff presence, make the reporting process easier, build more trust – campaigns and community engagement.		
	Safe and secure by design and safe system approach; maintain our highway infrastructure well; work with partners to reduce the number of deaths, serious and slight injuries; road safety improvement programme.		

Behaviour change			
Sub-policy	**Short** 2022 to 2025	**Medium** 2025 to 2030	**Long** 2030 to 2035+
BC1 - Behaviour change	Personalised and school travel planning; promotion and engagement campaigns, e.g. walk to school month; gamification and reward measures; mobility credits; support for bike and scooter maintenance.		
	Active travel mapping and signs.		

Infrastructure			
Sub-policy	**Short** 2022 to 2025	**Medium** 2025 to 2030	**Long** 2030 to 2035+
I1 – Demand management for car-based travel	Consider road user charging; workplace and residential travel planning and workplace parking levy; review and re-balance parking supply and pricing; install improved technology such as cameras and sensors to better manage demand.		
	High quality infrastructure which meets national standards prioritising sustainable travel; review the allocation of space within built areas; use charging revenue to support sustainable modes of travel.		
	Ryde transport interchange improvements.		
	Planning and preparation	Ryde and Newport High Street heritage action zone (HSHAZ) projects; integrated command and control centre; engage with eco-levy (pay as you drive) developments to fund sustainable travel schemes; pedestrian first zones; parking charges project (Newport High Street).	
I2 – Demand management for freight and logistics	Consider traffic calming and removal schemes.		
	Planning and preparation	Macro and micro freight-consolidation at key locations.	

<table>
<tr><th colspan="4">Infrastructure</th></tr>
<tr><th>Sub-policy</th><th>Short
2022 to 2025</th><th>Medium
2025 to 2030</th><th>Long
2030 to 2035+</th></tr>
<tr><td rowspan="3">I3 – Protecting the built and natural environment</td><td>Seek funding to run pilot schemes to pioneer bio-receptive engineering; set up biosphere steering group.</td><td></td><td></td></tr>
<tr><td colspan="3">Encourage local material re-use and use of recycled materials where possible; investigate opportunities to deliver environmental enhancements.</td></tr>
<tr><td>Planning and preparation</td><td>Carbon impact assessments and offsetting targets for new infrastructure; new trees on local streets.</td><td></td></tr>
<tr><td rowspan="2">I4 - Supporting zero emissions vehicles (ZEV)</td><td colspan="2">Rapid expansion of electric car clubs; accelerating the uptake of ZEV among council fleets, public transport, and ferry operators; planning and enabling charging and fuelling infrastructure across the island including rural areas.</td><td></td></tr>
<tr><td>Planning and preparation</td><td>Deliver the forthcoming electric vehicle charging infrastructure strategy; charging ports in public car parks for people who do not have off-road parking.</td><td></td></tr>
</table>

Infrastructure			
Sub-policy	**Short** 2022 to 2025	**Medium** 2025 to 2030	**Long** 2030 to 2035+
I5 – Asset management and climate change network resilience	Seek to increase soft or permeable surfaces and drainage solutions to reduce flood risk; work with partners to improve management practices; futureproof infrastructure for new technology; continue to work with Island Roads to deliver ongoing network maintenance; deliver **Healthy Streets** improvements alongside maintenance schemes; ensure public rights of way and footpaths have sufficient vegetation maintenance programmes; support developer contributions to targeted capacity improvements at junctions.		
	Military Road protection scheme (coastal erosion).		
	Planning and preparation	Improving real time information to help passengers plan public transport journeys during disruptive weather.	
		Planning and preparation	Replacement to current Highways PFI contract provision.

Land use planning			
Sub-policy	**Short** 2022 to 2025	**Medium** 2025 to 2030	**Long** 2030 to 2035+
LUP1 – Planning for people and places	Planning and preparation	Establish **liveable neighbourhoods**.	
	Healthy Streets approach; support council plans that revitalise town centres, neighbourhood centres and local villages.		
	Develop a movement and place framework.		

Land use planning			
Sub-policy	**Short** 2022 to 2025	**Medium** 2025 to 2030	**Long** 2030 to 2035+
LUP2 – New developments	Develop the council's highway design standards; update supplementary planning guidance on parking; transport assessment guidance amended to 'decide and provide'; Investigate opportunities for more water-based transport.		
	For developments that financially contribute towards sustainable travel measures and schemes use the movement and place framework to identify where funds can be spent; parking provision in new developments provides facilities for electric charging of vehicles/ shared mobility (car clubs); support planning applications that enable residents to make greater use of local services and facilities; promote and protect our Public Rights of Way; support car-free developments in appropriate urban areas.		
	Planning and preparation	Ensure that housing development in town centre locations makes contributions to improving public realm and infrastructure for walking, cycling and public transport. Seek to use Council owned land within main urban areas such as Newport and Ryde in this way.	

<table>
<tr><th colspan="4">Sustainable tourism</th></tr>
<tr><th>Sub-policy</th><th>Short
2022 to 2025</th><th>Medium
2025 to 2030</th><th>Long
2030 to 2035+</th></tr>
<tr><td rowspan="2">ST1 - Sustainable tourism</td><td colspan="3">Public transport tourism campaigns; work closely with partners to manage the movement of visitors, and promote sustainable tourism destinations.</td></tr>
<tr><td>Planning and preparation</td><td>Mobility hubs and support delivery of high-quality interchange facilities; work with Visit Isle of Wight to develop a ticketing service for tourism, combining travel and attractions; develop a mobility as a service (MaaS) framework, integrating bus, rail, e-scooters etc.</td><td></td></tr>
<tr><td rowspan="3">ST2- Sustainable tourism infrastructure</td><td colspan="2">Investigate a tourist subsidy, to proportionately contribute towards improved sustainable travel options for visitors and residents; expand provision of e-bike, bike, and e-scooters at strategic locations on the Island.</td><td></td></tr>
<tr><td>For new attractions, consider developing a supplementary planning document to require good sustainable transport options as part of the planning application process.</td><td></td><td></td></tr>
<tr><td colspan="3">Encourage ferry operators in modifying their fleet to low-emission fuels; work with existing tourist attractions, most of which are in The Bay and Ryde areas, to encourage sustainable travel choices for visitors.</td></tr>
</table>

Technology			
Sub-policy	**Short** 2022 to 2025	**Medium** 2025 to 2030	**Long** 2030 to 2035+
T1 - Digital connectivity	Incorporate digital technology into transport infrastructure projects; support the development of the hydrogen supply project; encourage businesses to support working from home; support the delivery of the Island's digital strategy.		

F2 Funding

Funding for transport projects can come from many different sources including:

- annual transport grants from central government, generally for improvement and maintenance of transport infrastructure;
- competitive bids to central government for funding aimed at achieving outcomes (such as unlocking housing, supporting active travel or **levelling-up**);
- contributions from developers to mitigate the impacts of their proposals, for example through section 106 agreements, and community infrastructure levy (CIL); and
- our own core budget.

Every year, we receive a transport allocation from central government. The amount of funding we receive is determined following a national formula, and the money must be spent on improvements and maintenance of transport infrastructure. Over time, this funding has declined in real terms. The government has indicated that it may change the grant system for transport improvements, to more closely link it to the strength, ambition, and compliance with national policy of local transport plans, such as this ITP.

We have historically been successful in bidding to the government for various competitive challenge funds with recent examples including funding for the St. Mary's junction scheme in Newport; our e-scooter and e-bike schemes (via Solent Transport); Ryde and Newport improvements, and the east-west corridor and West Wight greenway.

We will be proactive in our approach to securing funding and will maximise a range of sources across place-making, digital connectivity and the transport system. Some schemes, particularly placemaking schemes, or schemes that achieve health outcomes, have the potential to attract funding from alternative sources, for example from Historic England's heritage access zone funding, through which we are currently delivering a placemaking project in Newport. We will continue to bid to relevant funds as they become available, but also continue to engage with the government to show the scale of funding that will be required to deliver our ITP.

Developer contributions are secured through the planning process and are negotiated with developers to mitigate the transport impact of a particular development. These negotiations require us to balance the additional costs we are asking the developers to bear and ensuring sites can be sustainable.

We will continue to, put local funding into scheme and strategy development and into maintenance funding.

These are likely to remain the main sources of funding in the future and measures will only be able to come forward with continued national and local funding and more bidding success. The near horizon for national funding is indicating opportunities around schemes that:

- consider integration of modes and place-based packages;
- are part of well-crafted bus service improvement plans (BSIPs);
- deliver high quality and high impact active travel schemes; and
- support a transition to cleaner fuel vehicles.

We will also seek opportunities to fund measures in other ways, for example, there may be commercial opportunities through co-delivery of a MaaS (mobility as a service) system that could help support transport services. Other measures such as road user charging and workplace parking levies, if taken forward, could fund significant infrastructure, for example, as the workplace parking levy has funded the tram network in Nottingham.

As set out above, funding all the measures required to meet the goals of this ITP will take more money than we currently have, or expect to receive in the near future. We will need further government funding, and to seek opportunities for income generation, where possible, to maintain and improve on existing transport infrastructure and services.

Risks of not investing

Acting quickly and intensively will be key to the success of this ITP. It might be tempting, therefore, to do the easy things quickly. But leaving the tricky things until later will be more expensive in the long run, and reduce the wider benefits that the measures can have to our society, such as growth in the tourist economy, and improved health and accessibility for residents. We must recognise that to meet our carbon budget and targets, investing early is essential.

F3 Measuring our success

As with any plan, we will only know how successful we have been if we take stock and check progress along the way. Measuring our success will be additionally important to see if we are doing enough to meet our carbon reduction pathway.

A draft ITP performance management plan has been prepared with defined performance measures and data sources (see link below). This will help us to see where we are succeeding and where more work, or a different approach, is needed to meet the objectives of the ITP and ISA.

Meeting our carbon target will be a very significant challenge, so it will be especially important to review progress every year and conduct a review as and when government guidance on local transport plans is released.

Some of the proposed data sources are open source, from organisations such as the Department for Transport, Sport England, and Historic England. These include things like; numbers of casualties, number of car, walking and cycling trips, and numbers of bus passengers on the Island. These are easy to track.

Other data will come from information we already collect ourselves as part of other monitoring requirements, such as our annual joint strategic needs assessment, the LPAs annual monitoring report, and Island Roads annual report, or through other processes such as equality impact assessments. Others will require new monitoring programmes to capture missing information, such as:

- numbers and types of vehicles at key junctions;
- regular traffic counts and speed surveys;
- cycle counts at key sites;
- the number of travel plans achieving their targets;
- pedestrian footfall counts in town centres;
- quality assessments of future walking and cycling schemes, e.g. against the Healthy Streets checklist; and
- monitoring of any enhanced bus partnership arrangements.

There are also data that only our stakeholders can provide. Some, for example the number of repairs to the network, and public satisfaction with our highways are reported to us by Island Roads on an annual basis. Others, such as ferry passenger numbers, and bus passenger numbers, are held by private operators. While we will seek to gather this privately held data where we can, we recognise that it is commercially sensitive and may not be available.

The performance management plan will be reviewed annually, with update reports taken to cabinet and published on our website. Progress would also be reported to our transport infrastructure forum, and a re-established quality transport partnership which will include transport stakeholders such as freight, ferry, and public transport operators, as well as interest groups.

Glossary

liveable neighbourhood
Neighbourhoods where daily services can be accessed within a liveable walk.

A

Accessibility
In transport terms, the degree to which services and opportunities (such as health services and shops) and transport services, can be reached by all members of society at a reasonable cost and in a reasonable time scale.

Active travel
Making journeys in a physically active way, e.g. walking and cycling, scootering, etc.

Air quality management areas (AQMAs)
Zones identified by the local authority responsible for air quality assessments where national air quality objectives are unlikely to be met.

Active Travel England
Active Travel England is the government's executive agency responsible for improving the standards of cycling and walking infrastructure in England. It is sponsored by the Department for Transport.

Autonomous vehicle
A vehicle that can operate itself and perform necessary functions without human intervention by sensing their surroundings (also known as self-driving or driverless vehicles).

B

Behaviour change
A change in the way people behave for instance in relation in the way they travel to work.

Bus service improvement plan (BSIP)
How local transport authorities, working closely with their local bus operators and local communities, address improvements to the local transport bus system – by setting out a vision for delivering the step-change in bus services that is required by the strategy.

C

Car club
A pool of cars that people and businesses can pay to use on a per trip basis.

Carbon budget
Carbon budgets are upper limits on the amount of carbon emissions that can be released in each five-year period.

Carbon Net Zero
A situation in which any carbon dioxide emitted to the atmosphere is balanced by removals through natural processes (for instance carbon dioxide absorbed by tree growth) or technological means (such as direct air capture)

Cargo bike
A cycle that is specially designed to carry loads such as deliveries or heavy equipment

Circular economy
A closed-loop framework for reducing negative environmental impacts, focused on eliminating waste from product life cycles.

Clean air zone (CAZ)
An area where targeted action is taken to improve air quality by reducing pollution from road vehicles, e.g. through encouraging greater uptake of Ultra Low Emission Vehicles (ULEVs) and walking and cycling

Climate change
A long-term change in global or regional climate patterns and average temperatures, due to increased levels of greenhouse gases in the atmosphere

Climate emergency
A climate emergency declaration is an action taken by governments and scientists to acknowledge that urgent action is required to halt climate change and irreversible environmental damage.

Congestion charge
A charge to drive into an area, aimed at reducing congestion by making driving a less attractive travel option.

Connectivity
In relation to transport, this means the effectiveness of the transport network at getting people from one location to another.

Consolidation centre or hub
A place where many suppliers can have goods delivered and combined into a single fuller load on one vehicle, often smaller, for the last leg of the journey, e.g. into the town centre.

D

Decarbonisation
Removing or reducing the carbon dioxide produced by human activities such as transport.

Delivery management
Planning deliveries made by multiple companies to reduce their impact on congestion and the environment, e.g. through consolidation centres.

Demand management
Strategies or measures to reduce the demand for travel, e.g. parking charges or road pricing.

Demand responsive transport
A flexible form of shared transport where people book journeys on identified routes and vehicles alter their routes based on where the people travelling at that time wish to go, rather than fully following a fixed route or timetable.

Deprivation
When people lack basic requirements, e.g. access to healthy food or jobs.

Digital connectivity
The ability to access services or activities without travelling through internet or mobile phone connections, e.g. working from home or online doctor's appointments.

Digital demand responsive transport (D-DRT)
D-DRT a shared transport system which operates flexibly, where you want, when you want (think of it like a shared Uber). It is not like a conventional bus, which runs to a fixed timetable, stops, and routes.

E

E-bike
A cycle with an electric battery to assist or replace pedalling.

Electric vehicle (EV)
EVs are vehicles that are either partially or fully powered on electric power.

Embodied carbon
The carbon produced during the lifecycle of a material or product. It considers the amount of carbon released throughout the entire supply chain and sometimes up until the end of its lifecycle. For instance, the embodied carbon of a road would include the carbon associated with making and transporting asphalt

Environmental net gain
A situation where the environmental benefits caused by an action more than balance out the negative impact.

Equality Act 2010
The Equality Act 2010 legally protects people from discrimination in the workplace and in wider society and replaces previous anti-discrimination laws with a single act.

E-scooters
A scooter with an electric battery that propels it forward.

F

Future transport zone (FTZ)
Future transport zones are a trial programme funded by the Department for Transport (DfT) to help make journeys easier, smarter, and greener.

G

Global warming
The gradual increase in the overall temperature of the earth's atmosphere, caused by increased levels of greenhouse gases.

Green infrastructure
A network of multi-functional green (land based) and blue (water based) spaces and other natural features, urban and rural, which can deliver a wide range of environmental, economic, health and wellbeing benefits for nature, climate, local and wider communities, and prosperity.

Green transport corridor
Transport routes that aim to reduce environmental and climate impact while increasing safety and efficiency. An emphasis is placed on more integrated and sustainable modes of transport for both people and freight.

Grey infrastructure
Grey infrastructure for stormwater management refers to a network of water retention and purification infrastructure (such as pipes, ditches, swales, culverts, and retention ponds) meant to slow the flow of stormwater during rain events to prevent flooding and reduce the amount of pollutants entering waterways.

Gross Value Added (GVA)
A measure of total output in a local economy

H

Healthy Streets approach
The Healthy Streets approach focuses on creating streets that are pleasant, safe, and attractive, where noise, air pollution, accessibility and lack of seating and shelter are not barriers that prevent people using streets. This is intended to lead to a healthier environment where people can choose to walk, cycle, and use public transport more often.

Heritage asset
Heritage assets are considered to require preservation for future generations. Examples include archaeological finds, listed buildings, significant maritime wreck sites, ancient monuments, and conservation areas.

I

Integrated Sustainability Appraisal (ISA)
LTP4 has been subjected to a series of assessments that cover the topics of sustainability and strategic environmental assessment (SA/SEA), health impact assessment (HIA), equality impact assessment (EqIA) and community safety assessment (CSA). Taken together these various assessments are described as an ISA.

Intelligent transport systems (ITS)
Technology that provides users with prior information about traffic, real-time running information, seat availability and other travel information.

L

Last mile
The last leg of a journey, either for a person or goods being delivered.

Local cycling and walking infrastructure plan (LCWIP)
A long-term approach to developing local cycling and walking networks over a ten-year period and forms a vital part of the Government's strategy to double the number of cycling journeys made and increase walking activity substantially by 2025.

Lift share
An arrangement where people travel together in one vehicle, sharing the costs.

Liveable neighbourhoods
Residentials areas which are more people-centred, safer and with improved connections between homes and local services.

Local design code
A set of simple, concise, illustrated design requirements that are visual and numerical wherever possible to provide specific, detailed parameters for the physical development of a site or area.

M

Mobility as a service (MaaS)
A system through which people can access information, plan, and pay for their journeys in one simple place, e.g. on a mobile app. This app can cover multiple different ways to travel ,e.g. bus, rail, cycling and car share.

Mobility
Technologies and services that enable people and goods to move around more freely.

Mobility hub
A mobility hub is somewhere where people can change modes of transport, often within an attractive public space, with additional facilities. A basic example would be a bus stop with cycle racks, a bigger example could be a transport interchange with bus, rail, cycle, and e-scooter facilities, with a coffee shop and toilets.

Modal filter
A form of barrier to motor vehicle through-traffic, mostly used on residential streets. They could be a planter, a bollard, or a kerbed dead-end for drivers, that still enables people to walk and cycle to continue through.

Mode shift
A change in the way people travel, e.g. from driving to cycling or from the bus to walking.

Multi-modal
Involving more than one mode (type) of travelling, e.g. both bus and train.

N

National landscape (formerly area of outstanding natural beauty)
National landscapes are unique areas within the UK which have national importance in terms of physical geography, biodiversity, and the role in climate change mitigation and environmental preservation.

Nature recovery networks
The nature recovery network is a national network of wildlife rich places, with the aim to expand, improve and connect such places across cities, towns, countryside, and coast.

Net zero
The legally-binding UK government target to reduce greenhouse gas emissions to a level where any remaining emissions can be offset by removing an equivalent amount from the atmosphere.

Network management
Running the highway network so that vehicles move around smoothly and efficiently. Management involves measures like responding to incidents and congestion build up.

NOx
In atmospheric chemistry, NOx is a generic term for the nitrogen oxides that are most relevant for air pollution, namely nitric oxide (NO) and nitrogen dioxide (NO2)

P

Parking management
Strategies to improve the efficiency of parking in an area, e.g. public car parks and on street parking within a town. This may involve changing the number of spaces available and the cost to park, to influence the number of people driving into an area and hence traffic levels.

Private finance initiative (PFI)
The PFI is a 25-year partnership between the Isle of Wight Council and the service provider (Island Roads) who will be responsible for the design, reconstruction, and maintenance of the Island's highway network. The contract includes roads, structures, footways, street lighting, grass verges, drainage, and street furniture. Island Roads also acts as the development control office on behalf of the highway authority (Isle of Wight Council).

Public transport
Transport that charges fares and runs on fixed routes and is available for use by the public, e.g. bus, train, and coach.

R

Road user charging
Charging drivers of vehicles for the use of the road.

S

Safe system approach
Aims to eliminate fatal and serious road user injuries, by anticipating human mistakes, and keeping the force of energy that would hit the human body to tolerable levels, e.g. by reducing speed, or removing hard obstacles that could be hit.

Safe and secure by design
Designing transport networks to reduce the risk of harm to those who use it. It is preventative, and considers safety throughout the development of the network, from the very beginning, all the way through.

Segregated cycle lanes
A path for cyclists that is separate to motor traffic and pedestrians.

Severance
The separation of people from facilities and services they use within their community caused by traffic flows.

Shared transport
Forms of transport that are shared between users, e.g. cycles, cars, scooters. They could be shared between people at the same time (lift sharing in a car) or at separate times (car club hire).

Site of special scientific interest (SSSI)
A formal conservation designation. Usually, it describes an area that is of particular interest to science due to the rare species of fauna or flora it contains or important geological or physiological features that may lie in its boundaries.

Social mobility
The ability for members of the population to move upward or downward through levels in society, considered in terms of social factors such as income, occupation, or education.

Special areas of conservation
Areas of land designated under directive 92/43/EEC on the Conservation of Natural Habitats and of Wild Fauna and Flora.

Special protection area
Special sites designated under the EU birds directive to protect rare, vulnerable, and migratory birds.

Supplementary planning document (SPD)
An SPD builds upon and provides more detailed advice or guidance on policies in an adopted local plan

Sustainable drainage systems (SuDS)
Approaches to manage surface water that take account of water quantity (flooding), water quality (pollution) biodiversity (wildlife and plants) and amenity are collectively referred to as SuDS.

Sustainable transport
Forms of transport that have a low impact on the environment, e.g. walking and cycling.

Surface transport
The movement of people or goods by road, train, or ship, rather than by plane

T

Travel plan
A package of measures that aims to encourage more sustainable modes of transport such as walking, cycling, bus usage or car sharing.

U

Ultra-low emission vehicle (ULEVs)
Vehicle that uses low carbon technologies, emits less than 75g of CO2/km from the tailpipe and/or can produce zero tailpipe emissions for at least ten miles.

V

Variable messaging sign (VMS)
Electronic signs used at the roadside to share information and key messages to road users.

Vernacular architecture
Vernacular architecture relates to local or regional construction and design, using traditional materials and resources from the area.

W

Workplace parking levy
A charge on employers and education organisations for the number of parking places they provide that are regularly used by employees or students.

Z

Zero emission vehicle
A vehicle which has the potential to produce no direct tailpipe emissions.

Appendix 1:
Project design and implementation checklist

How has your project considered carbon?

- Do you need to undertake a carbon impact assessment?
- Can carbon impacts be mitigated by the outcomes of your project, e.g. reduced car trips?
- Can carbon be sequestered through green infrastructure, or will offsetting be required?

How has your project considered how to protect and enhance biodiversity?

- How can you enhance the environment or create net biodiversity gain through infrastructure, maintenance, or operational procedures?
- Can this be achieved through planting, permeable surfacing, green rooves, sustainable drainage (SuDs)? If not, can you mitigate the impacts?
- Does your project require planning permission, and if yes, have you considered the environmental targets of the local plan?
- Is there an opportunity to test bio-receptive engineering on your project (where materials used, e.g. types of concrete, encourage growth of living organisms such as moss, algae, and lichens without damage to the materials themselves)?
- Have you made contact with other relevant partner organisations such as Natural England and relevant conservation bodies?
- Are you working to integrate ecological principles into your project?

How has your project considered planting?

- Does the mitigation for your project require native tree planting projects, or can you consider them for net gain?
- How can your project make it easier for people to request new street trees?
- What opportunities does your project offer for increasing green infrastructure based natural solutions to aid mitigation requirements?
- Have you made contact with other relevant partner organisations such as Natural England and relevant conservation bodies? Are you working to integrate ecological principles into your project?
- What opportunities are there to plant species native to the Isle of Wight and species of particular benefit to biodiversity such as pollinators?

If relevant, how have you considered impacts on designated sites, e.g. SPAs, SACs and SSSIs, local nature reserves? Have you undertaken appropriate legally required assessments and how are you integrating the results?

- Have you ensured avoidance of direct and indirect impact on areas designated for nature conservation purposes, where possible?
- How are you protecting special areas of conservation (SACs) and special preservation areas (SPAs) provide essential core breeding and resting sites for a range of rare and threatened species and rare natural habitat site from direct and indirect impacts of the transport network?
- Have you accounted for legally required assessments (e.g. Habitat regulations assessments for works likely to have to significant effects on SPAs or SACs)?
- Have these been submitted to the relevant bodies for approval (e.g. Natural England)?
- Have you ensured that relevant mitigation measures noted in these assessments are enacted?
- How have you accounted for potential impacts on ecological networks?
- Have you made contact with other relevant partner organisations such as Natural England and relevant conservation bodies?
- Are you working to integrate ecological principles into your project? How are you working to protect features of ecological importance such as ancient woodland and veteran trees?
- What opportunities are there to plant species native to the Isle of Wight and species of particular benefit to biodiversity such as pollinators? Have you pursued opportunities to contribute to the development of nature recovery networks, for example through the creation of new areas of key habitats (e.g. woodland, wetland, grassland, etc.), along with supporting work on green transport corridors?
- How have you accounted for the results of ecological surveys for projects?
- How have you ensured that the mitigation hierarchy (avoid – mitigate – compensate) is applied?
- Is a water framework directive assessment relevant to your project and, if yes, how have any failures have been addressed through design changes?

How has your project considered water impacts?

Flooding:
- How are you working with partners to promote greater flood resilience?
- Is a water framework directive assessment required and if yes, any failures have been addressed through design changes?
- Does your design require any of the following assessments: surface water assessment, ground water risk assessment or flood risk assessment?
- What opportunities are there to improve resilience through the integration of blue infrastructure?
- Can this be achieved through planting, permeable surfacing, green rooves, sustainable drainage (SuDs)? If not, can you mitigate the impacts?

Water pollution:
- Do you have a process to respond promptly to transport incidents that could cause pollution?
- What opportunities have you considered to improve water quality?
- Have you made contact with other relevant partner organisations such as Natural England and relevant conservation bodies?
- Are you working to integrate ecological principles into your project?
- What opportunities are there to improve resilience through the integration of blue infrastructure?
- Can this be achieved through planting, permeable surfacing, green rooves, sustainable drainage (SuDs)? If not, can you mitigate the impacts?

How has your project considered pollution?

Impacts:
- See also row above – **Water impacts: water pollution**
- How have you considered opportunities to use previously developed land wherever possible to mitigate the risk to mineral resources, and agricultural land. Have you avoided areas of the best soils?
- How have you improved areas of contamination through remediation and avoided creating new ones?
- Have you avoided using any areas designated for nature conservation?
- Have you addressed how incidents such as spills of potentially harmful substances will be managed?

Materials and natural resources:
- What opportunities have you explored to reduce the consumption of natural resources such as soil, materials, energy and water in construction, operation, and maintenance?
- Have you used local suppliers of local materials?
- How have you considered re-use of, and recycled materials to support the circular economy?

- How have you considered sustainable sources of materials, e.g. Forest Stewardship Council (FSC) in respect of timber products?
- How have you embedded sustainable waste management practices in construction and operation?
- Is there an opportunity to test bio-receptive engineering on your project (where materials used, e.g. types of concrete, encourage growth of living organisms such as moss, algae, and lichens without damage to the materials themselves)?

How has your project considered increasing resilience to climate change?

- How is your project considering opportunities for natural capital and green infrastructure to enhance transport infrastructure resilience and performance through both the integration of green, blue, and grey infrastructure, and the delivery of green infrastructure-based natural solutions to aid mitigation requirements?
- Can you consider bio-receptive engineering (where materials used, e.g. types of concrete, encourage growth of living organisms such as moss, algae, and lichens without damage to the materials themselves)?

How has your project considered visual impact and protection of heritage assets?

- How have you accounted for the Isle of Wight's townscape and reflected and respected its vernacular architecture, drawing on local design guides and character appraisals (where these have been prepared)?
- How has your project ensured that heritage assets are protected and where possible enhanced? How does your project respect the context and setting of historic buildings, structures, and landscapes?
- Have you considered the need to undertake archaeological investigation?
- Have you worked with partners and other bodies, including the Isle of Wight Council Heritage Teams and Historic England?
- Where appropriate, how have you taken opportunities to protect and restore features of note from transport heritage such as old bridges?
- How have you ensured that infrastructure and network improvements and associated street furniture do not have adverse effects on heritage assets, e.g. through use of appropriate signs and lighting etc?
- How have you mitigated impacts on visual amenity through measures including screening?

How has your project considered people and communities

- How have you considered the people and communities in which any scheme is being developed?
- How have you considered their health and wellbeing?
- Has the Healthy Streets framework been used to assess the scheme?
- Has any interaction taken place with organisations such as Public Health England to explore how the project could have positive effects on health and wellbeing?
- How have you considered the need to achieve fair and equitable access to the services and facilities our communities need?
- How have you considered the potential for benefits in terms of employment, training, or education opportunities?
- How have you considered the needs and concerns of those with protected characteristics under the Equality Act (2010) and those within our communities who are most vulnerable?
- How have you considered access to open and green spaces?
- How have you considered community severance?
- How have you considered community safety, as well as the need to reduce crime and opportunities for crime and anti-social behaviour?

Appendix 2:

Rights of way improvement plan

Referenced in policies: AS1, I3, I5, LUP1, LUP2 and ST1

Status: Adopted 2018

For more details visit:

Public rights of way
www.iow.gov.uk/libraries-leisure-and-heritage/recreation-and-leisure/public-rights-of-way

Rights of way imnprovement plan
www.iow.gov.uk/azservices/documents/1376-IWC-ROWIP-2018.pdf

Appendix 3:
Local cycling and walking infrastructure plans (LCWIPs)

Referenced in policies: AS1, LUP2

Status: Adopted LCWIPs are in place for Newport and Ryde (adopted 2020); Cowes, Northward and Gurnard (adopted 2022); and East Cowes and Whippingham (adopted 2022).

LCWIPs for Bembridge, Brading and St Helens were adopted in May 2023

For more details visit:

iow.moderngov.co.uk/documents/s11619/Report.pdf

Appendix 4:
Island green link, including West Wight greenway

Referenced in policy: AS1

Status: £13.6 million in Levelling Up funding has been secured by Isle of Wight Council to deliver walking, cycling and public transport improvements along a corridor between Freshwater and Ryde via Yarmouth and Newport. The proposals include:

- over 21km of new cycling and walking infrastructure between Newport and Yarmouth;
- up to 2km of new cycling and walking infrastructure between Newport and Ryde, along with 4km of improvements to existing routes;
- improvements to connectivity and facilities at transport interchanges along the route, including a flagship transport hub at Yarmouth bus and ferry interchange, supported by a network of innovative rural mobility hubs along the green link;
- a key new local road scheme in Newport, which unlocks 12.4 acres of allocated development land, and provides segregated active travel infrastructure which will form an integral part of the new onward link to Yarmouth;
- bus priority measures which reduce journey times and improve the customer experience along a key commuting route;
- people-first zones in Newport and Ryde, delivering schemes which create a people-focused environment in town centres, and reduce the impact of motor vehicles. The zones will create improvements to footways and crossings to make active travel journeys to, and through, the town centres easier.

For more details visit:

www.iow.gov.uk/news/council-secures-more-than-136-million-to-boost-green-travel

Figure 13 – Island green link visual

Appendix 5:
Zero emission bus regional areas 2 (ZEBRA 2) bid

Referenced in policy: AS2

Status: The Isle of Wight Council has successfully secured £4.47 million in contributions from the DfT's ZEBRA fund to modernise the Southern Vectis bus fleet. Southern Vectis will be investing £7.88 million in match funding, for a total of £12.35 million which will be used to purchase 22 zero emission buses (ZEBs) and install charging infrastructure.

These ZEB buses and associated charging infrastructure will be utilised on the following routes, which accounted for 2.89 million journeys in 2022 to 2023 out of a total of 7.17 million across the Island:

- Route 1 – Newport to and from Cowes
- Route 5 – Newport to and from East Cowes
- Route 9 – Newport to and from Ryde

Based on the DfT's greener bus tool (which is used for calculating the impact of introduction zero emission buses), over the intended 18-year lifetime of the ZEBs, this project will save in the region of 28,000 tonnes of carbon and 13 tonnes of nitrogen oxides from the atmosphere. The introduction of these ZEBs will also have a beneficial knock-on impact for the rest of the Southern Vectis fleet on the Island, as older Euro 4 and Euro 5 standard buses can be withdrawn from service.

Zero emission bus regional area (ZEBRA) fund 2 project – cabinet report
iow.moderngov.co.uk/documents/s14827/Report.pdf

Appendix 6:
Electric vehicle charging infrastructure (EVCI) strategy

Referenced in policy: I4

Status: The electric vehicle charging infrastructure (EVCI) strategy was adopted in September 2023, and sets out proposals to support the rollout of EV charging infrastructure for cars and vans on the Island.

The primary aims of the strategy are to:

- plan for residents that do not have off-street parking and who will be completely reliant on the public network;
- ensure that visitors to the Island who will also be reliant on public chargers have been factored into the plans; and
- enable certain fleet vehicles to charge quickly during the working day.

The initial target for the EVCI was the installation of 200 additional charge point sockets across the Island, with more provided by the private sector. However, following input from the Office for Zero Emission Vehicles (OZEV), this has been updated to 500 charge points, of which approximately 75 per cent will be on street, and 25 per cent off street. The majority of these will be low kW chargers for overnight charging.

Adoption of electric vehicle charging infrastructure (EVCI) strategy – cabinet report
iow.moderngov.co.uk/documents/s12672/Report.pdf

Electric vehicle charging infrastructure (EVCI) strategy
iwc.iow.gov.uk/documentlibrary/download/electric-vehicle-chargepoint-infrastructure-evci-strategy

Appendix 7:

the Healthy Streets approach

Referenced in policies: AS1, I5, LUP1

The Healthy Streets approach is an evidence-based framework to make our streets more sustainable, healthy and welcoming. This framework is based on ten key indicators (see Figure 13 below), which describe aspects of how people experience street environments. Full descriptions of these indicators are available through the link below.

What is Healthy Streets?
www.healthystreets.com/what-is-healthy-streets#indicators

Figure 13 – The Healthy Streets indicators (Source: Lucy Saunders)

As part of the approach, several tools have been created for members of the public and professionals to evaluate their local streets on both a qualitative and quantitative level. Highway engineers and transport planners may use the **design check** tool to quantify how proposals will impact the ten key indicators. Members of the public and community activists can use the online **on-street assessment** tools to give a street a **Healthy Streets** score out of 100.

Appendix 8:

Graph data

Figure 6: Land transport carbon emissions by year by scenario - Page 22

Year	Baseline	Presumed national action	Isle of Wight Council target all sector (climate and environmental strategy)	Midpoint of Government Net Zero Strategy delivery pathway for transport
2020	100	100	100	100
2021	98	99	96	96
2022	100	100	91	96
2023	100	100	87	93
2024	100	99	85	91
2025	99	98	81	90
2026	98	96	75	88
2027	97	95	68	84
2028	95	93	63	80
2029	94	92	58	73
2030	92	90	53	67
2031	89	87	48	60
2032	87	84	42	54
2033	84	80	36	47
2034	82	75	30	38
2035	80	70	24	33
2036	78	65	19	29
2037	76	60	14	25
2038	75	54	9	-
2039	73	49	4	-
2040	72	44	0	-
2041	71	38	0	-
2042	70	33	0	-
2043	69	27	0	-
2044	68	22	0	-
2045	67	17	0	-
2046	66	14	0	-
2047	66	11	0	-
2048	65	9	0	-
2049	65	8	0	-
2050	64	7	0	-

References

Department for Transport (July 2020) Cycle Infrastructure Design, Local Transport Note 1/20

Isle of Wight Council (October 2021) Bus Service Improvement Plan

Isle of Wight Council (July 2021) Draft Island Planning Strategy

Isle of Wight Council (Adopted January 2017) Guidelines for Parking Provision as Part of New Developments Supplementary Planning Document

Island transport plan

Isle of Wight fourth local transport plan

2025 to 2040

If you have difficulty understanding this document, please contact us on 01983 821000 and we will do our best to help you.

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