

ISLE OF WIGHT COUNCIL – LSTF BID SUMMARY

‘Sustainable Transport Access to Tourism’

In January 2011 the Government published their Transport White Paper ‘Creating Growth, Cutting Carbon’ which announced the establishment of the ‘Local Sustainable Transport Fund’ (LSTF). The £560m fund has been created to help build strong local economies and address the challenges of climate change.

The LSTF is open to all local transport authorities in England (outside London) who can submit bids either individually or in partnership with other local authorities. Generally only one bid will be allowed from each transport authority although, in some instances, collaborative bids may be acceptable.

The Isle of Wight Council has been working in partnership with others to compile a tranche 2 small project bid focussing on **‘Sustainable Transport Access to Tourism’**. The council's bid is seeking a £3.95m Department for Transport (DfT) contribution.

ISLE OF WIGHT COUNCIL BID

Tourism plays a major role in the Island's economy with over 2.6 million annual visitors and one in four Island jobs directly or indirectly linked to the industry. In 2009/10 it was estimated that tourism brought in over £400m to our local economy.

In recent years the Island has experienced an increased popularity as a ‘green’ tourism destination due to our outstanding countryside and coast; extensive rights of way and cycling network and internationally acclaimed walking and cycling festivals.

The Island already benefits from good public transport links from London and the South East offering a real opportunity to encourage visitors to travel to and/or around the Island car free. By growing this sector of our tourism market we can increase visitor numbers without having a detrimental effect on peak vehicle ferry capacity, ferry terminal accessibility and network congestion.

Components

The DfT have emphasised the importance of developing bids which include a package of mutually beneficial measures and therefore we have identified a number of transport related schemes to upgrade, improve and promote our sustainable transport network. These schemes, supported by related initiatives, have been designed to increase visitor numbers and establish the Island as a leading green tourism destination.

Although our bid specifically focuses on increasing tourism, improvements will also benefit local residents by improving access to employment, education, health and leisure and offering opportunities to increase physical activity.

Integrated Transport Hubs

It is proposed to establish seven strategic Island transport hubs located at key tourist arrival/departure/interchange points (ie Cowes, Ryde, East Cowes, Yarmouth, Sandown, Shanklin and Newport). These hubs will assist with sustainable transport

interchange and offer travel choice by providing appropriate infrastructure and access to key information. Each location will include some/all of the following facilities:

- **Interactive display boards** - providing up-to-date travel and tourist information (including public transport RTI – see below). This information will give travellers the opportunity to make informed decisions on destinations, travel options and arrival time. It is proposed to provide the facility at all seven Island hubs with the potential to provide additional display boards at mainland passenger ferry terminals.
- **Signage** - showing walking and cycling directions to local facilities (eg town centre, seafront, National Cycle Network).
- **Improvements to transport infrastructure** - to increase and improve interchange accessibility.
- **‘Brompton dock’¹ and cycle hire** - facilities to enable visitors to collect a pre booked cycle and return it to the same or other Island (or potentially mainland) dock facility at any time during their stay. Cycle hire for ‘traditional’ cycles.
- **Cycle shelters and racks** - to allow travellers to leave cycles safely and securely and facilitate convenient onward travel.
- **CCTV** - coverage at all hubs to promote safety.

Facilities could also be provided at other ‘secondary’ hubs (eg Brading, Freshwater) and/or at tourism accommodation and attractions.

Public Transport Information and Support

This package seeks to improve public transport facilities by providing bus, train and ferry Real Time Information (RTI) and new and improved tourism related bus services. The knowledge of what time a bus/train/ferry will actually arrive can help inform choice and improve journey experience.

- **Rail RTI** – provision of RTI at the five main Island rail stations (St Johns, Brading, Sandown, Lake and Shanklin) with links to the existing systems at Ryde Esplanade and Pier Head. Information will also be made available at interactive Island/mainland display boards (see above), via the web and new mobile phone app (see below).
- **Bus RTI** – installation of RTI infrastructure on all Island buses with information provided at interactive Island/mainland display boards, via the web and mobile phone app.
- **Ferry RTI** – utilisation of Solent website information to enable approximate ferry times to be included within the new information system.
- **App development** – compilation of mobile phone app (two versions for use on android and Iphone platforms) comprising of three elements: public transport RTI,

¹ See <http://www.bromptondock.co.uk/>

walking and cycling routes (location, information and interpretation) and tourist information (linking into app currently being developed by Isle of Wight Tourism).

- **New and enhanced tourism related bus routes** – introduction of one new and two enhanced tourism bus services providing a new direct route from Ryde to Alum Bay and enhancing services and frequency on 'Island Coaster' and route 12 including adaption of vehicles to accommodate surfboards and bicycles.

Walking and Cycling Infrastructure

This element seeks to deliver a high quality walking and cycling infrastructure to encourage tourists to visit the Island for walking and cycling breaks with focus on:

- Filling in key 'missing' network links (new and upgraded walking and cycling infrastructure)
- Improving access to tourist and leisure destinations including the countryside and coast.
- Access to/from routes via public transport.
- Increasing access for mobility impaired.
- Creation of 'circular' routes.
- Provision of variety of graded routes eg child friendly to challenging.
- Signage.
- Route mapping (including provision of 'facility' and grading information. This information is currently provided in our walking and cycling festival literature and has proved popular to participants).
- Interpretation boards (including making use of new 'QR code' technology).
- Development of mobile phone app showing routes, destinations, facilities, public transport links and general information.
- Provision of cycle racks at key destinations.

Marketing, Promotion and 'Hearts and Minds'

The overall success of the project also requires an appropriate marketing campaign encouraging tourists to choose the Island as a 'green' holiday destination by promoting our sustainable transport opportunities (including walking and cycling routes), encouraging visitors to travel to/around the Island car free and improving our green tourism offer.

This element comprises of several components:

- **Promotion** – partnership with the Isle of Wight Tourism Partnership (comprising of Isle of Wight Tourism, transport operators and attractions) and emerging 'Destination Management Organisation' to encourage tourists to visit the Island by promoting the accessibility and quality of our green transport infrastructure. Utilisation of new marketing techniques (eg social media) for promotion.

- **Internet development** – the development of a website (either stand alone with links or as part of the Island Breaks/GoWight/other existing sites) with access to public transport information (including RTI), walking and cycling routes, information on ‘walker and cyclists welcome’ and ‘baggage transfer’ schemes (see below) and initiatives to encourage car-free visitors.
- **Sustainable Travel Coordinator (Tourism)** – the establishment of a new external post hosted by a partner organisation and working with Sustrans to promote and encourage car-free visits. Coordinator to work with tourism accommodation providers and attractions to welcome and offer incentives to those travelling sustainably (eg discounted accommodation/entrance fees, combined travel/entrance ticket, inclusion of public transport/walking/cycling information within promotional literature, cycle storage). The post will also seek to recruit and train site ‘Champions’ to ensure long term sustainability of incentives.
- **‘Walkers and cyclists welcome’** – roll out of initiative similar to Visit Scotland scheme, recognizing operators who provide appropriate facilities eg drying rooms, cycle racks, walking/cycling/public transport information, laundry facilities, packed lunches, late/early meals. Information on participating operators will be included within the website giving visitors the confidence that they are welcome and assurance that their accommodation will cater for their specific needs.
- **Luggage transfer scheme** – scheme to enable visitors arriving by foot or cycle to forward their luggage to participating accommodation providers.

PARTNERS AND PROJECT DELIVERY

The council have developed our bid in discussions with a number of other partners. It is proposed to establish a ‘Stakeholder Group’ guided by a Programme Manager to oversee the strategic implementation of the project, with smaller ‘Project Working Groups’ to assist with the delivery of smaller, individual elements.

The table below shows potential partners and possible areas of involvement.

Potential Partner	Role / Area of Involvement
Isle of Wight Council	<ul style="list-style-type: none"> • Programme leadership and management • Commissioning and delivery of schemes
Island Line	<ul style="list-style-type: none"> • Transport hub improvements • Space for cycle hire scheme
IW Community Rail Partnership	<ul style="list-style-type: none"> • Delivery of rail RTI system • Marketing and promotion
SW Trains	<ul style="list-style-type: none"> • Transport hub improvements • Delivery of ‘brompton dock bike hire’ scheme. • Delivery of rail RTI system • Marketing and promotion
Southern Vectis	<ul style="list-style-type: none"> • Transport hub improvements • Delivery of bus RTI system • New and improved tourism bus services • Marketing and promotion
Wightlink, Red Funnel, Hovertravel	<ul style="list-style-type: none"> • Transport hub improvements • Facilitate access to ferry travel information • Marketing and promotion

Potential Partner	Role / Area of Involvement
Southampton University	<ul style="list-style-type: none"> Development of mobile phone app
Isle of Wight Tourism	<ul style="list-style-type: none"> Marketing and promotion
Emerging 'Destination Management Organisation'	<ul style="list-style-type: none"> Marketing and promotion
Isle of Wight Chamber of Commerce	<ul style="list-style-type: none"> Marketing and promotion
Sustrans	<ul style="list-style-type: none"> Support for 'Sustainable Travel Co-ordinator' post Input into walking and cycling improvements
IW Cycle Forum	<ul style="list-style-type: none"> Input into cycling improvements
Cycle Wight	
Natural Enterprises	<ul style="list-style-type: none"> Possible delivery and/or management of minor projects - eg interpretation boards, route maps, luggage transfer scheme, 'walkers/cyclists welcome' scheme).
Isle of Wight AONB partnership	

BID TIMESCALE

In accordance with DfT requirements, the council submitted their initial 'Expression of Interest' in June 2011 with a fully worked up bid required by 24th February 2012. Announcements on successful applications will be made in May 2012 with funding available from July 2012 until March 2015.

A copy of our initial Expression of Interest can be viewed at:

http://www.iwight.com/living_here/environment/transport_strategies/LSTF/