

Isle of Wight Council Local Sustainable Transport Fund 15/16 (“LSTF2”) Programme

Implementation Update: April to September 2015

Introduction

Isle of Wight Council has secured £990k of revenue funding from the Department for Transport’s Local Sustainable Transport Fund. The funding, which has been matched with over £400k of local ‘match’ funding is delivering a programme of travel behaviour change projects on the Isle of Wight during 15/16.

The Isle of Wight Council LSTF2 application, as submitted in March 2014, can be viewed [here](#) and appendices [here](#).

Approach to Delivery

The programme covers three target markets through projects grouped around delivery themes:

Target Market

Day and staying visitors to the Island
Residents accessing employment
Young people accessing education

LSTF2 Delivery Theme

Access to Visitor Experiences
Access to Employment
Access to Education

Lead Implementation Partner

Visit Isle of Wight
Isle of Wight Chamber of Commerce
Isle of Wight Council & Sustrans

Implementation Update

This document provides an update on programme implementation during the first six months of delivery – April to September 2015. Content is grouped by theme, and a progress update on each project is provided, along with contact details of each project lead, and links to further information.

Access to Visitor Experiences Theme

Theme Summary: Working with and through the Destination Management Organisation (DMO) for the Isle of Wight, Visit Isle of Wight, a selection of projects from the 2012 to 2015 LSTF programme will be expanded, setting new ambitious targets, reaching more visitors, and achieving new outcomes. These will be complemented by additional projects which embrace innovation, challenge tradition, and realise new travel aspirations for our target market.

Key Objective: Reduce the impact of visitor travel on the Isle of Wight, while growing the value of the visitor economy



Project Title	Project Lead	Project Description (from LSTF2 bid document)	Progress to Date	Find out more:
Bicycle Island Media campaign	Zoe Stroud, Access to Visitor Experiences Project Manager, Visit Isle of Wight zoe@visitwight.org	A multi-channel media campaign aimed at increasing the cycle tourism market on the Island through a combination of digital, social, broadcast and outdoor media.	LSTF2 funding was used to secure the Pearl Izumi Tour Series event, which took place in Ryde on 7 May. Event evaluation estimated that the event attracted over 11k spectators, delivering over £250k of economic benefit to the Island. A range of marketing and PR initiatives have been delivered which continue to position the Isle of Wight as one of the UK's premier cycling destinations.	Read about British Cycling's review of the Tour Series event in Ryde here



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Project Title	Project Lead	Project Description (from LSTF2 bid document)	Progress to Date	Find out more:
Growing the Festival Economy	Elaine Cesar, Senior Events Officer, Isle of Wight Council elaine.cesar@iow.gov.uk	Growing the Isle of Wight Walking and Cycling Festivals and maximising the sustainable transport legacy impact of these festivals for residents and visitors. We will expand our festivals and use them as a way of growing our staying visitor market and links with economic growth.	LSTF2 funding has contributed to marketing activity associated with the popular walking and cycling festivals. The emphasis of the investment has been to encourage additional staying visitors from the mainland to engage with the festivals and maximise the festival related contribution to the Island's economy.	Visit the Isle of Wight Walking Festival website here and the Cycling Festival website here
Electric Vehicle Hire	Jim Fawcett, Principal Officer (Low Carbon Projects), Isle of Wight Council Jim.fawcett@iow.gov.uk	Introducing electric vehicle hire to provide low carbon transport to day and staying visitors. We will support the private sector to deliver this project, working with and through an existing hire provider on the Island	Isle of Wight Council has undertaken a grant prospectus process to identify an operator for this project. The Elektrik Vehicle Company was selected as the preferred supplier and is currently preparing to launch its EV Hire product on the Island. The operation will consist of 15 Renault Twizy vehicles available for day or half day hire. Vehicles will be available to hire from a range of locations across the Island, including the main ports. Visit Isle of Wight will provide a package of marketing support to ensure that the proposition has the widest possible reach to potential visitor markets.	Read more about Renault Twizy's here
Drive Less, See More Toolkit	Zoe Stroud zoe@visitwight.org	Working with and through the Islands consumer facing brands to ensure that the Drive Less See More strapline reaches 72% of residents and 82% of visitors during 15/16. We will achieve this by creating a tool kit of marketing collaterals, including imagery and video, which will be made available for our businesses to integrate into their digital and printed media	149 tourism business have download sustainable transport resources from the toolkits, and are actively embedding these into their business promotion.	View and download the Drive Less See More toolkit collaterals here



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Travel Ambassadors	Zoe Stroud zoe@visitwight.org	Introducing a team of Travel Ambassadors to support visitors to change their travel behaviour and maximize their enjoyment of the destination. Travel Ambassadors will provide an inspirational welcome to visitors arriving by ferry, provide effective visitor information and show visitors how to explore the Island without their cars. Our Travel Ambassadors will also inspire confidence among visitors that a 'car-free' experience is possible on the Island, help visitors to understand the special qualities of the Island and how a 'car-free' holiday experience will protect this, and provide opportunities for the project team to make direct observations of visitor travel behaviour and attitudes to influence other areas of the programme	<p>A team of four Travel Ambassadors has been recruited and has been operational since May 2015.</p> <p>Travel Ambassadors are based at the Guildhall in Newport, but are also 'out and about' engaging with visitors across the Island. Travel Ambassadors frequently provide a warm welcome to visitors at the Islands main ports, bus and rail interchanges, as well as the Island's built and natural visitor attractions.</p> <p>The Travel Ambassadors have a growing social media presence and have delivered over 5000 meaningful engagements with visitors since launch.</p>	<p>Read more about the Travel Ambassadors here</p> <p>Find the Travel Ambassadors on Twitter @IOWTravelAMB or on Facebook here</p> <p>Or meet the Travel Ambassadors at the Guildhall in Newport, Mon-Sat between 1000 and 1530.</p>
Access to Visitor Experiences Grant Fund	Zoe Stroud zoe@visitwight.org	Introducing a grant fund which businesses and organisations can apply to seek funding to deliver their own revenue projects which achieve LSTF outcomes, examples could include a variety of marketing initiatives and training. This will help to engage businesses in the LSTF programme, achieve greater benefit, and realise match funding.	<p>Grant fund application collaterals have been developed by Community Action Isle of Wight with support from Visit Isle of Wight.</p> <p>Grant fund launched mid-September 2015. Expressions of interests to be submitted by 7 October, with full applications submitted by 31 October.</p>	View the grant fund guidance notes on the Community Action Isle of Wight website here
Access to Visitor Experiences Project Manager	Zoe Stroud zoe@visitwight.org	Recruiting human resource to manage the Access to Visitor Experience theme projects.	Zoe Stroud recruited and in post from early May.	Read more about Zoe and her role here



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Buses and Walking Event	Zoe Stroud zoe@visitwight.org	A Bus, Beer and Walking spectacular weekend event on the Isle of Wight involving vintage buses and sightseeing. A development of the successful 2014 pilot scheme	<p>This unique event takes place on the 17 & 18 October 2015, and it receiving LSTF2 support to fund marketing activities to attract additional visitors from the mainland. This includes funding radio and print media advertising together with PR.</p> <p>The event is hugely relevant to the LSTF2 outcomes, and it is hoped that the collection of classic buses will help inspire a new generation of regular bus users.</p>	Visit the event website here
Drive Less, See More Exhibition	Zoe Stroud zoe@visitwight.org	A project to install an exciting and immersive free exhibition and Car-Free travel information centre in the Guildhall in the Centre of the Island that showcases all the ways that visitors can enjoy the Island without a car. The exhibition will be manned by Travel Ambassadors (funded through a separate project) who will also give information about travel options and ideas via an information desk within the exhibition space.	<p>The Drive Less See More exhibition forms a major part of the public space at the Travel and Tourism centre in the Guildhall in Newport.</p> <p>Visitors to the centre are able to interact with car-free messaging designed around six themed icons, including public bus, cycling and walking.</p>	Visit the Guildhall on Newport High St. to see the exhibition

Access to Employment Theme Update

Theme Summary: Working with and through the Isle of Wight Chamber of Commerce, the target market will be inspired and incentivised to change their travel behaviour, creating a legacy of change which will benefit the long term health of the Islands economy and workforce. Our focus will be on the Islands 20 largest employers, which employ a combined workforce of over 10000.

Theme Objective: Reduce dependency on single occupancy car trips and promote sustainable alternatives for access to employment



Project Title:	Project Lead:	Project Description: (From LSTF2 bid document)	Progress to Date:	Find out more:
Workplace Engagement Programme	Kevin Smith, CEO, Isle of Wight Chamber of Commerce Kevin.smith@IWChamber.co.uk	Introducing a team of Business Travel Champions which will engage with the Island largest employers to deliver a series of proven interventions which encourage use of sustainable modes, and reduce private car use.. The role of the Champions will be diverse and varied, with outcomes and KPI's relating to achieving sustainable door to door journeys. Much work has already been done to by the Islands employers on workplace travel	The Chamber of Commerce has recruited a team of five staff to deliver this project. The Chamber has developed template sustainable transport policies which it is encouraging businesses to adopt. To date over 500 employees at 30 Island employers have been trained, inspired and	See highlights from the Workplace Engagement Programme in the Chamber of Commerce news here



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		planning, the Champions will take this to the next level, with regular events, training, personalised journey planning and monitoring	<p>engaged to embrace sustainable transport options.</p> <p>The Chamber has also supported a number of travel awareness campaigns including Catch the Bus Week, Bike Week and the Cyclists breakfast event as part of the wider Isle of Wight Cycling Festival.</p>	
Workplace Bus Enhancements	<p>Matt Kitchen, General Manager, Southern Vectis</p> <p>Matt.kitchen@southernvectis.com</p>	Increasing the peak time frequency of the bus route 39, which links Newport with a major employment site and retail park, and relaunching Route 1, which links West Cowes with Newport, passing major employment sites en route.	<p>St Cross Business Express bus service launched on 5 May, providing a weekday peak time link between Newport Town Centre and St Cross Business Park.</p> <p>Performance to date and been mixed, with encouraging patronage levels linked to wider travel awareness campaigns such as Catch the Bus Week.</p> <p>Funding supported the relaunch of Route 1, in April 2015, which introduced a new fleet of buses including free WiFi for customers.</p>	<p>Read more about the St Cross Business Express here</p> <p>Read more about the relaunched Route 1 here.</p>
European Partnerships	<p>Kevin Smith</p> <p>Kevin.smith@IWChamber.co.uk</p>	Developing a partnership with a market leader in workplace travel behaviour change, through a process of engagement with former European towns to learn from best practice, share ideas, and create innovation going forward. Our partnership will include bringing inspirational speakers to the Island to share the art of the possible with our workplace community.	<p>Initial partnership scoping is underway which will identify three European settlements with which to engage and share best practice.</p> <p>Celebration event planned for March 2016.</p>	



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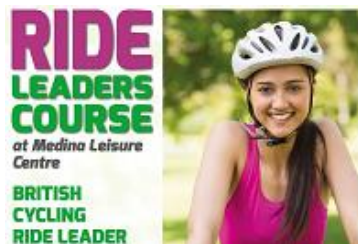


Project Title:	Project Lead:	Project Description: (From LSTF2 bid document)	Progress to Date:	Find out more:
Share the Road Campaign	Kevin Smith Kevin.smith@IWChamber.co.uk	Delivering a Share the Road campaign, raising awareness of the needs of all road users and developing a shared level of understanding.	The Share the Road campaign plan has been scoped and the two key elements of the campaign – video and imagery – are in the post production phase. Full campaign will be launched late October 2015.	Read about the successful Transport for London Share the Road campaign here
Access to Employment Grant Fund	Kevin Smith Kevin.smith@IWChamber.co.uk	Establishing a grant fund , designed to inspire employers to apply for funding which they can use to deliver projects which meet LSTF outcomes. The popularity of our current capital grants programme illustrates the potential that grant schemes can have in engaging and empowering business, and realising match funding.	Grant fund application collaterals have been developed by Community Action Isle of Wight with support from the Chamber of Commerce. The grant fund was launched in August 2015 and is aimed at all sectors of the Island's economy, with grants ranging from £2,500 to £47,000.	View further information, including grant fund guidance notes here

Access to Education Theme

Theme Summary: The Access to Education theme will support economic growth by tackling local congestion problems caused by journeys to and from the Islands 49 primary, secondary and special educational needs schools. Managed by the Isle of Wight Council Sports Development Team, access to education projects will inspire and incentivise over 16000 young people in education to change their travel behaviour, delivering transport, health and wider community outcomes for the benefit of all.

Theme Objective: Improve the health and wellbeing of young people through sustainable access to education.



Project Title:	Project Lead:	Project Description: (From LSTF2 bid document)	Progress to Date:	Find out more:
School Engagement Programme	Megan Streb, Smarter Choices Co-ordinator, Sustrans Megan.streb@sustrans.org.uk	Delivering a series of proven interventions in and around educational settings to change the travel behaviour of students. These will enable young people, their families, staff and neighbouring communities to walk, cycle or use public transport more often. A team of School Travel Champions will be procured to provide travel advice and outputs, tailored to the unique geography and circumstance of each of the Islands 49 IoW schools. The project will focus on inspiring young people to travel to and from school more sustainably through a range of creative approaches, building on existing school travel plans already adopted by the schools	The walking and cycling charity Sustrans has been procured to deliver a comprehensive school engagement programme to all Island schools. Sustrans has recruited a team of four officers to engage with schools, each covering one of four quadrants on the Island. To date, over 40 schools have committed to the Sustrans programme, which involves officers working in schools to provide training, advice and incentives which encourage young people to access education using sustainable transport.	Read about Sustrans wider school engagement work here
Travelsafe Campaign	Bobby Lock, Community Rail Officer,	Delivering a new phase of the successful Travelsafe campaign, which will educate all road users about road safety, focusing on the safe and responsible use of	Travelsafe campaign video was commissioned by the Isle of Wight Community Rail Partnership (IWCRP) and	View the Travelsafe



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	IW Community Rail Partnership info@isleofwightcrp.co.uk	public transport for young people. This is turn will help to reduce the negative perceptions that cycling and walking can be less safe than alternative modes.	launched in June. The short film features young people interacting with public transport and is designed to improve personal safety in a range of sustainable transport environments. IWCRP is facilitating an ongoing programme of audience engagement during 15/16 including school workshops.	video on YouTube here
Community Activators	Lee Matthews, Recreation & Public Spaces Manager, Isle of Wight Council Lee.matthews@iwc.gov.uk	Using the home to school journey to build physical activity into everyday lives. We will work with and through the Sport England Community Activators programme, realising match funding and shared outcomes through complementary activities which increase activity amongst young people	This project extends the reach of the Sport England funded 'Isle be Active' initiative on the Island. A number of Community Activator staff have been recruited which are delivering cycling and walking related activities which inspire communities to embrace sustainable transport.	Read more about the Isle be Active Programme here
Access to Education Grants	Alec Broome, Sports Development Officer Isle of Wight Council Alec.broome@iwc.gov.uk	Establishing a grant funding scheme , enable schools to deliver their own revenue projects to alter travel behaviour and reduce congestion around their sites. This will also generate match funding and help schools to prepare for the transition period beyond March 2016 when they will be expected to have realised the benefits of the programme and embrace the legacy using their own resource	Access to Education Grant Fund collaterals have been developed and the Grant Fund was launched in July and promoted to all Island schools. To date, three applications have been approved totalling just over £5000 in grant funding. The grant fund remains open until the end of December '15, or when all the funding has been allocated, whichever is sooner.	Download the Access to Education Grant guidance notes here



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Adult Cycle Training	Lee Matthews Lee.matthews@iwc.gov.uk	Implementing a programme of adult cycle training which will target adults which have a role in the home to school journey e.g. parents and teachers. We will deliver Level 2 training to 500 adults during 15/16, complementing the successful Bikeability programme of Level 2 training for primary school children	A programme of adult training has been developed in partnership with the supplier Premier Sports Coaching Ltd.	Find out more about the adult cycle training via this promotional flyer here