

Transforming Travel on the Isle of Wight:
Transition to Transformation

Access Fund Programme Evaluation 2018/19



Introduction

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

Transforming Travel

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

The 19 projects being delivered are grouped into three thematic workstreams:

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

Monitoring & Evaluation

The funding bid for Transforming Travel outlined ambitious targets for the number of car trips the programme aims to replace with trips by foot, cycle, car share and public transport (see Appendix A). These targets were calculated using assumptions about the scale of 'mode shift'¹ each theme might achieve, based on the change achieved by past sustainable transport programmes (both on the Island and elsewhere). These targets were calculated using the best

available baseline 'mode split' data at that time, such as from the 2011 Census, Island Visitor Monitor and 2011 School Census data. This baseline data was often dated or too high-level to capture the exact travel habits of the specific audiences the programme is targeting.

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

Data collected from the programme's target audiences through the evaluation process has provided a revised baseline (based on the most up to date information), as well as robust evidence for revising assumptions used to estimate outcomes (e.g. average number of visitor trips, average distance travelled for specific journey types). This allows the evaluation to assess the programme's progress based on more nuanced and relevant data than was available when targets were set in the original funding bid. However, it means it is working from a starting point that is sometimes incompatible with the data used and assumptions made when those targets were set.

As such the evaluation is primarily focused on assessing the magnitude of mode shift, and calculating trip variation outcomes, against these revised baseline figures; as opposed to measuring progress against the targets set out in the original funding bid. The evaluation is still assessing the programme's progress in creating the *outcomes* expected in the original bid (i.e. decreases in the number of car trips, increases in the number of trips by sustainable modes, savings in car km travelled and carbon emitted) but is focused on measuring the *direction of travel* of the programme's progress, rather than on making direct comparison of outcomes to the original targets.

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

Year 2 Briefing: 2018/19

In Summer 2019 the second stage of the evaluation was completed – a review of the monitoring data available for Transforming Travel for its second year of 2018/19.²

This enabled calculation of the mode shift achieved to date by each of the themes (by comparing 2018/19 mode split data with that from the baseline year of 2017/18), and assessment of the trip variations achieved over the first two years of the programme.

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

Programme: Transforming Travel on the Isle of Wight	03
Theme 1: Access to Visitor Experiences	06
Theme 2: Access to Employment, Training & Skills	09
Theme 3: Access to Education & Active Communities	13

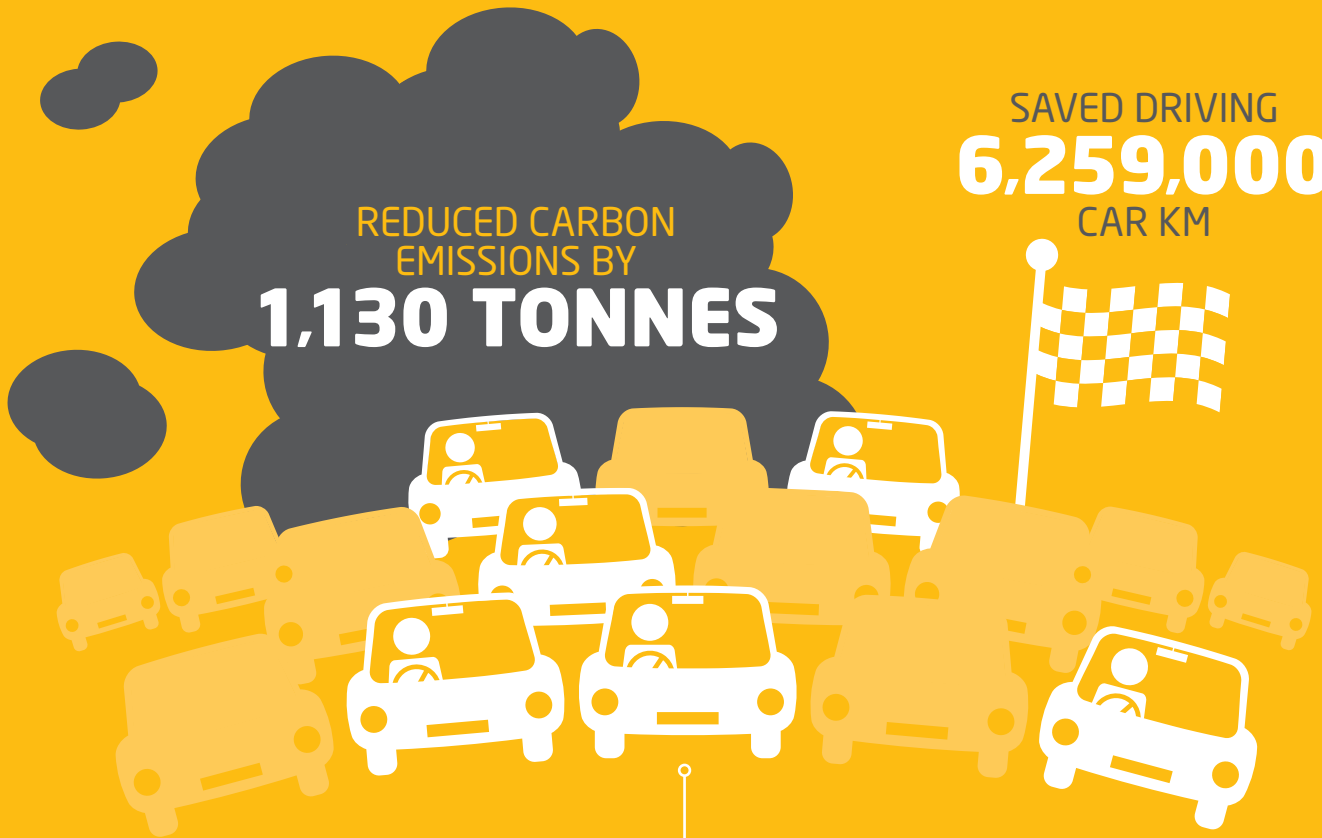
²For some projects analysis was completed for the period April 2018 to March 2019 – the second financial year of the programme. Due to the later availability of some data sets and the academic year running September 2018 to July 2019, for other projects analysis covers the period to July 2019.

TRANSFORMING TRAVEL ON THE ISLE OF WIGHT

TRIP VARIATION

REDUCED CARBON EMISSIONS BY
1,130 TONNES

SAVED DRIVING
6,259,000
CAR KM



SAVED
502,000
CAR TRIPS



+131,000
BUS TRIPS



+126,000
CYCLE TRIPS



+387,000
WALKING TRIPS

Programme: Transforming Travel on the Isle of Wight

Trip Variation

In its first two years it is estimated the Transforming Travel programme has saved 502,000 car trips (353,000 car driver trips and 149,000 car passenger trips). This has saved an estimated 6,259,000 car km and the release of almost 1,130 tonnes of greenhouse gas emissions.

The programme has also increased use of sustainable transport – generating in the region of 131,000 bus passenger trips, 126,000 cycling trips and 387,000 additional walking trips



See Table A for trip variations achieved in the first two years, by theme and for the programme overall.



See Table B for car km and carbon savings in the first two years, by theme and for the programme overall.

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

Progress

As with any multi-year programme, Transforming Travel has been forced to adapt its delivery model and timetable for some specific sub-projects due to disruptions caused by changing wider circumstances. For example, when a key partner was able to introduce their own funding to support sustainable travel by jobseekers, leading to the Sustainable Transport Broker Programme being reduced and reshaped. This means that some elements of the programme only 'found their feet' by the latter end of 2018/19.

New information available in 2018/19 has altered some of the assumptions used to calculate the programme's outcomes (e.g. average number of trips taken by visitors to the Island).

This has allowed for Year 2 impacts to be more accurately estimated, and also for Year 1 impacts to be re-calculated based on these more refined assumptions. It is not therefore appropriate to directly compare the findings of this report against those reported in the 2017/18 (Year 1) report.

However, it is clear that the programme overall continued to make good progress in 2018/19, and that **the impact it is having in terms of overall car km and emission savings is much more significant than previously estimated.**

While the impact of individual projects and themes may be too small to be visible at an island-wide via analysis of other datasets (e.g. localised congestion and journey times), their collective car use reduction and emission savings will be of significant overall benefit to the Island's road network and environment.

By prompting over 500,000 new trips by active travel the programme will also have contributed to improving the health and well-being of residents and visitors. This increase in active travel may also have made a positive contribution to retail vitality and the Island economy – in light of evidence that walkers and cyclists typically visit retail areas more frequently, and spend more over the course of a month, than car-borne shoppers.³

³ See for example: Living Streets' The Pedestrian Pound: The Business Case for *Better Streets and Places* (2014) and Transport for London's *Walking & Cycling: The Economic Benefits* www.tfl.gov.uk/corporate/publications-and-reports/economic-benefits-of-walking-and-cycling

Table A: Trip Variation by Theme (total to date, years 1 & 2)^a

	CAR DRIVER	CAR PASSENGER	BUS PASSENGER	CYCLE	WALK
ACCESS TO VISITOR EXPERIENCES	-293,308	-	+62,555	+117,826	+241,847
ACCESS TO EMPLOYMENT, TRAINING & SKILLS	-61,904	+52,119	+23,191	-17,234	-14,837
ACCESS TO EDUCATION & ACTIVE COMMUNITIES	+1,968	-201,396	+45,392	+25,499	+159,952
PROGRAMME TOTAL	-353,244	-149,278	+131,138	+126,091	+386,962

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

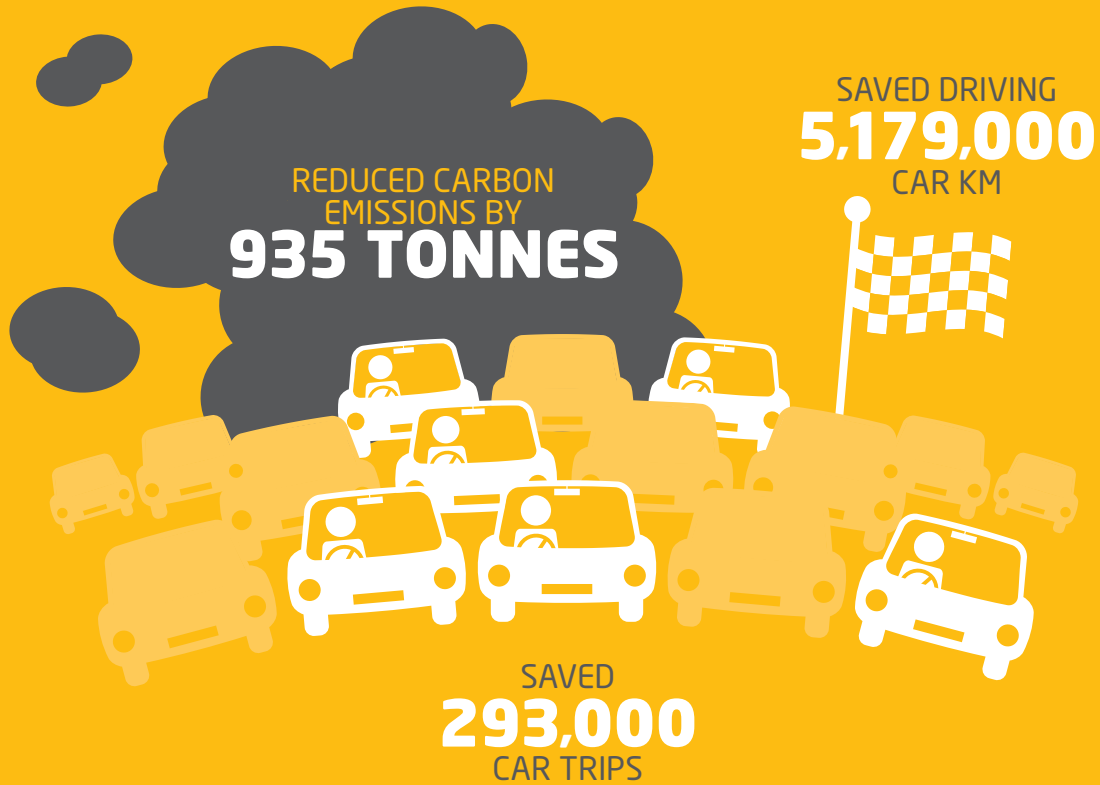
Table B: Trip Variation Outcomes by Theme (total to date, years 1 & 2)^a

	ESTIMATED CAR DISTANCE SAVING (KM)	ESTIMATED CO _{2e} SAVING (TONNES)
ACCESS TO VISITOR EXPERIENCES	-5,178,781	-935
ACCESS TO EMPLOYMENT, TRAINING & SKILLS	-123,326	-22
ACCESS TO EDUCATION & ACTIVE COMMUNITIES	-957,163	-173
PROGRAMME TOTAL	-6,259,270	-1,130

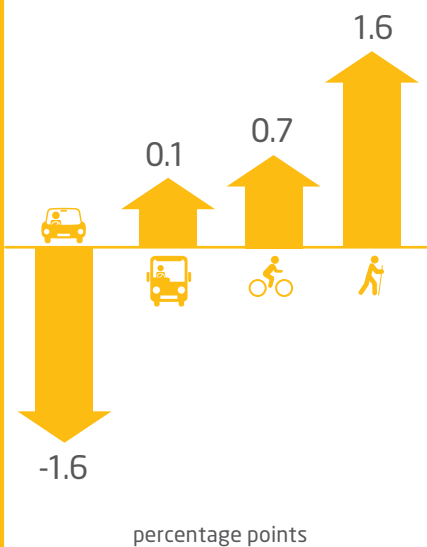
^a See data in each theme's individual section for more detail and notes on calculations / assumptions.

ACCESS TO VISITOR EXPERIENCES

TRIP VARIATION



VISITOR MODE SHIFT



VISITOR BUS KEY CARDS



SAVED **3,350** CAR TRIPS



SAVED **8** TONNES CARBON EMISSIONS



SAVED **46,500** CAR KM



ADDITIONAL **+8,547** BUS TRIPS

Theme 1: Access to Visitor Experiences

Mode Shift

At the end of Year 2 results from the Tourism Trend surveys⁴ show that amongst visitors there was a reduction in car mode share and an increase in cycling, walking and bus mode share compared to 2016/17. However the changes were generally small (<1.6pp).



See Table C for visitor mode shift by all modes.

An additional question was added to the survey in early 2017 regarding other modes of travel used while on the Island. For visitors whose main mode was their own car, a small proportion of them (ranging from 1% to 4% in Access Fund Year 2) also walked, cycled or used the bus while on the Island. For the first time the change in trips by secondary modes was also added to the total for visitor trips.

Trip Variation

Based on new data available in 2018/19 about the number of trips taken by visitors using different modes of travel, it has been possible to more accurately estimate the impact of these relatively small changes in mode share on trip numbers. In total it is estimated the Visitor Experiences theme reduced 293,000 car trips, 5,179,000 car km travelled and saved over 935 tonnes greenhouse gas emissions in the first two years of the programme. There was also an estimated increase in bus trips of 63,000, in cycling trips of 118,000 and in walking trips of 242,000 over two years.



See Table D for trip variations achieved in the first two years by this theme.

Progress

It should be noted that there has been a sustained and significant fall in visitor car use as a main mode since the start of the Island's Local Sustainable Transport Fund programme – reducing 7pp

from 63.7% in 2014/15 to 56.7% in 2018/19. This should be seen as quite an achievement in the context of national and regional (south east) increases in road mileage, as well as increasing number of car trips for leisure purposes in England, over the same period.

Due to the volume of visitors to the Isle of Wight, and the number of trips they make while on the Island, this shift towards more sustainable modes of travel translates in to quite significant savings in the number of car trips and amount of CO₂ emitted. As these changes are happening incrementally, across the whole Island, over an extended period of time they won't necessarily be detectable in localised data sets (e.g. for journey times and air quality). However their cumulative effect will be making an underlying contribution to improving congestion and pollution on the Island.

The continuing success of the Bus Key Card project has also contributed significantly to the increase in bus trips. Based on the survey results it is also reaching a significant proportion of habitual car drivers and getting them onto a bus, some for the first time in many years, for a positive experience. At the prestigious 2019 UK Bus Awards, this project received a silver award in the 'Marketing Initiative of the Year' category.

In the second year of the Bicycle Island survey, there was some evidence to support the popularity of electric bikes, and many who hired one went on to buy one. It also found that bike hire is a good source of new, novice or lapsed cyclists and that often these are part of a group that includes more regular or experienced cyclists. Data continues to emphasise the importance of leisure cycling for new, novice and lapsed cyclists and that recruiting new people to cycling is reliant on providing high quality leisure cycling experiences. The project is seeking to understand the volume of additional trips that Isle of Wight visitor cyclists generate as utility cyclists when they return home. More detail will be provided in the Year 3 briefing.

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

Table C: Visitor Experiences Theme Mode Shift to 2018/19^a

	BEFORE (%)	AFTER (%)	CHANGE (PERCENTAGE POINTS)
CAR	58.3	56.7	-1.6
BUS	7.9	8.0	0.1
CYCLING	1.3	2.0	0.7
WALKING	8.8	10.4	1.6

^a Comparing Financial Year 2016/17 (baseline) to 2018/19. Main mode of travel only from Tourism Trends Surveys. Car trips include 'own car' and 'rented car' modes from the Tourism Trends surveys but excludes taxis. Bus mode does not include coach trips. Other transport modes from the surveys are not included in the targets or analysis.

Table D: Visitor Experiences Theme Trip Variation (total to date, years 1 & 2)

	CAR	BUS PASSENGER	CYCLE	WALK
TOURISM TRENDS SURVEY (MAIN MODE)^a	-289,958	-2,667	+89,987	+220,330
TOURISM TRENDS SURVEY (SECONDARY MODE)	-	+56,676	+27,839	+21,517
BUS KEY CARD	-3,350	+8,547	-	-
THEME TOTAL	-293,308	+62,555	+117,826	+241,847

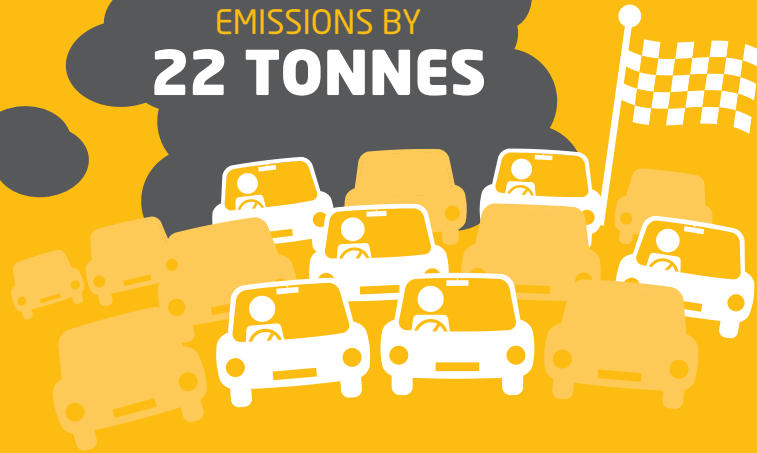
^a Based on 4,713,802 visitors; mode shares as shown in Table C; assumption of average 12 trips per visitor travelling by car or bus and average 6 trips per visitor travelling by walking or cycle; and two passengers per car.

ACCESS TO EMPLOYMENT, TRAINING & SKILLS

TRIP VARIATION

REDUCED CARBON EMISSIONS BY
22 TONNES

SAVED DRIVING
123,000
CAR KM



SAVED
62,000
CAR TRIPS



+23,000
BUS TRIPS

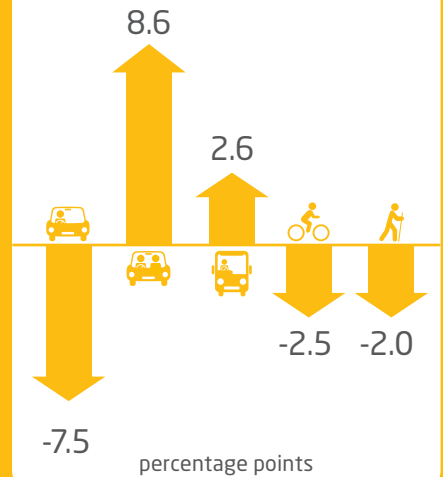


-17,000
CYCLE TRIPS



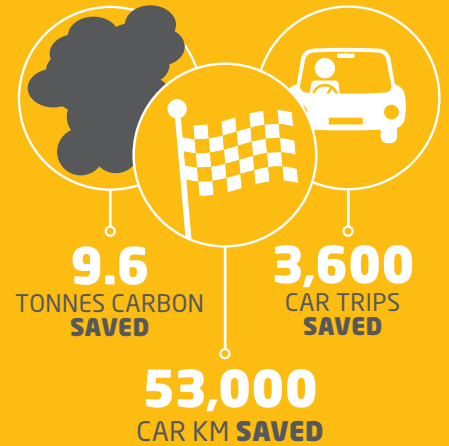
-15,000
WALKING TRIPS

WORKPLACE MODE SHIFT



Based on one engaged workplace only

APPRENTICE BUS KEY CARDS



ADDITIONAL
+3,600
BUS TRIPS

SMART CYCLING CORRIDOR

PedalAid App tracks journeys along the Red Squirrel Trail cycle route

1,399
DOWNLOADS



5,232
COMMUTING & LEISURE
CYCLE TRIPS

31,483
KM CYCLED

SAVED
1.9 TONNES
CARBON EMISSIONS*

*If a third of journeys replaced a trip previously travelled by car.

COWES

RIVER MEDINA

NEWPORT

JOBSEEKER TRANSPORT SURVEY

10%
INCREASE

TRANSPORT IS NOT A BARRIER TO EMPLOYMENT

USE MOTORISED TRANSPORT TO JOB CENTRE

6%
INCREASE

Comparing 2017 and 2019

CYCLE SERVICE DELIVERY



70
KG
CARBON

242
CAR
TRIPS

386
CAR
KM

SAVED



BY USING AN ELECTRIC BIKE

Theme 2: Access to Employment, Training & Skills

Mode Shift

By the end of Year 2 only one workplace (Isle of Wight Council) had supplied mode shift data (i.e. mode share data from both a baseline and follow up survey). This showed a 7.5pp reduction in car mode share and an increase in use of sustainable modes (+5.6pp) and home working (+1.9pp).

Amongst sustainable modes car sharing showed an 8.6pp increase and bus a 2.6pp increase. Use of cycling and walking decreased (-2.5pp and -2.0pp respectively).



See Table E for workplace mode shift by all modes.

This positive shift to sustainable modes is only indicative. Further follow up data is awaited in Year 3 from other workplaces involved in the Workplace Engagement Programme – in order to better understand the mode shift created by the Employment, Training & Skills theme.⁵

Trip Variation

The Employment, Training & Skills theme is estimated to have so far reduced over 62,000 single occupancy car trips, 123,000 car km travelled and saved over 22 tonnes of greenhouse gas emissions. There has been an estimated increase in car share trips of over 52,000, an increase in bus trips of over 23,000 and reductions in cycling and walking trips of -17,000 and -15,000 respectively.

These figures are based on trips by employees for one workplace, as well as on trip variations achieved by three smaller projects in this theme: Sustainable Transport Broker Programme (giving monthly bus keycards to apprentices)⁶; Cycle Service Delivery (using cargo bike for domiciliary care visits)⁷; and Smart Cycling Corridor (logging cycling journeys via the Pedal Aid app).⁸

Once follow up data is available for more workplaces in Year 3 it is expected that markedly larger outcomes will be in evidence for this theme.



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

Progress

Due to the need to wait for workplaces to collect follow up data at least one year after their baseline data was collected, it is not possible to assess the progress of the Workplace Engagement Programme – the most significant project in this theme. In Year 3 we should be able to assess mode shift at several large employers for which the project has already collected baseline data (e.g. Isle of Wight NHS Trust, Ascensos, BAE Systems, MHI Vestas, Department of Work and Pensions, and various transport operators).

It is expected that the overall impact of this theme will be undermined by the effect of operational issues. For example, due to the original delivery partner not being awarded a contract extension after Year 2, delivery of the Workplace Engagement Programme was moved in-house in Year 3 – which will have affected continuity of delivery. Also, changes within Department for Work & Pensions (a key partner) have limited the original scope of the Sustainable Transport Broker Programme; while full and concerted mobilisation of both Cycle Service Delivery projects has taken considerably longer than originally forecast. One project which was able to make good progress in Year 2 was the Smart Cycling Corridor; which rebranded as PedalAid and expanded to cover the full length of the Red Squirrel Trail. This means it now covers not only Cowes – Newport but also on to Merstone and the Sandown – Shanklin – Wroxall loop.

⁵ To date baseline data is available for a further 6 workplaces.

⁶ Keycards given to 120 apprentices. Assumed 50% were new trips and 50% were trips replacing a car trip.

⁷ This project was not operational in Year 2.

⁸ Based on 708 active users of Pedal Aid app. Assumes all journeys replace a car journey.

Table E: Employment, Training & Skills Theme Mode Shift to 2018/2019^a

	BEFORE (%)	AFTER (%)	CHANGE (PERCENTAGE POINTS)
CAR	60.5	53.1	-7.5
CAR SHARE	6.3	14.9	8.6
BUS	7.9	10.5	2.6
CYCLING	6.4	3.9	-2.5
WALKING	15.4	13.4	-2.0

^a Based on one workplace supplying Employee Travel Surveys 'before' and 'after' roll out of interventions (Isle of Wight Council). Other transport modes from the surveys are not included in the targets or analysis. 'After' surveys for a further five engaged workplaces expected to be included in the analysis for 2019/20.

Table F: Employment, Training & Skills Theme Trip Variation (total to date, years 1 & 2)

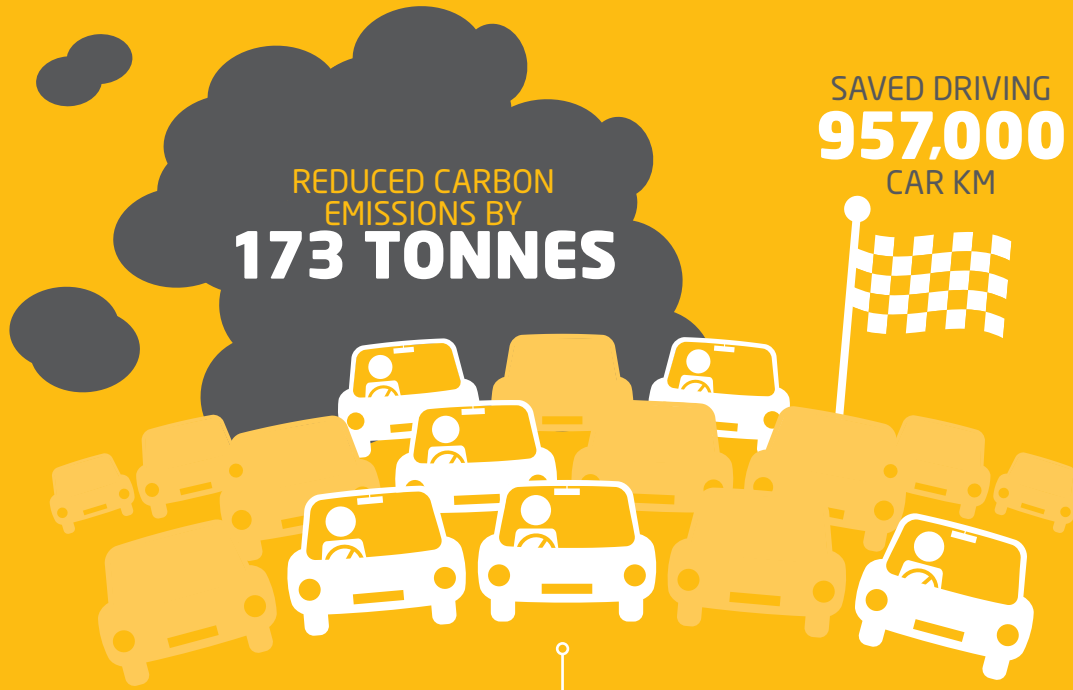
	CAR	CAR PASSENGER	BUS PASSENGER	CYCLE	WALK
WORKPLACE ENGAGEMENT PROGRAMME^a	-56,336	+52,119	+19,591	-19,202	-14,837
SUSTAINABLE TRANSPORT BROKER PROGRAMME	-3,600	-	+3,600	-	-
CYCLE SERVICE DELIVERY (ISLAND HEALTHCARE)	-242	-	-	+242	-
SMART CYCLING CORRIDOR^b	-1,727	-	-	+1,727	-
THEME TOTAL	-61,904	+52,119	+23,191	-17,234	-14,837

^a Based on 1,700 staff; mode shares as shown in Table E; estimated 444 trips between home and place of work per year.

^b Based on 1,399 downloads of PedalAid app; 708 active users by March 2019. Assumes all trips recorded replace a car journey.

ACCESS TO EDUCATION & ACTIVE COMMUNITIES

TRIP VARIATION



SAVED
199,000
CAR TRIPS



+45,000
BUS TRIPS



+25,000
CYCLE TRIPS



+160,000
WALKING TRIPS



Isle of Wight
area of outstanding
natural beauty



360
WALKS

9,473
PARTICIPANTS

9,168
TRIPS



644
WALKS

7,585
PARTICIPANTS

7,874
TRIPS



93
EXPEDITIONS

563
PARTICIPANTS

8,138
TRIPS



14
RIDES

305
TRIPS



79
RIDES

647
PARTICIPANTS

1,022
TRIPS



15
SESSIONS

19
PARTICIPANTS

279
TRIPS

Theme 3: Access to Education & Active Communities

Mode Shift

Between 2017 and 2019 there was a large reduction (-9.4pp) in car mode share for Year 5/6 primary school students; with a corresponding 10.2pp increase in sustainable mode share. In particular, walking increased by 7.6pp and cycling by 3.5pp (and a slight reduction in skating/scooting).

There was an even larger mode shift from car (-14.5pp) to sustainable modes (+14.1pp) amongst Year 12/13 secondary school pupils. The majority of the increase in sustainable travel was accounted for by walking (+11.2pp), with some additional bus travel (+2.8pp).

In the Year 7/8 age group there was only a marginal reduction in car mode share (-0.2pp) over this same period. Although there was an 8.6pp increase in bus travel, this was mainly transferred from walking (-7.1%) – which meant sustainable mode share also remained broadly static (+1pp).



See Table G for mode shift in all targeted school age groups.⁹



See Table H for primary school mode share.

Survey responses for 2019 were too low to allow for analysis of mode shift over the same period for further education students. Amongst staff use of active travel modes remained stable, while bus and car sharing fell (4.3pp and 1.5pp respectively). In contrast car mode share increased by 4.1pp.¹⁰



See Table I for further education student and staff mode share.

Trip Variation

In the first two years of the programme the Access to Education & Active Communities theme is estimated to have reduced car trips by over 199,000 and increased trips by walking (+160,000) bus (+45,000) and cycling (+25,000).

These changes are mainly attributable to the Schools Engagement Programme, although Further Education and the smaller community-based projects have collectively made a significant contribution to the increases in walking and cycling.

This reduction in car trips was estimated to save 957,000 car km and 173 tonnes greenhouse gas emissions.



See Table J for the trip variations achieved in the first two years by this theme.

Progress

Clearly the work in primary schools, focused on Year 5/6 pupils, has achieved significant results with a 9pp reduction in car use and a similar increase in active travel to school. The pioneering use of an app to record travel to school journeys has now been extended to all primary schools which will allow data to be collected over the whole school year rather than a single day, making results more robust.

Difficulties in accessing secondary schools for activities has limited progress with older students, who have always been a hard to reach group. Surveys of Year 12/13 students show that the much longer distance travelled to school for secondary students is the main barrier preventing active travel.

Although survey numbers for FE students was too low to assess progress this year, and the funding for FE participation has ended, the College remains committed to promoting active and sustainable travel and has offered to continue running travel surveys in the 2019/20 academic year.

For the community-wide projects there has been significant increases in the number of participants in AONB walks and Isle Be Active cycling programmes.

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

¹⁰ Survey numbers were generally low for the Isle of Wight College, which means the results should be viewed with some caution.

Table G: Schools Mode Shift 2017 to 2019 (matched schools only)^a

	PRIMARY YEARS 5/6 (PERCENTAGE POINTS) ^b	SECONDARY YEARS 7/8 (PERCENTAGE POINTS) ^c	SECONDARY YEARS 12/13 (PERCENTAGE POINTS) ^d
CAR^e	-9.4	-0.2	-14.5
BUS	-0.1	8.6	2.8
CYCLING	3.5	-0.2	0.7
SCOOTING & SKATING^f	-0.8	-0.3	-0.6
WALKING^g	7.6	-7.1	11.2

^a Comparing school year 2016/17 (baseline) to 2018/19. Car mode includes car drivers (16-19 only), car passengers and park and stride. Note park and stride not included in the surveys for Y5/6 or Y12/13.

^b Based on 32 matched schools supplying data in both 2016/17 and 2018/19.

^c Based on 4 matched schools supplying data in both 2016/17 and 2018/19.

^d Based on 3 matched schools supplying data in both 2016/17 and 2018/19. However the sample sizes are still quite small so figures must be treated with caution.

^e Includes car drivers (16-19 only), car passengers and park and stride.

^f Included in the cycling figures for the purposes of estimating trip variation and distance in Tables A and B.

^g Walking trips associated with park and stride not included.

Table H: Primary school mode share (matched schools, Years 5/6 only)^a

	2016/17 (%) (N=2,142)	2018/19 (%) (N=1,493)
CAR PASSENGER	29.4	31.3
PARK & STRIDE^b	11.3	-
BUS	2.1	2.0
CYCLE	3.5	7.0
SCOOT OR SKATE	10.8	10.0
WALK	42.4	50.0
ACTIVE TRAVEL COMBINED^c	56.7	67.0

^a 32 primary schools. As the schools work was largely focussed on primary schools these results are considered more attributable to the project than those of the secondary schools.

^b Added to car passenger figures for purposes of trip variation, but not included in walking trip figures. This will possibly overestimate car trip variation and underestimate walk trip variation.

^c Includes cycle, scoot, skate and walk.

Table I: Further Education Staff & Student Mode Share^a

STUDENTS	2017 (%) (N=79)	2018 (%) (N=76)
CAR DRIVER	11.4	17.1
CAR SHARE	11.4	9.2
CYCLE	0.0	2.6
WALK	7.6	15.8

STAFF	2017 (%) (N=81)	2019 (%) (N=126)
CAR DRIVER	64.2	68.3
CAR SHARE	8.6	7.1
CYCLE	3.7	1.6
WALK	7.4	9.5

^a Student survey numbers were too low to include for 2019.

Table J: Education & Active Communities Theme Trip Variation (total to date, years 1 & 2)^a

	CAR	CAR PASSENGER	BUS PASSENGER	CYCLE	WALK
SCHOOL ENGAGEMENT (TRANSITION YEAR) ^b	-29,648	-189,350	+109,574	+17,015	+96,506
FURTHER EDUCATION	+31,616	-12,046	-64,182	+6,878	+38,266
AONB CYCLING & WALKING	-	-	-	+305	+9,168
ISLE BE ACTIVE CYCLING & WALKING	-	-	-	+1,022	+7,874
DofE CYCLING & WALKING	-	-	-	+279	+8,138
THEME TOTAL	+1,968	-201,396	+45,392	+25,499	+159,952

^a Note slightly different timings for some projects.

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

Appendix A: Trip Variation Targets for March 2020 by Theme^a

	CAR DRIVER	CAR PASSENGER	BUS PASSENGER	CYCLE	WALK
ACCESS TO VISITOR EXPERIENCES	-604,198	-604,198	+319,407	+350,097	+477,147
ACCESS TO EMPLOYMENT, TRAINING & SKILLS	-926,239	+66,167	+239,473	+541,543	+332,769
ACCESS TO EDUCATION & ACTIVE COMMUNITIES	-177,532	-355,959	+64,719	+178,790	+419,187
PROGRAMME TOTAL	-1,673,531	-892,860	+572,122	+832,546	+1,176,364

^a As per funding bid.

Appendix B: Data Sources

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

© 2019 Isle of Wight Council
County Hall, Newport,
Isle of Wight, PO30 1UD

01983 821000
www.iow.gov.uk

Report prepared by:
The Smarter Choice Consultancy Ltd.
in partnership with Lorax Environmental Associates.
www.thesmarterchoiceconsultancy.co.uk
www.loraxenvironmental.co.uk

The Smarter Choice Consultancy
