

Transforming Travel on the Isle of Wight:
Transition to Transformation

Access Fund Programme Evaluation 2020/21



Background

Between April 2017 and April 2021, as part of the Department for Transport's (DfT) Access Fund, the Isle of Wight Council delivered the 'Transforming Travel on the Isle of Wight: Transition to Transformation' programme.¹

Transforming Travel

The programme delivered a range of initiatives to enable and encourage more local residents and visitors to travel around the Island sustainably – by walking, cycling, public and shared transport (such as e-scooters).²

It followed on from previous sustainable transport and behaviour change programmes delivered on the Island since 2011/12, which were funded through the DfT's Local Sustainable Transport Fund (2011/12 – 2015/16) and Sustainable Travel Transition Year grants (2016/17).

Transforming Travel was initially awarded £1.35m of DfT funding for the period 2017/18 to 2019/20. A further award of £0.45m was made for 2020/21 – making the total grant £1.8m. This was supplemented by a local funding contribution equal to about 20% of the grant.

As part of the programme, Isle of Wight Council and its partners delivered more than 20 projects, which were grouped under three themes:

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 'mode shift'³ which the programme would generate from unsustainable to sustainable modes of travel, and for the number of car trips which it aimed to replace with trips by foot, cycle, shared and public transport.

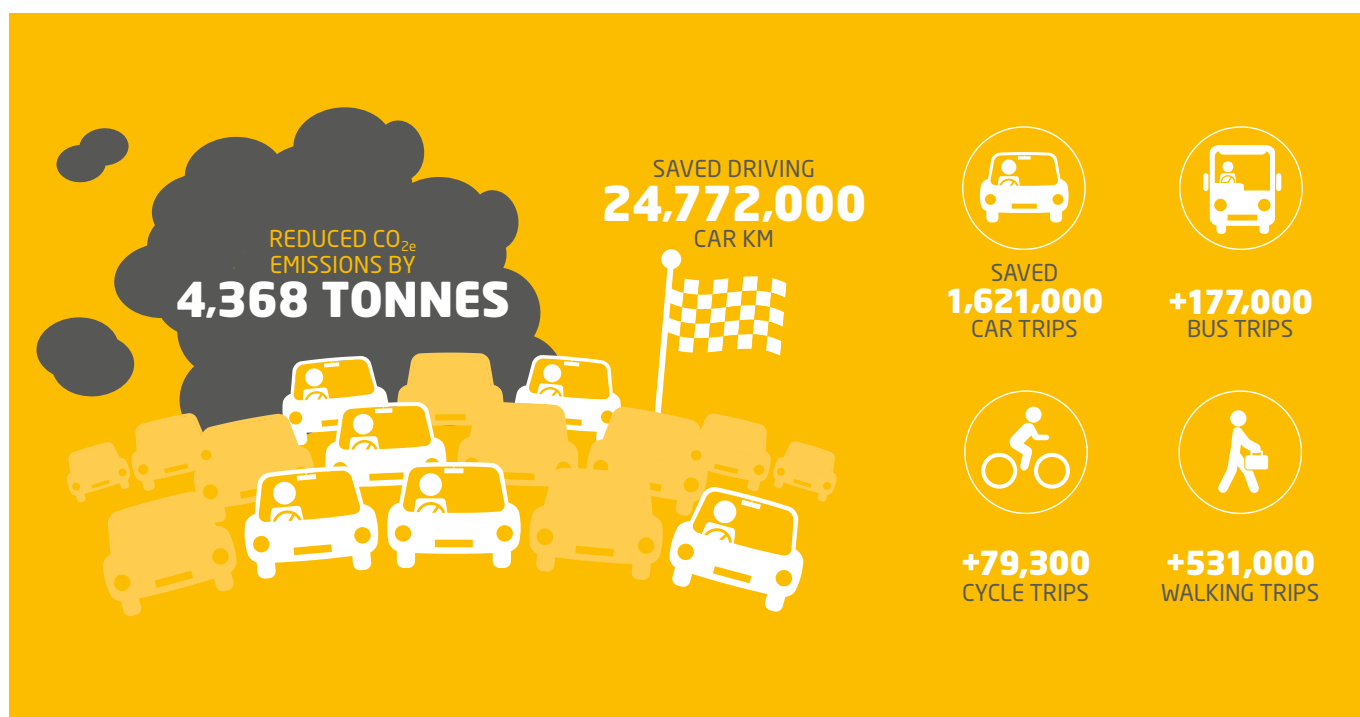
The Smarter Choice Consultancy Ltd. and Lorax Environmental Associates were commissioned by Isle of Wight Council to independently evaluate the Transforming Travel programme. They reported annually for 2017/18 and 2018/19, and looked at the overall impact of the programme's initial three years – which were largely unaffected by the pandemic – in 2019/20.⁴

¹ See the bid document at: www.iow.gov.uk/azservices/documents/1190-Access-Fund-Application-Form.pdf

² Shared transport' is when people either travel using the same vehicle to get to the same, or nearby, destinations (e.g. lift sharing), or when vehicles are available on demand for use by people on a short term loan basis (e.g. car clubs, bike docks or e-scooters).

³ Mode shift' is the change in these proportions over time – as measured against the original (baseline) mode split. 'Mode split' is the proportion of the target audience using each mode of travel.

⁴ Note that March 2020, the last of the 36 months covered by these reports, was affected by the pandemic.



It is estimated that in its first three years Transforming Travel averted over 1.6 million car trips; saving nearly 25 million car km and the release of 4,368 tonnes of CO_{2e} emissions.⁵ It generated an estimated +531 walking, +177,000 bus and +79,000 cycle trips.

The full findings of these reports can be reviewed at:

Year 1: www.iow.gov.uk/documentlibrary/view/sustainable-transport-access-fund-programme-evaluation-2017-18

Year 2: www.iow.gov.uk/documentlibrary/view/access-fund-programme-evaluation-2018-19

Year 3: www.iow.gov.uk/documentlibrary/view/isle-of-wight-access-fund-for-sustainable-transport-report-year-3-report

Impact of the Pandemic

The COVID-19 pandemic which began in the UK in March 2020, and the subsequent lockdowns and tier system restrictions, profoundly affected people's travel habits, and the delivery of the Transforming Travel programme, in 2020/21.

Some of the projects were unable to operate because their target audience were no longer available, or were not making their usual journeys. For example, pupils and students were not travelling to school or college, and travel restrictions prevented visitors coming to the Island for the majority of the year.

Other projects found that they had new demand, as for many people walking and cycling became a key source of exercise, and a daily reason to leave the house. For people who could not work from home, walking and cycling offered a way to travel to work without interacting with other people, while also boosting physical and mental health during a very sedentary and stressful period. While for employees affected by furlough and unemployment, walking and cycling offered a low cost means of remaining mobile. Overall, people felt safer and were more inclined to walk and cycle as traffic levels were lower. So, services and resources which enabled and encouraged residents and key workers to walk and cycle, and to do so with confidence, became more important; and several new initiatives were rolled out to specifically support key workers.

The DfT subsequently offered Access Fund programmes the opportunity to roll over their last year of funding into 2021/22, enabling a seamless transition to the Capability Fund, the successor travel behaviour change funding programme.

⁵ Herein 'carbon dioxide equivalent' or 'CO_{2e}' is used to express the greenhouse gas savings from reductions in car km, in order to represent all the quantities and types of greenhouse gas emissions saved as a single unit. CO_{2e} represents the amount of CO₂ which would have the equivalent global warming impact.



Contents

INTRODUCTION.....	06
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LESSONS

Lesson 1: Cycling	08
Lesson 2: Home Working	10
Lesson 3: Commuting	12
Lesson 4: Supporting Key Workers	14
Lesson 5: On-going Potential	16
Recommendation for Future Programmes	18

CASE STUDIES

Key Worker Cycle Scheme.....	19
#RideForHeros e-scooters.....	23
PedalAid.....	25
Visitor Bus Key Card Loans.....	28

DATA

Cycle Counters	30
Travel to Work and Home Working.....	34
Travel to College.....	38

Introduction

As the COVID-19 pandemic affected the delivery of multiple Transforming Travel projects in 2020 and 2021, and in many cases prevented the collection of further data, it is not possible to conduct an evaluation of the programmes' extended fourth year (from 1 April 2020 to 30 April 2021) in line with the methodologies used for the first three years of the programme.

Instead, using the data sources which remained available in Transforming Travel's fourth year, and looking at some of the initiatives which continued, this report summarises how the pandemic changed travel, and outlines five lessons the programme learnt from how sustainable travel changed on the Island during the pandemic. It suggests how Isle of Wight Council and its partners may wish to capitalise on these changes to continue to support the decarbonisation of transport on the Island, through the initiatives and programmes which follow on from Transforming Travel. The report also describes some key initiatives, to capture best practice and facilitate the sharing of information about these with other local authorities and stakeholders.

How the Pandemic Changed Travel

It is obvious the pandemic has greatly affected travel habits. The sudden requirement to stay at home during lockdown periods, the large numbers of employees furloughed from work, and the on-going requirement to study and work from home where possible, resulted in a large drop in all journeys. In April 2020, nationally, daily use of motor vehicles was on average only 36% that of the previous year. By April 2021, while driving had rebounded somewhat, motorised vehicle use was still on average only 88% of pre-pandemic levels.⁶ Part of this rebound appears to be accounted for by an increase in use of light goods vehicles – from the pandemic-induced boom in online shopping.

People sought to find the safest possible ways to travel, where they were socially isolated from other travellers. So, although half (55%) of people say they are using their car less than before coronavirus (as they don't need to travel as much), 11% say they are using their car more (keeping socially distant when they do travel).⁷ Public transport, which also had to reduce capacity to allow for social distancing, has been particularly hard hit by this. In April 2020, nationally, daily use of rail and bus use (outside London) had fallen to, respectively, just 5% and 11% of 2019 levels. By April 2021 levels were still at less than half of pre-pandemic levels – at 35% and 49% respectively.⁸

For many transport data sets the figures for 2020 or 2020/21 are not yet available, but data for 2019/20 is generally showing some early pandemic-induced effect from changing travel in March 2020 – so is still a useful indicator of early effects.

Interestingly, the latest available data on passenger journeys on local bus services suggests that **the pandemic's impact on Island bus journeys may have been more muted than on the mainland.** Between 2018/19 and 2019/20 total passenger journeys fell by just -1.8% on the Island, compared to by -4.3% across the South East and -5.5% across England. This less severe reduction in use could be linked to the previously buoyant trend between 2010/11 and 2018/19, which showed a +11.7% increase in passenger journeys on the Island (compared to +2.7% in the South East and -6.7% in England as a whole).⁹ This suggests that residents' making increased use of Island bus services in recent years might not have been so quick to switch modes or stop travelling as in other parts of the country. However, the 2020/21 data is required to understand this in more detail.

⁶ Department for Transport [COVID 19 transport use statistics](#) (as at 13/06/21)

⁷ National Travel Attitudes Study: Wave 4 (Final), Department for Transport, 28 January 2021

⁸ Department for Transport [COVID 19 transport use statistics](#) (as at 13/06/21)

⁹ Department for Transport Annual Bus Statistics: year ending March 2019 – table BUS0110a: passenger journeys on local bus services per head by local authority

Unfortunately, the data is not as optimistic for rail. Rail station entrances and exits on the Island have been falling since 2010/11 – on average by -5.8% per year until 2018/19. In part this is because landslides and works to upgrade the line have resulted in closure of the railway for relatively long periods. Between 2018/19 and 2019/20 entrances and exits fell -12.0% (compared to -2.3% across the South East as a whole).¹⁰ This suggests that **the pandemic may exacerbate the pre-existing decline in use of the Island’s rail services**, and that robust action needs to be taken to reinvigorate this. (It may also suggest that visitors make up a key portion of passengers on the Island’s rail line – so targeting visitors and encouraging more of them to travel by rail might be one strand of activity to help address this decline.)

Although the pandemic has limited people’s ability and desire to make as many day-to-day or tourism trips as they normally would, and affected the Island’s public transport and local economy accordingly, it has in several ways also boosted the Island’s on-going work to promote sustainable travel.

The requirement to switch to home working – and the enforced uptake of technologies, management approaches and working styles which facilitate this – has hugely accelerated a trend which reduces the need for daily commuter journeys. Office for National Statistics data suggests that, excluding furloughed workers, there was a 10 percentage point increase in the proportion of the workforce working from home at some point in 2020 (37%), compared to 2019 (27%).¹¹ Lesson 2 below (and the associated data on travel to work and home working) looks at the potential scale of the shift to home working on the Isle of Wight during the pandemic, and its effect on car trips and associated CO₂e emissions. Lesson 3 examines the shift towards more commuting by car, by those employees who have continued to travel in to work.

With gyms closed, and a daily walk or cycle being one of the few justifications for leaving the house during lockdown periods, walking and cycling for leisure received a huge boost. Their appeal were further enhanced by the warm, dry weather during the first national lockdown, and the quieter, safer roads resulting from the fall in vehicle traffic. Some people took up walking and cycling for their essential journeys too – as active travel enabled them to get to work or the shops while being socially distanced from other people. According to the National Travel Survey, in May – July 2020 active travel trip rates nationally were up 189% on 2019, and even during the looser restrictions of August – September 2020 they were still up 138% on the previous year.¹² Lesson 1 below, and the associated data on cycle counters, shows that more Island residents have been cycling, and cycling more often, during the pandemic, and that they have kept on cycling – at levels well in excess of the national trend (which had fallen to daily cycling levels being only 106% of pre-pandemic levels in April 2021).¹³

Five Lessons Learnt from the Pandemic

Looking past these headlines, in detail at the data and experiences of the Transforming Travel programme between April 2020 and April 2021, five lessons emerge for the Island’s approach to encouraging travel behaviour change. These are outlined in next section.

The detail of the data and initiatives these lessons refer to is given in the sections at the end of the report – for reference when forward planning or sharing best practice.

¹⁰ Office of Road and Rail – Estimates of Station Usage – table 1415: time series of passenger entries and exits and interchanges by station (as at 23/06/21)

¹¹ [Homeworking in the UK Labour Market](#), Office for National Statistics, 17 May 2021

¹² National Travel Attitudes Study: Wave 4 (Final), Department for Transport, 28 January 2021

¹³ Department for Transport [COVID-19 transport use statistics](#) (as at 13/06/21)

Lesson 1



2020/21 was a bonanza year for cycling, and shows that, given the right conditions and support, more Island residents will cycle, more often, over longer distances.

Data from the Island's cycle counters shows that 2020/21 was a boom year for cycling. **Total annual cycle trips were the highest on record in 2020** (despite the absence of leisure cycle trips made by visitors), and in the period April 2020 to March 2021 (i.e. the first year of the pandemic) there was a **+31% year-on-year increase in cycling** – almost 150,000 additional cycle trips. This trend has continued through the colder, shorter days of winter – when levels were up +61% on the previous year – and into 2021.

People began cycling, or cycling more, during the lockdown periods, as they switched to new ways of exercising while gyms and sporting / fitness activities were cancelled, and were keen to use their designated daily trip out of their home for exercise to enjoy the unseasonably warm and dry weather of spring 2020. People were also motivated to take up cycling to work and for other essential trips by the lack of traffic on the roads, which made cycling a more pleasant and less threatening proposition – especially for new and less experienced cyclists. The Transforming Travel programme supported many people making this change.

Data from users of the Island's PedalAid app (which logs cyclists' journey along the Red Squirrel trail and converts the distance cycled into donations for a local charity) suggests that amongst pre-existing regular cyclists it is possible that fewer cycle trips were undertaken during the pandemic – perhaps about 10% less. This may be explained by them no longer doing two-way trips to work or other destinations several days a week, and a greater proportion of their cycle trips being recreational round-trip rides that started and ended at home. However, the PedalAid data also suggests that each ride may have been longer, perhaps by about 20%. So, **regular cyclists were using their bikes for fewer individual trips, but travelling further when they did, and realising an enhanced fitness benefit** by extending the time they were exercising by about a third (an extra 8.5 minutes on average).

Although these increased levels of cycling have been triggered by a unique set of circumstances, these cycle counter figures illustrate that, under the right circumstances, more of the Island's residents will cycle, more often – even in winter.

It is imperative that Isle of Wight Council looks at how it can help to maintain this positive trend – providing cycling infrastructure which is separated from vehicular traffic, and putting in place other infrastructure (e.g. cycle parking), as well as continuing to deliver initiatives and marketing activities which strongly encourage and enable people to keep cycling.

As more people return to workplaces in 2021 and 2022 it is especially important for Isle of Wight Council to support commuter cyclists. For example, to ensure that Local Cycling and Walking Infrastructure Plan accommodates the needs of commuters, and in particular by building new infrastructure which reduces the impact of the return of car-borne commuters on cyclists – to stop less experienced cyclists being put off by the increased threat (both real and perceived) to their road safety. As a priority, the Council could work with communities and workplaces in proximity to the cycle counters which have shown the largest increases in cycling – to maintain this new propensity to cycle as the Island moves out of the pandemic.



To find out more see:

DATA – Cycle Counters

CASE STUDY – PedalAid

Regular cyclists were travelling further, realising an enhanced fitness benefit



Lesson 2



The shift to home working has been significant, and if a high level of working from home can be maintained there is the potential to reduce large volumes of daily commuting journeys from the Island's roads.

Office for National Statistics data shows that in 2020, excluding furloughed workers, on the Isle of Wight the percentage of people who stated they had worked at home in the previous week more than doubled, from 7.0% in 2019 to 16.2% (and increase of 9.2 percentage points, or 130%). The proportion who stated they had ever worked from home increased 25% (from 33.5% to 41.7%) in the same period.¹⁴

In some industries and companies the shift to home working was more dramatic. Comparing travel to work data from before and after March 2020 from eight Island workplaces shows that, on average, the proportion of people home working increased by about 50 percentage points (pp) – meaning about **half of these employees were working from home during the pandemic**, compared to less than 1% before the pandemic.

The numbers working from home were as high as about 85% of employees at some workplaces. At others, where more people carry out frontline or Key Worker roles, the shift to home working was more limited, to around a fifth of employees.

As a consequence of there being fewer commuting journeys being undertaken, there was a -33.1pp decrease in the proportion of employees travelling sustainably to these workplaces, and a **-15.2pp decrease in the proportion of employees driving alone** to them. Of the eight workplaces' combined staff roll of 5,589, this means about 850 fewer employees were driving to work. If all of these employees usually work five days a week, then over a year that would eliminate more than 378,000 commuting trips from the Island, and save over 965 tonnes of CO_{2e} emissions.¹⁵

Clearly, across all workplaces on the Island, presuming that a similar shift to home working and reduction in car alone commuting have occurred, these changes will have generated a very significant reduction in car commuting trips and CO_{2e} emissions. Based on 58,600 people working on the Island, this could be in the region of 4 million car trips a year and 10,000 tonnes of CO_{2e}.¹⁶

In order to maintain the congestion and carbon benefits of these changes, it is imperative for Isle of Wight Council to look at how it can support high levels of continued home working (or use of remote working hubs in towns and villages) after the pandemic, by engaging directly with employees and working with employers.



*To find out more see:
DATA – Travel to Work & Home Working*

¹⁴ [Homeworking in the UK Labour Market](#), Office for National Statistics, 17 May 2021

¹⁵ Calculation based on: [Nomis](#) official labour market statistics on number of people in employment (Jan-Dec 2020); an average 14.65km distance to work ([National Travel Survey: purpose of travel](#), table NTS0403); 222 working days per year; and average car CO_{2e} emissions of 0.174kg/km (based on average of average diesel and petrol cars, from DfT's [Greenhouse Gas Reporting: Conversion Factors 2019](#))

¹⁶ [Nomisweb](#), number of economically active people in employment (January 2020 – December 2020)

The proportion of people home working increased by about 50 percentage points

Lesson 3



Amongst those commuting to work and college, there has been a swing away from sustainable modes towards more drive-alone commuting, which needs to be proactively redressed.

At seven of the eight surveyed workplaces, amongst those who were travelling to work, the proportion of respondents **driving alone to work increased by on average +11.7pp**; as people sought to reduce their exposure to COVID-19 by isolating alone in a vehicle on their commute.

So, although prior to the pandemic, among those who travelled to work, sustainable modes were marginally more popular (then 56.4% of mode share), **since the pandemic began unsustainable modes have become more common** (now 55.0% of mode share).

A separate survey shows there was also on average a +6.0pp shift towards more staff and students driving alone to Isle of Wight College in October 2020 compared to the same time the previous year.

Transforming Travel and its predecessor programmes have been working for the best part of a decade to encourage more sustainable travel to work and the College, and it is unfortunate that the pandemic has undermined these efforts. However, this means that Isle of Wight Council has officers, relationships and initiatives already in place, which can be capitalised on in the coming years as the Council works to shift the balance back towards sustainable modes and the decarbonisation of the Island commute.



To find out more see:

DATA – Travel to Work & Home Working

DATA – Travel to College

The Isle of Wight Council has initiatives in place to shift the balance back towards sustainable modes



Lesson 4



Supporting key workers and providing free access to equipment and opportunity gets people to try out new modes and improve their health and well-being, as well as switches some people from a car-borne commute.

In 2020 Transforming Travel set up the **Key Worker Cycle Scheme**, which was comprised of two initiatives to help key workers get to work safely, healthily and cheaply during the pandemic, by enabling them to cycle.

- The **bike loan scheme** provided a free loan bike and accessories to 163 people for up to three months. It was particularly beneficial for females, as well as new, inexperienced and lapsed cyclists.

After participating, on average, people were making seven trips by bike a week, and 7% had switched to mainly cycling to work – mostly having switched from travelling by car.

About half of people were still cycling 6 months after their loan, with about a third having subsequently bought their own bike.

- 393 key workers redeemed free **£50 bike repair and essential accessories vouchers** – which were designed to help people dust off their bike and get using it.¹⁷ New, inexperienced and lapsed cyclists took advantage of this offer, as well as regular cyclists – for whom it was an incentive and reward for maintaining their existing cycling habits.

After participating, the proportion of people which were mainly cycling to work doubled to 38% – with most new cycle commuters having switched from travelling by car or walking.

These schemes supported the Island's key workers during a critical period, and generated an almost universal satisfaction rating amongst the participants. It is notable that the comments received from participants make repeated reference to **cycling having helped their mental health during the pandemic**. For example: *“Feeling fitter and enjoying the therapy of cycling along the river, clearing my head of stress and enjoying the contact with nature”*.

These schemes illustrate that **initiatives which enable people to access bikes and cycling accessories can successfully increase cycle trips, get more individuals using a healthy mode of travel, and remove a proportion of car-borne commuting trips from the road network**. This reinforces learning from Transforming Travel's Visitor Bus Key Card Loans project. This lent visitors a free bus pass – saving car trips and showing non-regular bus users how pleasurable bus travel can be. Data from the 2020 travel survey at Isle of Wight College suggests that this may be a suitable place to run a future initiative based on taster trips and/or reduced price equipment, perhaps providing access to e-bikes to try and counter the increase in car driver commuting trips by both staff and students seen during the pandemic.

Interestingly, some of the comments from the second round of Key Worker surveys reflected less confident cyclists' increased trepidation as roads became busier again. For example, *“Loved cycling through lockdown due to less traffic. Have cycled much less in the last two weeks as I am nervous about all the cars and the speed people are driving, making me feel unsafe.”*

With the volume of traffic frequently cited as a barrier to people taking up cycling, the pandemic has shown that when people are given the opportunity to cycle on quieter roads, they will take it up. This highlights the need to **reduce traffic (e.g. with Low Traffic Neighbourhoods) and provide segregated, traffic-free routes**, if more people are to take up, and continue, cycling in the longer term.



To find out more see:

CASE STUDY – Key Worker Cycle Scheme

DATA – Travel to College

CASE STUDY – Visitor Bus Key Card Loans

¹⁷ This initiative helped to inform, and was subsequently superseded by, the national Fix Your Bike voucher scheme.



Initiatives which enable people to access bikes and cycling accessories can increase cycle trips



Also see:

CASE STUDY – #RideForHeroes e-scooter
to find out how a small initiative offering free e-scooter rides to key workers got people to try out the Island's newest mode of travel – with about a fifth of journeys being switched from car.

Lesson 5



Transforming Travel initiatives, and their successors, can be used to support people switching to sustainable modes; whether the personal or policy motivation is the pandemic, health, economics or the climate crisis.

Before the pandemic, monitoring for Transforming Travel showed that the Island's long-term investment in travel behaviour change programmes was driving change and achieving a positive shift towards sustainable transport.

- There had been a -5pp fall in visitors using a car as their main mode of travel on the Island between 2015/16 and 2019/20.
- Counter to the national trend, there had been a +8pp in walking and cycling to school between 2011 and 2019.
- Counter to the national trend, there had been a +9.3% increase in local bus passenger journey per head between 2010/11 and 2018/19.¹⁸

Having the staff and relationships with sustainable transport stakeholders in place because of Transforming Travel meant that Isle of Wight Council could be agile in responding to the changes in travel habits wrought by the pandemic, and in supporting local residents and businesses as they adapted to the new circumstances. For example, putting in place the Key Worker Cycle Scheme with the cooperation of local cycle shops, mechanics and hire points.

The public health and economic effects of the pandemic will no doubt resonate for some years to come. A travel behaviour change programme could play a valuable role in countering the negative impacts: supporting people to improve and maintain their physical and mental health by encouraging walking and cycling for utility and recreation journeys; offering a range of lower cost travel options to people who are unemployed or on low incomes, including new micro-mobility modes such as e-scooters; and encouraging residents and visitors back on to public transport¹⁹ – all while also continuing to help counter congestion and support the decarbonisation of transport required to address the longer term climate crisis.

During Transforming Travel, and indeed since 2011, Isle of Wight Council has been amassing knowledge and experience of what works to encourage the Island's residents, pupils, students,

workers and visitors to use sustainable modes. Examples such as the PedalAid app, the visitor bus key card loans, the Key Worker Cycle Scheme and #RideforHeroes e-scooter taster trips all illustrate the type of initiatives which, with the support of local businesses and an approach tailored to the unique circumstances of the Island, can help create mode shift. This knowledge, these relationships and these existing initiatives all need to be built on, adapted and scaled-up, in order to help the Island meet these on-going challenges.

Sustainable travel initiatives can take a long time to mature – as they often rely on successful partnership working. And their effect takes time to build up, for example, see the on-going steady growth in PedalAid app users. The longer they are in place the more cost-effective and useful these initiatives become – as more people switch to sustainable modes. To get best value from the initial investment in them (in both direct costs and the time spent building relationships) it is therefore best to maintain them over time – rather than stopping and starting initiatives in relation to each new funding round.

There is potential to do this using monies from a number of funding sources, such as the Capability and Active Travel Funds, and for the Solent Future Transport Zone, the e-Cycle Extension Fund, Bikeability and the Local Walking & Cycling Investment Plan. A joined-up approach to delivering both the capital and revenue elements of these funding streams could enhance their overall impact on travel and generate greater returns on investment – in particular through 'soft' umbrella initiatives which promote and enable behaviour change, both across the Island and in targeted locations around new infrastructure, or with specific target audiences.



To find out more see:

CASE STUDY – Key Worker Cycle Scheme

CASE STUDY – Visitor Bus Key Card Loans

CASE STUDY – PedalAid

CASE STUDY – #RideForHeroes e-scooters

¹⁸ [Transition to Transformation: Access Fund Programme Evaluation 2019/20](#) (November 2020) The Smarter Choice Consultancy & Lorax Environmental Associates

¹⁹ According to the National Travel Attitudes Study: Wave 4 (Final, Department for Transport, 28 January 2021) two thirds (65%) of people say they are likely to avoid using crowded public transport, even once pandemic-related restrictions are removed.



Before the pandemic, the Island was achieving a positive shift towards sustainable transport



Recommendations for future programmes

Based on the lessons Transforming Travel learnt during the pandemic, recommendations for where Isle of Wight Council should focus the effort of future funding for sustainable transport, such as from the Capacity Fund and Solent Future Transport Zone, are:

- 1 **Supporting residents to continue to cycle, or take up cycling** (in particular new, novice and lapsed cyclists)...

...with a focus on **giving people access to free or reduced cost cycling equipment**...

...and on **developing low traffic and traffic-free cycle routes** which serve residential communities and key day-to-day destinations (with an overall geographic focus around areas where cycle counters show the greatest increases in cycling occurred in 2020/21).

- 2 Developing **initiatives which get residents and visitors to do taster journeys** – to dispel their misconceptions about bikes, buses, trains, e-scooters, cargo bikes, electric vehicles and other new modes.

- 3 **Facilitating continued home working and remote business meetings** with workplaces and their staff, and encouraging them to **reinvest the travel time freed up from the commute and business trips into walking and cycling for leisure**, to counter isolation and sedentary working, and to engender good health and well-being.

- 4 Working to **revert commuting trends back to where the majority of employees are using sustainable modes**.

The pandemic has provided a unique opportunity for the Isle of Wight to take a leap forward in its ambition to become the Bicycle Island – by getting more residents cycling, more often, over longer distances. Maintaining and enhancing a local cycling culture will make the Island a more appealing destination to visitors which want to cycle – which can in turn help to reduce visitor-related congestion and keep the Island's roads safer for cyclists. In this way residents and visitors could create a mutually reinforcing cycling culture truly worthy of a Bicycle Island. Isle of Wight Council must look at how it can support and accelerate this change.



Key Worker Cycle Scheme

Free bike loans & vouchers which have helped key workers to safely and healthily access work during the pandemic.



The Key Worker Cycle Scheme aimed to give people needing to travel to work during the pandemic the option of cycling. Throughout April-June 2020²⁰ key workers could take advantage of one of two offers:

1. Free access to a short-term **bike loan** – for those who did not own a bike, to give them the opportunity to try cycling to work.
2. A **£50 voucher** for cycle repairs and essential accessories – for those who already owned a bike and wanted to start, or re-start, cycling to work.

A survey of the key workers who took part showed that, generally, they wanted to cycle more to improve their health and well-being; to improve air quality; to reduce their commuting costs; and to take advantage of less traffic on the roads.²¹

Bike Loans

163 key workers took up the offer of a loan bike, which was delivered to their home along with a helmet and bike lock, for them to use for up to 3 months.

This initiative was particularly popular with women (71% of initial survey respondents) – who are traditionally less likely to cycle; as well as with new, novice and lapsed cyclists (90%). On average, these key workers went from zero cycling trips a week before their loan, to seven trips a week by the end of their loan (three for commuting, three for leisure and one for other essential travel).

Only 2% of people said they used a bike as their main mode of transport to get to work before their bike loan. After six months 7% said they were mainly cycling to work – a 250% increase. Most had transferred from travelling by car, either driving alone or car sharing.²²

Immediately after getting their loan bike, more than three quarters of people (81%) said they intended to buy their own bike after the loan ended. In reality, only half of survey respondents (48%) still had access to a bike after 6 months. About 30% had bought their own bike, while others had repaired a bike they already had, or borrowed a bike when they needed one.²³

All of the loan bike recipients expressed satisfaction with their experience (100%), making comments such as:

"I have been reminded about how much I loved cycling when I was younger. It has encouraged me to get out more on a cycle and not by car."

"[I] loved it and have lost weight and got fitter. It also really helped my mental health after stressful shifts."

"It was brilliant. Really helped my mental health as well providing me with a good way to get to and from work when my car broke. I've enjoyed it so much I'm looking to buy a bike myself to keep at it."

"[I] don't own a car and bus times during lock down were awful, so having a bike gave me... much needed freedom."

"I've really enjoyed the physical benefits and feeling that I start my day off well. I've started to cycle on my days off and have made savings on fuel and parking costs. Really hope to keep it up."

²⁰ The voucher scheme was subsequently superseded by the Government's Fix Your Bike voucher scheme, while the bike loan scheme continued to run, at a reduced level, throughout the remainder of 2020 and into 2021, when e-bikes were also included in the offer.

²¹ Participants were invited to complete an initial survey a few weeks after using their voucher or returning their loan bike. Those who responded were then invited to complete a further follow-up survey six months later. 48 bike loan recipients completed the initial survey (29% of 163), and 27 the follow-up survey (56% of 48). 218 bike voucher recipients completed the initial survey (55% of 393), and 150 the follow-up survey (69% of 218).

²² These figures should be treated with caution, as the number of survey respondents was low.

²³ Ditto



Key Worker Voucher Scheme

681 key workers completed the online form to request a bike voucher – which gave a £50 credit towards repairs and accessories at participating local cycling businesses. Of the 508 vouchers posted out, 393 were redeemed (77%).

The remaining 173 applicants were referred to the national Fix Your Bike voucher scheme; which was in part influenced by, and subsequently superseded, the Island's scheme.

Three fifths (59%) of voucher recipients who responded to the initial survey identified as either a 'regular' or 'semi-regular' cyclist (respectively cycling more than once a week or more than once a month). A quarter (24%) were lapsed cyclists and nearly a fifth (17%) were a new or novice cyclist.

The scheme was equally popular with men and women (54% male, 46% female); although the female recipients were more likely to be lapsed, novice or new cyclists (55% compared to 29% of men). It was particularly popular with employees of Isle of Wight NHS Trust – with 163 of their staff applying for a voucher (5% of their workforce).

19% of people said they used a bike as their main mode of transport to get to work before using their voucher. After six months 38% said they were mainly cycling to work – a two-fold increase. Most had transferred from either travelling by car, car sharing, or walking.

On average, recipients went from making five trips a week by bike, to, after six months, seven a week – with three trips to work, three for leisure and one for other essential travel.

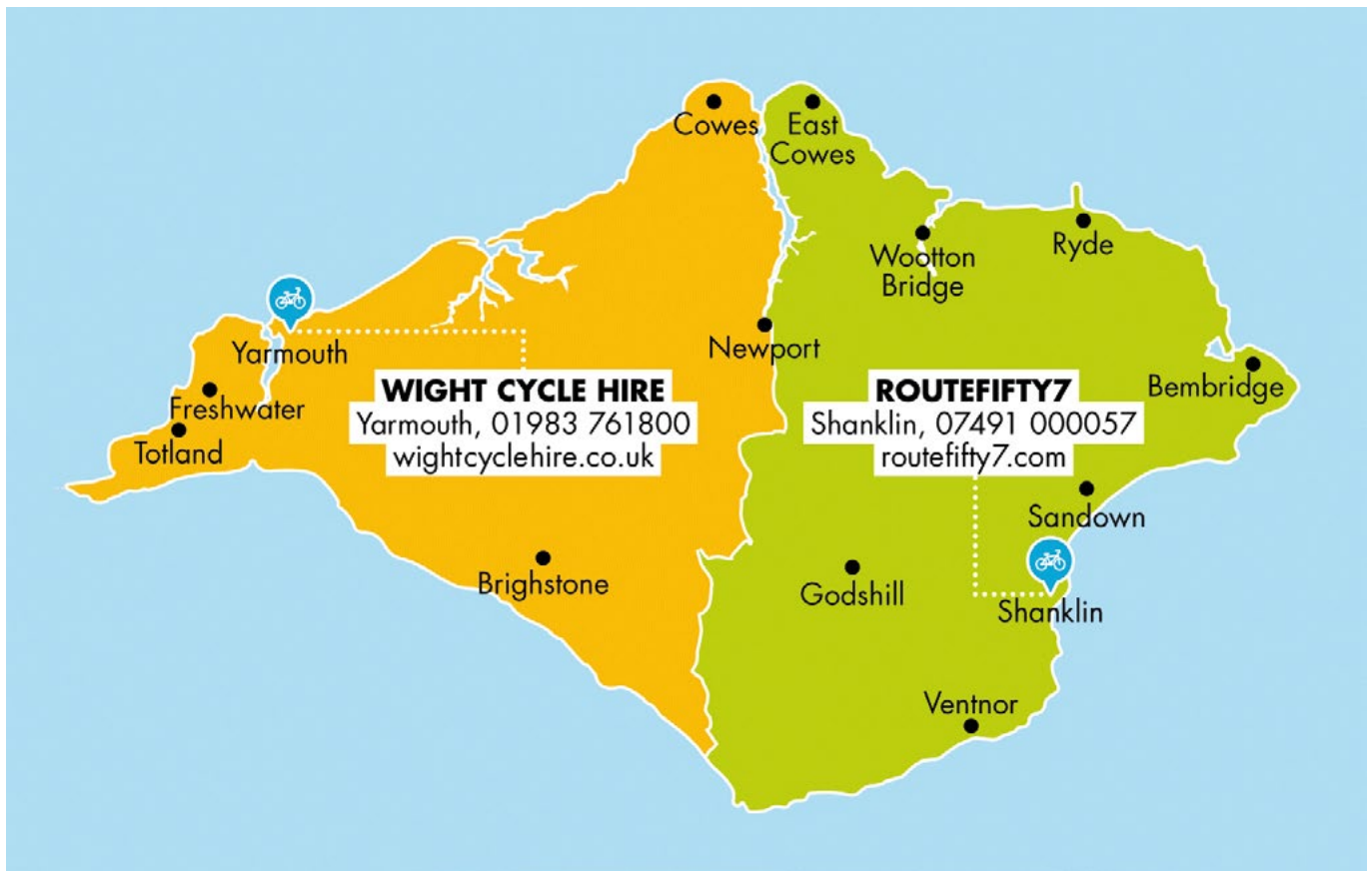
Again, satisfaction was high amongst people who had received a voucher (99%), who made comments such as:

"I've absolutely loved it and am going to carry on. It actually takes me less time to get to work from Cowes cycling than it did driving, if you take into account parking and then walking to work in town. I get a glorious ride along the cycle track and feel buzzed by the time I get to work!"

"There were days when I was tired after work but felt so much better after cycling home rather than sitting in a car. It also improved my fitness, although I was hungrier than ever!"

"The scheme has given me a chance to buy all the essential things that I need to start my bike running again, and ever since I started to cycle again, I've felt more and more energised each day."

"Cycling during lockdown was such a pleasant and rewarding experience without the usual aggressive drivers that frighten and bully me off the roads. I didn't feel the need to try and hide on pavements and in gutters. I could enjoy my ride. It was stress free. Felt so good, just like cycling should feel."



Benefits for Local Businesses

The successful operation of these two initiatives relied on local cycling businesses, who were enthusiastic about taking part. In the words of one business owner: *"We were delighted to be involved with the Key Worker Cycle Scheme... Not only were we proud to support key workers cycle to work safely via a green transport mode, the scheme allowed our business to stay open at a time when the tourism market didn't exist for large periods."*

Three local businesses delivered the bike loans – with each given a geographical area of the Island where they were responsible for all hire requests.

All eight independent bike shops and cycle workshops / mobile mechanics on the Island participated in the voucher scheme. They were reimbursed the full £50 value of each voucher redeemed, and very often also benefited from an additional boost, when cyclists ended up spending more than £50 on repairs or equipment.



Find out more from:

KEY WORKER CYCLE SCHEME: SUMMARY REPORT

(January 2021, Isle of Wight Council)



#RideForHeros e-scooters

Free taster rides on e-scooters, that enticed new users to experiment with short trips.





Another initiative to support key workers during the pandemic was #RideForHeros.²⁴ Launched in January 2021, this gave NHS staff free access to e-scooters²⁵, as an alternative mode for commuting and other trips. This allowed them to travel a safe distance from other travellers, while getting a boost to their well-being from the element of fun in riding an e-scooter.

In the first three months of this initiative 44 NHS staff members used an e-scooter – making on average 4 trips each. These trips were generally short – lasting on average 15 minutes, and covering just 2.5km. Mainly people used the e-scooters to get to/from work, but some also used them on their lunch hour, to get out in the fresh air, or to do leisure trips on the weekend (e.g. to get to sports activities or socialising).

41 of people (93%) were first time e-scooter users – so the offer was very successful in getting people to try out this new mode.

In total 169 free e-scooter journeys were done – covering a total of 432km. 43% of users said they used the e-scooter instead of walking; 30% would not otherwise have travelled; 4% used it instead of going on the bus; and 22% would have otherwise travelled by car. This means this small initiative alone saved nearly 100 car km and their associated CO_{2e} emissions.²⁶

²⁴ This initiative was part of the national e-scooter trial programme and was delivered by Beryl, with funding from Isle of Wight Council, Solent Transport and the Department for Transport. The e-scooters were therefore covered by a motor vehicle insurance policy and all users had to have a valid driving licence.

²⁵ Staff accessed the offer by logging into the e-scooter app with their NHS email address. The first 30 minutes were free, and the journey had to end in a Beryl e-scooter bay. Out of bay and out of service area charges still applied.

²⁶ In the same period, across all users of the e-scooters on the Island, 20,380 journeys were made by 4,572 different people. On average these were 4.7km long and lasted for 39 minutes. 40% travelled on the e-scooter just for enjoyment, 20% made a leisure-related trip, 17% were running a personal errand, 12% travelled to work or for business purposes, 6% were making a tourist visit and 5% were travelling to school/education. 47% of people would otherwise have walked their journey; 16% would not have travelled; 5% would have travelled by bus; 5% would have cycled; and 19% would have travelled by car (saving over 17,900 car km and the associated CO_{2e} emissions).



PedalAid

An increasingly popular app for cyclists using the Island's Red Squirrel Trail, which tracks their journeys and generates donations for local charities.



The PedalAid app tracks the mobile phones of its users, to log cycling trips along the Island's Red Squirrel Trail. The app was launched in 2017, and initially recorded journeys on the Trail between Cowes and Newport. In 2018 coverage was extended to capture journeys made by app users along all 32 kilometres of the Trail, which also connects Blackwater, Wroxall, Alverstone, Sandown and Shanklin.

App users raise money for charity – with each kilometre they ride along the route raising money (donated by a local business) for a nominated Island-based charity. If users collectively reach the month's 'Charity Challenge' overall distance target then that month's donation is doubled. So far nominated charities have received over £12,000 (between £100 and £750 each) and the Charity Challenge has been met 17 times.

The app also contains a guide with information about the Trail, things to do and see, and historical information. It allows users to see where they are on the monthly leader board, see how many calories they have burnt, and to form teams with friends.

Everyone who cycles at least 10km along the route in a month is entered into a prize draw. The 20 cyclists who log the most kilometres in the month are entered into a special 'top 20' prize draw. The prizes are donated by the local businesses which sponsor the app.

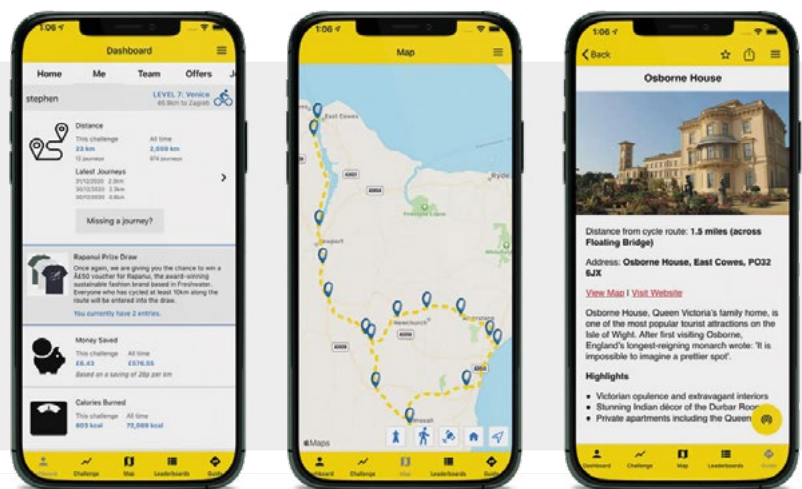
App Stats

The app was designed as an engaging way to encourage more cycling, while also capturing data about users and journeys on key parts of the Island's cycle network. In addition to helping local charities, it also supports local businesses – which donate to the prize draw and offer discounts to app users.

Growth in use of the app has continued steadily since it was launched (see Figure 1). It has been downloaded 2,333 times and has 937 registered users – which is equal to more than 1% of the Island's adult population, and more than 6% of all residents who cycle for leisure.²⁷ It is particularly well used by recreational cyclists, who make up half of all users (48%). A quarter use it for both recreational and commuting journeys (25%), and a quarter for commuter journeys only (26%). Men are more likely to download the app than women (63% of users compared to 37%), reflecting the general gender imbalance in cycling.

Over the four years the app has been live, its users have logged 16,352 cycle journeys, covering 103,853km; equivalent to travelling 2.5 times around the Earth. Of these, approximately 40,300km were cycled on commuter journeys – which would have avoided about 4.5 tonnes CO_{2e} if each of these trips replaced a car journey.

The PedalAid app tracks the mobile phones of its users, to log cycling trips along the Island's Red Squirrel Trail.



²⁷ Based on 16,900 people estimated to have cycled for leisure at least once in the previous 28 days by the [Active Lives Survey](#) in November 2019 to November 2020.

PedalAid and the Pandemic

There was a small increase in the number of people downloading the app in Summer 2020, during the height of COVID-19 lockdown restrictions, but this was no more significant than the increase in downloads which occurred in 2018, when the app was extended to cover the full length of the Trail (see Figure 1).

In 2020/21 **the number of journeys logged on the app decreased by about 10%** compared to 2019/20 (see Figure 2). This is likely to be because trips logged by new users, or additional recreational trips made by existing users, were offset by a significant proportion of the 50% of users who log commuting journeys with the app having transferred to home working, and therefore no longer logging two trips on days they had previously cycled to work.

Conversely, between 2019/20 and 2020/21 **the app recorded a 22% increase in the total distance cycled** by its users (see Figure 2). This means the cycle trips that were being recorded by the app, although fewer in number, were over longer distances. On average about 2km longer. This suggests app users were logging a greater proportion of longer distance recreational trips (which are typically a round trip and recorded as one journey, as opposed to two for a commuter trip to work and back).

These longer distances mean that, on average, an app user cycled for an extra 8.5 minutes per trip in 2020/21 – an increase of a third on 2019/20 (from less than 24 minutes to more than 32 minutes).²⁸

Overall, using the app as a proxy for cycling habits by the Island's residents, this suggests that during the pandemic **more people were cycling, for recreation, over longer distances** – generating greater health and well-being benefits from each trip.

Figure 1: PedalAid App Downloads (cumulative)

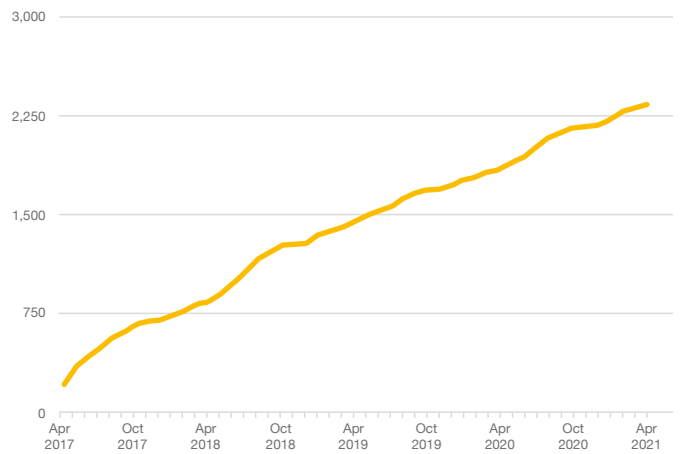
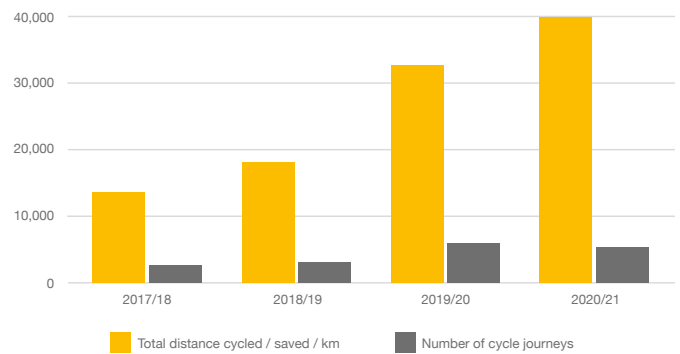


Figure 2: PedalAid Total Journeys and Distance Cycled by Year



To find out more visit:
www.pedalaid.org

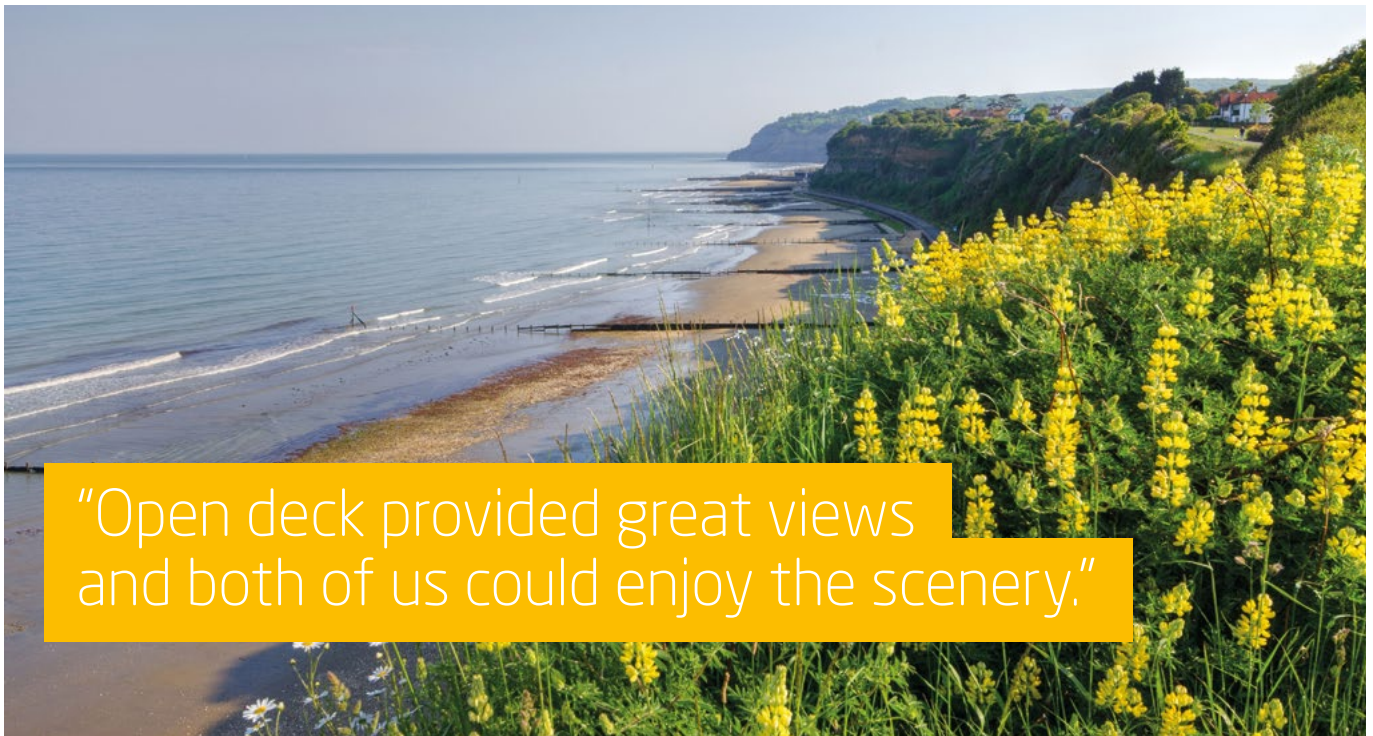
²⁸ Based on 14km per hour average cycle speed - from World Health Organisation HEAT tool.



Visitor Bus Key Card Loans

A free bus pass for visitors with cars reached a significant proportion of habitual car drivers and got them onto a bus, some for the first time in many years, for a positive experience.





“Open deck provided great views and both of us could enjoy the scenery.”

The Isle of Wight has an extensive network of bus routes and travelling by bus offers the opportunity to see much more of the iconic Island landscapes. Yet surveys undertaken by Tourism South East had identified that less than 11% of visitors use the bus as their main mode of transport, compared to 58% which use a private car.²⁹

The Visitor Bus Key Card project was an innovative project designed to increase volumes of visitor bus travel. This project, which ran between June 2017 and September 2020, provided around 40 selected accommodation providers with free bus passes (key cards) pre-loaded with 30 days of travel valid on any scheduled or visitor bus service provided by Southern Vectis. These were offered to guests with cars (and who did not have a bus pass already) to encourage them to explore the Island by bus instead. Accommodation providers signed an agreement to ensure that staff were aware of the scheme, and could support guests with bus journey planning.

The bus passes proved very popular, with a total of 956 bus trips made in the first 3 months of the project alone. It is estimated that over the course of the project the bus passes were used by over 2,500 visitors to make over 21,000 bus trips.

This was estimated to have avoided around 122,000 car km and 22 tonnes greenhouse gases.

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

From the additional comments made it was clear that visitors enjoyed their bus journeys, with many citing lack of parking issues, more relaxed journeys (particularly in view of the narrow country roads), great views from the top of the bus and generally having great fun. It also allowed visitors to enjoy other modes. Typical comments included:

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

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

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

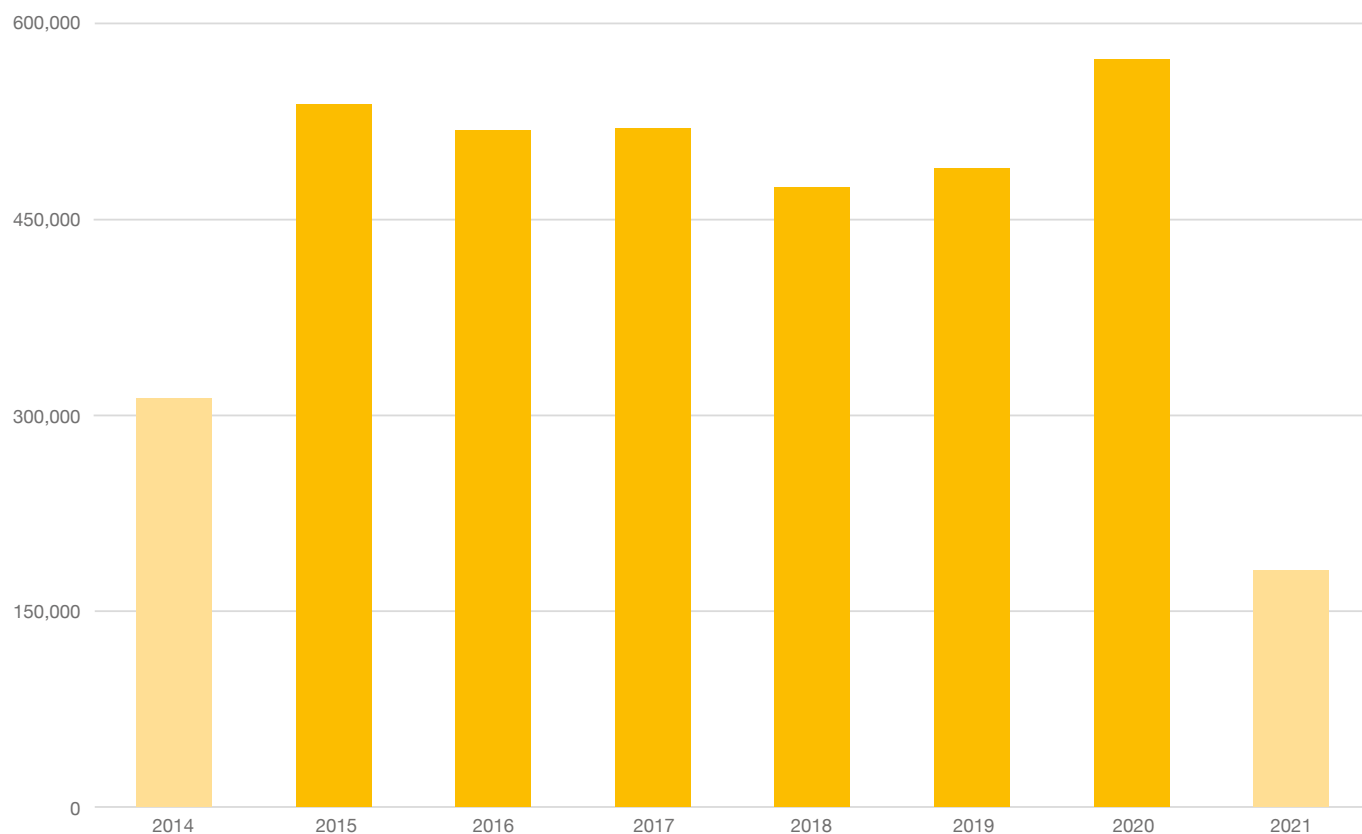
²⁹ Combined results from visitor surveys (Tourism Trends) from April 2019 to end of December 2019. The surveys were paused in March 2020 due to COVID-19.



Cycle Counters

Cycle counters indicate that the Island's cycling levels were the highest on record in 2020 - with residents' increased take up of cycling more than making up for the absence of leisure trips usually made by tourists.

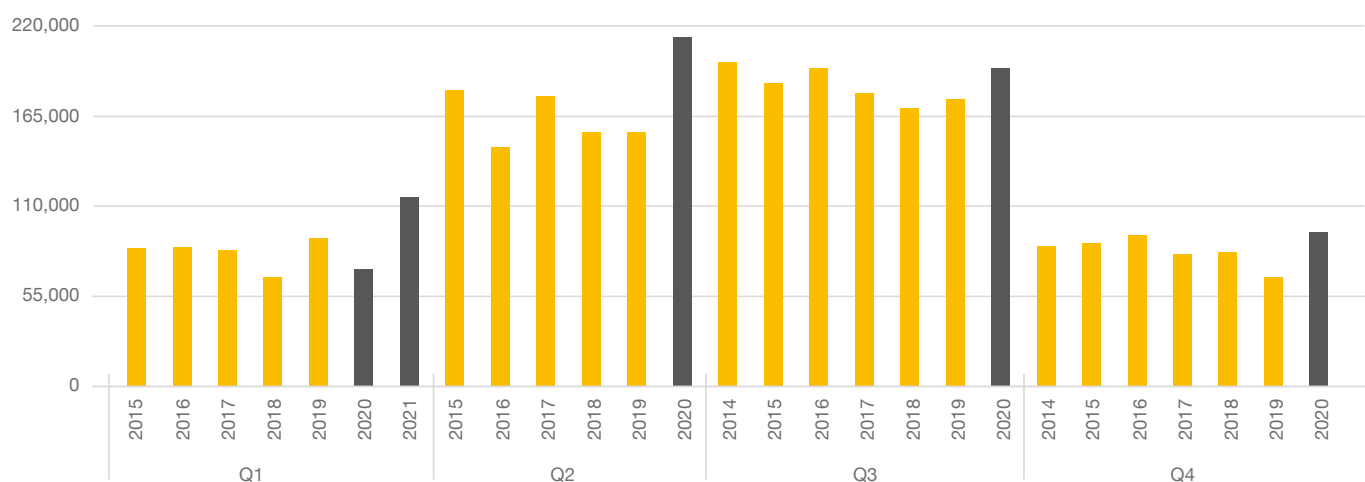


Figure 3: Isle of Wight Total Cycle Trips (by calendar year)*Data for 2014 and 2021 is for part of the year only*

Data on cycle trips recorded by the Island's 12 permanent cycle counters show that in calendar year 2020 cycle trips increased +17% on the previous year. The total number of trips recorded was 571,977 – nearly 85,000 more than in 2019, and the highest annual total since the counters were installed in 2014 (see Figure 3).

Obviously not all cycle trips on the Isle of Wight are recorded by these counters. However, the totals recorded each month, and their relative increase or decrease, provide a robust indicator of the level of, and changes in, cycling across the Island.

Comparing April 2020 to March 2021 (i.e. the first year of the pandemic) with the previous year of April 2019 to March 2020, cycle trips increased even more significantly – by +31%. The total number of trips recorded increased by almost 150,000, from 468,204 to 615,686.

Figure 4: Isle of Wight Total Cycle Trips (quarterly)*Note – grey indicates the pandemic related quarters***Trips by Quarter**

Looking at the data by quarter (see Figure 4), in **January to March 2020 (Q1)**, before the first national lockdown, the number of cycle trips was down -21% on the same period in 2019 (71,671 trips compared to 90,789).

However, during the first national lockdown, in **April to June 2020 (Q2)**, the number of cycle trips increased dramatically, up +37% on the previous year (+57,644 trips, increasing from 154,833 to 212,477). This is the **highest quarterly total ever recorded on the Island** – exceeding the previous high from April to June 2015 by more than 38,000 cycle trips.

This increase was because people switched to new ways of exercising while gyms and sporting / fitness activities were cancelled, and were keen to use their designated daily trip out of their home for exercise and to enjoy what was unseasonably warm and dry weather.

During **July to September 2020 (Q3)**, as lockdown restrictions lifted and some people returned to work, the number of cycle trips fell off, but were still up +11% on Summer 2019 (+18,891 trips) – reaching a total of 194,032 trips.

Unusually, from **October to December 2020 (Q4)**, when wintry weather usually curtails cycling, cycle trips were up

41% on the same period in 2019 (+27,238 trips; 93,797 total).

This may in part be a consequence of tiered restrictions coming in, and once again people being limited in their choice of daily exercise by the second national lockdown which began in November.

Overall, for the period of July to December 2020, although not record-breaking, the level of cycle trips was akin to the level last seen on the Island in 2016.

The most extraordinary quarter for cycling on the Island during the pandemic so far has been **January to March 2021 (Q1)** – during the third national lockdown. Again, this is the time of year when cycle trips are usually suppressed due to poorer weather and fewer hours of daylight, however **cycle trips were up +61%** on 2020, and +27% on 2019 (the previous highest quarter 1 total). 115,380 cycle trips were recorded in total – 43,709 more than in 2020. This is despite the weather being on average 2°C cooler than in the previous years, and the average rainfall being +50% higher than in 2019.³⁰ People continued to cycle on the Island despite this inclement weather.

This contrasts markedly with the national trend. In January to March 2021 daily cycling levels had fallen, on average, to 88% of pre-pandemic levels (i.e. they were -12%).³¹

³⁰ Based on data from www.worldweatheronline.com.

³¹ Calculated using the Department for Transport's [COVID 19 transport use statistics](#) (as at 13/06/21).

Trips by Location

1.6% of visitors to the Island use a bike as their main mode of travel, and 0.3% of those coming by car cycle while they are on the Island.³² This means that, in a usual year, during the visitor season in excess of 42,000 visitors are making cycling trips which add to the Island's total.³³ Despite the relative lack of visitors to the Island in 2020, due to lockdowns and the travel restrictions of the tier system, the counters suggest that cycling levels hit a historic high – so the increase in cycling by residents more than made up for any shortfall in visitor-generated cycle trips.

This is illustrated by the cycling trips recorded at two counters, where the lack of tourist-generated trips would be significant, being less in 2020/21 than in 2019/20. Firstly, at Freshwater, where the counter would usually pick up trips by tourists on hire bikes from Wight Cycle Hire. Secondly, the Newport-East Cowes counter, which would normally log cycle trips associated with Island Harbour marina, Folly Country Park³⁴ and the Folly Inn pub.

Conversely, the remaining 10 counters which show an increase in 2020/21 are generally located in areas with larger resident populations, which would have been exercising within a close radius of their homes, and where larger proportions of people would have still been travelling to work.

These counters recorded on average a +39% increase in trips in 2020/21. At individual counter sites the increase ranged from +17% to +91%. The largest percentage increases (i.e. where the largest proportional change in cycling occurred) were at:

- Wootton – +91%
- Shanklin to Wroxhall – +72%
- Ladies Walk at Ryde – +62%
- Newport to Sandown – +51%

In terms of the absolute number of trips (i.e. where the largest numbers of new trips took place) the largest increases were recorded at:

- Newport to Cowes – +32,195 trips (site 9) and +25,544 trips (site 7)
- Shanklin to Wroxhall – +26,489 trips
- Newport to Sandown – +16,972 trips
- Ladies Walk at Ryde – +10,454 trips

³² Based on mode share data from Visit Isle of Wight's Tourism Trends Survey 2019/20.

³³ Based on an average of 2,356,387 visitors per year between 2016/7 and 2018/19 – as reported by Visit Isle of Wight's Tourism Trends Surveys.

³⁴ Formerly known as Medina Park.



Travel to Work and Home Working

Since March 2020 home working has increased dramatically, and there has been a shift towards more driving alone amongst people still travelling into work.



Eight workplaces on the Island completed travel to work surveys with more than 5% of their staff both before and after March 2020, when the first COVID-19 lockdown began.³⁵ Comparing these surveys provides a snapshot of how travel to work habits changed between these periods. See Tables 1 and 2 for full results.

Home Working

Across all eight workplaces respondents stating they **work mainly from home increased +48.8 percentage points (pp)**, from on average less than 1% to half of the respondents (49.5%). At some workplaces the increase was greater, as much as +84.1pp. At others it was lower, with only around a +20pp shift to home working at Isle of Wight NHS Trust and Southern Vectis – reflecting the high proportion of frontline, key workers working within these organisations.

Driving to Work

Due to the reduction in people travelling, there was a **-15.2pp decrease in the proportion of employees driving alone** to these workplaces. Of the eight workplaces' combined staff roll of 5,589, this means about 850 fewer employees were driving to work. If all of these employees usually work five days a week, then over a year that would eliminate more than 378,000 commuting trips from the Island, and save over 929 tonnes of CO_{2e} emissions.³⁶

Clearly, across all workplaces on the Island, presuming that similar shifts to home working and reductions in car alone commuting have occurred, these changes will have generated a very significant reduction in car commuting trips and CO_{2e} emissions. Based on 58,600 people working on the Island, this could be in the region of 55 million car trips a year and 9,700 tonnes of CO_{2e}.³⁷

Mode Share of Employees Travelling to Work

Before March 2020, among those who travelled to work, the mode share for sustainable modes was a little more than half (56.4%), while the share for unsustainable modes was a little less than half (43.6%).³⁸

After March 2020 these proportions broadly switched, with 55.0% of respondents who travelled into work using unsustainable modes (+11.4pp), and 45.0% travelling by sustainable modes (-11.4pp).

The proportion of respondents **driving alone** increased at seven of the workplaces, by on average +11.7pp (to 54.0%); presumably as people sought to reduce their exposure to COVID-19 by isolating alone in a vehicle on their way to work. The size of the change at individual workplaces ranged from as little as +1.4pp to as much as +33.3pp. In only one workplace (Isle of Wight Council) did the proportion of people driving to work alone actually fall (-6.4pp).

On average, the use of **active modes** to travel to work fell by -3.0pp – reducing the proportion of people who use these modes from 25.9% to 22.9%. However, at half of the workplaces use of active travel modes actually increased – with cycling being increasingly popular at Ascensos (+6.5pp) and Broadlands House (+6.3pp), and walking at Island Roads (+9.2%) and Isle of Wight Council (+8.1pp).

Use of **public transport** also fell, on average by -5.5pp (from 21.0% to 15.5%). However, there was a significant increase in the use of public transport by staff of Yokogawa Marex (+21.4pp, due to increased ferry use) and Isle of Wight Council (+5.4pp, mainly due to increased bus use).

Aside from car as driver, all other modes show a diverse array of change – with their use increasing at some workplaces, and decreasing at others. These workplace-specific changes will be influenced by the characteristics of each workplace's location and the travel options this affords; by the nature of its business and type of workers (e.g. office or factory-based, working to office hours or shifts, etc); and by whether their staff are key workers or not.

³⁵ These workplaces were: Ascensos, Broadlands House (Department for Work & Pensions), Island Roads, Isle of Wight Council, Isle of Wight NHS Trust, Southern Vectis, Visit Isle of Wight and Yokogawa Marex. 430 pre-pandemic surveys and 409 pandemic-era surveys were completed – which represent 8% and 7% respectively of the 5,589 total employees of these workplaces. Most pre-March 2020 baseline surveys took place between June 2019 and February 2020, although one dataset is from early 2018. After surveys were completed between August 2000 and April 2021.

³⁶ Calculation based on: [Nomis](#) official labour market statistics on number of people in employment (Jan-Dec 2020); an average 14.65km distance to work ([National Travel Survey: purpose of travel](#), table NTS0403); 222 working days per year; and average car CO_{2e} emissions of 0.174kg/km (based on average of average diesel and petrol cars, from DfT's [Greenhouse Gas Reporting: Conversion Factors 2019](#))

³⁷ [Nomisweb](#), number of economically active people in employment (January 2020 – December 2020).

³⁸ Sustainable modes include walk / run, bicycle, train, bus / minibus, car share (same workplace), car share (not same workplace) and ferry. Unsustainable modes include car alone as driver, motorbike / moped and taxi.

Table 1: Mode share for all employees

WORKPLACE	PRE-MARCH 2020 (%)											POST-MARCH 2020 (%)										
	Walk / Run	Bicycle	Train	Bus / Minibus	Car –Driver Alone	Car share (same workplace)	Car share (not Same Worwplace)	Taxi	Motorcycle / Moped	Ferry	Work mainly at home	Walk / Run	Bicycle	Train	Bus / Minibus	Car –Driver Alone	Car share (same workplace)	Car share (not Same Worwplace)	Taxi	Motorcycle / Moped	Ferry	Work mainly at home
Broadlands House	22.3	1.1	0.0	53.1	14.3	6.3	0.0	2.9	0.0	0.0	0.0	12.8	5.0	0.0	4.1	32.1	8.7	4.6	0.0	0.0	0.0	32.6
Isle of Wight NHS Trust	13.3	6.7	0.1	7.1	59.1	6.1	4.5	0.0	1.3	1.7	0.0	8.2	6.0	0.0	8.2	48.7	1.9	5.6	0.0	0.6	0.4	20.4
Isle of Wight Council	19.4	10.7	0.0	7.3	51.7	4.3	3.8	0.0	0.9	0.0	1.9	7.6	1.7	0.0	3.3	12.5	0.9	0.9	0.0	0.0	0.2	72.9
Southern Vectis	26.1	2.8	3.3	15.6	32.8	5.6	2.8	0.0	2.8	5.6	2.8	17.1	3.4	0.9	9.8	39.4	0.6	1.5	0.0	2.8	2.4	22.0
Ascensos	21.7	3.0	0.0	43.0	21.3	4.3	3.4	1.3	0.0	2.1	0.0	10.0	4.8	0.0	20.7	11.5	0.0	3.7	0.0	0.0	0.0	49.3
Island Roads	4.3	12.4	0.0	1.4	62.9	11.9	4.3	0.0	0.5	2.4	0.0	8.9	4.7	0.5	0.0	45.1	4.2	0.5	0.0	2.3	0.0	33.8
Visit IOW	5.1	7.7	0.0	10.3	66.7	0.0	10.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0	0.0	0.0	0.0	0.0	80.0
Yokogawa Marex	41.1	7.6	0.0	10.2	27.9	3.0	5.1	0.0	0.0	4.1	1.0	4.3	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	5.3	85.1
AVERAGE	19.2	6.5	0.4	18.5	42.1	5.2	4.3	0.5	0.7	2.0	0.7	8.6	3.2	0.2	5.8	26.8	2.0	2.1	0.0	0.7	1.0	49.5

Note – based on 430 pre-March 2020 employee travel survey responses, and 409 post-March 2020 employee travel survey responses.

Table 2: Mode share for all employees travelling to work

WORKPLACE	PRE-MARCH 2020 (%)										POST-MARCH 2020 (%)									
	Walk / Run	Bicycle	Train	Bus / Minibus	Car –Driver Alone	Car share (same workplace)	Car share (not Sase Worwplace)	Taxi	Motorcycle / Moped	Ferry	Walk / Run	Bicycle	Train	Bus / Minibus	Car –Driver Alone	Car share (same workplace)	Car share (not Sase Worwplace)	Taxi	Motorcycle / Moped	Ferry
Broadlands House	22.3	1.1	0.0	53.1	14.3	6.3	0.0	2.9	0.0	0.0	19.0	7.5	0.0	6.1	47.6	12.9	6.8	0.0	0.0	0.0
Isle of Wight NHS Trust	13.3	6.7	0.1	7.1	59.1	6.1	4.5	0.0	1.3	1.7	10.4	7.5	0.0	10.4	61.1	2.3	7.0	0.0	0.8	0.5
Isle of Wight Council	19.8	10.9	0.0	7.5	52.7	4.3	3.9	0.0	1.0	0.0	27.9	6.1	0.0	12.2	46.3	3.4	3.4	0.0	0.0	0.7
Southern Vectis	26.9	2.9	3.4	16.0	33.7	5.7	2.9	0.0	2.9	5.7	22.0	4.3	1.2	12.5	50.6	0.8	2.0	0.0	3.5	3.1
Ascensos	21.7	3.0	0.0	43.0	21.3	4.3	3.4	1.3	0.0	2.1	19.7	9.5	0.0	40.9	22.6	0.0	7.3	0.0	0.0	0.0
Island Roads	4.3	12.4	0.0	1.4	62.9	11.9	4.3	0.0	0.5	2.4	13.5	7.1	0.7	0.0	68.1	6.4	0.7	0.0	3.5	0.0
Visit IOW	5.1	7.7	0.0	10.3	66.7	0.0	10.3	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Yokogawa Marex	41.5	7.7	0.0	10.3	28.2	3.1	5.1	0.0	0.0	4.1	28.6	0.0	0.0	0.0	35.7	0.0	0.0	0.0	0.0	35.7
AVERAGE	19.4	6.5	0.4	18.6	42.3	5.2	4.3	0.5	0.7	2.0	17.6	5.3	0.2	10.3	54.0	3.2	3.4	0.0	1.0	5.0

Note – based on 430 pre-March 2020 employee travel survey responses, and 409 post-March 2020 employee travel survey responses.



Travel to College

There has been a swing back towards car use amongst students, and greater entrenchment of driving to work by staff; but there is potential for change.



Table 3: Further Education Staff and Student Mode Share

MODE	STUDENTS		STAFF	
	2019 (%) (n=157)	2020 (%) (n=211)	2019 (%) (n=143)	2020 (%) (n=104)
Car driver	6.4	11.8	68.5	75.0
Car passenger/share	14.0	8.1	7.0	2.9
Cycle	1.9	1.9	2.1	2.9
Walk	21.0	17.5	9.8	8.7
Bus	47.1	53.6	4.9	5.8

The travel behaviour change intervention at Isle of Wight College was only funded in the first two years of Transforming Travel, however the College continues to do annual travel surveys.

Before the pandemic, between the 2017/18 and 2019/20 surveys, amongst students there was a positive trend, with a -5.0 percentage point (pp) fall in car driver mode share, and a +15.3pp increase in walking and cycling – although a significant proportion of pupils had switched from bus (-13.7pp). For staff, the picture was less positive. Car driver mode share increased (+4.3pp) and there was a reduction in use of all sustainable modes other than walking (+2.4pp).³⁹

The results of a survey of 315 staff and students, conducted **during the pandemic** in October 2020, are shown in Table 3. Compared to before the pandemic there was a swing back to more car driver trips by students (+5.4pp), and an even greater increase in the, already significant, proportion of staff (+6.5pp) driving to work – presumably as they sought to socially distance themselves on their commute. Although surprisingly, there was also an increase in bus use amongst students (+6.5pp).

³⁹ [Transition to Transformation: Access Fund Programme Evaluation 2019/20](#) (November 2020) The Smarter Choice Consultancy & Lorax Environmental Associates

Table 4: Further Education Staff and Student Attitudes to Travel

AGREE / STRONGLY AGREE WITH THE FOLLOWING	STAFF (%)	STUDENTS (%)
Bus travel to/from College is good value for money	10	33
Walking/cycling routes between the College and Newport Town Centre are well signed and direct	49	43
College car park is normally full	17	35
Car is the easiest way to travel to/from College	81	66
I would walk/cycle more if the infrastructure was improved	32	19
I would like to be more active	74	64
E-bikes are a viable alternative to the car for short journeys	66	42
I would consider cycling to College if I had a bike (yes) ^(a)	17	13
I would consider cycling to College if I had a bike (maybe) ^(a)	25	20

(a) Note this question was not an agree/disagree question but a yes/no/maybe/open text.

For the first time, in 2020 the survey included a number of questions about attitudes to travel and the barriers to travelling sustainably. Table 4 shows the results for the percentage of staff and students 'agreeing' or 'strongly agreeing' with statements about travel. This shows that the majority of staff and students agree that the car is the easiest way to travel to/from College and there are a number of barriers to sustainable travel. These include perceived low value for money of the bus, and perceived need for more direct and better signposted walking/cycling routes between the College and Newport Town Centre.

On the positive side, nearly three quarters of staff (74%) and over three fifths (64%) of students stated that they would like to be more active, and over a third of staff and students stated that they would (definitely or maybe) consider cycling to the College if they had a bike. A third of staff and a fifth of students also stated that they would walk/cycle more if the infrastructure was improved. Two-thirds of staff considered e-bikes a viable alternative to the car for short journeys.

Table 5: Further Education Staff and Student Length of Journey to College

LENGTH OF JOURNEY TO COLLEGE (MINS)	STAFF (%) (n=104)	STUDENTS (%) (n=210)
1-5 mins	19	13
16-30 mins	56	34
31-60 mins	24	39
>60 mins	1	14

Table 5 shows the length of the journey to College. Given that nearly a fifth of all staff (and a similar percent of those who drive) live less than 5 minutes' drive from the College, while over half (and a similar percent of those who drive) live between 16-30 minutes' drive from the College, it would appear that there may be scope for the uptake of e-bikes amongst College staff (and to a lesser extent students).

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