



ISLE *of*
WIGHT
COUNCIL



BUS SERVICE IMPROVEMENT PLAN

October 2021



NATIONAL BUS STRATEGY BUS SERVICE IMPROVEMENT PLAN

ISLE OF WIGHT COUNCIL

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Executive Summary

The Government published its National Bus Strategy¹ for England called '*Bus Back Better*' in March 2021. This strategy details the requirement for all Local Authorities to work with bus operators to create plans for improving their local bus services and encouraging more people to use them. The strategy comes with the promise of £3 billion in funding across England to support this.

Within the National Bus Strategy there is a requirement for all Local Authorities to produce a Bus Service Improvement Plan (BSIP), which is due in Oct 2021. A BSIP should detail how Local Authorities propose to use their powers to improve services, followed by the production of an Enhanced Partnership (EP), due April 2022.

In response to the National Bus Strategy, Isle of Wight Council (IWC) has produced this Bus Service Improvement Plan (BSIP) for the Isle of Wight, in collaboration with the main bus operator, Southern Vectis.

Aims & Objectives:

Given the short timeframe in which the Government has asked authorities to produce BSIPs they have stated that they will contain only high level 'outline' ambitions and are not taken as definitive or immutable commitments or statements of intent on the Local Transport Authority's (LTA's) part. Their main purpose is to enable LTA's, bus operators and local communities to consider what questions need to be addressed in the area, to explore possible answers, and to provide an early basis for funding decisions in the autumn and winter 2021, in preparation for the financial year 2022-23 when transformational funding begins.

BSIPs should describe in outline how LTAs and operators in an area can achieve the overarching goal of the National Bus Strategy - to grow bus patronage: both to build it back after the Covid-19 pandemic and then to increase it and raise buses' mode share.

This BSIP sets out IWCs ambition for working in partnership with its major bus operator, Southern Vectis, as well as the train and ferry operators on the Island.

¹ www.gov.uk/government/publications/bus-back-better

Section 1 – Overview

1.1 Geographical Area covered by this BSIP

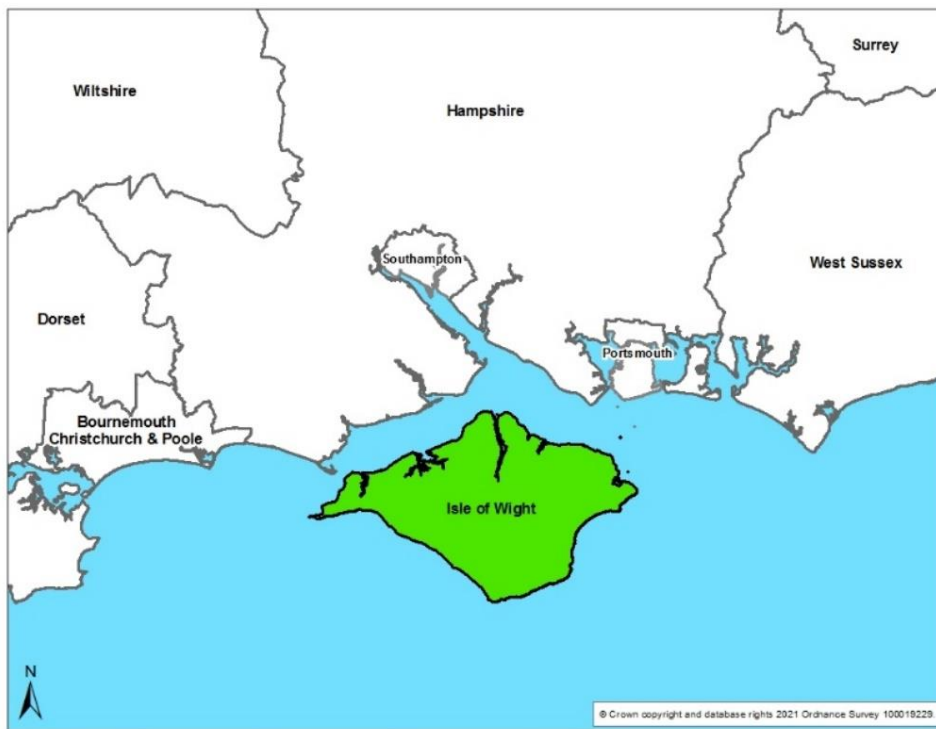


Figure 1 – Geographical area of the Isle of Wight BSIP

This BSIP covers the single LTA area of the Isle of Wight (herein referred to as ‘the Island.’), the geographical area of which is shown in green in **Figure 1**. The **Isle of Wight Council** (IWC) is a unitary authority covering the whole of the Island.

The Island is located between two and five miles off the coast of Southern England, from which it is separated by the Solent. It is the largest and second-most populous island in England with a population of 141,538 residents.

The Island has a land area of 38,000 hectares. Slightly more than half of which, mainly in the west, is designated as the ‘Isle of Wight Area of Outstanding Natural Beauty’. The Island has 258 km² of farmland, 52 km² of developed areas and 92 km of coastline. In June 2019 the whole island was designated a UNESCO Biosphere Reserve, recognising the sustainable relationships between its residents and the local environment.

The Island’s countryside offers a diverse range of natural environments, including rolling chalk downs, ancient woodlands, salt marshes, together with land dedicated to agricultural use. Distributed across the more rural parts of the Island are a number of small villages and hamlets.

There are approximately 800km of adopted highway maintained by IWC. There is no motorway and only a very limited distance of dual carriageway on the Island, with a large majority of the road network located across the more rural parts of the Island.

Urbanisation and greater population density occur in the main towns of Newport, Ryde, Cowes and East Cowes, with Sandown, Lake and Shanklin linking together down the east coast to form 'The Bay' area and almost meeting with Ventnor as the coastline sweeps towards the southernmost tip of the Island.

Tourism plays a vital role in supporting the Island's economy with the Isle of Wight boasting some of the most unique landscapes and attractions in the UK. From picturesque harbours, natural bays and beaches, stunning coastline scenery and chimes, to world famous historic buildings and castles. The island offers a great number of well-established holiday parks, hotels, and unique places to stay.

The town of Cowes, located on the west bank of the estuary of the River Medina, to the north of the Island, has long been seen as a home for international yacht racing since 1815. It gives its name to the world's oldest regular regatta, known as 'Cowes Week', which occurs annually in the first week of August, attracting over 100,000 visitors each year.

The Island also hosts the Isle of Wight Festival. A large-scale music festival which takes place at Seaclose Park, on the outskirts of Newport with up to 70,000 people attending this annual event.

Access to the Island's assets, events and attractions are supported by the Island's bus network, and the sole railway connection which runs for 13.7km between Ryde Pier Head and Shanklin, serving Smallbrook Junction, (for the Isle of Wight Steam Railway), Brading, Sandown and Lake Stations. Southern Vectis, are the main bus operator on the Island, providing services across the majority of the Island, whilst the rail service is operated by Island Line. A number of other smaller local bus operators have provided services on the Island over the years, but none has developed or sustained a significant commercial market share, and Southern Vectis has remained the dominant and fully commercial provider of Island bus services to this day.

Currently there are a small number of community bus services in operation; FYT Bus², which operates exclusively within the West Wight. This is a charity run Community Bus project, run by volunteer drivers. Service 31 runs between Bonchurch and St. Lawrence via Ventnor. This operates as a local town service operated by Minibus Plus in partnership with Ventnor Town Council. Additionally, there are a small number of community bus services operated by the Community Bus Partnership, which utilises some Southern Vectis' vehicles fleet, between home to school lifts to operate local community services driven by volunteer drivers.

Access to the Island, across the Solent from the mainland, is provided via six main passenger and car ferry routes, including a dedicated hovercraft link; the only commercial passenger hovercraft service in the world. **Figure 2** illustrates these routes across the Solent.

These routes consist of the following services and connections:

- **Portsmouth to Fishbourne** - This car and foot passenger service is operated by Wightlink and takes approximately 45 minutes.
- **Portsmouth to Ryde** - The "FastCat" catamaran foot passenger service, which runs from Portsmouth Harbour to Ryde Pierhead, is operated by Wightlink. This crossing takes approximately 22 minutes.
- **Southampton to East Cowes** - This service is run by Red Funnel and operates between Southampton and East Cowes, carrying both cars and foot passengers. This crossing takes up to 1 hour.

² www.fytbus.org.uk

- **Southampton to Cowes** - The “Red Jet” offers a high-speed foot passenger service for this route, also operated by Red Funnel running from Southampton Docks to Cowes, taking just under 25 minutes.
- **Lymington to Yarmouth** - The quickest vehicle ferry service runs from Lymington in the New Forest to Yarmouth in West Wight, which is operated by Wightlink. Taking 30 minutes.
- **Southsea (Portsmouth) to Ryde** - The Isle of Wight boasts the only foot passenger hovercraft service in the UK, which runs from Southsea in Portsmouth to Ryde Esplanade and is operated by Hovertravel. This crossing is also the fastest service to the Isle of Wight, taking just 10 minutes.



Figure 2 – Ferry and Hovercraft service links to the Island

All ferry and hovercraft services allow passengers to take bikes, although there is limited capacity on Red Funnel’s Red Jet 6 and 7 fitted with bike racks, and 4 which allows folding bikes. With no fixed link to the Isle of Wight from the mainland (i.e. via road bridge or tunnel) the vast majority of residents and visitors travel to and from the Island by ferry or hovercraft.

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

5.5% of Island residents in employment rely on ferries for daily commuting to the mainland, this approximately includes 730 commuters to Portsmouth, 570 to London, and 520 to Southampton³. In 2019 the Island welcomed circ. 2.16m visitors, generating an estimated £276m contribution to the local economy⁴.

The mixture of towns, rural village communities, commuters to and from the Island, and the large number of visitors to the Island, all result in a range of transport challenges Island wide. From rural isolation in the more remote areas of the Island, to poor air quality and congestion

³ 2011 Census. Source: www.ons.gov.uk/census/2011census

⁴ Total visitor volume Jan – Dec 2019. Source: [Research & Economic Impact | \(visitwightpro.com\)](http://Research & Economic Impact | (visitwightpro.com))

in parts of our towns, along with pockets of ‘transport poverty’ and peak season visitor demands. Buses already play a key role in alleviating these problems.

Buses are the most used form of public transport on the Island and make a real difference to people’s everyday lives, allowing them to get to work, to visit friends and family, to access retail, and to get to essential services such as schools, colleges, libraries, GP surgeries and hospitals, as well as helping to support the visitor economy.

With Southampton and Portsmouth containing two important ports and two major regional hospitals, they see significant cross-boundary travel to and from Island. From the Island’s visitor profile data 38% come from Hampshire alone⁵.

The largest towns on the Island are Ryde in the north-east, with a population of about 30,000, and the county town of Newport as the second largest, centrally located on the island, with a population of about 25,000. Newport is considered to be the commercial centre for the Island and is home to the IWC offices, HMP Isle of Wight and St Mary’s Hospital, the only NHS hospital on the Island.

Figure 3 illustrates the main road and rail networks and settlements on the Island. The Island’s strategic road network is centred around Newport, with routes out to coastal settlements such as Cowes, Sandown, Freshwater and Yarmouth. These key roads along with smaller roads which supplement them, form a total network of over (800km). The layout of the Island’s highway network is driven by a number of factors including the shape of the Island, the River Medina and the locations of towns and settlements.



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Figure 3 – The main towns, strategic road networks of the Isle of Wight

⁵ Q2 of 2019 - Source: [Research & Economic Impact | \(visitwightpro.com\)](https://www.visitwightpro.com)

As well as Ryde and Newport, sub-urbanisation population density can also be found in the town of Cowes and East Cowes and the seaside resorts of Sandown and Shanklin, linking with Ventnor.

Other much smaller settlements of population include Freshwater, Yarmouth and Totland to the west of the Island, and Seaview and Bembridge to the east. There are a number of rural villages and hamlets scattered across the Island.

The most rural part of the Island is to the south and south-west coastline, which is designated as an Area of Outstanding Natural Beauty. **Figure 4** below outlines the population density of the Island as a whole. Whilst the overriding character of the Island is rural, about 60% of the Island's population live within the main towns of Ryde, Newport, Cowes, East Cowes, Sandown and Shanklin.

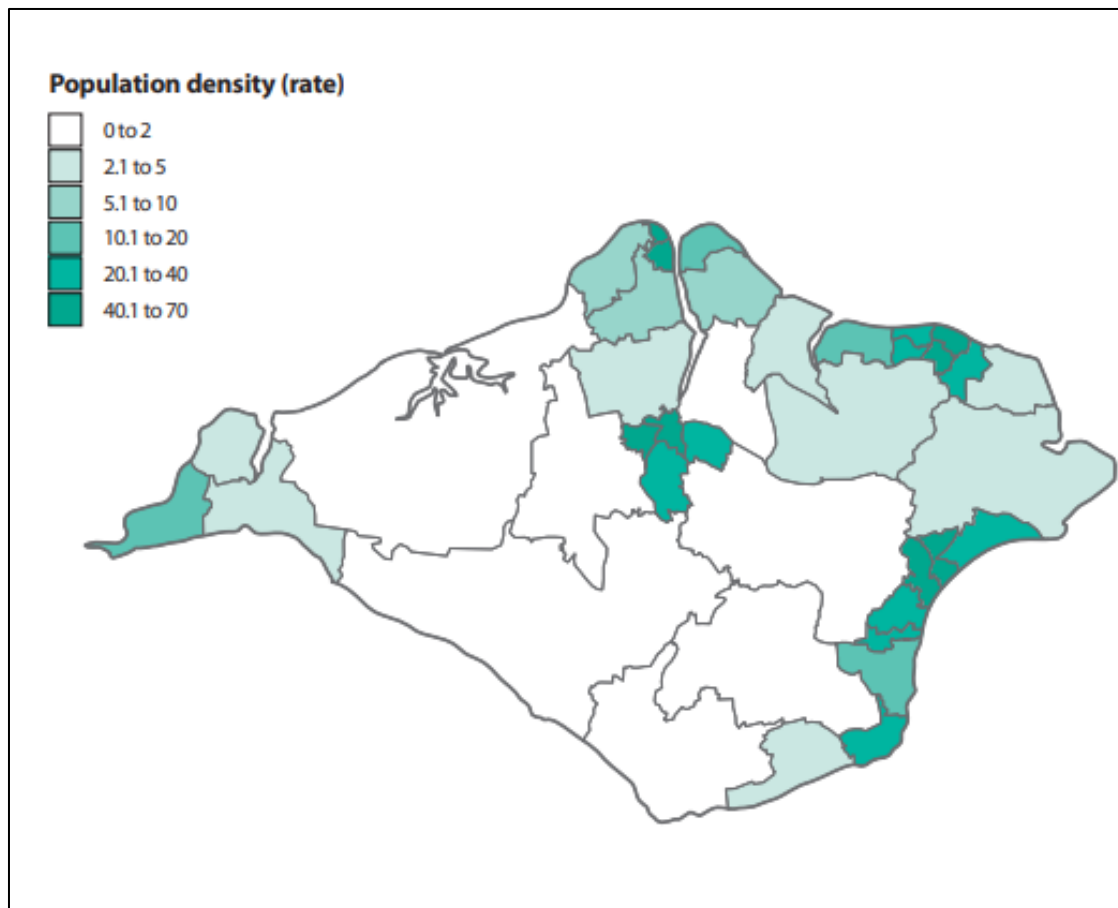


Figure 4 – Population Density on Isle of Wight (number of people per hectare)

There are average levels of car ownership across the IoW, with 31.1% of households having two or more cars or vans. 22.5% of households do not own a car or van⁶. There are high proportions of two car households across most rural areas. Levels of car use are also high on

⁶ 2011 Census - Source: www.ons.gov.uk/census/2011census

the Island, and the Island has diffuse commuting patterns, making certain commuting trips, particularly to the urban areas and ferry connections, difficult to serve efficiently by bus.

Across the Island an average of 2.5% of commuting journeys are completed via bus. Areas surrounding urban centres, such as Newport, Ryde and Cowes show the highest percentages of commuting to work via bus.⁷

The private car or van is the principal mode of travel to work on the Island. The last Census (2011) showed over half, 57.8% travelled to work by car. In-commuting is highest in Newport, with an overall inflow of commuters. The rural areas as well as the areas on the south of the Island such as Ventnor and Niton have large outflows. Walking is the main mode of travel to school (39%), but 34% of pupils are taken to school by car.

Economic and social factors, degrees of rurality and ease of access to public transport all influence car ownership. The proportion of no car households is highest in the more urban areas.

There are localised pockets of deprivation on the Island with significant inequalities in health outcomes. It is widely recognised that poor transport provision can disproportionately affect those in deprived areas limiting access to services, opportunities, and life chances, and contributing to social isolation and loneliness. **Figure 5** below outlines the percentages of health and disability deprivation on the Island.

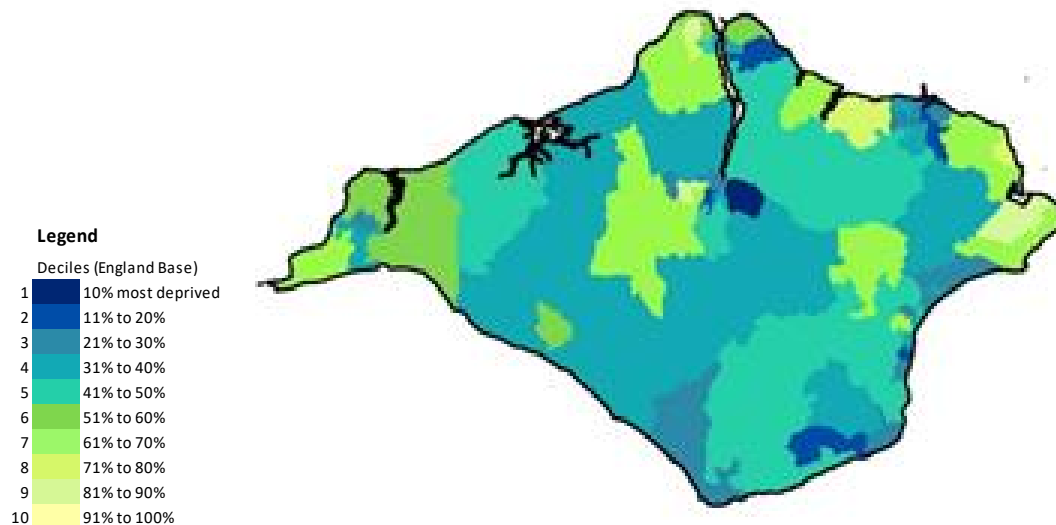


Figure 5 – Health and disability deprivation (Source: H2050 – State of Economy 2020)

⁷ Datashine (2021) – Source: www.datashine.org.uk

1.2 Justification of why this BSIP covers a single LTA area (IoW)

In preparing this BSIP the IWC has engaged closely with all neighbouring LTAs, in particular Southampton City Council, Portsmouth City Council and Hampshire County Council, in order to identify and agree common goals for improvements to our respective bus networks.

Although the three LTAs of Hampshire, Southampton, and Portsmouth, share common ambitions around integration, fares and ticketing and delivering bus priority, the Island also has different characteristics and challenges relating to bus networks compared to the rest of Solent Region.

On this basis, the approach that has been taken is that the urban unitary councils of Southampton and Portsmouth and Hampshire County Council have each prepared their own separate BSIPs. However, in recognition of the important role that bus services play, not only on the Island, but also towards the connection to its ferry services, allowing access to wider employment areas and key services (such as hospitals), all four LTAs have collaborated closely in the development of each of our BSIPs to ensure that the ambitions and approaches to improving bus services are closely aligned.

This joined up approach reflects how IWC will each work with bus operators and other stakeholders to improve the quality, reliability and attractiveness of bus services that operate across LTA boundaries within the wider Solent Region.

1.3 Why the Enhanced Partnership route has been chosen

Southern Vectis, as the predominant bus operator on the Island, provides the majority of the commercial network of local bus services on the Isle of Wight. Southern Vectis has, since its acquisition by the Go-Ahead Group in 2005, increased its investment in new vehicles. Their fleet continues to contain a significant number of double-deckers reflecting the need to accommodate high summer loadings, during the peak tourist season and meet school travel demand within the academic year.

IWC also recognises the important role that the smaller community bus operators play, within helping to build successful and reliable services, on the Island. Especially to areas where regular bus service provision has declined in the past or doesn't exist.

The IWC has a good history of effective voluntary partnership working with Southern Vectis, and community bus operators, on the Island. This approach has worked well for IWC, delivering sustained improvements for bus users over more than a decade.

IWC is also fully engaged with the Isle of Wight Transport Infrastructure Board (TIB). IWC set up this board in September 2016, which brings together key transport partners on the Island. These include IWC, represented by the IWC Cabinet member for Transport and Infrastructure, Leader of the IWC and the Assistant Chief Executive, Southern Vectis (Bus) and Island Line (Train), as well as the three ferry operators. The TIB is vital in supporting formal discussions between IWC and the transport operators and helps support their input as key stakeholders across the Islands transport network as a whole.

IWC has always strived to focus bus service improvements to key areas of the Island but understands that there has been limited investment in bus infrastructure, in recent years. This however focuses a vital need towards a driver for change amongst improvements to bus service provision for the Island as a whole.

Currently underway is the Ryde Interchange Project.⁸ This major Transport Hub Project involves a number of enhancements to encourage the use of more sustainable travel options, while making the area more attractive, reducing the dominance of motor vehicles, and improving priority for pedestrians.

The following initiatives are examples that are being delivered through the Ryde Interchange Project, which have helped to improve the quality and the attractiveness of local bus services and will be built upon through the BSIP and EP:

- Remodelling and refurbishment of the Esplanade bus interchange to create a better environment for bus users/pedestrians and make it easier and safer for buses to manoeuvre in and around the bus station and allow services to exit via George Street, thereby operating more efficiently and reliably.
- Reinstatement of the pier tramway to provide a new separate 'boardwalk' facility for pedestrians and cyclists.
- Refurbishment of the station buildings including new, fully accessible disabled toilets, a new façade, remodelled / expanded concessions and access to the boardwalk.
- Improvement of cycling links to and through the interchange linking with the existing cycleway to Puckpool in the east and Ladies Walk in the west.

It is the shared view of IWC and operators that a single Enhanced Partnership for the whole of the Island, result in better outcomes for bus services on the Island. Given the already close partnership working and strong relationships between IWC and bus operators, this approach is considered to be the best way of meeting the high level of ambition outlined in this BSIP, rather than through a franchising approach.

The Isle of Wight BSIP and subsequent EP represents an opportunity for IWC to extend its successful and productive partnership working arrangements with its bus operators and neighbouring LTAs, in order to improve the offer to the local community, enhance facilities and develop a partnership that can help expand the commercial bus network on the Island.

1.4 BSIP duration, annual review process and alignment with Local Transport Plan

The Isle of Wight BSIP covers the period up until 31 March 2030 and will be reviewed annually. In summer 2022, and each year thereafter, a working group of IWC staff and bus operators will be convened to review the efficacy of the Isle of Wight BSIP ambitions and progress made towards targets. Collective decisions will be taken as to whether the level of ambition needs to be raised or whether the existing content is sufficient. Neighbouring LTAs will have an opportunity to also contribute their views. If revisions are proposed to the BSIP by the working group, then a report will be taken to IWC's Cabinet in either October or November for political decision and sign off of the revisions if advice received from legal services is that this is required.

This BSIP is fully aligned with the emerging *Isle of Wight Local Transport Plan 4* (LTP4), which will form the primary transport strategy for the County until 2038. LTP4 will include a goal of reducing car dependency, and the plans set out in this BSIP to increase the level of bus use will play an important part in achieving this goal.

⁸ [Big response to Ryde Interchange plans \(iow.gov.uk\)](https://www.iow.gov.uk/news/big-response-to-ryde-interchange-plans)

Section 2 - Current Bus Offer to Passengers

2.1 Overview of the Isle of Wight bus network, level of use and punctuality

Bus services and usage on the Isle of Wight are slightly below the national average, but are generally considered good for a large, predominantly rural, Island authority, with average levels of car ownership. Bus passengers make a substantial contribution towards the Isle of Wight economy, being the most heavily used form of public transport on the Island and a lifeline for those without an alternative.

Figure 6 shows the current Southern Vectis bus route network on the Island. In 2018/19 there were just over 8 million bus journeys made on the Island, serving 34 routes and circa.1300 bus stops. Considering the rural nature and mix of bus demand (i.e. peak tourism seasons and regular commuters) Southern Vectis services offer a good provision for the Island, with links to all the ferry and rail services. Southern Vectis operate a fully commercial service which operates 365 days of the year on the Island. Southern Vectis also offer extra seasonal buses, known as 'Breezer' buses. There are two open top 'Breezer' bus routes that operate between the months of April through to October, allowing spectacular coastal views as well as direct access to some of the most popular attractions on the Island to support the Islands tourist offer.

Being an Island network means that bus journeys are not necessarily long in nature, with more of a focus to specific locations (such as ferry connections). Newport is the central hub of the Island offering a hub and spoke operation, where the bus interchange accommodates the majority of bus service connections.

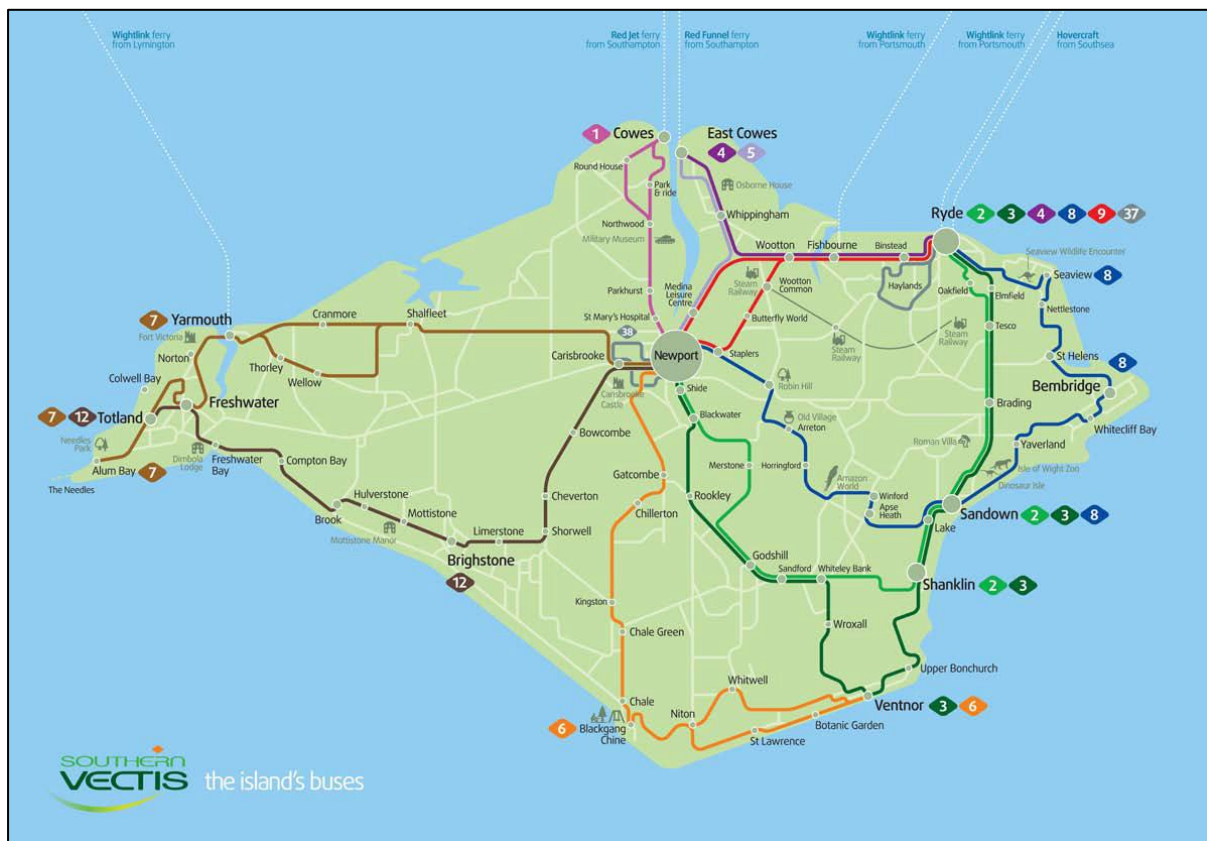


Figure 6 – Isle of Wight bus network map (Southern Vectis) 2021

Southern Vectis has a fleet of 68 vehicles that serve the Island's network. In terms of Euro rating these consist of the following:

Diesel Euro Rating	Number of Buses
Euro III or before	3
Euro IV	15
Euro V	1
Euro V EEV	29
Euro VI	16
Euro IV/V SCRT retrofit	4

Currently 39 vehicles have UBS charging points, although none have WIFI connectivity due to the unreliable network reception on various parts of the Island. In addition, 63 vehicles have next stop announcement and screens.

Trends in bus passenger journeys

As **Figure 7** shows, the total number of bus passenger journeys made on the Island over the last ten years, as recorded by bus operators, has steadily increased (although passenger numbers in March 2020 were significantly reduced due to the pandemic), against the trend of gradual decline seen across English non-metropolitan LTAs as a whole. The dip in bus passenger journeys for 2017/18 was attributed to poor summer weather effecting tourist numbers.

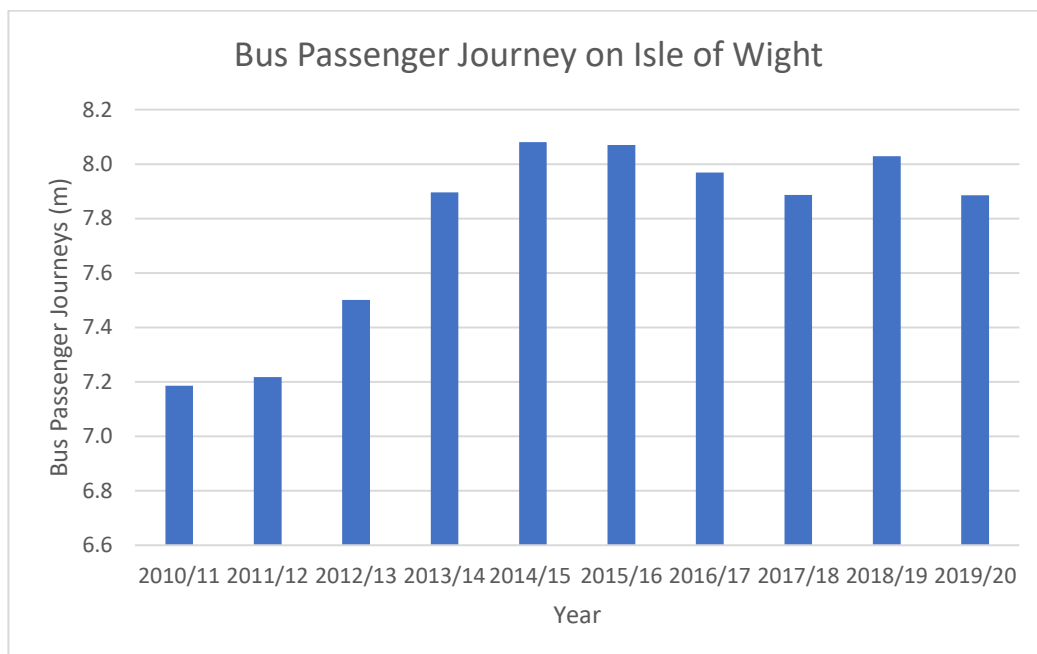
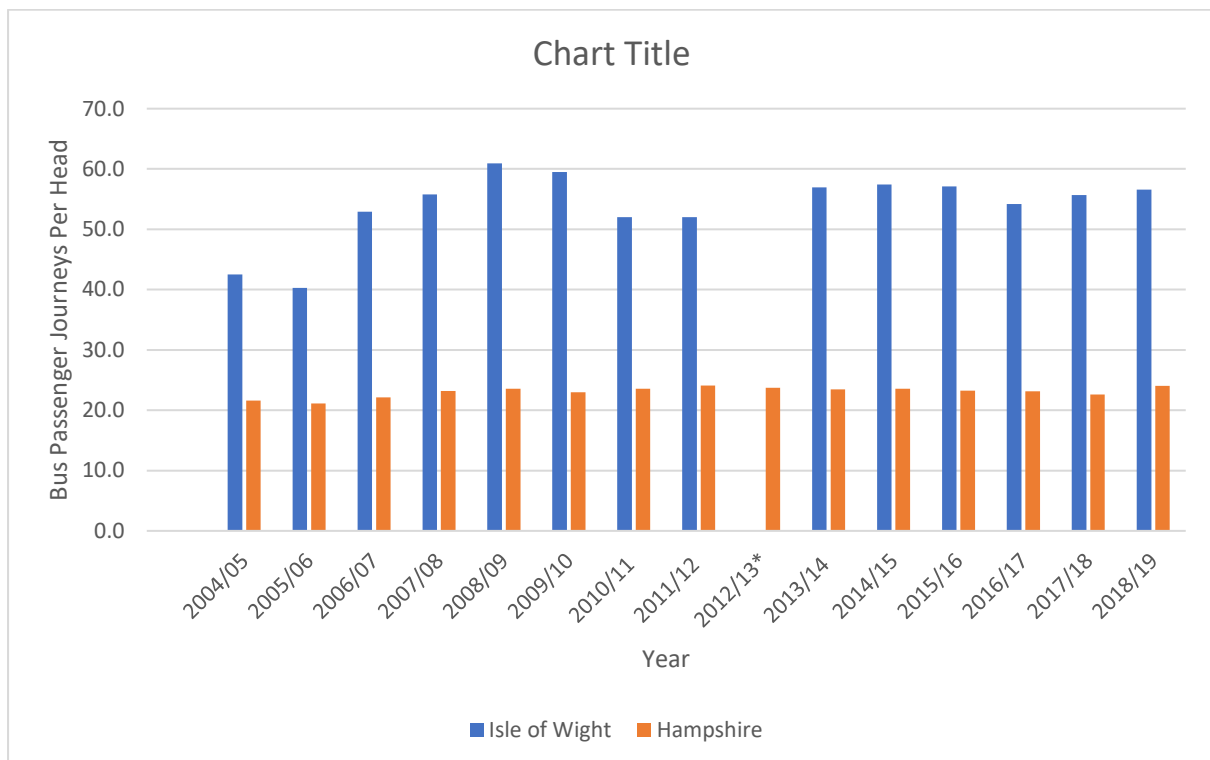


Figure 7 - Bus passenger journeys per year on the Island since 2010 as recorded by bus operators via the DfT PSV survey (Source: DfT Bus Data Table BUS0109a)

Bus journeys on Island have risen steadily since 2010/11 and remained in the range of between 7.8m and just over 8m journeys per year, until the Covid-19 pandemic. This, as with all areas of the UK, resulted in a significant and rapid reduction in bus journeys, from mid-March 2020 onwards as residents heeded the initial Government advice to avoid using public transport unless absolutely necessary. However, bus use by June 2021 had recovered to 75% of pre-Covid patronage, on the Island.

When these passenger journeys are considered per head of population, this then equates to between 42 and 61 bus journeys per year on average by each Island resident, as indicated in **Figure 8**. The numbers of journey per head of population have remained relatively consistent since 2013/14. In comparison, Hampshire figures equate to 21 and 24 bus journeys per year on average by each Island resident, as indicated in **Figure 8**. The numbers of journeys per head of population have fallen in Hampshire since 2013.



*Data from 2010/11 was not requested from local authorities.

Figure 8 – Change in Bus Passenger Journeys per head of Population over time since 2004/5 on the Isle of Wight compared to the neighbouring shire county LTA

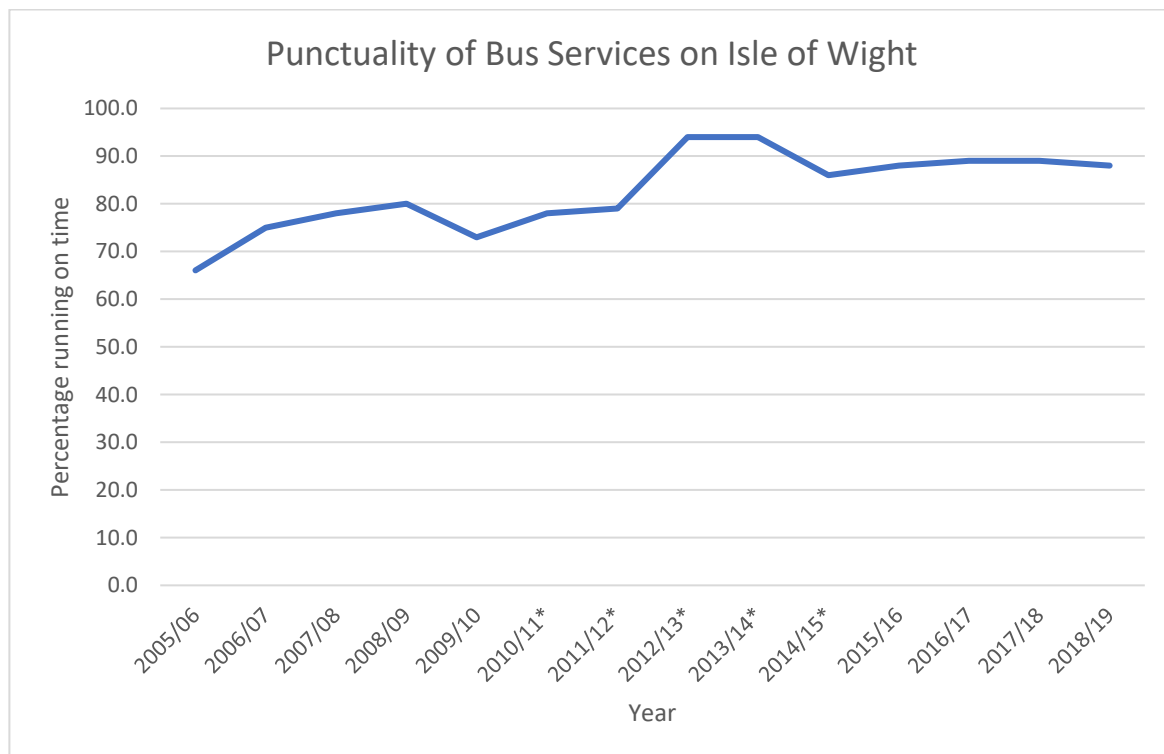
In terms of bus use, given the Islands strong tourism economy, statistics from the most recent Year to Date Tourism Figures for the Island (2017) show that 11% (circa. 261,000 visitors) utilised the bus and train network as their main mode of transport whilst on the Island.⁹

⁹ Visit Isle of Wight: Year to Date Tourism Figures 2017 – Isle of Wight: [visitwightpro.com/research-development/](https://www.visitwightpro.com/research-development/)

Department for Transport data shows that vehicle miles have increased in almost every year since 1994 on the Island, notwithstanding a large decrease in 2020 caused by the COVID-19 pandemic and national lockdowns.

Urban congestion is highest in the urban areas of Ryde and Newport, seeing the highest level of urban congestion experienced on the Island. Newport has the highest inter-urban congestion. There are also other various pockets of congestion contained on the Island, that can be exacerbated by the increase of peak seasonal traffic. All these effects bus transport and punctuality of buses on the Island network.

As **Figure 9** shows bus punctuality on the Island since 2005/6. It demonstrates bus punctuality has seen a trend of gradual improvement, despite a backdrop of increased traffic and increased levels of congestion on the Island, reflecting the investment in some of the bus friendly measures delivered by IWC and operator investment in additional buses (with no increased frequency) to ensure that punctuality did not deteriorate as a result of worsening traffic congestion.



*From 2010/11 figures were reported to the nearest whole number.

Figure 9 – Changes in Bus Punctuality Levels on the Isle of Wight since 2005/06

The Solent Transport Sub-Regional Transport Model (SRTM) predicts a 18% increase in all trips between 2015 and 2036, with a 29% increase in highway trips, and a 5% increase in public transport trips. Increases in delays and average travel times are predicted in both models for 2036. Delays are expected around Shanklin and Newport in particular.

Through the *Isle of Wight Infrastructure Delivery Plan (October 2018)* a number of key highway and bus service improvements have been identified, these include:

- The Newport Strategic Junctions Improvement scheme has funding committed.
- Further improvement at Coppins Bridge could be made subject to funding and further approvals;
- The planned improvement of the Red Funnel terminal includes improved bus interchange with ferry services, at East Cowes.

Trends in bus passenger journeys for work and education

Across IoW an average of 2.5% of commuting journeys are completed via bus. Areas surrounding urban centres, such as Newport, Ryde and Cowes show the highest percentages of commuting to work via bus. The ward of Ryde North-East, has the highest percentage of travel to work by bus at 10.34%.¹⁰ Figure 10 below outlines bus commuting use averages across the whole Island.

As **Figure 10** below shows, areas surrounding main urban centres, such as Newport, Cowes, Ryde, Shanklin and Sandown, have the highest percentages of commuting to work via bus.



Figure 10 – Travel-to-work by bus

¹⁰ Datashine (2021) – Source: www.datashine.org.uk

Figure 11 below shows employment accessibility by private car and public transport as well as the percentage of jobs accessed by public transport for the largest built-up areas on the Island.

Newport is by far the biggest employment area on the Island, with 18,332 jobs as of 2016. The Ryde, Cowes and Sandown/Shanklin built up areas have between 6,000 and 7,000 jobs each.

Employment accessibility by public transport modes is generally high, particularly when compared to levels on the mainland. However, levels of public transport employment accessibility differ between areas, as can be seen in the graph opposite. On average, twice as many jobs on the Island are accessible by car as they are by public transport.

Newport the highest number of jobs accessible by public transport in absolute terms (6,916), but Ryde has the highest percentage of jobs accessible by public transport (43.9%).

Sandown/Shanklin has both the lowest number and percentage of jobs accessible by public transport (1,659 and 27.5% respectively).

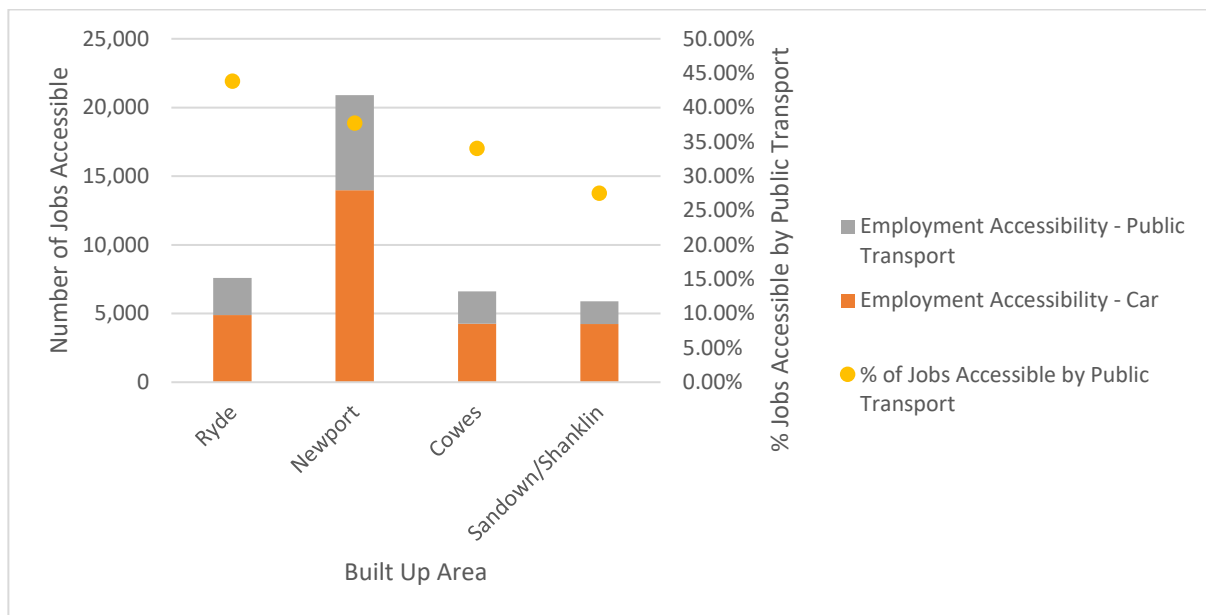


Figure 11 - Employment accessibility (intra-urban) by car and public transport for the largest built up areas on the Island (Source: ONS (2021))

Walking is the main mode of travel to school on the Island, at 39%, with 34% of pupils taken to school by private car. **Figure 12** below shows that bus travel makes up just 5% of the mode share overall. The data within the chart was obtained from the 2015/16 Local Sustainable Transport Fund (LSTF2) and 2016/17 Sustainable Travel Transition Year (STTT). The sustainable investment programmes aimed to support the local economy, reduce carbon emissions and deliver wider social and economic benefits, along with promoting increased levels of walking and cycling.

The School Engagement Programme was the main project within the education theme which involved engagement with each of the Island's 49 schools.

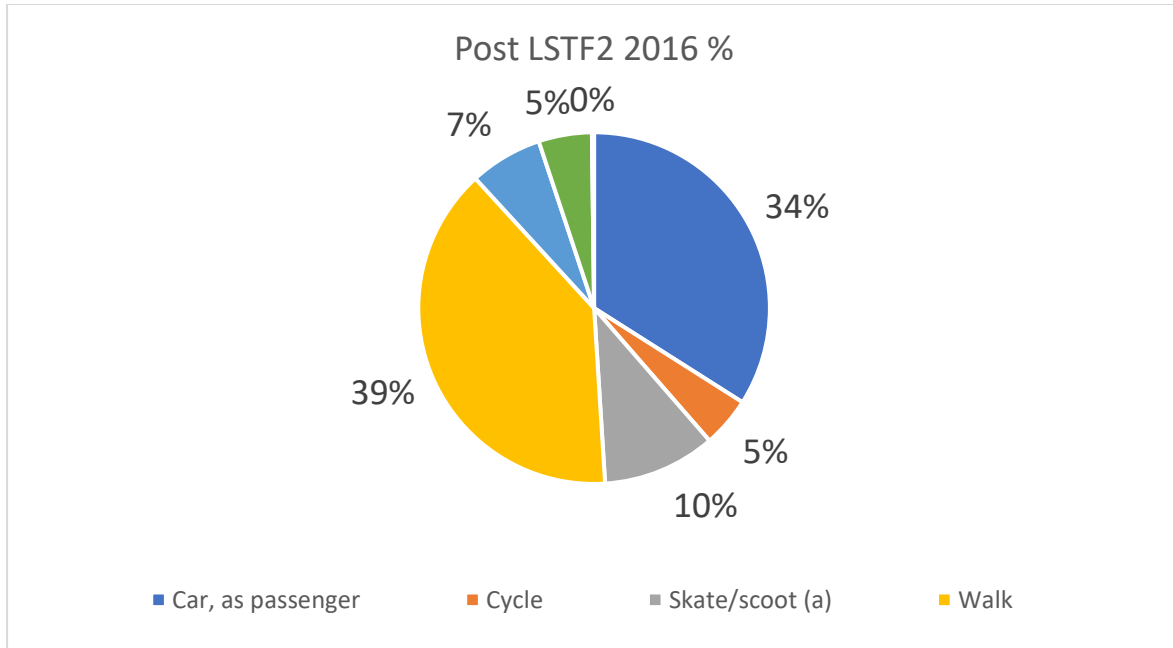


Figure 12 - Main mode of travel to school: hands-up survey results from 38 Island schools pre and post LSTF2

2.2 Analysis of existing local bus services compared to BSIP outcomes

The main generators of demand for Island bus services tend to be the more urban centres with their strong retail, education and public service offers. The current frequencies of the Southern Vectis bus services can be found here - www.islandbuses.info/

Levels of bus use on the Southern Vectis network are highest on route 9 (Newport to Ryde) as well as routes 2 & 3 connecting Ventnor, Ryde, Sandown and Shanklin to Newport. The quality of bus services on these main corridors is high, which offer attractive high service frequencies, with buses running every 10-15 minutes on the busiest routes (with 2-3 buses per hour on most other routes).

Table 1 below summarises the strengths and weaknesses of the Island's bus network following analysis, review of the current situation and stakeholder consultation. It considers how the current bus network compares to the Isle of Wight BSIP ambitions outlined in Section 4 and to what extent the current network of bus services meets or falls short of these ambitions and expectations.

Table 1 – Strengths and weaknesses of the Island's bus network relative to BSIP ambitions

Aspect of bus service provision	Strengths	Weaknesses
Bus (network)	<ul style="list-style-type: none"> • A strong core bus network of frequent and direct services connecting town centres to majority of suburban areas within the main towns. • Being an Island the bus network centres on the main interchange of Newport and Ryde (for rail connections) meaning most key corridors have excellent and direct bus frequencies, in particular to all ferry terminals, including first and last ferry connections, as well as other key destinations and attractions on the Island. • Historic and sustained growth in bus patronage on flagship and high frequency bus routes. • High user journey satisfaction (Bus Passenger Survey – autumn 2019). • A modern, distinguished and attractive bus fleet on the Island with low emissions, contactless payments and charging points. 	<ul style="list-style-type: none"> • Network predominantly operates on shared road space. Congestion at peak times, especially within peak tourist seasons, effecting key road corridors to/from centres of main towns and attractions, leads to reduced punctuality and travel time reliability, and increased journey times. • Pockets of inaccessibility in rural areas of the Island, due to lack of bus services or penetration of services, in particular West Wight. • Limited service frequency to some areas e.g. West Wight. • Limited cross Island bus services, meaning a greater need to interchange between different services in Newport for journeys across the Island. • A need to improve bus stop infrastructure across the Island with Real Time Information, Audio-Visual displays and general improvements to bus stops (i.e. in terms of accessibility, safety and comfort). • Lack of Wi-Fi on buses is an issue due to mobile signal issues across certain parts of the Island.

Bus Network (operators)	<ul style="list-style-type: none"> • Strong operator brand and recognition with users across the Island. • Smaller operators (community services) active and engaged. 	<ul style="list-style-type: none"> • Reduction in support for less viable bus service routes on the Island.
Bus Network (development)	<ul style="list-style-type: none"> • Ongoing evolution and development of the network, reacting to need (tourism market as example). 	<ul style="list-style-type: none"> • Locating future residential development close to bus corridors is vital. • A number of isolated traffic signal junctions cause delay to bus services during peak hours, there could be a provision of selected vehicle detection signals. • Establish where bus priority is needed Several areas with issues already identified that effect bus services. • Need to improve reliability and frequencies.
Bus Network (Town Centres)	<ul style="list-style-type: none"> • Well served town centres, with vast majority of bus route serving these. • Elements of bus priority and bus lanes leading to Town Centres • Bus only streets in the Town Centres 	<ul style="list-style-type: none"> • Restricted and shared road space • Limited capacity/space for terminating services to layover • Existing infrastructure difficult to negotiate for buses
Bus Network (Park and Ride)	<ul style="list-style-type: none"> • Limited but well used Park and Ride in Cowes serving Cowes and Newport 	<ul style="list-style-type: none"> • Existing Park and Ride site quite small with little scope for expansion • No definitive plans for any new Park and Ride sites for the Island
Socially necessary DRT & Community Transport provision	<ul style="list-style-type: none"> • Active and supported community transport services, including community minibus and voluntary car share schemes. • Good supply of taxis and private hire vehicles in main urban areas. 	<ul style="list-style-type: none"> • Scope and supply of service can potentially be limited by funding.
Bus-Bus, Bus-Rail & Bus-Ferry Interchange	<ul style="list-style-type: none"> • All public transport modes accessible from town centres. • In Ryde the rail station is a key point of interchange, connecting the train network to the local bus network with good waiting facilities. • Ryde Transport Interchange scheme, funded via successful bid to the Government's Transforming Cities Fund (TCF) will provide a safe cycling and walking route along Ryde Pier, separate 	<ul style="list-style-type: none"> • Limited high-quality interchange hubs, with facilities, apart from at some bus stations and key rail stations • Little co-ordination of timings between modes at key interchanges

	<p>from vehicles, and create an improved transport hub for a major gateway to the Island.</p> <ul style="list-style-type: none"> • Multi-modal interchange opportunities at some ferry terminals • South Western Railway has submitted a plan to the Department for Transport to upgrade the Island Line, replacing rolling stock with new, self-powered train units, enhanced frequency to connect with waterborne services. 	
Multi-operator & multi-modal Ticketing	<ul style="list-style-type: none"> • Rover tickets - for unlimited travel across Southern Vectis network for 24 hours • Rover + Breezer tickets offer 24 or 48 hour unlimited bus travel across the Island. • Multi-Day ticket bundles - for occasional travellers available in 5, 15 and 30 day bundles giving unlimited travel across Southern Vectis network including open-top and seasonal routes. Days do not have to be used consecutively and are valid for two years from purchase. • Nightrider tickets - for unlimited travel between 7pm and 7am. • Through Tickets - through fares are available to any point across the Island but must be used within 3 hours of purchase. 	<ul style="list-style-type: none"> • Limited joint ticketing with ferries or rail. • Perception of poor value for money (Bus Passenger Survey – autumn 2019).
Partnership and Investment	<ul style="list-style-type: none"> • Good partnership working, showcased by very effective voluntary partnerships between operators and local authority and successful bids to Central Government. • Sustained investment and development of the network from operators. 	<ul style="list-style-type: none"> • Covid-19 pandemic has resulted in decline in passenger numbers, which are likely to take time to recover to pre-pandemic levels. This reduction in revenue will affect ability to invest in fleet replacement and decarbonisation. • Limited spend on bus infrastructure in the past. • Poor provision of bus shelters – investment for stops and shelters needed. i.e. scope for RTI, accessibility improvements, bring up to standards on mainland. • Bus interchange improvements required.

2.3 Bus Customer Charters

Headline results for Southern Vectis in 2019

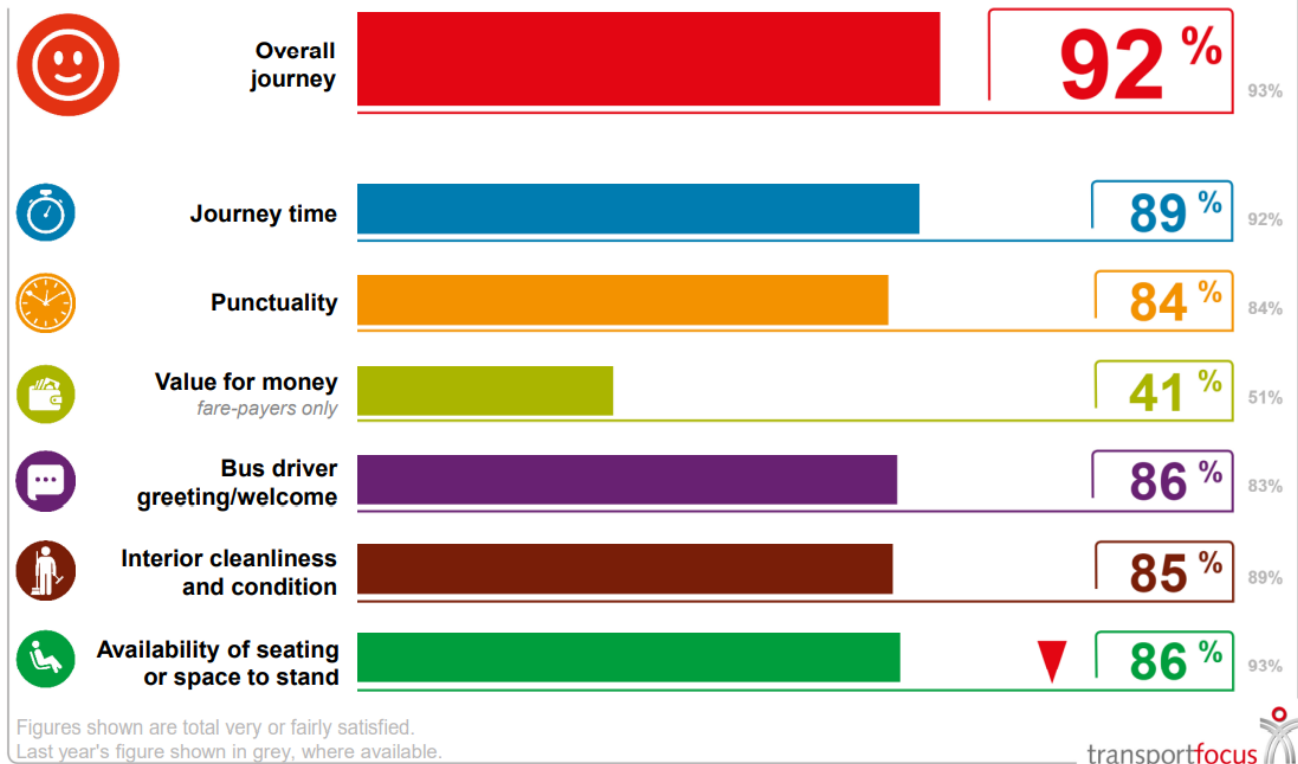


Figure 13 - Bus Passenger Survey – autumn 2019 – Southern Vectis results

Figure 13 details the headline figures of the survey of national bus passengers' journey experiences, carried out between 8 September and 21 December 2019. The number of responses received for Southern Vectis was 313. The overall results are industry leading at 92% overall satisfaction. Punctuality is seen as an area of improvement due to congestion at various points on the Island. Overall value for money however is perceived as low.

The results are representative at 'local transport authority' or 'operator defined territory' level. Authority-type level (e.g. unitary) results are the aggregate of local transport authorities which are of that authority type or operator designated areas whose routes run mainly in that authority type. In calculating the aggregate result, each constituent authority or operator territory counts in proportion to its annual number of passenger journeys.

2.4 Other factors that affect the use of local bus services

Ageing Population

The population of IoW is expected to increase to 154,300 by 2041, a 9% increase on current levels. The 65+ age group is expanding most rapidly. With the age eligibility of passes set to rise, this is likely to affect the future demand for concessionary bus passes leading to an increase in the future.

The Isle of Wight's elderly and disabled concessionary journeys are much higher than the South-East average. **Figure 14** below shows the overall trend, from the last ten years, of elderly and disabled concessionary journeys made on the Island versus the South-East region as a whole. Having a higher percentage of concessionary journey's is an important factor that needs to be considered when addressing any bus service improvements across the Island.



Figure 14 – Elderly and disabled concessionary journeys (percentage of total passenger journeys) on the Island compared to the South East Region

Car Parking cost and availability

IWC has developed an island-wide Parking Strategy for the period 2016-2021. The purpose is to provide a consistent island wide policy framework for the management of parking across the island, both within Council managed off-street car parks and on-street.

Under section 2.22 within the strategy it states:

‘As well as the visions and goals set out, the plan also includes six objectives which relate specifically to different aspects of transport, including parking. ‘Objective B – Maintain and improve journey time reliability and predictability for all road users’ addresses the need to address and limit congestion caused by the sheer weight of traffic on the island, particularly during the summer.

“We will help maintain and improve journey time reliability and predictability by:

- *Making the best use of road space;*
- *Considering suitable locations for the introduction of bus and cycle priority;*
- *Highway improvements to increase traffic flow (e.g. remodelling of junctions, bus priority, Urban Traffic Control (UTC));*
- *Co-ordination of road works;*
- *Improved signage;*
- *Development of traffic management plans for major events;*
- *Working with others (including Hampshire Constabulary on traffic and enforcement issues); and Parking enforcement.”*

The fact that the Island has a dispersed population means that we experience problems of a similar nature to other rural areas. The fact that we live on an island with a limited road network sets us apart and gives us a particular set of challenges and opportunities. Local traffic congestion is perceived by many as a growing problem, particularly at peak commuting times, during school holidays and the holiday season when the influx of tourists mean that the Island’s population almost doubles.

The council currently has responsibility for operation, management, and enforcement of the following:

- 74 car parks, of which 14 are free.
- 18 on-street pay and display locations providing approximately 900 spaces.
- 147 parking ticket machines.
- 37 loading bay locations.
- 114 plated disabled bays (which are enforceable) in 38 streets.
- 19 school ‘keep clear’ locations.
- Park and ride car park, Cowes.

Managing car parks at:

- West Wight Sports Centre Trust, Freshwater;
- Pier Square and the Harbour, Yarmouth;
- The Esplanade, Totland;
- Smugglers Haven, Bonchurch;
- Riverway, Newport

Tables 2.1 & 2.2 below provide an overview of the extent and pricing of parking provisions in towns and villages across the Island. All car parks listed are owned and run by IWC.

Table 2.1 – Overview of Car Parking for the Island

Town / Village	Total no of local authority short / med stay spaces (including disabled & motorbike bays)	Total no of local authority long stay spaces (including disabled & motorbike bays)
Cowes	75	74
Newport	443	863
Ryde	46	820
Sandown	49	561
Shanklin	159	387
Bembridge	-	67
Carisbrooke	-	42
Freshwater	-	288
Lake	-	79
Seaview	-	110
St Helens	-	51
Totland	-	25
Ventnor	-	526
Wootton	-	77
Yarmouth	-	255

Source: Isle of Wight Council Annual Parking Report 1 April 2019 to 31 March 2020

Table 2.2 – Overview of Car Parking Cost (Pay and Display) for the Island

2021/22	High Street	Short stay Off street	Esplanades	Long stay Off street
Up to 30 mins	1.00	1.10		
30 mins to 1 hour	2.00	1.70		
Up to 1 hour			1.70	1.70
1 to 2 hours	4.00	3.40	2.90	2.90
2 to 3 hours		5.10		
2 to 4 hours			4.80	4.80
4 to 6 hours			6.20	6.20
6 to 8 hours			8.60	
6 to 10 hours				9.00
All day				
Commercial (coaches)				
Up to 10 hours	£5.00			
10 to 14 hours	£12.60			
14 to 24 hours	£17.60			

Source: Isle of Wight Council Pay and Display Tariffs 1 April 2021 to 31 March 2022

Table 3 below shows the actual expenditure and income for the year ending 31st March 2018 and 2019 for the Island.

Table 3 - Total Expenditure by local authority on car parking including maintenance, ticket machines and enforcement activity in 2018/19

Expenditure and income for years ending 31/03/19 and 31/03/20			
		Outturn 2018/19	2019/20
		£	£
Expenditure	Running expenses	857,335	992,907
	On street expenditure	379,834	584,547
	Off street expenditure	477,501	408,360
	Recharges/reserve contributions	0	(50,238)
	Total expenditure	857,335	942,669
Income	Off-street (car parks) ticket machine income	(2,255,012)	(2,266,701)
	On-street ticket machine income	(1,191,662)	(1,195,694)
	Permit income	(590,711)	(665,282)
	PCN (total)	(643,096)	(668,641)
	Off-street PCN income*	(244,376)	(206,493)
	On-street PCN income*	(398,720)	(462,148)
	Other income	(34,807)	(60,744)
	Total income	(4,715,288)	(4,857,062)
Net expenditure		(3,857,953)	(3,914,393)

All figures exclude VAT

Section 3 - Headline Targets

This section sets out and summarises the headline and supporting targets that IWC and Southern Vectis have together developed to help monitor delivery of the ambitions set out in Section 4 of this BSIP.

Table 4 below gives details of each headline target and an indication of when it will be measured. Each target is to be considered 'Island wide'. Section 4 of the BSIP links many of these targets directly to the delivery of a particular ambition and demonstrates why these targets have been chosen and how their achievement will lead to the successful delivery of the BSIP.

In consideration of achievement of all these targets, it is important to acknowledge that performance is impacted by factors both within and outside the control of IWC and bus operators, as a whole, and it is therefore important to understand external effects on bus service performance and satisfaction.

Targets for journey times, reliability, and service improvements

Table 4 - Summary of targets set out in the BSIP

Ambition Ref:	Target	Date Measured
1a	Ensure at least 75% of new capital and vehicle investment is related to the Key Priority Network and economically important tourist services.	March 2022 and then annually
1b	Agree a specification for a minimum level of bus stop infrastructure and maintenance for all bus stops (i.e. better accessibility and perception of safety) depending on different types of stops, with a view to gain external funding to upgrade the network by 2025.	September 2022
1c	Carry out annual bus user perception survey jointly between Southern Vectis and IWC – and include questions asking both bus users and non-users to score how easy the bus network in their area is to understand, to measure and track this metric.	March 2022
2a	Reduce average bus journey times by 5-10% across the Island by March 2025.	March 2025 and then annually
2b	Improve bus journey time reliability with 90% of services operating on time (between 1 minute early and 5 minutes late) from March 2025 onwards.	March 2025 and then annually
2c	IWC will work with Southern Vectis to target enforcement at key problem hotspots where contraventions regularly occur that cause delays to buses and will send bus operators monthly summary data showing level of enforcement activity undertaken at these hotspots.	Agree locations annually and report monthly delays/occurrences. Evaluate improvements annually and consider if new/further locations need targeting.

Ambition Ref:	Target	Date Measured
2d	Bus priority schemes introduced around the Island to encourage more bus journeys by 2040, which accord with the modal shift of the emerging LTP4.	2024
2e	Achieve a reduction in response times for emergency vehicles of 10% by 2024/25 on corridors where bus priority measures have been introduced.	March 2025
2f	Reduce bus journey times by 10% by March 2025 on corridors where investment is made in bus priority (corridors will be defined in EP).	March 2025 and then annually
2g	Improve journey time reliability by 5% on corridors where investment is made in bus priority.	March 2022 and then annually
3a	Install tap-on tap-off card readers on every bus and capped daily fares by Autumn 2022.	November 2022
3b	Although a 25% discount to 16 – 19 year-olds is already in place, it would be good to explore delivering further discounted travel products or deals for young people (16-21) with delivery through external funding to kick start the programme.	November 2023
3c	Develop a 'how to use the bus' awareness and information programme aimed at teenage children and young people, jointly with Southern Vectis, to help promote and explain what travel by bus entails in simple easy to understand steps, by Autumn 2022.	November 2022
3d	To continue to work in partnership with Southern Vectis and the Department for Work and Pensions on schemes to assist jobseekers and new employees with the cost of travel.	Ongoing
4a	To convene a Forum of bus, rail and ferry operators, on the Island, to investigate the demand and opportunity for further integration of tickets across all modes of transport.	October 2022
5a	That new Local Mobility Hubs and community services hubs developed by IWC and partners are designed in a way that encourages and enables increased levels of travel by bus (i.e. trialling first mile last mile options and other community transport solutions). This will be monitored by annual surveys of hub users to understand numbers of people using facilities and making onward travel journeys by bus from hubs.	March 2022 and then annually
5b	Identify locations for mobility hubs on the Island through developer contributions, external funding and partnership projects.	April 2023
6a	Work to identify gaps in the current network with a view to developing solutions funded through BBB and/or Developer contributions with the aspiration of developing solutions that can be commercially viable in the medium term.	April 2023
6b	Two windows per year will be identified when timetable changes (other than emergency timetables, those services operated under contract such as school/university related services and seasonal summer uplifts) are made and this will be publicised by both the local authority and operators.	April 2022

Ambition Ref:	Target	Date Measured
6c	From April 2022, full details of all scheduled service changes 28 days prior to their introduction will be provided (unless when emergency timetables are introduced) and continue to ensure that all roadside information (printed and electronic) will be in place by or on the day of the change. The local authority will ensure that this is publicised on the IWC website and <i>Traveline</i> a minimum of 14 days prior to the introduction of service.	April 2023
7a	To develop a joint approach to decarbonising the bus fleet on the Island, including issues around technologies suitable the terrain, in depot provision, provision of new depot facilities where needed and power supply and generation as well as development of funding bids to ensure a carbon free bus fleet by 2035.	April 2025
7b	IWC will develop a minimum Euro VI emissions specification to include within all future tenders for supported services, and work towards a requirement for zero emission vehicles in all tenders to become the norm by 2030.	December 2030
8a	To introduce new/improved Customer Charters for bus operators that run services on the Isle of Wight by September 2022.	September 2022
8b	Increase bus passenger satisfaction by 5% from a base of 92% (2019 – Southern Vectis survey results) by 2026/27	March 2022 and then annually
8c	Seek to establish formal engagement with Isle of Wight Bus Stakeholder Forum by April 2022 which will discuss and give feedback on punctuality, vehicle cleanliness, proportion of services operated, information and redress.	April 2022
8d	Ensure that all buses operating on the Island, continue to have on-board CCTV.	Ongoing
9a	IWC to work with Southern Vectis on understanding the perceived lack of value for money of services with a view to undertaking appropriate fares initiatives.	Mid 2022
9b	Agree set of criteria and design a demand prediction tool for funding new socially and economically necessary bus services and subject to securing BBB revenue funding, tender for these by October 2022.	October 2022
9c	Identify the demand for DRT on the Island and seek to establish a DRT challenge fund for operators.	September 2022 and then annually
9d	To introduce new and improved technological solutions to IWC supported community transport services and taxi-shares by April 2023. Evidenced through the number of funded improvements to onboard technology, i.e. ticketing systems or other technology such as the introduction of DDRT.	April 2023
9e	Increase frequency of bus links in rural areas to encourage 25% more bus passenger journeys from rural locations by 2040. Work with Southern Vectis to identify areas for improvements.	2023

Ambition Ref:	Target	Date Measured
9f	Explore the potential of bike racks/spaces for bicycles to be included on buses along rural bus routes.	2023 (project start date)
10a	BRT Schemes to be developed in consideration of the main corridors to/from ferry terminals or interchanges i.e. to/from Ryde as an extension of the SEHRT.	
10b	Embed stronger public transport accessibility tests into development planning processes and will facilitate developers to better engage with bus operators at the pre-application and pre-master-planning stage. Southern Vectis will be a consultee on all planning applications involving >50 new dwellings and significant new office or retail floorspace. The Local Plan will highlight the need for bus friendly development with a strong focus on enhancing the existing bus network first rather than developing new dedicated services, to maximise the wider community benefit with the cost of service enhancements being met by the developer.	September 2023
10c	Work with Visit Isle of Wight to double the number of tourists travelling by bus around the Island to 20% by 2040.	2040
10d	Increase use of public transport among council staff to 18% (currently at 7%). Promote staff discounts for public transport with communications plan via C&E or HR. Introduce season ticket loans for commuters. A 20% council discount is available on Southern Vectis buses for season tickets.	2022

For the headline and area-based targets measurement will be through continual monitoring of a selection of routes across each area that are representative of the different types of services operating in the particular urban area.

For bus reliability and average operating speed the following corridors will be examined as outlined in Table 5:

Table 5 - Routes selected for target monitoring

Bus Number and Route Section	Area
Route 1	Horseshoe Inn to Lugley Street
Route 2/3	Ryde BS to Shanklin BS
Route 2/3	Newport BS to ASDA
Route 5	Newport BS to Binfield Corner
	Osborne House to East Cowes Waitrose
Route 9 Fairlee Leg	Newport BS to Wooton, Cedars
Route 9 Staplers Leg	Newport BS to Wooton, Cedars
Route 9	Wooton Cedars to Ryde BS

Section 4 – Delivery

This section sets out how the IWC and local bus operator Southern Vectis will work together to deliver the improved and enhanced bus network on the Island, in order to realise the planned growth in bus use.

The COVID-19 pandemic has led to shifts in travel behaviour, such as more home working for those who work in office-based roles and substitution of some journeys previously made by bus to instead travel by private car.

IWC and Southern Vectis need identify and deliver solutions that will enable the recovery of and build back better bus services following the pandemic, while restoring confidence in the network, improving it even further. Recognising that there is room for improvement, IWC and Southern Vectis intend to do this by working collaboratively in partnership to improve the bus offer on the Island.

IWC and Southern Vectis share the same ambition - to deliver a bus network where buses offer Island residents, and visitors, an attractive alternative to the private car. This means that buses will be more frequent, more reliable, easier to understand and use, better coordinated (in particular with connecting services i.e. ferry and rail) and cheaper, providing a fully integrated service with simple, multi-modal tickets, more bus priority measures, high-quality information for all passengers in more places, and better turn-up and-go frequencies that keep running into the evenings and at weekends.

4.1 Our Proposed Vision

The Isle of Wight Council and Southern Vectis have a shared vision for improving bus services on the Island:

“Within the Isle of Wight, both organisations recognise that local bus services are, and will remain to be, central to sustainable transport provision on the Island. The Bus Service Improvement Plan (BSIP) represents a once in a generation opportunity for the Isle of Wight Council to work in partnership with Southern Vectis, and other community operators, to shape local provision to meet the needs of Island residents and visitors into the future. Through partnership working and ongoing joint investment, the BSIP will enable passenger growth to meet the future needs of Island, whilst addressing emerging challenges including the reductions in greenhouse gases to achieve the Island’s climate change objectives”.

4.2 Our ten commitments – how we will achieve our vision

This section is structured using the ten ambitions set by the DfT in part three of the BSIP guidance. Our headline IWC **BSIP Commitments** are in blue boxes.

Under each Commitment are set out the steps will be undertaken to achieve the ambition and accompanying targets in the orange boxes.

Ambition 1 - Deliver intensive services and investment on key corridors, with routes that are easier to understand

Commitment 1: IWC and Southern Vectis commit to the delivery of intensive services and focussing investment on the Island bus network, ensuring that bus routes and network serve the Island, and made easier to understand. IWC and Southern Vectis will:

- a) **Categorise the Island Bus Network into the following three categories, to ensure that the majority of investment secured will be focussed towards bus routes that have the greatest potential to serve and retain existing bus passengers and grow new markets:**
 - i) **“Flagship/priority” bus routes**, wholly commercial bus corridors with very strong growth potential which will be our focus for future investment.
 - ii) **“Core” bus routes** that are largely commercial where we will invest to boost passenger growth to enhance overall viability and levels of service.
 - iii) **“Non-core/non-commercial” bus route network** that has no prospect of operating on a commercial footing, which will continue to require ongoing revenue support to deliver bus or DRT services that meet social/ accessibility needs (adopting new innovations and cost-efficient models for delivery).
 - iv) **“Recovery routes”** which have become commercially unviable through the pandemic, though may benefit from short term support to enable them to survive before they can progress to core of flagship status (following any reduction in DfT Bus Recovery Grant funding).

Target 1a: Ensure at least 75% of new capital and vehicle investment is related to the Key Priority Network and economically important tourist services.

- b) **Deliver a consistent high standard and specification for bus stop infrastructure across the Island with a level of information (real time and printed bus journey information) that is commensurate with the level of usage of each stop. This will also include maintaining the highway surface and pavements in the vicinity of each bus stop to ensure that kerbing, lining is of a high standard and that rutting of the carriageway surface is minimised through regular maintenance.**

Target 1b: Agree a specification for a minimum level of bus stop infrastructure and maintenance for all bus stops (i.e. better accessibility and perception of safety, CCTV, lighting etc...) depending on different types of stops, with a view to gain external funding to upgrade the network by 2025.

- c) **Pro-actively market the Island bus network as a viable alternative to travelling by private car via regular co-ordinated multi-operator marketing initiatives**
- d) **Ensure that Southern Vectis and IWC network maps are updated to include information on complementary services provided by other operators.**

- e) **Newport Bus Station: review on street bus facilities in Newport, to cope with additional future capacity.**

Target 1c: Carry out annual bus user perception survey jointly between Southern Vectis and IWC – and include questions asking passengers to score how easy the bus network in their area is to understand, to measure and track this metric.

Ambition 2: There must be significant increases in bus priority

Commitment 2 - Reducing journey times will not only increase the attractiveness of services and drive up demand, but also improve efficiency and help bus operators to reduce costs. Therefore, IWC and Southern Vectis commit to investigating bus priority measures along key bus corridors, to speed up and improve reliability of bus services on well-used corridors. IWC and Southern Vectis will:

- a) **Develop prioritised plans for bus priority for the most well-used bus network corridors (which will see high use by flagship/priority) that taken together will form a coherent series of complementary measures to enable improved bus journey times and bus reliability.**
- b) **Where there is the physical highway space available to do so, IWC will install bus lanes that continue past traffic congestion hotspots (e.g. through junctions) and ensure that these are in operation all day, evening and night.**
- c) **Provide bus gates and traffic signal prioritisation in locations where there is not sufficient highway space to provide physical bus lanes.**

Target 2a: Reduce bus journey times by 10% by March 2025 on corridors where investment is made in bus priority (corridors will be defined in EP)

Target 2b: Improve journey time reliability by 5% on corridors where investment is made in bus priority

- d) **Ensure that all existing and new bus lanes and bus gates (if applicable) are effectively enforced once the Island is given the necessary legal powers to issue penalties for moving traffic offences – currently anticipated to be given to LTAs by December 2021.**

Target 2c: IWC will work with Southern Vectis to target enforcement at problem hotspots where contraventions regularly occur that cause delays to buses and will send bus operators monthly summary data showing level of enforcement activity undertaken at these hotspots.

Target 2d: Bus priority schemes introduced around the Island to encourage more bus journeys by 2040. (Refer to Island Planning Strategy) which accord with the modal shift of the emerging LTP4.

- e) **Ensure that use of bus lanes is restricted to local bus services and emergency services and cycles only, to maximise their effectiveness.**

Target 2e: Achieve a reduction in response times for emergency vehicles of 10% by 2024/25 on corridors where bus priority measures have been introduced.

- f) **Ensure that all that all bus priority infrastructure and the associated highway is maintained to a high standard.**

Target 2f: Reduce bus journey times by 10% by March 2025 on corridors where investment is made in bus priority (corridors will be defined in Enhanced Partnership).

Target 2g: Improve journey time reliability by 5% on corridors where investment is made in bus priority.

Ambition 3: Fares must be lower and simpler

Commitment 3: IWC and Southern Vectis will make ticket options easier to understand and improve the affordability of bus travel across the Island, in a way that grows demand without undermining the viability of services. Including a commitment to introduce initiatives that will greatly simplify and reduce the complexity of tickets and fares (across all modes of public transport on the Island), promote schemes to reduce the cost of public bus use to assist job seekers and the newly employed, developing tap-on tap-off capped fares as the centrepiece of a clear, ticketing strategy that provides bus customers with improved clarity on fares and better value for money.

- a) **IWC and Southern Vectis will work to deliver tap-on tap-off readers and related technology upgrades on all of the bus fleet operating on the Island. This would be an important first step towards offering a simpler range of bus fares that are priced attractively (with daily and weekly ticket fare capping in place) to meet the different travel needs of different kinds of bus passengers recognising that not everyone is a frequent bus user.**

Target 3a: Install tap-on tap-off card readers on every bus and capped daily fares by Autumn 2022.

- b) **Tap On / Tap Off contactless daily and weekly ticket capping is already possible and will be provided once buses are fitted with a second reader. Fare capping will help to make fares much simpler and easier for customers to understand.**

Target 3b: Although a 25% discount to 16–19-year-olds is already in place, it would be good to explore delivering further discounted travel products or deals for young people (16-21) with delivery through external funding to kick start the programme, by Autumn 2023.

Target 3c: Develop a 'how to use the bus' awareness and information programme aimed at teenage children and young people, jointly with Southern Vectis, to help promote and explain what travel by bus entails in simple easy to understand steps, by Autumn 2022.

- c) **IWC and Southern Vectis will develop tools, videos and materials that help prospective bus passengers, particularly young people, to understand how easy**

it is to use bus services, so as to break down perceived barriers that deter bus usage and help promote a positive image for bus use.

Target 3d: To continue to work in partnership with Southern Vectis and the Department for Work and Pensions on schemes to assist jobseekers and new employees with the cost of travel.

- d) IWC will continue to work in partnership with Southern Vectis and the Department for Work and Pensions on schemes that will help jobseekers with the cost of travel on public bus services, when attending interviews, and for the newly employed, in order to embed the travel behaviour change towards sustainable travel modes.

Ambition 4: There must be seamless, integrated local ticketing across all types of public transport on the Island

Commitment 4: IWC will investigate options that will improve the range of multi-operator bus/ferry/train ticketing for the Island, through liaison with the main transport providers for the Island.

- a) IWC will identify all areas on the Island where the lack of inter-available tickets, reduces the journey opportunities for bus, train or ferry passengers, and where this can result in a premium being paid for travel. IWC will work with the bus operator to identify joint ticketing arrangements.

Target 4a: To convene a Forum of bus, rail and ferry operators, on the Island, to investigate the demand and opportunity for further integration of tickets across all modes of transport by October 2022.

Ambition 5: Service patterns must be integrated with other modes

Commitment 5: In extending the reach of bus services beyond current service patterns, IWC and Southern Vectis commit to ensuring that new early morning, evening and weekend services link in effectively to rail and ferry services and that mobility hubs are designed and located so as to encourage and enable easy onward travel by bus.

- a) Good two-way integration between bus, rail and ferry services is key to getting people to choose public transport for their whole journey. Bus-ferry-rail integration is already very good on the Island, with bus services operating via station forecourts and ferry terminals. In extending the reach of bus services to cover early morning, later evening and additional weekend services, consideration will be given to enabling reliable connections with rail and ferry services, recognising the needs of bus users travelling to other destinations (both on the Island as well as mainland) so these people are not inconvenienced as a result.
- b) With significant changes in the way many people work and changing shift patterns, buses have an important role to play in getting people to employment. IWC and Southern Vectis will work to ensure bus services operate to align with

demand of key workers at hospitals etc and investigate opportunities for buses to operate via business parks and major employment areas where this currently is not the case.

- c) Learning from experience gained through TCF projects, IWC will work to deliver new mobility hubs at key locations within key areas of the Island, to provide a range of smart mobility, commercial and employment services tailored to the needs of that area (which could include EV charging points, remote delivery lockers, e-bike/e-scooter hire, secure bike storage and collaborative workspaces that can be used for remote and flexible working) in one place, so as to improve the attractiveness and convenience of sustainable mobility relative to the private car.

Target 5a: That new Local Mobility Hubs and community services hubs developed by IWC and partners are designed in a way that encourages and enables increased levels of travel by bus (i.e. trialling first mile last mile options and other community transport solutions). This will be monitored by annual surveys of hub users to understand numbers of people using facilities and making onward travel journeys by bus from hubs.

Target 5b: Identify locations for mobility hubs on the Island as well as an approach to design to be funded through developer contributions, external funding and partnership projects.

- d) IWC will seek to promote improved mobility within rural and more isolated areas of the Island by working in partnership with private sector micro-mobility/ demand responsive transport providers in addition to the voluntary sector. IWC will seek to develop first mile last mile solutions suitable for the more rural areas. Where these are not viable, IWC will seek to bring together local communities and community transport operators to explore the opportunities for smaller minibus sized vehicles to provide services. These will allow passengers to connect onto commercially viable bus services and rail and ferry services promoting the availability of economically necessary journeys within rural communities and reducing transport poverty.
- e) IWC will look to reduce the number of longer journeys that need to be made from rural communities by championing the introduction of mobility hubs funded through the private sector and owned within local communities to better connect communities and enable seamless interchange points.

Ambition 6: The local bus network is presented as a single system that works together, with clear passenger information

Commitment 6: Recognising that post Covid the bus network may need to be amended to best meet the change in demands of passengers, it might not be appropriate to be the same as before. Recovery of bus patronage may not continue at pace and this may have an impact on services. As such IWC and Southern Vectis commit to ensuring that the local bus network continues to be presented as a single system that works well together, with clear passenger information. IWC and Southern Vectis will achieve this by:

Target 6a: IWC and Southern Vectis will work together to identify gaps in the current network with a view to developing solutions funded through BBB and/or Developer contributions with the aspiration of developing solutions that can be commercially viable in the medium term.

- a) **Building on the Back to Bus Covid-19 recovery industry-wide marketing initiatives, IWC and Southern Vectis will carry out joint multi-operator (bus/ferry/rail) marketing initiatives to actively market and promote use of the bus as a travel mode, as a complementary overlay to operators' own marketing and promotional campaigns. As part of this joint marketing, IWC will fully support these joint campaigns via its' own social media and other communication channels.**

Target 6b: By April 2022 two windows per year will be identified when timetable changes (other than emergency timetables, those services operated under contract such as school/university related services and seasonal summer uplifts) are made and this will be publicised by both the local authority and operators.

- b) **IWC will seek funding from new developments and from Bus Back Better to deliver a rolling programme of real-time information screens at bus stops to help provide customer reassurance and confidence in bus arrival times.**
- c) **IWC and Southern Vectis will continue to work together to deliver co-ordinated bus timetable changes, so that these happen at the same time of year. Emergency timetables in response to roadworks, tendered services to third parties other than IWC would be exempt from this.**
- d) **Southern Vectis will continue to commit to share the information on these changes with sufficient lead-in time needed to ensure that IWC can ensure information can be publicised and accurate feeds are in place for real time information and *Traveline* journey planning information.**

*Target 6c: From April 2022, full details of all scheduled service changes 28 days prior to their introduction will be provided (unless when emergency timetables are introduced) and continue to ensure that all roadside information (printed and electronic) will be in place by or on the day of the change. The local authority will ensure that this is publicised on the IWC website and *Traveline* a minimum of 14 days prior to the introduction of service.*

Ambition 7: Modern buses and decarbonisation

Commitment 7: IWC and Southern Vectis commit to providing customers with a modern bus fleet with a high-quality on-bus environment that meets their needs and to working towards decarbonisation. We will

- a) **Ensure that Southern Vectis provide, in every bus, next stop audio visual announcements and USB charging points on every bus by April 2022 to help improve the bus travel experience for customers.**

- b) **Ensure that all buses that operate in Clean Air Zones are compliant with Euro VI or better emissions standards for NO₂ as soon as possible.**
- c) **Work towards realising the targets set by Southern Vectis - to achieve a fully zero-emission bus fleet by 2035.**

Target 7a: To develop a joint approach to decarbonising the bus fleet on the Island, including issues around technologies suitable the terrain, in depot provision, provision of new depot facilities where needed and power supply and generation as well as development of funding bids to ensure a carbon free bus fleet by 2035.

Target 7b: IWC will develop a minimum Euro VI emissions specification to include within all future tenders for supported services, and work towards a requirement for zero emission vehicles in all tenders to become the norm by December 2030.

Ambition 8: Give bus passengers more of a voice and support measures to ensure that bus services are perceived to be safe by all

Commitment 8: IWC will commit to working to meet and exceed the needs and expectations of bus passengers on the Island and give them a stronger voice. IWC will:

- a) **Continue to work with Southern Vectis in the development of their Customer Charter, with provisions on punctuality, vehicle cleanliness, proportion of services operated, information and redress.**
- b) **Fully support other pro-passenger initiatives provided by Southern Vectis.**

Target 8a: To introduce new/ improved Customer Charter for bus operators that run services on the Isle of Wight by September 2022.

- c) **We will work with Bus Users UK and the Isle of Wight Bus and Rail User Group (IWBRUG) towards establishing an Isle of Wight Bus Users Forum, which will provide a forum for bus passengers to set out areas of the passenger experience that operators need to prioritise.**

Target 8b: Increase bus passenger satisfaction by 5% from a base of 92% (2019 – Southern Vectis survey results) by 2026/27

Target 8c: Seek to Establish formal engagement with Isle of Wight Bus Stakeholder Forum by April 2022 which will discuss and give feedback on punctuality, vehicle cleanliness, proportion of services operated, information and redress.

- d) **IWC will work with operators to ensure that all buses operating on the Island continue to have on-board CCTV.**
- e) **IWC will ensure that all future upgrades and improvements to bus shelters incorporate good levels of lighting and that where possible stops in town centres and outside colleges and schools are covered by new or existing CCTV.**
- f) **IWC recognises that safety and security does not start and finish when people get on and off buses. IWC will therefore work within the local authority and through discussions with bus users, to identify walking routes to key bus stops and ensure that they are safe, accessible and well lit.**

- g) **IWC will develop closer partnership working with the Police and Neighbourhood Watch groups in areas with high incidences of anti-social behaviour and crime to help bus passengers feel safer whilst waiting at or travelling to and from bus stops on foot.**

Target 8d: Ensure that all buses operating on the Island, continue to have on-board CCTV – ongoing.

Ambition 9: More demand-responsive services and ‘socially necessary’ transport

Commitment 9: IWC commit to trialling innovative and value for money approaches to meeting the public transport travel needs of rural areas that cannot be viably served by conventional timetabled bus services.

Target 9a: IWC to work with Southern Vectis on understanding the perceived lack of value for money of services with a view to undertaking appropriate fares initiatives.

- a) **IWC and Southern Vectis will work together in understanding and challenging the perception that ticket prices are perceived by some as not value for money on the Island.**

Target 9b: Agree set of criteria and design a demand prediction tool for funding new socially and economically necessary bus services and subject to securing BBB revenue funding, tender for these by October 2022.

- b) **IWC will seek Bus Back Better funding to secure revenue funding to deliver new socially necessary community bus services where these meet a strong community need, where such services have reasonable prospects of becoming commercially viable in their own right by the end of the funding period. IWC will expect operators to match fund any such services to demonstrate shared ambition and commitment to commercially viable services.**
- c) **IWC will encourage private sector innovation and community-led bottom-up solutions to meet the travel needs of rural and more isolated areas of the Island, effectively via the DRT Challenge Fund. The creation of the Challenge Fund will allow for schemes of varying designs and scales to be trialled to enable IWC to respond to the individual needs of a range of rural communities.**

Target 9c: Identify the demand for DRT on the Island and seek to establish a DRT challenge fund for operators.

- d) **IWC will seek to utilise the latest technology to ensure services are as flexible and accessible as possible. IWC will ensure that all residents have access to the same Real Time Passenger Information, increasing confidence in the reliability and the sense of safety whilst using less frequent services. IWC will bring new technology to taxishare and community transport services which enable smarter scheduling capabilities for community transport and a more flexible offer to passengers for taxi share services.**

Target 9d: To introduce new and improved technological solutions to IWC supported community transport services and taxi-shares by April 2023. Evidenced through the number of funded improvements to onboard technology, i.e. ticketing systems or other technology such as the introduction of DRT.

Target 9e: Increase frequency of bus links in rural areas to encourage 25% more bus journeys from rural locations by 2040. Work with Southern Vectis to identify areas for improvements.

Target 9f: Will explore the potential of bike racks/spaces for bicycles on bus services operating along rural bus routes.

Ambition 10: Longer term transformation of networks through Bus Rapid Transit and other measures

Commitment 10: IWC commits to preparing plans and funding bids to secure investment to enable the longer-term transformation of networks through delivery of Bus Rapid Transit and other significant measures. IWC will:

- a) **Develop a high-quality, distinctive Bus Rapid Transit offer for the flagship urban bus corridors on the Island where it has been identified to have the strongest passenger growth potential.**

Target 10a: BRT Schemes to be developed in consideration of the main corridors to/from ferry terminals or interchanges i.e. to/from Ryde as an extension of the SEHRT.

- b) **Ensure that new housing developments are built in locations that are straightforward and commercially viable to serve well by existing local bus services and are future-proofed, with layouts that make it easy to operate a bus service through them and that these are accessible with walking distances to the bus route minimised.**

Target 10b: IWC will embed stronger public transport accessibility tests into development planning processes and will facilitate developers to better engage with bus operators at the pre-application and pre-master-planning stage. Southern Vectis will be a consultee on all planning applications involving >50 new dwellings and significant new office or retail floorspace. The Local Plan will highlight the need for bus friendly development with a strong focus on enhancing the existing bus network first rather than developing new dedicated services, to maximise the wider community benefit with the cost-of-service enhancements being met by the developer.

- c) **Work pro-actively to ensure that IWC and Southern Vectis ambitions to improve the quality and attractiveness of bus services are not diminished or weakened as a result of current policies the parking strategies.**
- d) **In order to realise the full benefits of BRT and a revised parking strategy some form of car restraint may be needed if buses are going to lead the change in culture advocated by Government towards use of cars and public transport. This is not something IWC can lead alone as it needs a coordinated approach from**

central Government, but the authority is committed to working positively with Government in this area of policy.

Target 10c: IWC and Southern Vectis will work with 'Visit Isle of Wight' to double the number of tourists travelling by bus around the Island to 20% by 2040.

- e) **Since the Covid-19 pandemic the rise in UK based holidays has risen significantly. IWC and Southern Vectis will build upon this to promote the Islands major tourist assets and attractions, promoting how the bus network supports access to these.**

Target 10c: Increase use of public transport among council staff to 18% (currently at 7%). Promote staff discounts for public transport with communications plan via C&E or HR. Introduce season ticket loans for commuters. A 20% council discount is available on Southern Vectis buses for season tickets.

4.3 – A Level of Government funding commensurate with our level of ambition is required to deliver a better Isle of Wight bus network

IWC and Southern Vectis are very excited about delivering the plans set out within the Isle of Wight BSIP. The delivery plans outlined above are very ambitious and wide ranging, fully addressing the ten **DfT** ambitions set out in the BSIP guidance. The IWC and our local bus operator partner Southern Vectis are fully committed to delivering and meeting the challenge set by Government. However, to achieve everything and meet the aspirations set out here will require significant levels of investment, which will require sufficient funding being made available by Government to the IWC and partners.

The ambition above and associated targets have been developed, assuming that everything in this BSIP is funded and the minimum level of funding needed to achieve each of them will be clearly set out in the Enhanced Partnership. If the necessary funding is not made available then the authority will amend them, to be proportionate to the funding that is made available.

4.4. Process followed to identify potential locations for new bus infrastructure

To deliver this level of ambition, IWC has been working with Southern Vectis and other key stakeholders to identify the key interventions that are likely to be needed to reduce bus journey times and improve reliability. In terms of capital measures, we have obtained the bus priority infrastructure and other infrastructure 'asks' from bus operators for key corridors where buses experience delays. Over the coming months, these will be ranked into a provisional priority order along with other ticketing and fares equipment.

Appendix 1 sets out the full list of suggested improvement proposals raised by Southern Vectis as the local commercial operator. These proposals are still to be examined in partnership between the operator and the LTA, prior to any agreement on the final improvement measures to be pursued. Likewise changes to any proposed traffic orders would have to follow formal consultation process.

Appendix 1 includes a description of the location, the issue, and proposed interventions of each infrastructure measures, including bus priority infrastructure and suggested improvement measure prioritisation.

Delivery of the proposals set out below will be subject to a feasibility assessment which will consider physical highway space constraints and also the likely benefits based on the numbers of buses (and passengers) who would gain. IWC will also consider ticketing and other policy measures as part of the Enhanced Partnership process.

This list of proposed capital and revenue interventions will be further developed and consulted on widely as part of the preparation of our Enhanced Partnership Scheme/(s).

Section 5 – Reporting

IWC will publish a report every six months to show process made against the targets set out in Table 4. As most targets have monitoring dates of either March or September of each year, to allow sufficient time for the collation, analysis of the data, and the writing up of BSIP monitoring reports, the progress reports will be published by the end of May and November of each year.

The reports will be published on the IWC website at this url:

[*add url here***]**

Section 6 – Overview Table

Table 6 below summarises the key outputs of the BSIP and how it meets requirements set out in the *Bus Back Better Strategy*.

The purpose of this section is to give readers, including passengers and the Department, an overview of the commitments in the BSIP which IWC and their operator Southern Vectis, in conjunction with neighbouring LTAs will work towards, to improve local bus services across the Island.

Table 10: Summary table of key BSIP outputs

Name of Local Transport authority:	Isle of Wight Council
Franchising or Enhanced Partnership (or both):	Enhanced Partnership
Date of publication:	31 October 2021
Date of next annual update:	31 October 2022
URL of published BSIP:	[To be added post Decision Day]

Metric	Average recorded for 2018/19	Average recorded for 2019/20	BSIP Target for by end March 2025	Description of how each will be measured
Journey time	tbc	tbc	9% faster	From monitoring of journey times on a sample of eight representative bus routes (listed in Table 5)
Reliability	tbc	tbc	90% of services on time	From monitoring of journey time reliability on a sample of xx representative bus routes (listed in Table 5)
Passenger Numbers	8.0m	7.9m		Operator data on passenger boarding's will be collated to produce monthly totals. These will be averaged to provide a 12 monthly average figure.
Average passenger satisfaction	93%	92%	96% (+5%)	Annual surveys will be commissioned to measure customer satisfaction of a sample of bus passengers regarding different aspects of their bus journey.

Delivery – Does your BSIP detail policies to:	Yes/No	Explanation (max 50 words)
Make improvements to bus services and planning		
<i>More frequent and reliable services</i>		
Review service frequency	Yes	IWC will work closely with Southern Vectis as are main operator on the Island to seek to reduce their Peak Vehicle Requirement on bus corridors through bus priority measures. The buses that are freed up will be redeployed to improve frequencies on those routes that have the strongest prospects to achieve passenger growth.

<i>Delivery – Does your BSIP detail policies to:</i>	<i>Yes/No</i>	<i>Explanation (max 50 words)</i>
Increase bus priority measures	Yes	IWC are sifting and prioritising the proposals for bus priority provided by Southern Vectis that are set out in Appendix 1 and will then develop a programme of investment in those measures that perform strongest. Alongside bus lanes, will include restrictions on on-street parking where this delays buses.
Increase demand responsive services	Yes	IWC will explore and trial innovative solutions to meet the transport needs of areas of the Island that it is not cost-effective to serve via conventional bus services.
Consideration of bus rapid transport networks	Yes	IWC will seek to developed BRT options on the Island, where feasible and in consideration of the main corridors to/from ferry terminals or interchanges.
<i>Improvements to planning/ integration with other modes</i>		
Integrate services with other modes	Yes	Bus/rail and bus/ferry integration is already good. IWC want to invest in real time information and waiting areas to improve the offer and work together with all the transport operators to ensure that waiting times for connections are minimised where possible.
Simplify services	Yes	Southern Vectis will continue to ensure maps and publicity show all services Island wide. Where possible, timetable changes will be undertaken during the same months of the year.
Review socially necessary services	Yes	There is a need to ensure that supported services provide good value for money whilst providing access to key services, across the Island. Additional funding secured will be carefully prioritised so as to share risk and enable improvements to work towards becoming commercially viable.
Invest in 'superbus' networks	Yes	IWC will invest to improve the quality of bus stops, Island wide, to offer a more attractive and accessible waiting environment, with the addition of real time information.
<i>Improvements to fares and ticketing</i>		
Lower fares	Yes	The existing range of fares offered by Southern Vectis represents good value for money for regular bus users and visitors to the Island. Further investment in 'Tap-on tap off' will help ensure that customers making multiple bus journeys do not pay more than the cap. Discounted travel products for young people (16-21) are being pursued.
Simplify fares	Yes	'Tap-on tap off' will help make paying for bus travel simpler and easier for customers.
Integrate ticketing between other public transport modes	Yes	Multi-operator ticketing across all modes of transport will be investigated to better meet travel needs of bus passengers making ferry and rail journey connections.
<i>Make improvements to the bus passenger experience</i>		
<i>Higher spec buses</i>		
Invest in improved bus specifications	Yes	In recent years, Southern Vectis have invested heavily in their bus fleets (new buses, on-board USB charging and next stop audio visual announcements), which will continue until all buses are fully fitted.
Invest in accessible and inclusive bus services	Yes	In recent years, Southern Vectis have invested heavily in their bus fleet. All are step free, and most of which can kneel to aid boarding and the newest vehicles have

Delivery – Does your BSIP detail policies to:	Yes/No	Explanation (max 50 words)
		ramps. Some bus stops have raised easy access kassel kerbs, and more will be rolled out.
Protect personal safety of bus passengers	Yes	All Southern Vectis buses on the Island have on-board CCTV. IWC will invest in improvements to walking routes to and from bus stops and ensure that street lighting is well-maintained.
Improve buses for tourists	Yes	Seasonal tourist services are an important growth market to IWC and Southern Vectis. Both will continue to work together to investment in marketing these services, to support car-free sustainable tourism on the Island.
Invest in decarbonisation	Yes	IWC and Southern Vectis will work hard to de-carbonise the Islands bus services as quickly as possible, seeking funding through ZEBRA bids to facilitate this.
Improvements to passenger engagement		
Passenger charter	Yes	An Isle of Wight bus Passenger Charter will be developed by September 2022, setting out clear provisions on punctuality, vehicle cleanliness, proportion of services operated, information and redress.
Strengthen network identity	Yes	Southern Vectis is already a well-recognised and established brand across the Island. IWC will continue to work with Southern Vectis on promoting and marketing its identity, services and offers.
Improve bus information	Yes	IWC and Southern Vectis will ensure that online, app and at stop information is up-to-date and is clear and easy to understand.
Other - Better land use planning and pricing of car parking		
Bus friendly design of new developments	Yes	IWC will locate sites for development in places that are easy to extend existing frequent bus services and ensure that internal layouts enable easy access by bus.
Cost of car parking	Yes	IWC will seek to ensure that the cost of long-stay and medium stay car parking in town centres is higher than the cost of bus travel.