Transforming Travel on the Isle of Wight:

Transition to Transformation

Access Fund Programme Evaluation 2019/20

The Smarter Choice Consultancy Ltd.
Lorax Environmental Associates

November 2020 / Report for Isle of Wight Council

ISLE of WIGHT COUNCIL

Introduction

Since 2017, as part of a Department for Transport local authority funding competition, the Isle of Wight Council has been delivering the £1.8m 'Transforming Travel on the Isle of Wight: Transition to Transformation' programme.[1]

Transforming Travel

The Isle of Wight Council and its partners are delivering the Transforming Travel programme between April 2017 and July 2021. The programme is delivering a range of initiatives to enable and encourage local residents and visitors to travel around the Island sustainably – by walking, cycling, car sharing and using public transport more.

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

1: **Access to Visitor Experiences** – targeting visitors travelling for leisure; embedding active travel into visitor experiences and growing the visitor economy.

2: **Access to Employment, Training & Skills** – targeting jobseekers and people commuting to work and training; normalising walking and cycling and transforming access to opportunity.

3: **Access to Education & Active Communities** – targeting pupils and students travelling to education, and local residents; improving the health and wellbeing of young people and families through more active travel.

Monitoring & Evaluation

The funding bid for Transforming Travel outlined ambitious targets for the number of car trips the programme aims to replace with trips by foot, cycle, car share and public transport (see Appendix A). These targets were calculated using assumptions about the scale of 'mode shift'[2] each theme might achieve, based on the change achieved by past sustainable transport programmes (both on the Island and elsewhere). These targets were calculated using the best available baseline 'mode split' data at that time, such as from the 2011 Census, Island Visitor Monitor and 2011 School Census data. This baseline data was often dated or too high-level to capture the exact travel habits of the specific audiences the programme is targeting.

The Smarter Choice Consultancy Ltd. and Lorax Environmental Associates have been commissioned by Isle of Wight Council to independently evaluate the Transforming Travel programme. They have worked with individual projects to advise on best practice in data collection, and are using the data subsequently collected by the projects to assess Transforming Travel's outcomes. Their specific focus is assessing the ***scale of mode shift*** achieved, the ***number of new sustainable transport trips generated,*** and the associated ***saving in car trips, car km and carbon emissions (CO_{2e})[3],*** using the data sources listed in Appendix B.

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

As such the evaluation is primarily focused on assessing the magnitude of mode shift, and calculating trip variation outcomes, against these revised baseline figures; as opposed to measuring progress against the targets set out in the original funding bid. The evaluation is still assessing the programme's progress in creating the ***outcomes*** expected in the original bid (i.e. decreases in the number of car trips, increases in the number of trips by sustainable modes, savings in car km travelled and CO_{2e} emitted) but is focused on measuring the ***direction of travel*** of the programme's progress, rather than on making direct comparison of outcomes to the original targets.

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

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

[3] Herein 'carbon dioxide equivalent' or 'CO_{2e}' is used to express the greenhouse gas savings from reductions in car km, in order to represent all the quantities and types of greenhouse gas emissions saved as a single unit. CO_{2e} represents the amount of CO_2 which would have the equivalent global warming impact.

Year 3 Briefing: 2019/20

In Summer 2020 the third stage of the evaluation was completed – a review of the monitoring data available for Transforming Travel for its third year of 2019/20.[4] This enabled calculation of the mode shift achieved to date by each of the themes (by comparing 2019/20 mode split data with baseline data), and assessment of the trip variations achieved over the first three years of the programme.

This third assessment builds on the first two evaluations, completed for the first (2017/18) and second (2018/19) years of the programme.[5]

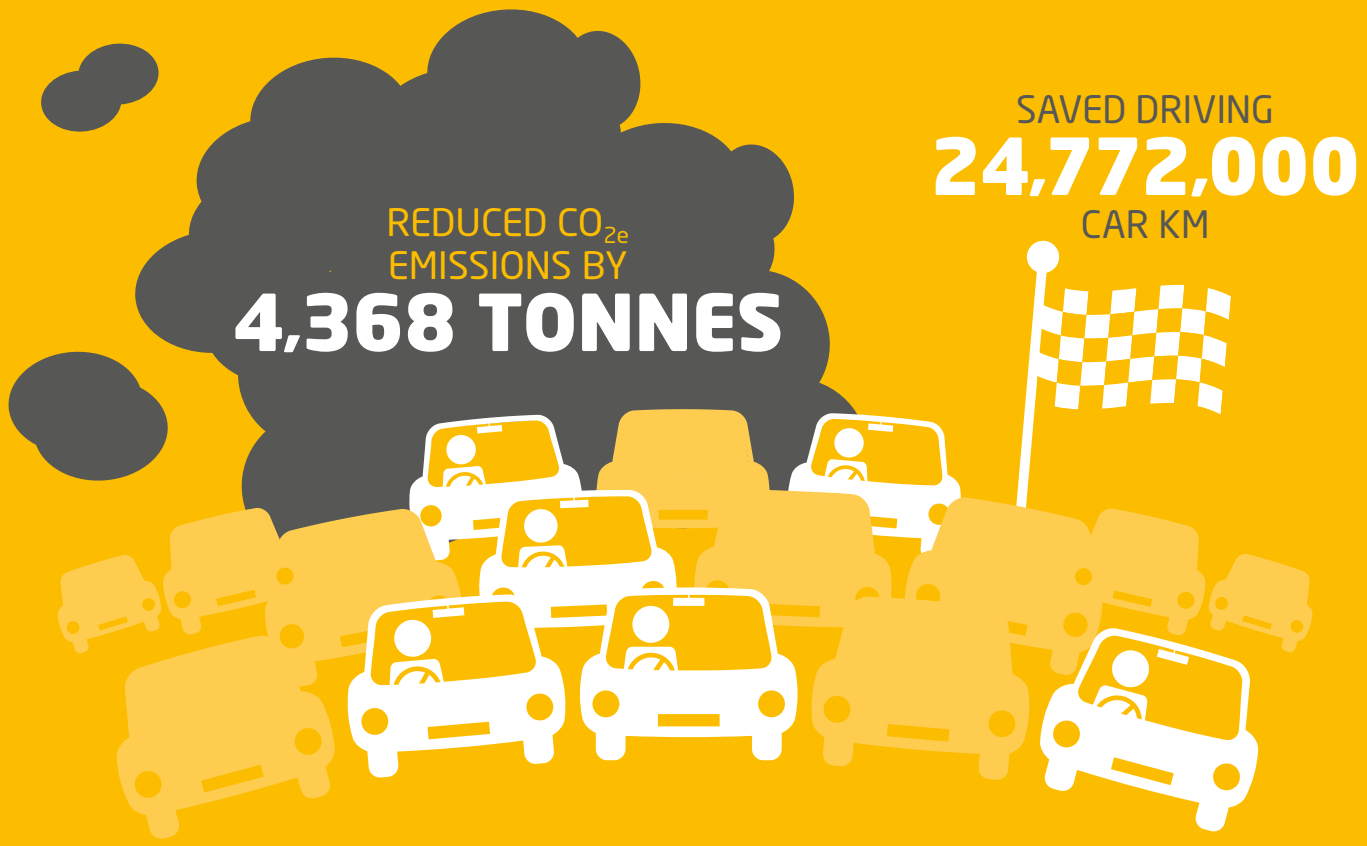
This briefing presents the headline findings of this third assessment. It is presented in four sections. The first covers the programme as a whole, while each of the others looks in detail at one of the three thematic workstreams.

[4] For some projects annual analysis is completed up to the end of March (i.e. financial year end). Due to the later availability of some data sets, for other projects annual analysis covers the period to end of July (i.e. academic year end).

[5] See the Year 1 and Year 2 briefings at www.iow.gov.uk/documentlibrary/view/sustainable-transport-access-fund-programme-evaluation-2017-18 and www.iow.gov.uk/documentlibrary/view/access-fund-programme-evaluation-2018-19

TRANSFORMING TRAVEL ON THE ISLE OF WIGHT

TRIP VARIATION



SAVED
1,621,000
CAR TRIPS

+177,000
BUS TRIPS

+79,300
CYCLE TRIPS

+531,000
WALKING TRIPS

REPORTED REDUCTION IN CAR TRIPS

YEAR 1
84,000
YEAR 1+2
502,000
YEAR 1+2+3
1,621,000

REPORTED INCREASE IN ACTIVE TRAVEL TRIPS

YEAR 1+2+3
610,300
YEAR 1+2
513,000
YEAR 1
178,000

Programme: Transforming Travel on the Isle of Wight

Trip Variation

Over Transforming Travel's original three-year programme it is estimated to have averted over 1.6 million car trips. This has saved nearly 25 million car km and the release of an estimated 4,368 tonnes of CO_{2e} emissions.

The programme has also increased use of sustainable transport – generating in the region of 177,000 bus passenger trips, 79,300 cycling trips and 531,000 additional walking trips.

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

See Table B for car km and CO_{2e} savings in three years, by theme and for the programme overall.

These increases and decreases in trips have been calculated from monitoring data from specific projects within the programme, and should be considered in the specific context of these projects – the detail of which is covered in the following sections of this briefing.[6]

Progress

These outcomes show that the cumulative impact of the programme over three years has been significant. As shown in in the previous graphic, the impact of the programme, in terms of both car trips saved and active travel trips, has increased each year it has been in operation; with more significant impact seen in later years of the programme, as it progressed through its early 'set-up' stage and moved into consolidating and refining its operations in subsequent years.

In particular the Visitor theme is now generating increasingly large car trips savings, while the Education & Communities theme is facilitating large volumes of additional active travel trips.

By helping generate over 610,000 additional trips by active travel the programme will also have contributed to improving the health and well-being of the Island's residents and visitors. This increase in active travel may also have made a positive contribution to retail vitality and the Island economy – in light of emerging evidence that walkers and cyclists typically visit retail areas more frequently, and spend more over course of a month, than car-borne shoppers.[7]

Impact of Pandemic

Last year we noted that, as with any multi-year sustainable travel programme, Transforming Travel had been forced to adapt its delivery model and timetable for some sub-projects due to disruptions caused by changing wider circumstances. By the end of 2019/20 this truism was writ large by the coronavirus pandemic, which continues to have significant impact on local, national and international travel patterns.

For Transforming Travel this impact may be very positive – with more people taking up active travel for exercise during lockdown, and using active travel to get to work instead of public transport. The need to travel at all has been reduced, with schools closed and many people are working from home. It is likely that some significant level of homeworking will now become the norm. Conversely there are negative impacts from the pandemic for sustainable local travel, which may undermine the Transforming Travel programme – as many people choose to travel by car, and fewer use public transport, as they seek to minimise interaction with strangers on buses and trains.

The main impact of the pandemic did not hit the UK until March 2020 – which means data for Year 3 of Transforming Travel was largely unaffected (aside from the end of year Tourism Trends surveys) and we assess herein the first three years of the programme as 'what the programme was able to achieve under business-as-usual'.

[6] It is possible that the impact of Transforming Travel exceeds the estimates above – in part because of the caution exercised when determining the formulas which generate these estimates, and also because of the limited availability of data from the Employment theme.
[7] See for example: Living Streets' The Pedestrian Pound: The Business Case for Better Streets and Places (2014) and Transport for London's Walking & Cycling: The Economic Benefits www.tfl.gov.uk/corporate/publications-and-reports/economic-benefits-of-walking-and-cycling

Throughout 2020/21, the extension year of the programme, Transforming Travel's activities, results and data collection are likely to be highly impacted by the wider influences of the pandemic. Therefore Year 4 may well need to be viewed in isolation to these first three years.

Longer Term Trends

The Isle of Wight Council is one of only two local authorities to have been continuously awarded Department for Transport funding for its area-wide sustainable travel programmes since the start of the Local Sustainable Access Fund (LSTF) in 2012. Looking across this period, including the most recent three years of the Access Fund programme, there is evidence the Island is making positive progress towards embedding a more sustainable culture for local journeys.

For example, the positive long-term trends for visitors and primary school pupils presented in more detail in later sections of this report:

a. The ***-5.5 percentage points (pp) fall in visitor's using a car as their main mode*** since the Island's Local Sustainable Transport Fund programme (i.e. between 2014/15 and 2019/20).

b. The ***+8pp increase in active travel to primary school*** between 2011 and 2019, alongside the ***-7pp decrease in travel by car*** (both of which buck the national trend for reduced active travel us and increased car use). The proportion of children in this age group using active travel to get to school is currently 18pp higher than the national average.

Alongside this, looking at secondary datasets available from the Department for Transport, there is evidence that:

c. ***Local bus passenger journeys per head of population on the Island increased +9.3%*** between 2010/11 (i.e. prior to the start of the Island's LSTF programme) and 2018/19. In the same period there were -3% and -12% decreases in journeys per head in the South East and England respectively.[8]

d. Before 2006 on-Island trends in levels of local motor vehicle traffic (as measured in vehicle miles) broadly tracked those of the South East and England as a whole. However, between 2006 and 2008, while remaining stable nationally, on the Island motor ***vehicle traffic fell by 4%***. Through its Local Sustainable Transport Fund and Access Fund work the Island has subsequently been able to maintain this comparatively lower level of local traffic compared to the South East and England.[9]

The overall magnitude of change it is possible to evidence for individual projects and themes in the Transforming Travel programme can be relatively small and fluctuate year-on-year. However, their collective outcomes are significant. Over the last three years these outcomes will have helped underwrite these apparent longer-term trends towards more sustainable local journeys and less car use on the Island; a shift which (especially if accelerated by the impact of the pandemic) will bring the Island all the health, community, safety and environmental benefits of a less car-based transport system.

The Island's on-going investment in active and sustainable travel means it is likely to have been more resilient to the initial impact of the pandemic, and the sharp increases seen in desire to walk and cycle. This foundation will also enable the Island to adapt to further societal changes the pandemic may bring, ensuring residents continue to have access to healthy and affordable travel options; and that increasing numbers of 'staycationers' can visit the Island without putting excessive pressure on the Island's road system.

[8] Increase from 51.9 journeys per head to 56.7. DfT annual bus statistics: year ending March 2019: Table BUS0110a.
[9] DfT road traffic statistics: May 2019: Table TRA8903.

Table A: Trip Variation by Theme (total to date, years 1–3)[a]

	CAR DRIVER	CAR PASSENGER	BUS PASSENGER	CYCLE	WALK
ACCESS TO VISITOR EXPERIENCES	-1,166,886	-	+134,001	+38,360	+62,187
ACCESS TO EMPLOYMENT, TRAINING & SKILLS	-205,762	+11,431	+56,880	+55,065	+79,618
ACCESS TO EDUCATION & ACTIVE COMMUNITIES	-80,057	-177,750	-14,304	-17,809	+389,338
ACTIVE TRAVEL INNOVATION GRANTS[b]	-1,832	-	-	+3,664	-
PROGRAMME TOTAL	**-1,454,537**	**-166,318**	**+176,577**	**+79,281**	**+531,143**

[a] See data in each theme's individual section for more detail and notes on calculations / assumptions.
[b] Based on data from four grant recipient projects only – average grant £11,000.

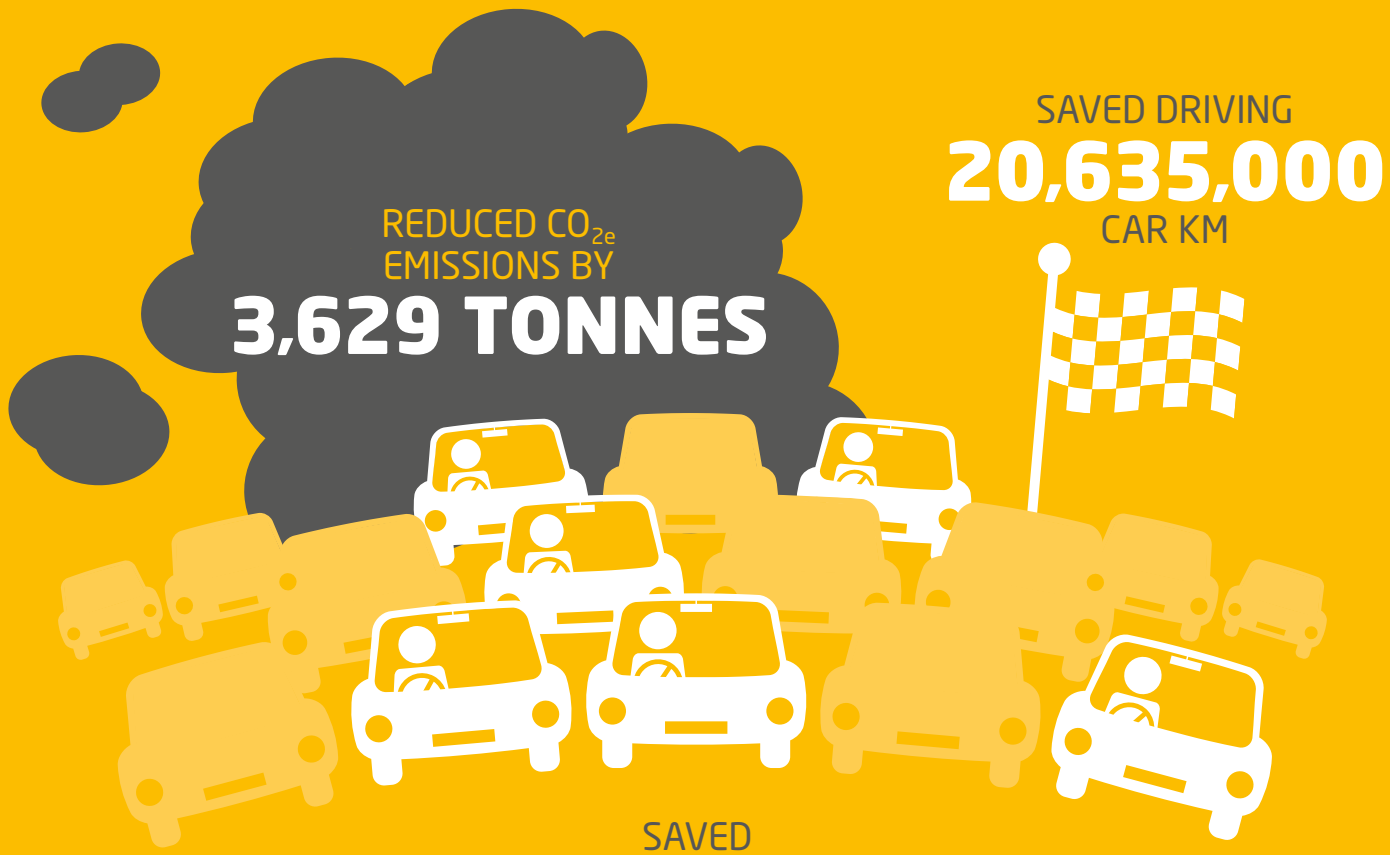
Table B: Trip Variation Outcomes by Theme (total to date, years 1–3)[a]

	ESTIMATED CAR DISTANCE SAVING (KM)	ESTIMATED CO_{2e} SAVING (TONNES)
ACCESS TO VISITOR EXPERIENCES	-20,634,571	-3,629
ACCESS TO EMPLOYMENT, TRAINING & SKILLS	-2,716,413	-491
ACCESS TO EDUCATION & ACTIVE COMMUNITIES	-1,404,785	-245
ACTIVE TRAVEL INNOVATION GRANTS[b]	-15,978	-3
PROGRAMME TOTAL	**-24,771,747**	**-4,368**

[a] See data in each theme's individual section for more detail and notes on calculations / assumptions.
[b] Based on data from four grant recipient projects only – average grant £11,000.

ACCESS TO VISITOR EXPERIENCES

TRIP VARIATION



VISITOR BUS KEY CARDS

ADDITIONAL
+15,400
BUS TRIPS

SAVED
5,770
CAR TRIPS

SAVED
15
TONNES
CO_{2e} EMISSIONS

SAVED
82,800
CAR KM

Theme 1: Access to Visitor Experiences

Mode Shift

Comparing results from the Tourism Trend surveys[10] from the end of Year 3 to 2016/17 shows that amongst visitors there was a small decrease in car mode share and a small increase in bus, cycling and walking mode share. These changes were small (<1.5pp) and they belie the positive overall long-term trend towards less visitor car use and greater visitor use of sustainable modes (see below).

Note that all the results this year will be significantly affected by Covid-19: the survey results for Jan-March 2020 were not available therefore this year's results may be slightly anomalous.

See Table C for visitor mode shift by all modes.

For visitors whose main mode was their own car, a small proportion of them (ranging from 0.5% to 4% in 2019/20) also walked, cycled or used the bus while on the Island. This change in trips by secondary modes was also added to the total for visitor trips.

Trip Variation

In total it is estimated the Visitor Experiences theme reduced over a million car trips, 20 million car km travelled and saved over 3,600 tonnes CO_{2e} emissions over three years. There was also an estimated increase in bus trips of 134,000, in cycling trips of 38,000 and in walking trips of 62,000 over three years.

See Table D for trip variations achieved in three years by this theme.

Progress

It should be noted that there has been a significant fall in visitor car use as a main mode since the start of the Island's Local Sustainable Transport Fund programme, despite a slight uptick last year – overall reducing -5.5pp from 63.7% in 2014/15 to 58.2% in 2019/20. This should be seen as quite an achievement in the context of national and regional (south east) increases in road mileage, as well as increasing number of car trips for leisure purposes in England, over the same period. There is a slight increase in walking and cycling mode share over time, though this is less pronounced.

See Figure 1 for the visitor mode share trend between 2015 and 2019).

Due to the volume of visitors to the Isle of Wight, and the number of trips they make while on the Island, this shift towards more sustainable modes of travel translates into quite significant savings in the number of car trips and amount of CO_{2e} emitted. As these changes are happening incrementally, across the whole Island, over an extended period of time they won't necessarily be detectable in localised data sets (e.g. for journey times and air quality). However their cumulative effect will be making an underlying contribution to improving congestion and pollution on the Island.

The continuing success of the Bus Key Card project, although a relatively small project, has contributed significantly to the increase in bus trips. Based on the survey results it is also reaching a significant proportion of habitual car drivers and getting them onto a bus, some for the first time in many years, for a positive experience.

In the third year of the Bicycle Island survey, experience gained in the previous year enabled the targeting of new, novice and lapsed cyclists via cycle hire points. There was evidence that cycling on the Island had a positive influence on cycling when visitors returned home, with 95% of respondents having cycled since hiring a bike on the Isle of Wight. Over half of this small sample were new, novice or lapsed cyclists.

[10] These are quarterly surveys of departing visitors at ferry terminals, with a typical total annual sample size c.11,500.

Table C: Visitor Experiences Theme Mode Shift to 2019/20[a]

	BEFORE (%)	AFTER (%)	CHANGE (PERCENTAGE POINTS)
CAR	58.3	58.2	-0.1
BUS	7.9	9.1	+1.2
CYCLING	1.3	1.6	+0.3
WALKING	8.8	9.9	+1.1

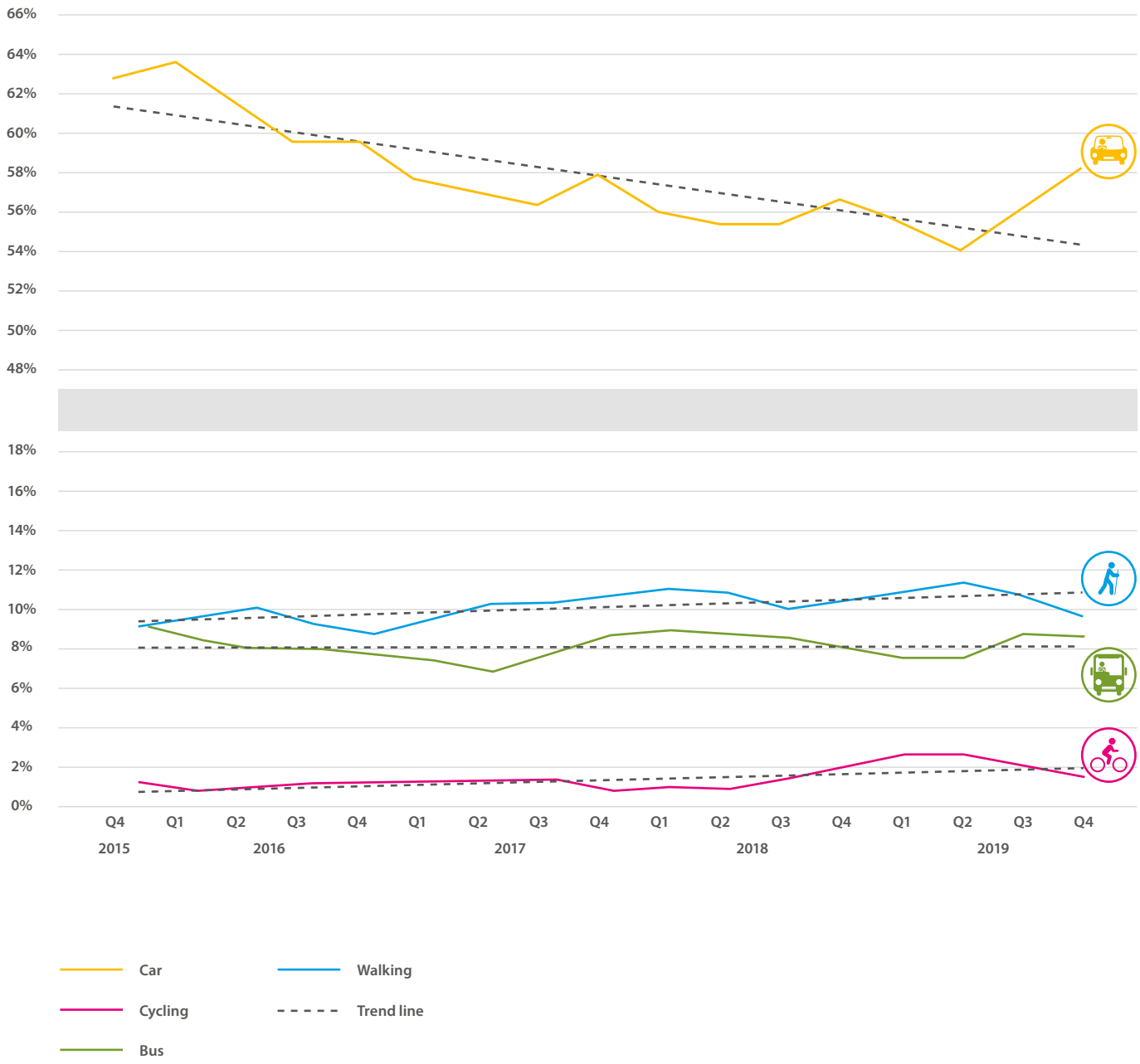
[a] Comparing Financial Year 2016/17 (baseline) to 2019/20. Main mode of travel only from Tourism Trends Surveys. Car trips include 'own car' and 'rented car' modes from the Tourism Trends surveys but excludes taxis. Bus mode does not include coach trips. Other transport modes from the surveys are not included in the targets or analysis.

Table D: Visitor Experiences Theme Trip Variation (total to date, years 1–3)

	CAR	BUS PASSENGER	CYCLE	WALK
TOURISM TRENDS SURVEY (MAIN MODE)[a]	-1,161,115	-17,597	+47,096	+93,325
TOURISM TRENDS SURVEY (SECONDARY MODE)	-	+136,151	-8,736	-31,139
BUS KEY CARD	-5,771	+15,447	-	-
THEME TOTAL	**-1,166,886**	**+134,001**	**+38,360**	**+62,187**

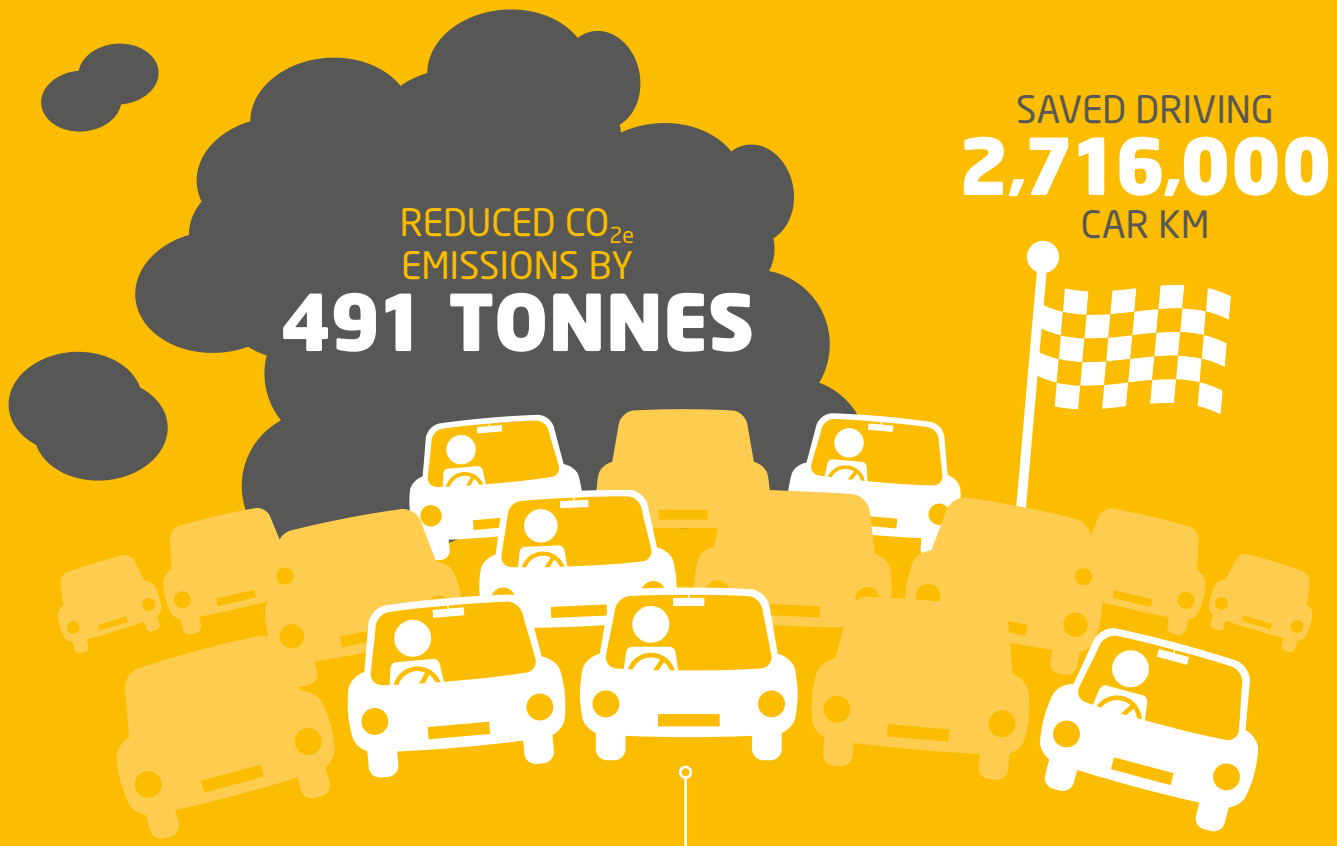
[a] Based on 6,739,720 visitors; mode shares as shown in Table C; assumption of average 12 trips per visitor travelling by car or bus and average 6 trips per visitor travelling by walking or cycle; and two passengers per car.

Figure 1: Visitor Main Mode Share 2015 – 2019 (rolling average)



ACCESS TO EMPLOYMENT, TRAINING & SKILLS

TRIP VARIATION



SAVED
194,000
CAR TRIPS

+57,000
BUS TRIPS

+55,000
CYCLE TRIPS

+80,000
WALKING TRIPS

SMART CYCLING CORRIDOR

PedalAid App tracks journeys along the Red Squirrel Trail cycle route

1,822
DOWNLOADS

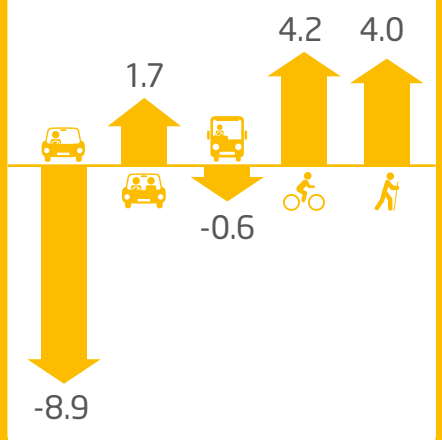
11,100
COMMUTING & LEISURE CYCLE TRIPS

64,000
KM CYCLED

SAVED
4 TONNES
CO_{2e} EMISSIONS*

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

ISLE OF WIGHT COUNCIL MODE SHIFT



percentage point change 2017/18 - 2019/20

APPRENTICE BUS KEY CARDS

25
TONNES CO_{2e} **SAVED**

138,000
CAR KM **SAVED**

9,400
CAR TRIPS **SAVED**

ADDITIONAL
+9,400
BUS TRIPS

Theme 2: Access to Employment, Training & Skills

Mode Shift

By the end of Year 3 mode shift data[11] was only available for three Island workplaces: Isle of Wight Council, Broadlands House and Southern Vectis. As is best practice, to avoid distortion from differing response rates and workplace circumstances, results for each workplace are assessed individually rather than amalgamated.

See Table E for mode shift by workplace.

At ***Isle of Wight Council***, despite some variance in different years in the use of specific sustainable modes, there has been a positive shift towards more sustainable travel to work since 2018.

Use of sustainable modes has increased by +8.4 percentage points (pp) – which is mainly accounted for by increases in active travel (walking +4pp and cycling +4.2pp). Use of single occupancy vehicles has reduced by -9.4pp (single occupancy car -8.9pp and motorcycle/moped -0.5%).

Broadlands House and ***Southern Vectis*** also appear to show significant shifts towards more sustainable travel to work, however the data for these is less robust and results must be treated with caution until further follow-up data becomes available.[12]

At Broadlands House use of single occupancy cars appears to have reduced by a massive -35.4pp, with car sharing also falling -16.8pp. To counter this, overall use of sustainable modes increased by +32.5pp. This was mainly as a consequence of bus travel to work appearing to increase by +47.9pp, with walking to work also increasing by +3.8pp.

Southern Vectis' results indicate that use of sustainable modes on the commute increased by +10.7pp; while use of single occupancy car reduced by -13.7pp. The positive shift to sustainable travel was created by small increases across a range of modes (i.e. train +1.5pp, bus +2.8pp, car share +1.6pp, ferry +3.3pp). Active travel only increased by 1.5pp (as a +10pp increase in walking was offset by a -8.5pp decline in cycling).

[11] Calculated from mode share data from both a baseline and a follow-up Employee Travel Survey.

[12] Broadlands House' analysis is based on a single year of follow-up data. While the follow-up survey response rate was 30% of the work-force, this was a sample of less than 50 respondents (n=42). Analysis for Southern Vectis is also based on a single year of follow-up date. While the response rates were 19% (n=49) for the baseline survey and 10% (n=25) for the follow up the small size of this company mean the sample sizes are small.

Trip Variation

During the first three years of the programme the Employment, Training & Skills theme is estimated to have averted more than 194,000 car trips, conserved 2.7 million car kms and saved over 491 tonnes of CO_{2e} emissions. There has been an estimated increase in car share trips of over 11,000 and in bus trips of 57,000, while 55,000 cycling and 80,000 walking trips are estimated to have been generated.

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

These figures are based on trips by employees for three workplaces,[13] as well as on trip variations achieved by three smaller projects in this theme: Sustainable Transport Brokerage Programme (giving monthly bus keycards to apprentices); Cycle Service Delivery (using cargo bike for domiciliary care visits); and Smart Cycling Corridor (logging cycling journeys via the Pedal Aid app).

Progress

Due to the need to wait for further workplaces to collect follow up data at least one year after their baseline data was collected, it is not possible to robustly assess the impact of the Workplace Engagement Programme (WEP) – the most significant project in this theme. It is therefore likely the outcomes of this theme are more significant than it is possible for us to confidently estimate herein.

The WEP has, to date, worked intensively with 15 key employers across the Island on workplace travel planning and staff engagement activities. It has had light touch engagement with many more, for example though the provision of resource packs. Staff have been engaged through activities such as Dr Bike sessions, walking challenges, a commuter photography competition and cycle shop discounts, as well as through information stands and marketing.

Operational issues have undermined the delivery of this theme, and in particular affected continuity of staffing within the Transforming Travel delivery team. There is no doubt this has affected the continuity and effectiveness of the programme's relationships with target workplaces, and impacted on engagement and data collection activities with employees. The mode shift achieved at Isle of Wight Council is testament to what can be achieved when it is possible to sustain engagement with workplace champions and employees over a longer period.

A new in-house approach to the delivery, and a new Connect2Work brand, have given this theme the opportunity to rejuvenate its links with workplaces during 2019/20; while the pandemic has created a unique opportunity to engage employers looking to support staff transitioning to home working and 'Covid-safe' commuting. We look forward to receiving data from more of these workplaces in 2020/21 and being able to properly assess the impact of this part of the programme.

Jobseeker Transport Survey

In Year 2 results of the March 2019 Jobseeker Transport Survey (undertaken at jobcentres across the Island) indicated that over the previous year there had been a 10% increase in jobseekers no longer perceiving transport as a barrier to employment – indicating a shift in perceptions as a result of Transforming Travel's engagement with this audience. Unfortunately, this survey was not carried out in 2020 so it has not been possible to verify this trend. We hope to be able to do this in Year 4 with data from March 2021.

Pedal Aid

The 2018/19 extension of the Pedal Aid project (Smart Cycling Corridor) to include the full length of the Red Squirrel Trail translated into a sharp increase in use of this app in Year 3. Compared to the previous year there was a 50% increase in active users, a 111% increase in journeys logged, and an 81% increase in total distance covered by app users – essentially more users, logging more walking and cycling journeys, and travelling longer distances.

[13] Follow-up data was only available for three workplaces at the time of analysis (two of which are relatively small). So outcomes for the Workplace Engagement Programme are estimated based on mode shift by a small percentage of the 2,103 total employees of these three workplaces. However, the trip variations for this project (see Table F), and associated car km and CO_{2e} savings, are relatively significant due to the number of trips to/from work each employee makes in a year. This illustrates that investment in workplace behaviour change programmes can be valuable even where the number of workplaces engaged, or the size of these, is relatively small.

Table E: Travel to Work Mode Shift by Workplace[a]

	ISLE OF WIGHT COUNCIL 2018 - 2020[b] (PERCENTAGE POINTS)	BROADLANDS HOUSE 2018 - 2019[c] (PERCENTAGE POINTS)	SOUTHERN VECTIS 2018 - 2019[d] (PERCENTAGE POINTS)
CAR	-8.9	-35.4	-13.7
CAR SHARE	+1.7	-16.8	+1.6
BUS	-0.6	+47.9	+2.8
CYCLING	+4.2	-0.4	-8.5
WALKING	+4.0	+3.8	+10.0

[a] Table only includes modes for which trip variance is calculated but employees are asked about a wide range of modes, including car share, ferry, train, motorbike, taxi and homeworking.
[b] Based on baseline survey of 8% of workforce (n=135) and follow-up survey of 5% of workforce (n=87).
[c] Based on baseline survey of 51% of workforce (n=72) and follow-up survey of 30% of workforce (n=42). Data to be treated with caution due to low number of respondents.
[d] Based on baseline survey of 19% of workforce (n=49) and follow-up survey of 10% of workforce (n=25). Data to be treated with caution due to low number of respondents.

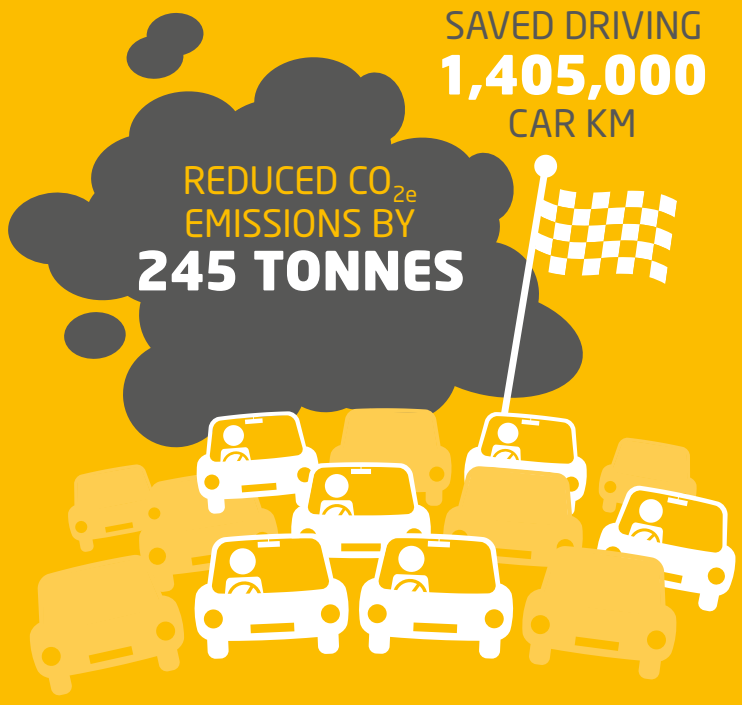
Table F: Employment, Training & Skills Theme Trip Variation (total to date, years 1-3)

	CAR	CAR PASSENGER	BUS PASSENGER	CYCLE	WALK
WORKPLACE ENGAGEMENT PROGRAMME[a]	-192,502	+11,431	+47,520	+51,165	+79,618
SUSTAINABLE TRANSPORT BROKER PROGRAMME[b]	-9,360	-	+9,360	-	-
CYCLE SERVICE DELIVERY (ISLAND HEALTHCARE)	-242	-	-	+242	-
SMART CYCLING CORRIDOR[c]	-3,658	-	-	+3,658	-
THEME TOTAL	**-205,762**	**+11,431**	**+56,880**	**+55,065**	**+79,618**

[a] Based on 2,103 staff from three workplaces; mode shift as shown in Table E; estimated 444 trips between home and place of work per year.
[b] Based on 312 keycards given to apprentices. Assumed 50% were new trips and 50% were trips replacing a car trip.
[c] Based on 1,822 downloads of PedalAid app; 1,229 active users by March 2020. Assumes a third of all trips recorded replace a car journey.

ACCESS TO EDUCATION & ACTIVE COMMUNITIES

TRIP VARIATION



REDUCED CO_{2e} EMISSIONS BY **245 TONNES**

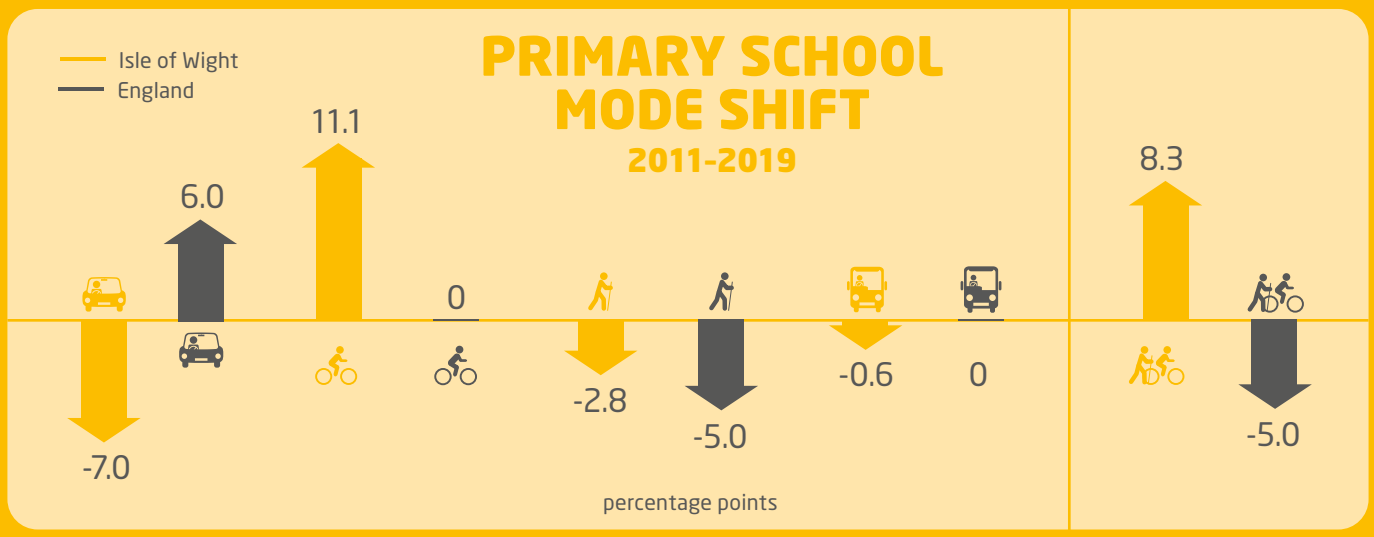
SAVED DRIVING **1,405,000** CAR KM

SAVED **258,000** CAR TRIPS

-14,300 BUS TRIPS

+389,000 WALKING TRIPS

-17,800 CYCLE TRIPS



Isle of Wight area of outstanding natural beauty

ISLE BE ACTIVE

DofE

566 WALKS	18,720 PARTICIPANTS	18,415 TRIPS	948 WALKS	15,162 PARTICIPANTS	10,429 TRIPS	301 EXPEDITIONS	3,349 PARTICIPANTS	10,350 TRIPS
24 RIDES		305 TRIPS	140 RIDES	1,243 PARTICIPANTS	1,857 TRIPS	15 SESSIONS	19 PARTICIPANTS	279 TRIPS

Theme 3: Access to Education & Active Communities

Mode Shift

Between 2017 and 2020 there was a large reduction (-6.8pp) in car mode share for Year 5/6 primary school students; with a corresponding +7.6pp increase in sustainable mode share. In particular, walking increased by +10.2pp, while there was a slight reduction in cycling (-0.8pp) and skating/scooting (-1.8pp).

There was an even larger mode shift from car (-24.2pp) to sustainable modes (+25.0pp) amongst Year 12/13 secondary school pupils. The majority of the increase in sustainable travel was accounted for by walking (+22.9pp), with some additional cycling (+2.6pp).

In the Year 7/8 age group there was a small increase in car mode share (+1.7pp) over this same period. Although there was a +6.2pp increase in bus travel, this was mainly transferred from train (-3.7pp) and walking (-2.9pp) – which meant sustainable mode share also remained broadly static (+0.4pp).

See Table G for mode shift in all targeted school age groups.[14]

See Table H for primary school mode share.

Results were mixed from Further Education, although it should be noted that funding for the College ended in 2018/19 but the College continues to do travel surveys. Amongst students walking and cycling increased by +15.3pp between the 2017/18 and 2019/20 academic years, though this was matched by a similar reduction in bus use (-13.7pp). Car driver mode share also fell (-5.0pp) while car sharing increased (+2.6pp). Amongst staff walking increased (+2.4pp) but there were reductions in bus use (-5.0pp), cycling (-1.6pp) and car sharing (-1.6pp). Car driver mode share increased by +4.3pp.[15]

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

Trip Variation

In the three years of the programme the Access to Education & Active Communities theme is estimated to have reduced car trips by nearly 258,000 and increased trips by walking (+389,000). There has been a reduction in bus and cycling trips which is mainly due to FE and schools respectively. However it should be noted that cycle mode share in schools in 2019/20 was very high (11.5% in primary schools and 2.9% for Year 6/7 and 3.5% for Year 12/13) and it is the comparison with an even higher mode share in 2017/18 which accounts for the apparent reduction in trips.

The reduction in car trips was estimated to have saved 1.4 million car km and 245 tonnes CO_{2e} emissions.

See Table J for trip variations achieved to date by this theme.

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

[15] Survey numbers for 2017 were low for the College, which means the results should be viewed with some caution.

Progress

Clearly the work in primary schools, focused on Year 5/6 pupils, has achieved significant results with a -9pp reduction in car use and a similar increase in active travel to school over the last three years (as well as maintaining high proportions of walking and cycling mode share and relatively low proportions of children driven to school). The pioneering use of an app to record travel to school journeys at all primary schools allows data to be collected over several weeks of the summer term rather than a single day, making results more robust.

The long-term trends for primary school mode share appear to be very positive.[16] Although the 2011 Census does not provide direct like-with-like comparisons with specific schools, when compared with 33 schools in 2019/20, overall there appears to have been a significant increase in active travel to school on the Island (+8pp), as well as a significant drop in car travel (-7pp). This achievement should be seen in the light of the inverse national trends, which show an increase in car travel (+6pp) and a reduction in active travel (-5pp) for primary school children in England over the same time period. Primary school children on the Island have a mode share for active travel which is now +18pp higher than the average for England as a whole (compared to being +5pp higher in 2011) Car travel amongst primary pupils has gone from being on a par with the national figure in 2011 to now being -14pp lower. This difference is particularly marked given the rural geography of the Island.

See previous infographic for the long-term primary school mode shift trend between 2011 and 2019).

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

The smaller community-based projects have collectively made a significant contribution to numbers of walking and cycling trips – in particular through the significant increases in the number of participants in AONB walks and Isle Be Active cycling activities. For the first time this year the AONB project surveyed participants and found evidence that the walking trips were reaching people who weren't regular walkers and that it was encouraging people to walk more. Over half of all survey participants (53%) said that before the walk they had walked occasionally while 41% had walked rarely. After the walk over a third of survey respondents (34%) said that they walked more. Over half of the survey participants (55%) were Island residents.

[16] Comparing 2011 Census data for 41 Island schools with 2019/20 data from 33 Island schools; and comparing Island schools with mode share data for 5-10 year olds across England from the National Travel Survey (table NTS0613).

Table G: Schools Mode Shift 2017 to 2020 (matched schools only)[a]

	PRIMARY YEARS 5/6 (PERCENTAGE POINTS)[b]	SECONDARY YEARS 7/8 (PERCENTAGE POINTS)[c]	SECONDARY YEARS 12/13 (PERCENTAGE POINTS)[d]
CAR[e]	-6.8	+1.7	-24.2
BUS	-0.4	+6.2	+0.1
CYCLING	-0.8	-0.3	+2.6
SCOOTING & SKATING[f]	-1.8	+1.1	-0.6
WALKING[g]	+10.2	-2.9	+22.9

[a] Comparing school year 2016/17 (baseline) to 2019/20.
[b] Based on 33 matched schools supplying data in both 2016/17 and 2019/20.
[c] Based on 3 matched schools supplying data in both 2016/17 and 2019/20.
[d] Based on 3 matched schools supplying data in both 2016/17 and 2019/20. However the sample sizes are still quite small so figures must be treated with caution.
[e] Includes car drivers (16-19 only), car passengers and Park & Stride. Note Park & Stride not included in the surveys for Y5/6 or Y12/13.
[f] Included in the cycling figures for the purposes of estimating trip variation and distance in Tables A and B.
[g] Walking trips associated with park and stride not included.

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

	2016/17 (%) (N=2,179)	2019/20 (%) (N=2,254)
CAR PASSENGER[b]	40.2	33.4
BUS	1.7	1.3
CYCLE	3.7	2.9
SCOOT OR SKATE	10.4	8.6
WALK	43.5	53.7
ACTIVE TRAVEL COMBINED[c]	**57.6**	**65.2**

[a] 33 primary schools. As the schools work was largely focussed on primary schools these results are considered more attributable to the project than those of the secondary schools.
[b] Includes pupils who selected Park & Stride in 2016/17. Park & Stride was removed from the survey for primary children in 2017/18. Children who Park & Strode in 2019/20 will most likely have been recorded as car passengers.
[c] Includes cycle, scoot, skate and walk.

Table I: Further Education Staff & Student Mode Share[a]

STUDENTS	2017 (%) (N=79)	2019 (%) (N=157)
CAR DRIVER	11.4	6.4
CAR SHARE	11.4	14.0
CYCLE	0.0	1.9
WALK	7.6	21.0

STAFF	2017 (%) (N=81)	2019 (%) (N=143)
CAR DRIVER	64.2	68.5
CAR SHARE	8.6	7.0
CYCLE	3.7	2.1
WALK	7.4	9.8

[a] Based on October 2019 survey.

Table J: Education & Active Communities Theme Trip Variation (total to date, years 1-3)[a]

	CAR	CAR PASSENGER	BUS PASSENGER	CYCLE	WALK
SCHOOL ENGAGEMENT (TRANSITION YEAR)[b]	-63.145	-187,130	+47,587	-26,713	+291,778
FURTHER EDUCATION	-16,912	+9,380	-61,891	+6,464	+58,366
AONB CYCLING & WALKING	-	-	-	+305	+18,415
ISLE BE ACTIVE CYCLING & WALKING	-	-	-	+1,857	+10,429
DofE CYCLING & WALKING	-	-	-	+279	+10,350
THEME TOTAL	**-80,057**	**-177,750**	**-14,304**	**-17,809**	**+389,338**

[a] Note slightly different timings for some projects.
[b] Based on mode shift in Table G scaled up for participating schools' Transition Year students only (i.e. year 5, 6, 7, 8, 12 and 13).

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

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

[a] As per funding bid.

Appendix B: Data Sources

IMPORTANCE	DATA SOURCE	RELATED PROJECT	FREQUENCY
ACCESS TO VISITOR EXPERIENCES			
Primary	Tourism Trends Survey	-	Quartery
Corroborating	Bus Keycard User Survey	1A	Rolling
Corroborating	Bicycle Island Survey	1BA/1BB	Annually
Corroborating	Bicycle Island Survey (Follow-up)	1BA/1BB	Annually
ACCESS TO EMPLOYMENT, TRAINING & SKILLS			
Primary	Employee Travel Surveys	2B	Rolling
Secondary	Island Healthcare Electric Bike Data	2CA	Rolling
Corroborating	Jobseeker Transport Survey	2A	Annually
Corroborating	Apprentice Bus Key Card Data	2A	Annually
Other	Bicycle Island App User Data	2D	Rolling
ACCESS TO EDUCATION & ACTIVE COMMUNITIES			
Primary	Primary School Travel Survey (Years 5/6)	3AB	Annually
Primary	Secondary School Travel Survey (Years 7/8)	3AB	Annually
Primary	Secondary School Travel Survey (Years 12/13)	3AB	Annually
Primary	Digital School Data Screen	3AB	Rolling
Primary	Isle of Wight College Staff & Student Travel Survey	3AC	Annually
Secondary	AONB Participation Data	3BA	Rolling
Secondary	Isle Be Active Participation Data	3BB	Rolling
Secondary	DofE Participation Data	3BC	Rolling
OTHER			
Primary	Active Travel Innovation Grant Data	4C	Ad-hoc

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