

E-Cycle Extension Fund 2020/21

1. General

1. What is your local transport authority name?

Isle of Wight Council

2. Strategic case

2. Please set out the context for the bid by briefly explaining how your bid will enable communities to access e-cycles. This should be consistent with the objectives of the Fund set out in the Appendix to the bid invitation letter.

Introduction

The Isle of Wight is situated off the south coast of England and is separated from the mainland by the Solent. It is the only island local transport authority in England, is home to over 138,000 residents, and welcomes over 2.4m visitors each year. Covering an area of nearly 150 sq. miles, the Islands transport network includes over 800km of public roads and cycle tracks, and at 827km, the most concentrated public rights of way network in England.

As England's only Island Local Highway Authority, the Isle of Wight Council enjoys a unique set of circumstances with which to encourage active travel. 90.2% of economically active Island residents are employed in jobs which are based on the Island; only 5% of jobs on the Island are taken up by non-residents, indicating a residence-based self-containment level of 95%. Around 8.9m passenger journeys are made across the Solent each year, and just over half of these trips are generated by visitors to the Island. What this means is that unlike other local authority areas, many of the products and services required by Island residents can be obtained on the Island via short distance trips. In addition, distances between many settlements on the Isle of Wight are significantly lower than the 15km national average commuting distance identified through the 2011 census.

The Isle of Wight Council welcomes the governments vision for cycling and walking as set out in 'Gear Change'¹. It is clear that the resurgence in cycling arising from the impacts of lockdown illustrate that with the right conditions, cycling volumes can increase significantly. Isle of Wight Council notes the commitment in Gear Change to create a national electric bike support programme, and recognises the need to inform this programme with learning from both the UK and abroad. Isle of Wight Council is well placed to contribute to this, both through a diverse range of e-cycle projects delivered through its current Access Fund programme, and through additional proposals presented in this application.

The Rural Urban Classification 2011² defines the Isle of Wight as 100% rural or rural related, therefore the entire population resides either in rural hub towns or in rural locations. The Government has recently launched a 'Call for Evidence' to inform its Future of Mobility: Rural Strategy³, which recognises that innovation in rural areas has the potential to open new opportunities for a range of transport services. The Call for Evidence also recognises that trends in the uptake of e-cycles have the potential to increase the use of active transport modes and that e-cycles can also contribute to improved age and/or gender balance, as well as enabling more cycling by disabled people.

Creating the right conditions for more cycling will be a key criterion for an increase in e-cycle trips. In April 2020, Isle of Wight Council adopted its first Local Cycling and Walking Infrastructure Plan (LCWIP)⁴, setting out a range of ambitious, high quality cycling and walking schemes in the Island

¹ www.gov.uk/government/publications/cycling-and-walking-plan-for-england

² www.gov.uk/government/collections/rural-urban-classification

³ www.gov.uk/government/consultations/future-of-transport-rural-strategy-call-for-evidence/future-of-transport-rural-strategy-call-for-evidence

⁴ www.iow.gov.uk/azservices/documents/2780-LCWIP-Report-v1.pdf

settlements of Newport and Ryde. Once implemented, the LCWIP schemes will be transformational to the volume of cycling in these principal Island towns. The completion of the LWCIP has enabled the Council to submit robust proposals to the Active Travel Fund⁵, securing £297,600 across two phases to deliver rapid cycling and walking infrastructure improvements in line with the funding objectives.

Opportunities for continued e-cycle growth are significant. The Propensity to Cycle Tool⁶ E-bike scenario models the additional increase in cycling that would be achieved through the widespread uptake of electric cycles, and predicts a 19.6 percentage point increase for e-cycle commuting on the Isle of Wight, along with a reduction of 62 ‘Years of Life Lost’ and £4.57m gained in productivity from a reduction in sick days.

A trio of associations – Cycling Industries Europe (CIE), CONEBI (the Confederation of the European Bicycle Industry), and the European Cyclists’ Federation (ECF) – recently published new forecasting methods which analysed the impact the Covid-19 pandemic, current sales trends, and future government investment will have on new bike sales across Europe. Its findings suggest an increase of 47% for combined bike and e-bike sales when compared to 2019 figures.

This analysis, which was initiated by the CIE/ECF Market Impact and Intelligence Expert Group, predicts that the current upsurge in e-cycle sales in particular is also here to stay. The findings suggest e-cycles are set to far outweigh conventional bike sales, increasing to 17 million per annum by 2030. In fact, current figures suggest that e-cycle sales will increase by 23% in 2020 alone, despite pandemic enforced closure of shops and supply chain challenges. With the current surge in demand for e-cycles coupled with government investments, e-cycle sales could reach the 10 million figure as early as 2024.

Mintel estimates that around 100,000 e-bikes were sold in the UK in 2019⁷, up from an estimated 73,000 in 2018 – an increase of over 40% year-on-year. While impressive growth, the overall base is small, roughly 4% of all bike sales by volume. As of February 2020, 17% of cyclists intended to purchase an e-bike in the next 12 months, up from 14% in January 2019. Meanwhile, 7% of cyclists today own an e-bike. Amongst the group of regular cyclists (those who cycle once a week or more), e-bike ownership has risen from 8% to 11% over the past 12 months.

The growing demand for E-cycles is supported by discussions with Isle of Wight cycle retailers and hire operators, with sales of e-cycles and demand for hire e-cycles increasing year on year.

Table 1: Commute mode share in the Census 2011 and in scenarios among 52,278 commuters living in the Isle of Wight

Scenario	% cyclists	% walking	% car drivers	% all other modes
Census 2011	3.4 %	18.2 %	62.1 %	16.3 %
Government Target (equality)	5.5 %	17.7 %	60.8 %	16.0 %
Government Target (near market)	5.5 %	17.6 %	60.9 %	16.0 %
Gender Equality	5.6 %	17.6 %	60.8 %	16.0 %
Go Dutch	15.3 %	14.5 %	55.5 %	14.7 %
Ebikes	23.1 %	12.8 %	50.6 %	13.5 %

⁵ www.gov.uk/government/publications/emergency-active-travel-fund-local-transport-authority-allocations

⁶ www.pct.bike/m/?r=isle-of-wight

⁷ www.mintel.com/press-centre/leisure/hold-onto-your-saddle-uk-bike-sales-set-to-top-1-billion-by-2023

Target Audiences

The primary target audiences for interventions set out in this submission will include:

- Women
- People with a health condition or disability
- Older people

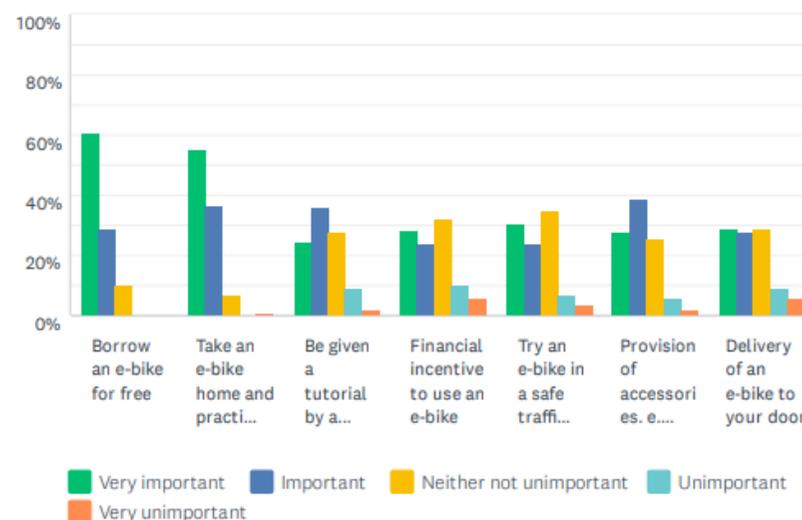
To support this application, and in addition to the ongoing monitoring and evaluation of the Access Fund programme, Isle of Wight Council has undertaken research to identify the behaviours of residents which don't currently have access to an e-cycle, and what measures would have the greatest influence in improving access.

In terms of representation from groups of people which don't regularly cycle, 63% of responses were from women, 43% of responses were from people aged over 65, and 27% of responses were from people with a health issue or disability. 55% of all respondents stated that they had never cycled or not cycled in the last year. 66% of all respondents currently used a private car for their daily transport needs, 18% walked, and 9% took the bus. Only 4% of respondents used cycling.

Respondents were asked to rank the importance of seven measures in encouraging them to use an e-cycle (**Chart 1**). The responses show that over 50% of respondents ranked all the measures as very important or important. The two most popular measures were 'borrowing an e-bike for free' (89% very important of important) and 'take an e-bike home to practice in your own time' (91% very important or important).

Amongst female respondents, these measures also emerged as the most popular, with a slight swing towards 'very important' rather than 'important' when compared to all responses. This trend was also apparent amongst responses for other measures within this question, with women being more likely to select either 'very important' or 'important' and even more likely to select 'very important' on its own. For example, regarding 'try an e-bike in a safe traffic-free environment', 55% of all respondents selected either 'very important' or 'important', whilst 59% of female respondents selected these options. For the same question, 30% of all respondents and 37% of female respondents selected 'very important'. Similarly, 29% of female responses selected 'very important' compared to 24% of all responses in reference to 'be given a tutorial by a professional before your first ride'. This trend was also apparent amongst 'delivery of an e-bike to your door' and 'provision of accessories, e.g. helmet, lights, lock' responses, albeit only by a couple of percentage points in both cases. It must also be noted that 63% of all responses to this survey were from women, suggesting that the concept of trying an e-bike is more popular for women on the Island as they were more likely to complete the survey.

Chart 1: How Important would the following opportunities be in encouraging you to use an E-cycle?



For respondents aged 65+, the same two measures of 'borrow an e-bike for free' and 'take an e-bike home and practice in your own time' proved most popular. However, it was clear that perceived safety was particularly important amongst this group. 'Being given a tutorial by a professional' proved to be significantly more important for respondents aged 65+ (74% very important or important) when compared against all responses (61% very important or important). 'Try an e-bike in a safe traffic free environment' experienced a similar trend for respondents aged 65+ (62% very important or important) compared to all responses (55% very important or important).

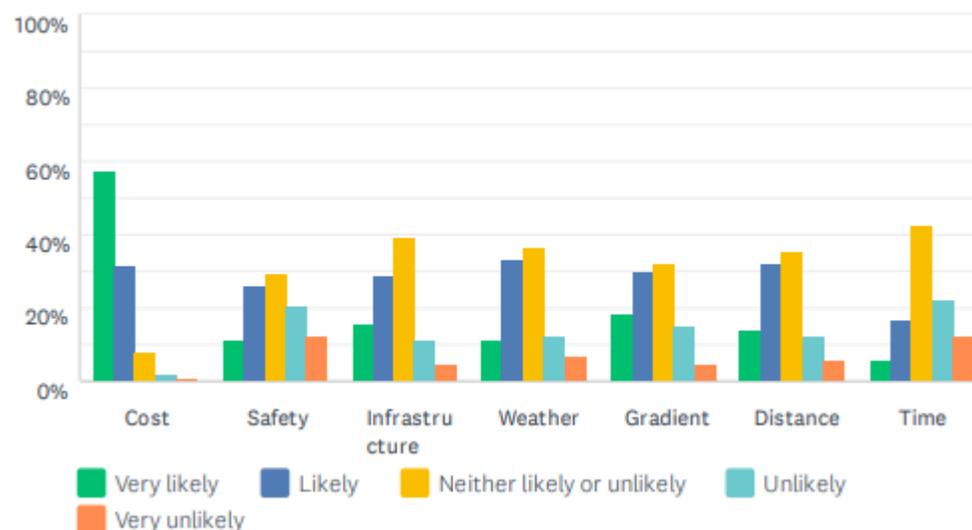
These trends were also present amongst respondents which had a disability or a health condition. Again, the same two measures proved most popular and perceived safety emerged as the next important measure. 'Being given a tutorial by a professional' (75% very important or important) and 'try an e-bike in a safe traffic free environment' (61% very important or important) were similarly more important for this group compared against all responses. The only other notable difference amongst this group was the importance given towards delivery (67% very important or important) compared to all responses (57%).

Respondents were also asked to rank a series of barriers to using an e-cycle (**Chart 2**). The results align with the key findings of the COMO UK Shared Electric Bike Programme⁸, which identified that the cost of buying an e-bike (overcome through bike share) and the physical effort (perceived and real) are the two main barriers to increasing e-bike use. 89% of respondents perceived cost as being 'likely' or 'very likely' to be a barrier to them using an e-cycle, whilst 48% and 46% of all respondents gave gradient and distance, respectively, the same weighting for this question.

Amongst women, cost was perceived as a slightly more significant barrier, with 93% of respondents identifying this as being a 'likely' or 'very likely' factor to be a barrier to them using an e-cycle. Gradient was given a similarly increased significance for women (53% likely or very likely) as a e-cycling barrier, whilst distance was perceived similarly amongst women (45% likely or very likely) compared to all respondents.

Cost was not quite as an important perceived barrier for respondents aged 65+ (84% likely or very likely), but gradient was more significant as a perceived barrier (58% likely or very likely). Likewise, gradient was equally more significant for this group (60% likely or very likely). Interestingly, weather was also a more significant factor for this group (53% likely or very likely) compared to all responses (44% likely or very likely).

Chart 2: To what extent do you perceive the following factors to be barriers to you using an E-cycle?



⁸ <https://como.org.uk/wp-content/uploads/2018/05/Shared-Electric-Bike-Programme-Final-Report.pdf>

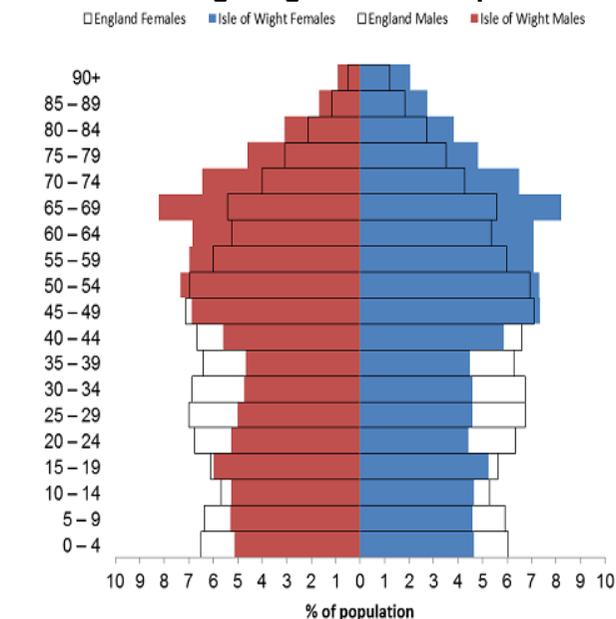
For respondents with a disability or health condition, cost was perceived as a slightly more significant barrier to using an e-bike (92% likely or very likely) compared to all responses, whereas, perception of distance as a barrier was the same for this group (48% likely or very likely) as it was for all respondents. Conversely, gradient was perceived to be 13 percentage points more significant for respondents with a disability or health condition (61% likely or very likely) than for all respondents. Finally, safety (43% likely or very likely) and infrastructure (50%) also emerged as factors which were slightly more likely to be perceived as barriers to using an e-cycle for this group compared to all responses for safety (38% likely or very likely) and infrastructure (45% likely or very likely).

E-cycles have the potential to mobilise populations that otherwise would not cycle; most notably older people, women, and physically disabled people, thus making cycling more inclusive⁹. In the UK, cycling is more common among men than women to the point that, women’s cycling levels are less than half that of men’s¹⁰ However, this does not make Britain unusual compared to other culturally similar countries. Typically, in car-oriented English-speaking cities with low cycling levels, women are less likely to use cycling for urban transport than men; most cyclists are young to middle-aged men. This trend is not reflected in other European cities and countries that are culturally cycling-friendly, such as in Holland, Germany and Denmark, which have much higher rates of both transportation and recreational cycling. Here, cycling is an inclusive activity with equal or even higher rates of female cyclists than males and there is less dependence on the car as the primary source of transport.

Research examining gender differences in cycling participation show that women are affected to greater or lesser degrees by individual, environmental and social factors that are evident in such contexts. Factors that emerge across this research area are perceived safety and socio-historical household responsibilities¹¹ as well as cycling’s physically strenuous nature, particularly over challenging topography, and cycling’s practical and technological nature to varying extents, e-cycles have the potential to lessen the impact of these barriers, most notably cycling’s physically strenuous nature, and encourage more women to cycle for their daily travel needs.

E-bikes can play a similar role for groups with disabilities and health conditions. According to research by Sustrans¹², 33% of disabled people would like to cycle,

Chart 3: Isle of Wight Age Profile compared with England



Source: Office for National Statistics (ONS) Mid-2015 Population Estimates

⁹ Dill, J, and Rose, G. (2012). Electric Bikes and Transportation Policy: Insights from Early Adopters. Transportation Research Record: Journal of the Transportation Research Board, No. 2314. 1-6.

¹⁰ www.stevemelia.co.uk/urbantransport.html

¹¹ www.sciencedirect.com/science/article/abs/pii/S0091743507003039

¹² www.sustrans.org.uk/our-blog/news/2019/june/one-third-of-disabled-people-in-uk-cities-would-like-to-start-cycling

while cycling is easier than walking for three quarters of disabled cyclists. Barriers to cycling can affect people's independence and confidence to travel and, in some cases, push people into isolation. E-bikes and adapted e-bikes have the potential to provide a mobility aid for disabled groups and those with health conditions, however, factors such as cost and social barriers often mean that they never get the chance. By increasing accessibility for these groups, they can be given the opportunity to try cycling where they otherwise might never get the chance. An adapted cycling project on the Island has recently been established to enable residents with physical and/or learning disabilities and/or autism, to access cycling.

The most recent Office for National Statistics estimate presents the current Isle of Wight population at 139,400, comprising 68,100 males and 71,300 females. The age population pyramid set out in **Chart 3** compares this with the national structure.

Just under a quarter of residents are aged 65 or over, and the proportion of older residents is forecast to continue to grow. The most notable projected changes in the Isle of Wight population over the next ten years are increases to the 65 to 84 population (23% increase by 2026) and the 85+ population (29% increase by 2026), placing additional demand on services. Data from the 2019 National Travel Survey¹³ identifies that access to a cycle amongst those aged 60+ is lower (24%) than all other age groups. Identifying older people as a target market for this programme will contribute to a broader understanding of what e-cycle interventions are most attractive to those aged 60+.

Access to E-cycles

To enable communities to access e-cycles, the proposals set out in this application follow one of two broad principles:

1) Extend or diversify existing e-cycle projects

Through its Access Fund programme, the Isle of Wight Council has developed partnerships with cycle hire operators on the Island. These cycle hire operators have growing fleets of e-cycles and are well placed to provide the assets with which to support project delivery. A number of Access Fund projects have utilised cycle hire operator e-cycle fleets, together with essential accessories, tuition, maintenance and insurance.

2) Increase utilisation of existing e-cycle assets.

¹³ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/906276/national-travel-survey-2019.pdf

Given well documented supply chain issues with the acquisition of new E-cycles, our proposal will explore potential to increase the utilisation of existing E-cycle assets on the Island. Whilst this is straightforward to achieve in projects which already benefit from the use of E-cycles owned by cycle hire operators, the programme intends to pilot a peer-to-peer bike share scheme where E-cycles privately owned by individuals are made available to other individuals which don't have access to an E-cycle. Research undertaken to support this application indicates that 21% of E-cycle owners on the Island would be potentially interested in participating in a peer-to-peer scheme.

Access Fund Alignment

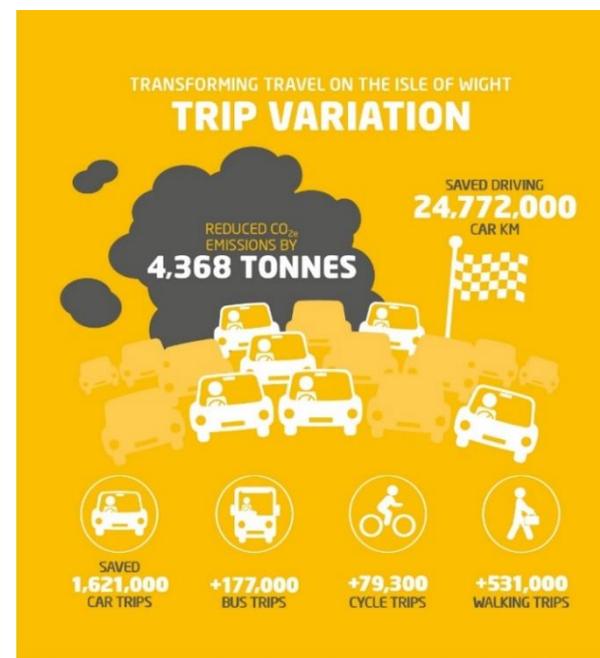
Isle of Wight Council is one of a small number of local authorities which have secured travel behaviour change funding through consecutive Department for Transport travel behaviour change competitions¹⁴ since the launch of the Local Sustainable Transport Fund. These programmes have delivered real change on the Island, including a headline 5.5 percentage point reduction in visitor car trips (between 2014/15 to 2019/20), which is significant 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.

In order to provide an independent, external analysis of Access Fund outcomes, the Smarter Choice Consultancy is commissioned to deliver monitoring and evaluation functions relating to the programme. The year three Access Fund Monitoring and Evaluation Report¹⁵ was published in Autumn 2020, setting out the cumulative outcome metrics arising from the delivery of the original three-year programme between 2017 and 2020. The Report identified that the programme as a whole saved over 1.6m private car trips, and generated over 600,000 active travel trips.

The current Isle of Wight Council Access Fund programme has provided an opportunity to test e-cycles in a variety of setting across several target audiences, these include:

Key Worker Cycle Loan Scheme

In March 2020, in response to opportunities to encourage more cycling during lockdown, the Isle of Wight Council launched its Key Worker Cycle Loan scheme¹⁶. The Key Worker Cycle Loan Scheme enabled key workers to apply for loans of pedal or e-cycles (and essential accessories), to facilitate



¹⁴ Local Sustainable Transport Fund (2012-2015), Local Sustainable Transport Fund 2 (2015-2016), Sustainable Travel Transition Fund (2016-2017), Access Fund (2017-2020)

¹⁵ www.iow.gov.uk/Council/OtherServices/Sustainable-Travel-on-the-Isle-of-Wight/TransformingTravel

¹⁶ www.connect2work.info/keyworkercyclescheme

healthy commuting at a time when volumes of vehicular traffic were greatly reduced¹⁷, and capacity on public transport limited due to the need to accommodate social distancing. The scheme was delivered in partnership with three cycle hire operators on the Island, making use of their cycle hire fleets which would otherwise have been redundant due to restrictions on visitor travel during lockdown.

163 key workers were supplied with a bike through this scheme, 71% female and 29% male. All participants were encouraged to complete a baseline survey at the points of loan commencement, and a follow up survey when returning their bike at the end of the scheme. Loans were for a minimum of one month and a maximum of three months. The surveys identified that 39% of participants were aged between 25 and 34, 27% between 35 and 44, and 20% between 45 and 54. 85% of participants identified 'Improvements to health and wellbeing' as the most popular motivation for joining the scheme, followed by 'improved air quality' (48%), and 'reduced commuting costs' (46%). 58% of participants had previously used a private car as their main mode for commuting between home and their workplace.

Participants were asked to record the volume of cycle trips undertaken in the week prior to completing the follow up survey, and then forecast their volume of cycling one year on from completing the survey. On average, participants made 6.25 trips per week with bikes provided through the scheme. 58% of participants stated that they expected to be cycling to work more 'this time next year', compared to 77% for leisure trips.

E-Cycle Share Scheme

In 2019, in response to ongoing work through the Access Fund school engagement programme, demand was identified for an e-cycle share scheme linking two of the Island Education Federation campuses¹⁸ in Newport. With two of the three Education Campuses located 1.8km from each other, an e-cycle share scheme offered potential to replace a proportion of the circa 50 private car trips made between the campuses each day by teaching staff. Research undertaken by staff in advance of the scheme indicated that 63% would consider using e-cycles to travel between the campuses.

The scheme comprised three e-cycles, together with essential accessories. An arrangement with a local hire cycle operator provided maintenance and support functions, together with GPS tracking for each bike. The scheme launched in April 2019 and was supported by the Access Fund for 12 months. The key findings from the project during its funded period were 453 each way journeys achieving a total distance of 1300kms, and an average trip distance of 2.8km. Education Federation staff have continued to make good use of the e-cycles.



¹⁷ www.gov.uk/government/statistics/transport-use-during-the-coronavirus-covid-19-pandemic

¹⁸ www.iow.gov.uk/news/E-bike-school-share-scheme-launch



Bicycle Island Research Project

The Isle of Wight Council Access Fund programme includes an ongoing project which engages with visitors to test the hypothesis that recreational cycling experiences undertaken as part of a holiday act as a catalyst for more regular utility cycling when a visitor returns home. Known as the Bicycle Island Research Programme, the project is now in its fifth year, and has engaged more than 1000 visitors over that time. Although the research methodology for the project has varied over the five years, overall findings suggest that just over 50% of new, novice or lapsed visitors which cycle on the Isle of Wight will continue to cycle at least once a month when they return home.

Whilst e-cycles haven't formed part of the research in all years, the project has captured evidence which shows that the percentage of e-bikes hired by visitors has increased as a percentage of all bikes hired; Just 3% of bikes hired in 2017 were e-bikes, compared to 11% in 2018, and 15% in 2019.

In 2018, the project worked with a large accommodation provider on the Island to deliver e-bike taster sessions to its guests. The accommodation provider was selected in part because it offered access to an older demographic of staying visitors, with a propensity to experience new activities as part of a holiday. A fleet of three e-cycles were made available to the accommodation provider, together with experienced staff from a local cycle hire provider. Guests were encouraged to attend an informal briefing on e-cycles, and could choose to use the bikes in grounds of the resort. 15 sessions each lasting between 90 minutes and 2 hours were delivered between July

and September 2018, attracting 159 participants, of which 93 tried an e-cycle.

Delivering Domiciliary Care with E-Cycles

Between 2017 and 2019, the Access Fund worked with an Island Healthcare provider to assess the extent to which e-cycles could provide efficiencies in the delivery of domiciliary care in a compact geography. The healthcare provider hosted e-cycles at three 'hub' locations and encouraged staff to use these to deliver domiciliary care services to households within 2km radius of each hub.

The project encountered a number of challenges and didn't provide sufficient evidence to properly assess whether e-cycles could replace private car trips for domiciliary care delivery. However, the project did unlock a number of employment opportunities for healthcare workers which didn't hold a driving licence. The project replaced 242 private car trips and 386 private car kms, but fell short of its initial target of 5236 trips.



Active Travel Innovation Grant

As set out in the original Access Fund application, the Isle of Wight Council Access Fund programme includes an annual innovation grant which provides an opportunity for organisations to apply for funding to deliver their own active travel projects. All grants awarded are 100% match funded by the applicant. Applications are evaluated against a range of criteria, including innovation, value for money and deliverability.

There are two E-cycle projects which have secured funding through the innovation grant during the implementation of the Access Fund. The Seaview Hotel near Ryde received funding to support its ambition to become the go to accommodation provider for consumers seeking memorable car free visitor experiences. The funding enabled the Seaview Hotel to acquire a fleet of six e-cycles, retrain three hotel staff as e-cycle ambassadors, and work with local cycle advocacy group CycleWight to create set of e-cycle itineraries for guests. When not used by guests, the e-cycles were made available to hotel staff to encourage healthy and sustainable commuting. The e-cycles were equipped with GPS trackers which, over the 12-month funding project, recorded 8869km cycled, or 1478km per e-cycle. 410 unique users used the e-cycles over the course of the project.

In delivering the project, The Seaview Hotel became the first hotel on the Isle of Wight to incorporate electric bike packages into their tourism offering. The Seaview Hotel has gone on to launch an Electric Sightseeing experience marketed as Wight Coasting - a two-night electric sightseeing experience on the Isle of Wight. This additional product has introduced 140 new guests to the hotel and just under 15% of these guests had never visited the Isle of Wight. The package was marketed at £139 per person. Additional spend was generated in the form of food and drink revenue, supplements for superior rooms and also extra nights. In all this additional product added around £25K to turnover and was profitable in year one.

The Access Fund programme has also supported The Bay B&B in Freshwater to acquire E-Cycles for rental to both its guests and the local community¹⁹

Isle of Wight Council would be pleased to provide more detailed case studies on these projects as part of this programme, over and above what is already included in the Access Fund monitoring and evaluation submissions.

¹⁹ www.iow.gov.uk/news/Electric-bikes-surging-ahead

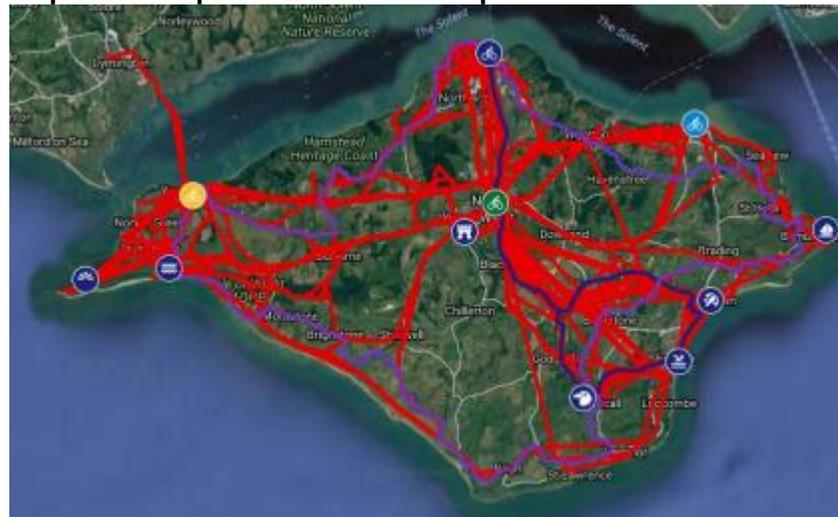
Other e-cycle Projects on the Isle of Wight:

In 2016, the Island's Destination Management Organisation, Visit Isle of Wight, secured funding through the Shared Electric Bike Programme (via CarPlus/BikePlus (now Como UK)) to deliver an e-cycle hire project on the Island targeting visitors. Branded as 'Red Squirrel Electric Bikes', the project offered 20 e-cycles for hire in the Island towns of Newport, Ryde and Cowes.

Analysis of the project identified that Red Squirrel E-Bikes raised the profile of e-bikes and both directly and indirectly contributed to sales of electric and standard bikes. The COMO UK report states that "Isle of Wight bike shops saw sales increase by between 35-65%. Three in ten visitors said they were more likely to purchase an e-bike after using one (29%). The proportion of regular riders saying they would be more likely to purchase was much higher with eight in ten saying so (82%). This may be due to their travel needs or having greater opportunity to test the bikes. A follow up survey showed that 13% of regular cyclists have purchased an e-bike and a further 17% proceeded to purchase a standard bike. For these people trying an e-bike may have helped them overcome their worries about their fitness allowing them to realise they can cope without electric assist, hence the e-bike is a useful introductory tool".

Through its Customer and Communities Improvement Fund (CCIF)²⁰, South Western Railway (Island Line operator) has awarded grant funding to Island cycle hire operator RouteFifty7. The funding will facilitate the provision of e-cycle and e-cargo bikes at Island Line stations, for rental by consumers. The project had intended to launch in 2020, but has been delayed by Covid-19, and is now intending to launch easter 2021. With a focus on visitors and commuters, this project has different target markets to those set out in this submission, however Isle of Wight Council works closely with RouteFifty7 and would be pleased to include reference to insight from this project in the Case Study submissions in spring 2022.

Map 1: Red Squirrel E-Bikes: All Trips



²⁰ www.southwesternrailway.com/other/about-us/community-and-rail-station-adoption/customer-and-communities-improvement-fund

3. Please provide a summary of the proposed programme(s).

Please explain how the scheme(s) will help to address any local challenges you have set out above, consistent with the objectives of the Fund.

The proposed programme includes five projects designed to respond to the challenges and opportunities set out in the Strategic Case.

Programme Summary

Project		Summary	Target Audience	Target Volume of Participants
1	Cycle Loan Scheme	Provision of month long e-cycle loans in partnerships with Island cycle hire operators	Women, people with health issues or a disability, and older people	80
2	Cycle Hire Scheme	Subsidised e-cycle hire for at Island cycle hire operators for project participants	Women, people with health issues or a disability, and older people	300
3	E-Cycle Roadshow	mobile e-bike 'roadshow' which provides an opportunity for potential users to try e-bikes in a safe setting.	All audiences, with a focus on women, people with health issues or a disability, and older people	1000
4	E-Cycle Corridor	Project Cowes and Newport to encourage more E-cycle use of the traffic free Red Squirrel Trail.	All audiences, with a focus on existing private car owners with a propensity to travel between the two settlements	48
5	Peer to Peer Bike Share	A new peer to peer E-cycle rental scheme allowing existing E-Cycle owners to make bikes available to others.	All audiences, with a focus on women, people with health issues or a disability, and older people	200

Project 1: E-Cycle Loan Scheme

Context

In April 2020, Isle of Wight Council launched its Key Worker Cycle Scheme, designed to enable key workers to access loan bikes during lockdown, and experience cycling to work at a time when volumes of vehicular traffic were reduced. The scheme provided key workers with a loan bike for a period of three months, together with essential accessories such as a helmet, lock and lights. The project was delivered in partnership with three cycle hire operators on the Isle of Wight, ensuring that their fleets of bikes were utilised during the first lockdown, at a time when they would otherwise have been redundant due to restrictions on non-essential travel, including visitor travel. The scheme generated 163 participants.

The processes behind the Key Worker Cycle Scheme have worked well, with effective partnerships between Isle of Wight Council and cycle hire operators delivering a high level of service to new cyclists; 95.5% of participants reported that they were very satisfied with the service, and 4.5% satisfied.

Using the relationships, principles and processes which have been established for the previous Key Worker Cycle Loan Scheme, this project will **reposition the scheme to target new audiences**, specifically women, people with a health issue or a disability and older people. All e-cycles loaned through this scheme will be reserved for these target markets.

The project will be delivered using a dedicated fleet of ten e-cycles, allowing for a maximum of 80 project participants on the basis that the scheme operates between March and October 2021, and each loan is for one month. Participants will be required to complete an application form to be considered for the scheme, which will include evidence of need and a baseline of cycling behaviours. At the end of the month long loan, participants will be required to complete a follow up survey, and a further follow up survey after three months. Participants will be provided with a transition pathway which provides guidance on methods of accessing an e-cycle after the loan has concluded. On average, 71% of participants in the previous Cycle Loan Scheme for Key Workers said they intended to cycle more as a result of the scheme.

All projects project participants will be required to join a Strava Group to capture insight into journey distance and frequency.

Project outputs will include:

- A fleet of 10 e-cycles dedicated to this project
- Provision of monthly e-bike loans to successful applicants, together with essential accessories.
- Delivery of e-cycles to a participant's home address by cycle hire partners, and collection at the end of the loan period
- Eight months of operation between March and October, generating 80 e-cycle loans, each of one-month duration.
- A Case Study capturing the methodology and findings from the project to inform the national electric bike programme.

This project will test:

- Entering into agreement with e-cycle hire companies to operate in your area or to provide longer term loans of e-cycles Scheme(s)
- The cycling behaviours of participants which are provided with a one-month e-cycle loan, before, during and post intervention.
- The extent to which participants provided with a complimentary e-cycle loan transition to become regular cyclists and/or e-cycle owners.
- The volume of private car trips replaced by E-Cycle trips during and post intervention.

Project 2: E-Cycle Hire Scheme

Context

The Isle of Wight welcomes 2.4 million visitors each year, generating a contribution to the local economy of £275.8m²¹ in 2019. Research undertaken by Tourism South East identifies that 1.6% of all visitors use cycling as their main mode to explore the Island; a combination of those arriving with a bicycle and those who arrive by other modes but access a bicycle when they are on the Island. Visitor cycling trip volumes increased by 38,360 over the period of the original Access Fund programme. Demand for visitor cycling experiences sustains three core cycle hire operations on the Island, offering a variety of cycles, including e-cycles, to customers. Additionally, a number of accommodation providers also offer small scale cycle hire opportunities, primary to their own guests. The Access Fund works closely with the Islands cycle hire operators, using the cycle hire fleets to support Access Fund project delivery, particularly at times when visitor volumes are reduced.

It is this strong relationship with cycle hire operators which forms the basis for this project, which will support operators to grow their fleets of e-cycles. Through leveraging additional e-cycles, this project will ensure that a dedicated fleet of e-cycles is reserved for residents participating in this project. As cycle hire operators are located on or close to traffic free recreational routes, this project will enable the programmes target audiences to try e-bikes in a car free setting. The project will focus on short term access to e-cycles, typically for a few hours, half a day or a full day. It is the duration of access to an e-cycle which differentiates this project from Project 1 or Project 4.

Whilst this project will support existing cycle hire operators on the Isle of Wight to expand their fleets of e-cycles for general resident rental, it will ensure that a dedicated fleet of e-cycles are always available for to women, people with a health issue or a disability and older people participating in this project. The project will also include the introduction of a minimum of **two adapted e-cycles** available for hire. A cycle hire 'offer' will be created and marketed to the project target markets. Target markets would then book an e-cycle hire experience at one of the cycle hire operators, which would include tuition and confidence building.

All projects project participants will be required to join a Strava Group to capture insight into journey distance and frequency.

Project Outputs will include:

- A dedicated fleet of standard e-cycles reserved for short term resident hire: women, people with health conditions or disabilities and people aged over 65.
- A minimum of two adapted e-cycles.
- Tutorials and instruction to new users of e-cycles
- Case Study capturing the methodology and findings from the project to inform the national electric bike programme.

²¹ <https://visitwightpro.com/wp-content/uploads/2020/03/Dashboard-2019-year-page2-1.pdf>

This project will test:

- Adding e-cycles to existing cycle hire schemes
- Piloting a local network of e-cycles available for people to try out (for one-way journeys) on popular low traffic routes
- Promoting awareness of e-cycles and providing training and support to non-cyclists wishing to try e-cycles
- Propensity of short-term access to an e-bike to inspire demand for longer term access.

Project 3: E-Cycle Roadshow

Context

This project will establish an e-cycle roadshow offering potential users the opportunity to try e-cycles in a safe setting. The project will engage with a wide variety of locations at which to deploy a mobile e-cycle roadshow to motivate and enthuse first time users of e-bikes. Locations will include:

- Large 'out of town' retailers
- Town Centres
- Communities
- Visitor attractions and accommodation providers
- Existing adapted cycling events

The e-cycle roadshow will be a compelling branded proposition which generates excitement and engagement. Its primary purpose will be to take e-cycles to those who may have a propensity to try them, rather than taking the consumer to the e-cycle. The roadshow will include a dedicated fleet of e-cycles, expert tuition, the ability to deploy a 'test area' at any given location, and information will provide clear next steps for participants which have been positively impacted by an e-cycle taster session.

The project responds to the hypothesis that a lack of first-hand experience is a barrier to e-cycle use and ownership. Whilst awareness levels are high, research published by the Department²² identifies that only five per cent of people had used an e-bike, with most use being described as occasional (4%) as opposed to regular (1%) users. The project is also informed by the Bicycle Island Research Project funded through the Access Fund, which has previously delivered positive small scale roadshow events to closed markets at a large accommodation provider on the Island.

Project Outputs will include:

²²https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/847653/Summary_Report_of_Wave_4_of_the_Public_Attitudes_Tracker.pdf

- A branded mobile e-cycle roadshow comprising transport, five e-cycles, essential accessories
- Human resource to deliver expert tuition and confidence building
- A 'next steps' toolkit, to be provided each participant
- Deployment of the mobile roadshow across a minimum of 100 events / locations, Engagement with a minimum of 1000 new, novice or lapsed cyclists between April and October 2021.
- A Case Study capturing the methodology and findings from the project to inform the national electric bike programme.

The Project will test:

- Which settings offer the greatest propensity to inspire first time e-cycle users
- Which audiences have the greatest propensity to try e-Cycles in a safe setting
- Promoting awareness of e-cycles and providing training and support to non-cyclists wishing to try e-cycles
- Audience motivations for attending e-cycle taster sessions
- Audience behaviours post intervention

Project 4: E-Cycle Corridor

The towns of Newport and Cowes are connected by the Red Squirrel Trail, a former railway line which was closed as a result of Beeching cuts in the 1960s. Running parallel to the River Medina, the Trail linking these two principal settlements is just over 5km in length, and offers an attractive traffic free cycling experience. The route is flat and offers a sealed surface, and offers an appropriate setting for inspiring new, novice or lapsed cyclists to experience e-cycles for the first time.

Many employees are mainly based in the Medina Valley (between Cowes and Newport) and there is strong planning policy approach towards facilitating sustainable employment provision within the Medina Valley area, as set out in SP3 (Economy), DM8 (Economic Development), and DM18 (Sustainable Travel)²³ policies within the Core Strategy. Newport, which is the hub of the Islands road network, is identified in the Local Transport Plan as one of the Islands congestion hot spots; 80% of private car journeys entering Newport are single occupancy. Although not an Air Quality Management Area, nitrogen dioxide recordings taken in central Newport are well above the average recordings taken at other locations on the Island. At the northern end of the Medina Valley, Cowes is a key Island access and departure point for cross Solent travellers using ferries connecting with mainland England.

²³ Policy SP3: Economy - Economic growth on the Island over the plan period will be focussed upon employment, retail and high-quality tourism, with a target of creating around 7,550 new jobs.
 DM8: Economic Development – The Council will support proposals for knowledge-driven and high technology industries within the Medina Valley
 DM18: Sustainable Travel - The Council will support proposals that increase travel choice and provide alternative means of travel to the car.

Connectivity options between Newport and Cowes include the A3080, the main road corridor which carried 5.1 m car movements in 2018 and a dedicated traffic free cycling and walking route – the Red Squirrel Trail²⁴ - which hosts 110,000 cycle trips, broadly following the west bank of the river Medina. Bus passenger journeys along the A3080 corridor are between 1m and 1.5m per year.

There is significant potential to replace private car journeys between Cowes and Newport with e-cycle journeys, and this project will provide an opportunity for residents of Cowes and Newport to try e-cycles on the Red Squirrel Trail. The project will deliver this by:

- Identifying participants from Newport and Cowes which regularly travel between the two towns in a private car. This could include commuting, but will focus on wider journeys including access to healthcare, leisure trips, and shopping.
- Offering a financial incentive to participants, potentially a payment based on distance travelled or trip frequency, thus rewarding those which use e-cycles more
- Recruiting participants to join a structured one-month programme to encourage them to replace private car trips with e-cycle trips.
- Participants will be provided with an e-cycle and essential accessories, together with e-cycle tuition if required.
- Participants will be required to record a range of qualitative and quantitative information about the journeys they have made during the month, including participation in a Strava Group.

Project Outputs will include:

- A dedicated fleet of 8 e-cycles to support this project, utilising cycle hire operator fleet.
- Access to structured training and tuition, to build confidence in e-cycle use.
- A Case Study capturing the methodology and findings from the project to inform the national electric bike programme.

This Project will test:

- Promoting awareness of e-cycles and providing training and support to non-cyclists wishing to try e-cycles
- Propensity of residents making regular corridor journeys in private cars, to utilize e-cycles as a replacement for private cars;
- Piloting a local network of e-cycles available for people to try out (for one-way journeys) on popular low traffic routes
- Providing loans, subsidies, or other financial incentives to enable people to access e-cycles

²⁴ www.pedalaid.org/cowes-to-newport-cycle-track/

Project 5: Peer to Peer E-Cycle Share

Context

The concept behind this project is to increase utilisation of existing e-cycle assets on the Isle of Wight through a new Peer to Peer e-cycle share scheme. The project responds to current high demand for new e-cycles, and resultant issues with supply chain and order fulfilment; a number of cycle shops and cycle hire operators are reporting that orders placed for e-cycles in autumn 2020, and unlikely to be fulfilled until spring 2021.

Whilst peer to peer sharing is relatively established for private cars, the market for an equivalent service for cycles, especially e-cycles is yet to be proven. Early adopters such as Spinlister²⁵ and Cycle.Land²⁶ typically provide a platform to connect bike owners with people looking to rent or borrow in a particular location. Owners list their bikes, renters search for a bike they want, and complete the rental process through a website and mobile app.

Research undertaken with Isle of Wight residents which own an e-cycle suggests that only one in four would be interested in considering participating in a scheme (n 193). The top three barriers to participation identified in the research were 'potential for damage or theft' (84% respondents agree or strongly agree), 'issues with collection and drop off' (75% agree or strongly agree), and 'lack of supply' (64% agree or strongly agree). Despite these concerns, only 11% of respondents use their e-cycle every day, and 32% of respondents use their e-cycle once a month or less. Two respondents had purchased an e-cycle but never used it. This insight around frequency of use indicates that there is capacity within the existing e-cycle fleet on the Island to accommodate increased utilisation.

Participants in the research were also asked to consider what level of income would be reasonable for hiring a bike to a peer. 61% of respondents would be prepared to rent their e-cycles for less than £20 per day, a significantly lower fee than hiring e-cycles from a hire operator. 9% of respondents would be prepared to accept less than £5 for a day's rental.

Although impossible to provide an exact number, it is estimated that there are currently circa 1700 e-cycles which are owned by residents on the Isle of Wight²⁷. Extrapolating the research findings, a peer-to-peer e-cycle share scheme on the Island could attract interest from circa 425 potential owners / renters (25%), providing a more than acceptable sample to test whether a functioning market can be established.

This project is not seeking a technology heavy solution to peer-to-peer e-cycle share. Instead, the compact geography and sense of community on the Island is well placed to test different approaches to peer-to-peer sharing. E-cycles participating in the project will be GPS tracked, both to provide reassurance to the owner, and to capture insight around journey distance, speed, volume and frequency.

²⁵ www.spinlister.com

²⁶ www.cycle.land

²⁷ Estimate is based on 42% of the over 18 resident population of the Isle of Wight owning a bicycle, and between 7% of the bicycles owned being e-bikes.

Project Outputs will include:

- A peer-to-peer e-cycle scheme which allows e-cycle owners to receive income in return for making their bikes available for others to use.
- A minimum of 100 owners of e-cycles participating in the scheme, with a target of 200 hirers.
- A Case Study capturing the methodology and findings from the project to inform the national electric bike programme.

This Project will test:

- Piloting a new e-cycle hire scheme
- Providing loans, subsidies, or other financial incentives to enable people to access e-cycles
- Exploring and refining how a peer-to-peer e-cycle scheme can work most effectively across a compact geography

4. What measures are included in your proposed programme(s)? Please select all that apply.

Please note that for all measures, appropriate access for hard to reach and disabled people needs to be appropriately considered.

- ✓ Piloting a new e-cycle hire scheme
- ✓ Adding e-cycles to your current cycle hire schemes
- ✓ Extending existing e-cycle hire scheme(s)
- ✓ Entering into agreement with e-cycle hire companies to operate in your area or to provide longer term loans of e-cycles Scheme(s)
- ✓ Promoting awareness of e-cycles and providing training and support to non-cyclists wishing to try e-cycles
- ✓ Providing loans, subsidies, or other financial incentives to enable people to access e-cycles
- ✓ Piloting a local network of e-cycles available for people to try out (for one- way journeys) on popular low traffic routes
- ✓ Introducing measures to counter the theft of e-bikes and to improve users' awareness of security around e-bikes, i.e. partnership work with local police forces, use of GPS trackers, and provision of secure and safe parking facilities.
- ✓ Other (Please Specify)
Peer to Peer e-cycle share

3. Financial case

5. Total DfT revenue funding sought (£)

£132,920.00

6. Total local authority contribution, if applicable, (£) (Capital/Revenue)

£20,000.00 (Capital)

An indicative programme budget is set out below:

Function	Funding
E-Cycle Loan Scheme	£14,700.00
E-Cycle Hire Scheme	£16,500.00
E-Cycle Roadshow	£31,200.00
E-Cycle Corridor	£19,520.00
Peer to Peer Bike Share	£26,000.00
Project and Programme Management	£25,000.00
Isle of Wight Council Capital	£20,000.00
	£152,920.00

4. Management case

7. When do you expect to commence this programme (if bid is successful)? (DD/MM/YY)

08/02/21

8. When do you expect to have completed the programme? (DD/MM/YY)

31/10/21 Project Delivery Completed

28/02/22 Provision of Case Studies to inform the National Electric Bike Programme

9. Please describe the project review and governance arrangements in place

The programme will initially be embedded within existing governance arrangements used to oversee and control the implementation of the Access Fund programme, reflecting the clear alignment between the aims and objectives of the Access Fund programme and the E-Cycle Extension Fund. With agreement from the Department for Transport, the current 2020/21 Access Fund extension year programme has been formally extended until July 2021. Similar governance arrangements will continue to be in place to oversee the E-Cycle Programme between August 2021 and spring 2022.

Isle of Wight Council has robust governance arrangements in place to support the delivery of it's Access Fund Programme, including monthly project reporting, a monthly Project Liaison Meeting, and a quarterly Programme Board.

The Programme Board is the highest level of local governance for the programme, with a remit which includes making key decisions and resolving issues that cannot be resolved at a project level. Access Fund Programme Board Functions include

- Oversee and direct the implementation of the Access Fund programme;
- Approve the commencement and completion of the programme;
- Ensure that the programme content is in line with the objectives, outputs and outcomes as set out in the Access Fund bid document;
- Ensure that Access Fund expenditure is in line with the terms of the Department for Transport Grant Offer Letter;
- Make decisions on escalated issues;
- Approve changes to the programme;

- Ensure the communications strategy is in place and appropriate for the type and scale of programme;
- Ensure appropriate resources are available to deliver the programme;
- Agree reporting and tolerance levels for the project such as any financial variances and approve any changes as requested;
- Ensure that both the programme, and each project is monitored and evaluated;
- Provide advice and guidance on future funding opportunities;
- To share learning and example of good practice;
- Act as a conduit between the programme and complimentary work-streams,

The governance and reporting arrangements for the Access Fund illustrated in more detail in **Figure 1** and **Figure 2**.

Figure 1: Access Fund Governance

IW Access Fund Governance v1.0

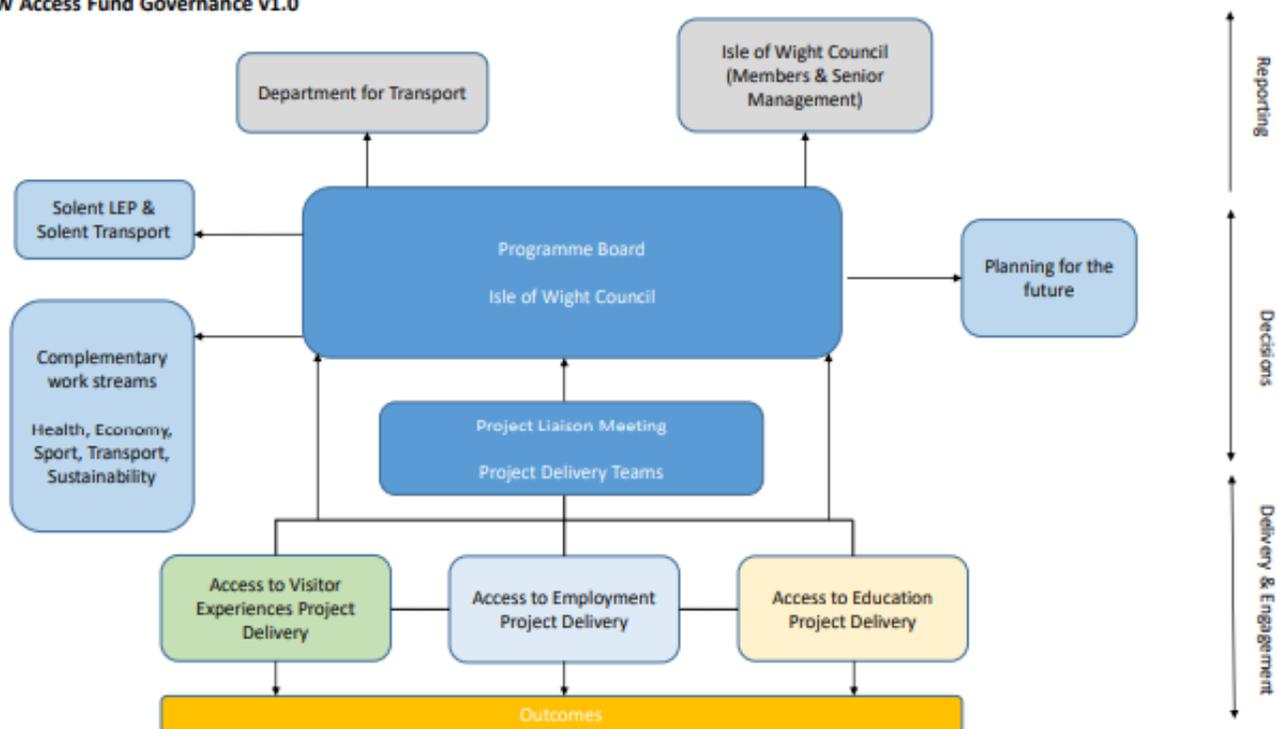
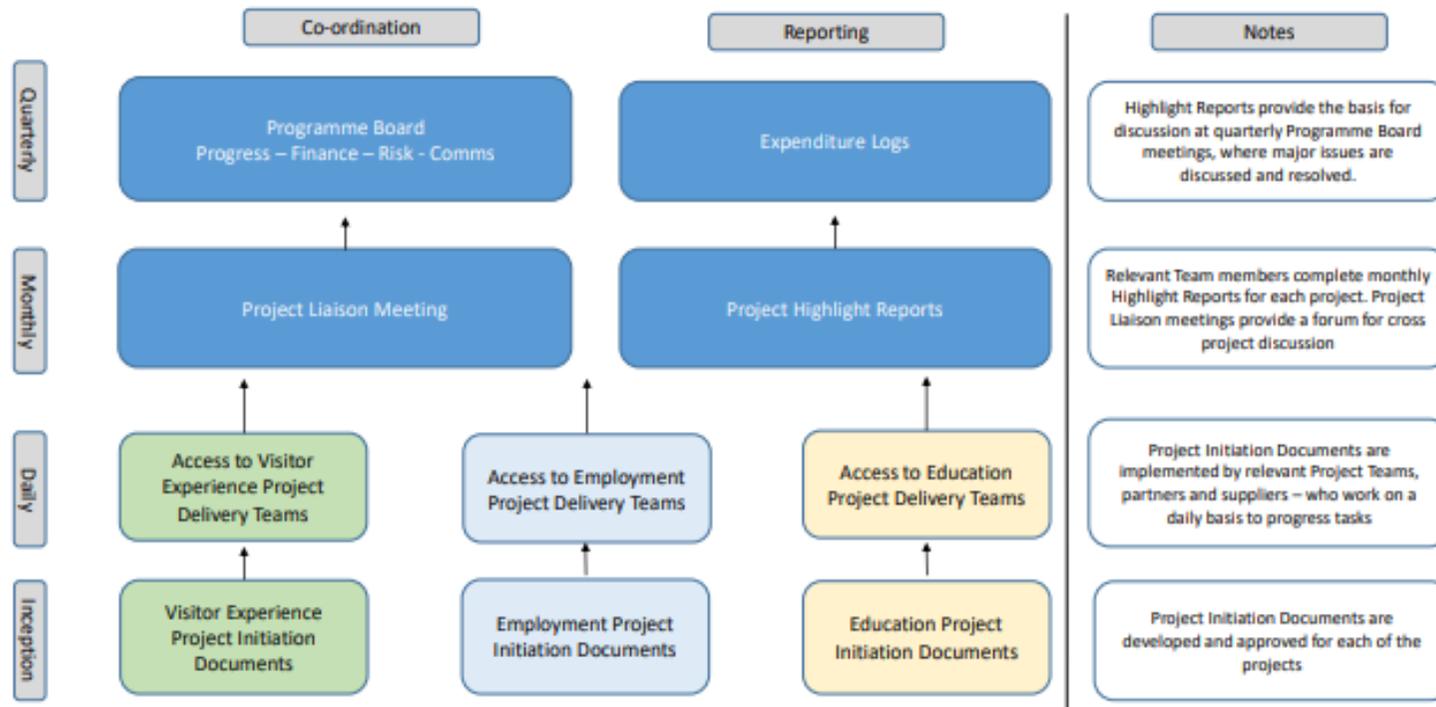


Figure 2: Access Fund Programme Management

IW Access Fund Programme Management Processes v1.0



10. Please indicate what community engagement will be undertaken as part of the programme development. For example, how the programme will be inclusive such as ensuring accessible cycles are available

Community Engagement to date

Isle Access is a registered charity (1178395) that is helping to improve life for disabled people on the Island. Its **vision** is that residents and visitors alike can enjoy as much of the Isle of Wight as possible, and its **mission** is to make the Island more accessible and inclusive for people of all ages. The overall **aim** is to support disabled people by removing barriers to access, enabling disabled people to enjoy a better quality of life and achieve new skills and experiences. Isle Access achieves this by Informing, assisting and promoting businesses, organisations, individuals and local government initiatives to welcome everyone to the Isle of Wight.

The Isle of Wight Council Access Fund programme has worked with Isle Access since 2017. Initially this included arranging inclusive cycling sessions utilising a fleet of adapted cycles from the New Forest PEDALL project²⁸, and more recently, Isle Access has secured grant funding from the Island Roads Foundation, Wight Aid, The Postcode Lottery, and The Co-op to purchase a fleet of 15 adapted cycles, a storage facility, and other related equipment²⁹. This has enabled Isle Access to deliver more regular adapted cycling sessions from a fixed base in the west of the Island.

Although the Isle Access Adapted Cycling project does not have any electric bikes within its fleet, one of the objectives of this programme is to introduce adapted e-cycles and improve access to them. It is proposed that the E-Cycle Hire Scheme (Project 2), and the Peer-to-Peer Bike Share Scheme (Project 5) are the projects most likely to achieve this. Isle of Wight Council has worked closely with Isle Access in the development of this submission, and will continue to do so during programme implementation.

CycleWight is an advocacy group that seeks better cycle provision on the Island, participating in encouraging more people of all ages to realise the benefits of cycling. The CycleWight website³⁰ is a useful resource for Isle of Wight Cycling, and includes CycleWight's 'Cycle Strategy for the Isle of Wight', and dedicated content on e-cycles.

Isle of Wight Council is keen to seek the views of CycleWight on all cycling matters, and has worked closely with CycleWight on the implementation of the Access Fund. CycleWight will continue to be a key partner in the delivery of the e-cycle extension programme.

In developing this submission, Isle of Wight Council has sought the views of Island residents via two surveys, the responses to which have informed the content of this application. The first survey was designed to capture insight from residents which may be interested in trying an e-cycle; the insight included a range of demographic data, as well as barriers and potential solutions to access to an e-cycle. The second survey sought the views from

²⁸ www.pedall.org.uk

²⁹ <https://isleaccess.co.uk/adapted-cycling>

³⁰ www.cyclewight.org.uk

existing e-cycle owners on the Island, with a view to capturing insight to inform the Peer-to-Peer e-cycle share, in particular, to provide confidence that there was enough potential 'supply' to make the project viable.

Planned Community Engagement

Isle of Wight Council will continue to engage with communities as the programme is developed further and implemented. Groups representing communities and user groups, such as Isle Access, will be invited to contribute to the governance of the programme throughout the implementation phase.

Recruitment of project participants will be vital to the success of the programme, and this will most effectively be achieved by communicating to target markets 'with and through' community organisations. A communications and engagement strategy will be prepared which sets out an agreed approach to communications, including messaging, channels, frequency etc.

A range of marketing activity will be delivered to generate excitement and participation in the e-cycle extension fund projects, and no less than 15 participant surveys (as set out in the response to the Monitoring and Evaluation question) will be used to capture output and outcome data, as well as informal 'free text' feedback from participants.

5. Commercial case

11. Is the authority ready to commence work and, if applicable, are procurement / delivery partners in place?

Yes

Please provide details:

Programme Mobilisation Plan

Project		Overview	Procurement Approach	Potential Delivery Partners
1	Cycle Loan Scheme	<p>This Project is an expansion of an existing Access Fund scheme providing loan bikes to key workers.</p> <p>The project utilises e-cycles which are owned by cycle hire operator i.e. the project pays the cycle hire operator an agreed monthly fee for the e-cycle, delivery and collection to a participant, and essential accessories.</p>	<p>Isle of Wight Council will enter into Grant Fund Agreements with cycle hire operators which choose to become suppliers for this project.</p> <p>It is anticipated that Grant Fund Agreements can be established in <2 weeks, enabling this project to commence in March 2021.</p>	Cycle Hire Operators, CycleWight, Isle Access
2	Cycle Hire Scheme	<p>This project will increase the utilisation of the existing e-cycle hire fleet, and support the introduction of additional e-cycles, included adapted e-cycles.</p> <p>The project will build on existing relationships which the Isle of Wight Council has with the Islands' cycle hire operators.</p>	<p>Isle of Wight Council will enter into Grant Fund Agreements with cycle hire operators which choose to become suppliers for this project.</p> <p>It is anticipated that Grant Fund Agreements can be established in <2 weeks, enabling this project to commence in March 2021.</p>	Cycle Hire Operators, CycleWight, Isle Access
3	E-Cycle Roadshow	Although some e-cycle roadshow events have been delivered through	This project will require market testing to secure a supplier.	Supplier TBC, CycleWight,

Project		Overview	Procurement Approach	Potential Delivery Partners
		<p>the Access Fund programme, these have exclusively targeted visitor audiences at a single large accommodation provider.</p> <p>Given the largely resident audience for the project going forward, and to ensure transparency and best value, organisations interested in delivering the outsourced elements of this project will be invited to compete for the opportunity.</p>	<p>In line with the Isle of Wight Contract to Standing orders, suppliers will be invited to respond to a Request for Quote specification. Responses to the Request for Quote will be evaluated against a range of Quality and Price criteria, with the highest scoring supplier commissioned to deliver the service.</p> <p>It is anticipated that this process will be completed in <5 weeks, enabling all funding to be committed by 31 March 2021, and the project live in late April.</p>	Isle Access, Communities
4	E-Cycle Corridor	<p>Informal discussions with cycle shops and cycle hire operators suggest that there is a keen interest from a number of organisations in supporting the delivery of this project.</p> <p>To ensure transparency and best value, organisations interested in delivering the outsourced elements of this project will be invited to compete for the opportunity.</p>	<p>This project will require market testing to secure a supplier.</p> <p>In line with the Isle of Wight Contract to Standing orders, suppliers will be invited to respond to a Request for Quote specification. Responses to the Request for Quote will be evaluated against a range of Quality and Price criteria, with the highest scoring supplier commissioned to deliver the service.</p> <p>It is anticipated that this process will be completed in <5 weeks, enabling all funding to be committed by 31 March 2021, and the project live in late April.</p>	Supplier TBC, Cowes and Newport Communities,
5	Peer to Peer Bike Share	<p>This is a new concept which requires external support. In particular, a third-party supplier is best placed to provide solutions around logistics and financial transactions between private renters and hirers.</p> <p>To ensure transparency and best value, organisations interested in delivering the outsourced elements of this project will be invited to compete for the opportunity.</p>	<p>This project will require market testing to secure a supplier.</p> <p>In line with the Isle of Wight Contract to Standing orders, suppliers will be invited to respond to a Request for Quote specification. Responses to the Request for Quote will be evaluated against a range of Quality and Price criteria, with the highest scoring supplier commissioned to deliver the service.</p> <p>It is anticipated that this process will be completed in <5 weeks, enabling all funding to be committed by 31 March 2021, and the project live in late April.</p>	Supplier TBC, Isle of Wight residents which own e-cycles

6. Economic case

12. Please outline what steps are being taken to ensure value for money and appropriate targeting of investment (i.e: to those most likely to gain maximum benefit from participation in the scheme)?

The planned investment responds to the criteria set out in the funding guidance and is supported by the findings of research undertaken with Isle of Wight residents to support this proposal. There is clear demand for participation in projects set out in this proposal from the three primary target audiences.

Tables 2 to 6 below present an overview of how the programme will contribute to increased e-cycle trips on the Isle of Wight and reduced private car trips, both during implementation and over the 12-month period commencing once the intervention has ceased. Where possible, forecasting is informed by the evaluation of previous e-cycle investment in other locations and/or Isle of Wight Council Access Fund projects.

The headline targets are:

- **1628** Island resident participants across the five projects;
- An increase of **11,289** e-cycle trips during the implementation phase of the programme, and a further **310,296** e-cycle trips generated by participants which continue to use e-cycles in the 12 months beyond the funded period;
- A reduction of **6048** private car trips during the implementation phase of the programme, and a further **44,190** private car trips replaced by e-cycle trips by participants which continue to use e-cycles in the 12 months beyond the funded period;
- **11.3** tonnes of carbon saved during the implementation phase, and a further **64.3** tonnes saved in the following 12 months;
- An estimated monetised benefit of **£387,785.00**
- An indicative Benefit Cost Ratio (BCR) of **2.55:1**

Table 2: Estimated E-cycle trips generated during programme implementation

Project		Trips per participant	Volume of participants	Volume of e-cycle trips	Average Estimated Trip Distance (km)	Total Distance (km)	Notes and Assumptions
1	Cycle Loan Scheme	63.2	80	5056	3.3	16684.8	79 trips per month (National Travel Survey (NTS) 2019) Assumes e-cycle use for 80% of trips Trip distance is NTS average for cycling trips
2	Cycle Hire Scheme	2	300	600	5	3000	Trip distance is average trip distance for novice cyclists using an e-cycle from a cycle hire operator
3	E-Cycle Roadshow	2	1000	2000	0.5	1000	Assumes two short trips for each Roadshow attendee
4	E-Cycle Corridor	63.2	48	3033.6	5.2	15774.72	79 trips per month (NTS 2019) Assumes e-cycle use for 80% of trips Trip distance reflects distance of Newport - Cowes cycle route
5	Peer to Peer Bike Share	3	200	600	3.3	1980	Trip distance is NTS average for cycling trips
			1628	11289.6		38439	

Table 2 shows the gross volume of e-cycle trips and kilometres forecast for e-cycles during the delivery of the interventions. Projects 1 and 3 are the largest trip generators, primarily because these projects connect participants with e-cycles for a month, rather than a much shorter period of access for the other projects.

Table 3: Target trip generation outcomes post intervention

Project		Trips per participant	Volume of participants continuing to use e-cycles	Volume of e-cycle trips	Average Estimated Trip Distance (km)	Total Distance (km)	Notes and Assumptions
1	Cycle Loan Scheme	476.5	32	15248	3.3	50318	953 trips per year (NTS 2019) Assumes 40% of project participants continue to use e-cycles for 50% of all trips
2	Cycle Hire Scheme	476.5	120	57180	3.3	188694	Trip distance is NTS average for cycling trips
3	E-Cycle Roadshow	476.5	400	190600	3.3	628980	Assumes two short trips for each Roadshow attendee
4	E-Cycle Corridor	476.5	19.2	9148.8	3.3	30191	79 trips per month (NTS 2019) Assumes e-cycle use for 80% of trips
5	Peer to Peer Bike Share	476.5	80	38120	3.3	125796	Trip distance is NTS average for cycling trips
Totals			651.2	310296		1023979	

Table 3 presents a forecast for net gain e-cycle trip generation covering the 12-month period after the intervention has ended. The projection is for 310296 additional e-cycle trips and over a million e-cycling kms. The forecast assumes that 40% of project participants will be motivated and inspired to use e-cycles beyond the initial intervention, for 50% of all trips. This assumption is informed by e-cycle projects delivered through the Isle of Wight Council Access Fund, particularly the Education Federation E-Cycle share project, and the ongoing Bicycle Island research programme. The assumption is also based on insight from the Active Travel and Physical Activity Evidence Review³¹, commissioned by Sport England, which identified that interpersonal interventions providing active travel advice tailored to individuals, households or specific groups leads to a 36% increase in cycling.

The primary purpose of Tables 1 and 2 is to provide an estimate of the medium-term impact of the e-cycle extension programme on the Isle of Wight. Monitoring and evaluation of the programme both during and post intervention will provide actual data, which will be presented in the project case studies in spring 2022.

³¹ www.sustrans.org.uk/our-blog/opinion/2019/june/active-travel-interventions-effective-at-increasing-walking-cycling-and-physical-activity

Table 4: Estimated volume of private car trips saved during intervention

Project		Car Trip saving per participant	Volume of participants	Total car trips replaced during intervention	Notes & Assumptions
1	Cycle Loan Scheme	46	80	3680	Each participant will have a loan bike for one month Average trip generation per person per year is 953, or 79.4 trips per month (NTS 2019) Private car is used for 58% of all journeys (from Try an E-Bike survey)
2	Cycle Hire Scheme	0	300	0	E-cycle trip generation nets off against private car trip reduction as a result of the participant travelling to the cycle hire operator to access and use the e-bike
3	E-Cycle Roadshow	0	1000	0	E-cycle trips generated at the e-cycle roadshows are not intended to replace private car trips. As such, no net impact.
4	E-Cycle Corridor	46	48	2208	Each participant will have a loan e-cycle for one month Assumes e-cycle trips replace all private car trips for the duration of the intervention
5	Peer to Peer Bike Share	0.8	200	160	Assumes average peer to peer rental is one day in duration, generating 1.5 trips 58% of renters use the e-cycle to replace private car trips.
Totals			1628	6048	

Table 4 presents the estimated volume of private car trips which will be saved during the intervention. Data from the 'Try an E-Bike' survey undertaken with Island residents to inform this proposal, identified that 58% of respondents currently use a private car for everyday journeys. For projects 1 and 4, data presented in Table 3 assumes that 58% of the e-cycle project participants will replace private car journeys with e-cycle journeys for the month-long e-cycle loan. Projects which require a participant to travel somewhere to access as e-cycle e.g. a roadshow event or a cycle hire operator, are not considered to generate private car trip reductions during the period of intervention, as it is assumed that the participant will use their normal mode of transport to travel to these locations.

Table 5: Forecast volume of private car trips saved post intervention

Project		Car Trip saving per participant	Total Volume of participants	Volume of participants replacing car trips with e-bike trips post intervention	Trips replaced	Trip Distance	Total car kms replaced post intervention	Notes & Assumptions
1	Cycle Loan Scheme	117	80	18	2171	10.4	22583	Assumes 40% of all project participants continue to use e-cycles for 50% of trips (Table 2) Of these 50%, use an e-cycle to replace private car trips for 25% of annual trips Average trip distance on Isle of Wight is 10.4km
2	Cycle Hire Scheme	117	300	69.6	8143	10.4	84689	
3	E-Cycle Roadshow	117	1000	232	27144	10.4	282297	
4	E-Cycle Corridor	117	48	11	1302	10.4	13550	
5	Peer to Peer Bike Share	117	200	46.4	5428	10.4	56459	
Totals			1628	37.	44190		459580	

Table 5 estimates the volume of private car trips saved for the 12-month period following delivery of the interventions. The forecast makes as assumption that 40% of all project participants continue to access e-cycles beyond the funding period, and of these 50% will use an e-cycle to replace 25% of their annual trips.

Table 6: Estimated Monetised Benefits During and Post Intervention

Time	Measure	Financial Saving (£)	Notes and Assumptions
During Intervention	Decongestion	£486.25	Average car trip distance is 13.4km (NTS 2019) The value of decongestion is estimated at 6p per km ³² 81043 car km saved during intervention
	Value of reduced CO2 emissions (tonnes)	£151.95	Total car km saved during intervention = 81043 Volume of tonnes of CO2 saved = 11.34 Financial saving per tonne of CO2 = £13.84 ³³
Over 12 months Post intervention	Decongestion	£2757.00	Average car trips distance is 13.4km (NTS 2019) The value of decongestion is estimated at 6p per km Total car kms saved post intervention = 459,580
	Value of CO2 emissions (tonnes)	£890.00	Average CO2 emissions per km are 140g Volume of tonnes of CO2 saved = 64.3 tonnes
	Improved physical health	£383,500.00	Assumes 40% of all participants continue to cycle i.e. 651 new cyclists Average value per year of each additional cyclist is £590 ³⁴
Total		£387,785.21	
Indicative BCR		2.55:1	

Table 6 presents the overall monetised benefit of the programme both during the implementation period and for 12 months post intervention. The forecast assumes that the projects end when the funding ends in autumn 2021, but it may be possible for some projects to either continue with further subsidy funding or continue commercially funded by participants. The only project which requires a user transaction from day one is the Peer-to-Peer Cycle Scheme, all other projects will be free to the end user during the implementation period. The propensity for projects to continue commercially will be tested with participants through the monitoring programme.

³² www.gov.uk/government/publications/cycling-and-walking-the-economic-case-for-action

³³ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/794186/2018-short-term-traded-carbon-values-for-appraisal-purposes.pdf

³⁴ para 4.11 www.gov.uk/government/uploads/system/uploads/attachment_data/file/371096/claiming_the_health_dividend.pdf

Table 7: Relationship between funding streams

E-Cycle Project		Active Travel Fund (2020/21)	Access Fund (2020/21)	E-Cycle Extension Fund (2020/21)
1	Cycle Loan Scheme	Project participants will be able to utilise improved or new cycle infrastructure coming forward through the Isle of Wight Council Active Travel Fund implementation	The Access Fund is supporting the Key Worker Cycle Loan Scheme, focusing exclusively on providing loan bikes to Key Worker commuters during lockdowns. 80% of bikes loaned through this existing project are pedal bikes.	Will enable the established loan scheme to diversify to reach the target audiences set out in this proposal.
2	Cycle Hire Scheme	Project participants which transition to e-cycle ownership will be able to utilise improved or new cycle infrastructure coming forward through the Isle of Wight Council Active Travel Fund implementation	Ongoing Bicycle Island Research will continue to test the extent to which visitor cycling experiences on the Isle of Wight contribute to more regular utility cycling when a visitor returns home.	Will target new audiences not currently targeted through the Access Fund.
3	E-Cycle Roadshow	Project participants which transition to e-cycle ownership will be able to utilise improved or new cycle infrastructure coming forward through the Isle of Wight Council Active Travel Fund implementation	No activity planned	New project, exploring opportunities to motivate new, novice and lapsed cyclists to try e-cycles in a safe setting.
4	E-Cycle Corridor	Residents from Cowes and Newport will have the opportunity to use e-cycles on infrastructure improvements being delivered with this funding.	Access Fund outputs include PedalAid ³⁵ , a mobile app designed to increase commuter cycling on the cycle route between Newport and Cowes.	New project, providing e-cycle loans to residents which regularly travel between Newport and Cowes in private cars. Participants will be encouraged to use the PedalAid app.
5	Peer to Peer Bike Share	Project participants will be able to utilise improved or new cycle infrastructure coming forward through the Isle of Wight Council Active Travel Fund implementation	No activity planned.	New project to explore increasing the utilisation of existing e-bike assets.

³⁵ www.pedalaid.org

7. Monitoring and Evaluation

13. The evaluation of the outcomes and impacts of this programme is important to show if a scheme has been successful and will also be used to inform the new national e-cycle support programme. Using the monitoring and evaluation guidance provided in the Appendix to the Invitation to Bid letter, please outline briefly how you will monitor and evaluate your programme. We anticipate meeting with successful LAs to confirm monitoring and evaluation requirements once funding has been confirmed.

A draft monitoring and evaluation framework has been developed which sets out the output and outcome data which will be collected for each project. Where possible, monitoring is designed to complement that already in place for the Access Fund programme and planned for the Active Travel Fund.

Isle of Wight Council would be pleased to meet with DfT to confirm monitoring and evaluation requirements should funding be confirmed.

Monitoring and Evaluation Framework

Project		Duration	Output data sources	Outcome data sources
1	Cycle Loan Scheme	8 months	<ul style="list-style-type: none"> Total number of e-cycles available Loan frequency and duration Customer numbers (new, novice, lapsed users) Journey data (duration, distance, altitude, route data) Comparative regular cycle data 	<p>Participant Baseline Survey (pre-intervention)</p> <ul style="list-style-type: none"> Participant demographic (age, gender, ethnicity, disability / impairments, employment status, income level). Current travel behaviour (mode, trip purpose, trip frequency). <p>Follow Up Survey 1 (Immediately post intervention)</p> <ul style="list-style-type: none"> Travel behaviour during project participation (mode, trip purpose, trip frequency) Private car miles saved during intervention Impact on health and wellbeing Attitudes to commercialisation <p>Follow Up Survey 2 (2 months post intervention)</p> <ul style="list-style-type: none"> E-cycle use since intervention Travel behaviour post project participation (mode, trip purpose, trip frequency) Private car miles saved post intervention Impact on health and wellbeing

Project		Duration	Output data sources	Outcome data sources
2	Cycle Hire Scheme	8 months	<ul style="list-style-type: none"> Total number of e-cycles available Hire frequency (split by adapted / non-adapted cycles) Customer numbers (new, novice, lapsed users) Journey data (duration, distance, altitude, route data) Comparative regular cycle data 	<p>Participant Baseline Survey (pre-intervention)</p> <ul style="list-style-type: none"> Participant demographic (age, gender, ethnicity, disability / impairments, employment status, income level) Current travel behaviour (mode, trip purpose, trip frequency). <p>Participant Follow Up Survey (Immediately post intervention)</p> <ul style="list-style-type: none"> Attitudinal data following the initial e-cycle experience Attitudes to commercialisation <p>Participant Follow Up Survey 2 (2 months post intervention)</p> <ul style="list-style-type: none"> E-cycle use since intervention Travel behaviour post project participation (mode, trip purpose, trip frequency) Private car miles saved post intervention
3	E-Cycle Roadshow	6 months	<ul style="list-style-type: none"> Total number of e-cycles available Number of roadshow events delivered Location of roadshow events Customer numbers (new, novice, lapsed users) 	<p>Participant Baseline Survey</p> <ul style="list-style-type: none"> Participant demographic (age, gender, ethnicity, disability / impairments, employment status, income level). Current travel behaviour (mode, trip purpose, trip frequency). <p>Participant Follow Up Survey 1 (Immediately post intervention)</p> <ul style="list-style-type: none"> Attitudinal data following the initial e-cycle experience Attitudes to commercialisation <p>Participant Follow Up Survey 2 (2 months post intervention)</p> <ul style="list-style-type: none"> E-cycle use since intervention Travel behaviour post project participation (mode, trip purpose, trip frequency) Private car miles saved post intervention
4	E-Cycle Corridor	6 months	<ul style="list-style-type: none"> Total number of e-cycles available Loan frequency and duration Customer numbers (new, novice, lapsed users) 	<p>Participant Baseline Survey (pre-intervention)</p> <ul style="list-style-type: none"> Participant demographic (age, gender, ethnicity, disability / impairments, employment status, income level). Current travel behaviour (mode, trip purpose, trip frequency). <p>Follow Up Survey 1 (Immediately post intervention)</p> <ul style="list-style-type: none"> Travel behaviour during project participation (mode, trip purpose, trip frequency) Private car miles saved during intervention

Project		Duration	Output data sources	Outcome data sources
			<ul style="list-style-type: none"> • Journey data (duration, distance, altitude, route data) • Comparative regular cycle data • Volume of private car journeys replaced 	<ul style="list-style-type: none"> • Impact on health and wellbeing • Attitudes to commercialisation <p>Follow Up Survey 2 (2 months post intervention)</p> <ul style="list-style-type: none"> • E-cycle use since intervention • Travel behaviour post project participation (mode, trip purpose, trip frequency) • Private car miles saved post intervention • Impact on health and wellbeing
5	Peer to Peer Bike Share	6 months	<ul style="list-style-type: none"> • Volume of e-cycles available for sharing • Volume of consumer demand • Volume of transactions • Website analytics • Journey data (duration, distance, altitude, route data) • Comparative regular cycle data • Volume of private car journeys replaced • Value for money 	<p>Participant Baseline Survey (pre-intervention)</p> <ul style="list-style-type: none"> • Participant demographic (age, gender, ethnicity, disability / impairments, employment status, income level) • Current travel behaviour (mode, trip purpose, trip frequency). <p>Participant Follow Up Survey (Immediately post intervention)</p> <ul style="list-style-type: none"> • Attitudinal data following the initial Peer to Peer e-cycle share experience <p>Participant Follow Up Survey 2 (2 months post intervention)</p> <ul style="list-style-type: none"> • E-cycle use since intervention • Travel behaviour post project participation (mode, trip purpose, trip frequency) • Private car miles saved post intervention

8. Declaration

I confirm I have read and understood all the details in the accompanying letter, including the terms and conditions.

I confirm that the Senior Responsible Officer and the Section 151 Officer (or equivalent with delegated authority) have also read and understood the letter.

I declare that the information given is, to the best of my knowledge, correct.

I understand that funding is conditional on the Section 151 Officer's confirmation that the schemes offer value for money.

I confirm that the authority will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that the authority:

- has allocated sufficient budget to deliver the scheme(s) on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties; accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme(s);
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided;
- confirms that the authority has the necessary governance/assurance arrangements in place.

I also understand DfT may request further details as to the scheme(s) and costs therein.

50. Reporting Officer details *

Name	<input type="text" value="Lee Matthews"/>
Telephone number	<input type="text" value="(01983) 821000 Ext: 8735"/>
Email address	<input type="text" value="Lee.matthews@iow.gov.uk"/>

51. Senior Responsible Officer details *

Name
*

Telephone number
*

Email address
*

52. Section 151 Officer (or equivalent) details *

Name
*

Telephone number
*

Email address
*

53. Please add further details or clarification