



# Smarter Movement Strategy



**Isle of Man**  
Government

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## **INTRODUCTION**

Our ability to move around the Island, between people, places, services and organisations is important and something that most of us do on a daily basis.

Some of the journeys that we make are made out of necessity, for instance the daily commute, the school run or the trip to the doctors. We make other journeys for enjoyment and for these how we travel is as important as where we are going.

Good transport infrastructure and services are essential elements of good transport connectivity. This document sets out the Department's strategy with regards to encouraging smarter movement; making individual transport choices that improve personal health outcomes and reduce greenhouse gas emissions. The strategy links together various existing and planned Departmental strategies and their contribution to delivering the strategy.

## **POLICY CONTEXT**

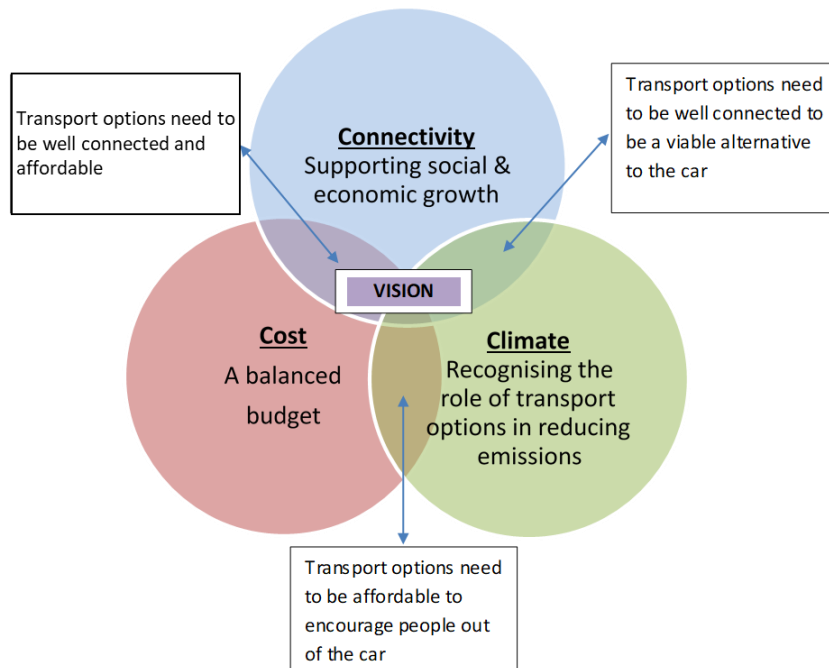
The principal aim for public transport is set out in the Programme for Government in the outcome that *"we have Island transport which meets our social and economic needs"*. The Programme goes on to state that this outcome is important because *"We are dependent on safe, secure and reliable transport to allow us to travel on and off Island for business and social purposes. We also rely on freight services to bring us the goods and supplies we need on a daily basis. Despite our physical size, we need safe, reliable and effective transport on-Island too. It's also important that we recognise the increasing numbers of people who want to walk and cycle to get around and make it safer and easier for them to do so"*.

The Programme for Government sets out a number of Policy Actions and National Indicators which are monitored on a regular basis and are used to determine whether the desired outcomes are being achieved.

## **KEY DRIVERS**

The key drivers in terms of the on-Island transport policies relate to connectivity, responding to the climate challenge, and cost. The role of the Department in achieving the vision is to try and achieve a balance whereby overall connectivity across the Island is sustained, the Island's transport sector greenhouse gas emissions are reduced, and costs are maintained at a realistic level.

Future policy actions in relation to different modes of transport will be assessed against the key drivers of connectivity, climate and cost and to ensure that they meet the requirements of the vision.



## Connectivity

Good transport links enable us to access goods, work, education, health and other services, together with access to family, community, and leisure facilities.

Connectivity plays a crucial role in enabling economic growth, by providing access to local and international markets and destinations, and to jobs and training opportunities.

Good connectivity is essential aspect of the Island’s infrastructure, vital for social and economic success.

## Climate

Emissions from vehicles are a significant contributor to the Island’s greenhouse gas emissions. The Isle of Man Government Action Plan for achieving net zero emissions by 2050, approved by Tynwald in January 2020, includes a target for net zero carbon emission transport by 2050, and a policy target of 10,000 non-fossil vehicles to be registered by 2030 was agreed in 2019.

Vehicle ownership on the Isle of Man is high. In October 2020, there were 64,989 cars registered on the Isle of Man and 6,800 motorcycles which, in theory at least, could be used instead of public transport. This level of access to a private vehicle is significantly higher than in the UK.

Both reducing the number of cars on the Island's roads, and choosing modes of transport with the lowest possible levels of greenhouse gas emissions, are required to meet this key policy driver.

As we move towards a net zero carbon economy and society, there is a risk that the most vulnerable members of society could be left behind due to the increased costs of sustainable forms of heating, travel, and food. Affordable and accessible public transport connectivity will therefore be an important aspect of the "just transition" to net zero for those sections of our communities.

### **Cost**

Providing and maintaining an extensive quality infrastructure and delivering a broad range of services presents an ongoing challenge for the Department, which is also controlling public spending.

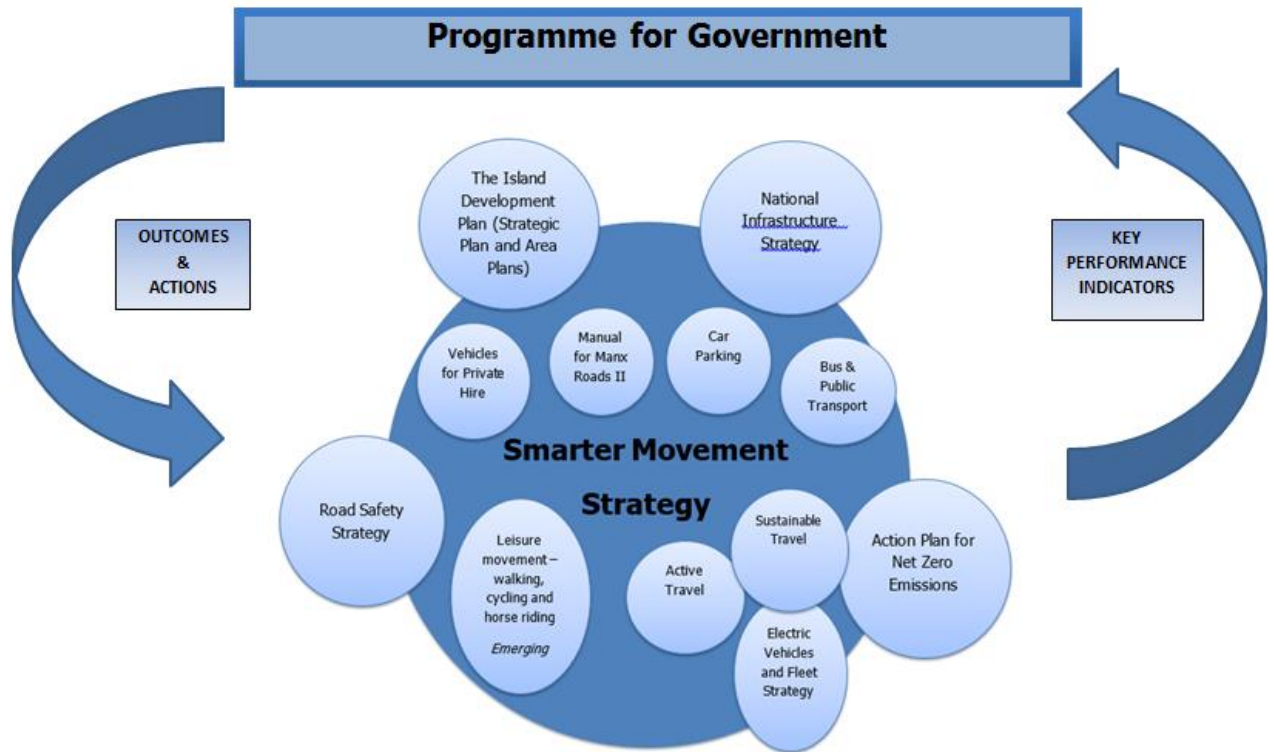
Infrastructure service provision must always be considered in relation to costs, to ensure that expenditure levels are both reasonable and proportionate to their benefit.

### **Overarching Policy Context**

This Strategy links a number of other Government strategies and policy documents, as well as some existing and planned strategies that the Department is delivering and developing. Throughout this Strategy, reference is made to these various documents. We will continue to work closely with others inside and outside Government to ensure that our public transport policies align to other relevant Strategies and Policy initiatives.

The key policies and strategies are illustrated below

**Figure 2: relevant policy and strategy topics**



**TRANSPORT CONNECTIVITY POLICIES & STRATEGIES**

The following activities conducted or supported by the Department aim to deliver its vision for Transport Infrastructure.

**Public Transport**

Having a public transport system enables those who are unable to travel by active means or to access private means of travel, to access work, places of education and other services essential to leading a fulfilled life. It connects people and places and alleviates the issues of social isolation. The bus service is also vital to those who do not wish to or are unable to drive, allowing them to socialise or take up employment.

Bus Services have an important role to play in reducing greenhouse gas emissions, providing a viable and realistic option for people who wish to travel by sustainable means.

*Policy Context*

The Department has prepared a Bus Strategy for Transport Connectivity on the Island. This sets an aim for a bus service that meets the social, economic and environmental needs of Island and includes ways to achieve and monitor this aim.

Whilst the Road Safety Strategy does not specifically relate to public transport, there is a role for public transport to support this strategy by way of providing a viable means of transport to assist in lowering the instances of drink driving on our roads.

## **Sustainable Journeys**

How we move around the Island is important, and is something that most of us do on a very regular basis. Many of us have the ability to make choices over travel in terms of how we travel, when we travel, and the routes we take. It is recognised that some of these choices are limited, and some of them are difficult.

### *Policy Context*

The Sustainable Travel Strategy sets out a hierarchy of sustainable travel, providing a framework for how a reduction in transport greenhouse gas emissions could be achieved. It attempts to demonstrate where people can make choices to make a difference in lowering emissions and where Government will need to develop policy to ensure that changes are made. The Strategy identifies the contribution to sustainable travel of existing and planned strategies, including the Active Travel Strategy, the Bus Strategy for Transport Connectivity, and the Parking Strategy.

## **Active Travel**

Making journeys by active means (walking or cycling) is the most sustainable way to travel, but is dependent upon a number of factors including ability, weather, topography and distance. A distance of between 0-5 miles is significant when considering whether to travel by active means.

There is also strong evidence that regular physical activity reduces the risk of a range of health conditions. One of the simplest ways to increase physical activity is by making it easy for people to be active within their daily routine, whether that be for short journeys, or elements of a longer journey (such as walking to a bus stop).

Regular active travel has a big impact upon individual health, but given the length of most journeys travelled actively, it has a relatively minor impact upon reducing greenhouse gas emissions.

### *Policy Context*

The long-term Government vision for the Isle of Man is:

*"to be an Island where cycling and walking are normal and realistic transport choices for people of all ages and abilities."*

The Active Travel Strategy 2018–2021 (GD 0043/18) follows from a commitment in the Programme for Government and looks at ways people can use walking and cycling for journeys of purpose, delivered by way of an action plan. It recognises the role which public transport can play in supporting this modal shift. The Strategy is due for review in 2021.

## **Highways**

Our highways form the basis of our transport connectivity infrastructure; they provide the corridors along which we travel. All new public development requires some new highway infrastructure, ranging from a simple access onto an existing road or footway to new street layouts serving many houses, or mixed use, commercial and industrial developments.

### *Policy Context*

The Manual for Manx Roads II will set out principles, processes and appropriate geometric and technical requirements for street design and public space for those involved in the planning, design, approval, construction and maintenance of highways and developments.

Its content will reflect current best practice, standards and guidance and reference. It will play an important role in integrating buses into the urban environment. It will recognise the importance of streets in promoting health and well-being, safety and security and in meeting the Government's wider aspirations outlined in the Programme for Government, the Road Safety Strategy and the Active Travel Strategy to provide new, safe places for people to live, work and play, promoting healthy lifestyles and environmental sustainability.

## **Heritage Railways**

In very general terms people travelling on the Island's four heritage railways have often made a decision to use that service and the mode of transport is a more important consideration. The experience of travelling is often more important than the destination of the journey.

### *Policy Context*

A separate Rail Strategy has been produced.

## **Low Emission Travel**

The Government Action Plan for Achieving Net Zero Emissions by 2050 commits Government to achieving net zero carbon emission transport by 2050 (GD 2019/0101).

### *Policy Context*

Moving towards Low Emission Travel: A policy for surface transport and electric vehicles (GD 2019/0010), details the Department's vision and framework for encouraging the widespread adoption of low emission vehicles.

## **Parking Strategy**

The availability and cost of car parking is a fundamental driver of sustainable transport choices. A careful approach is required to balance the provision and cost of car parking with the viability of town centres as well as enabling public transport to play a part in meeting the needs of those travelling into towns.

### *Policy Context*

The national car parking policy is being developed to offer a consistent and strategic Island-wide approach to align with the Active Travel Action Plan, and the Government Action Plan for Achieving Net Zero Emissions by 2050.

## **FUTURE DEVELOPMENTS AND POSSIBILITIES**

### **Impact of Covid-19**

The actions taken as a consequence of the Covid-19 pandemic have demonstrated that working practices can successfully adapt to the use of home working and that technology can be used to teleconference instead of travelling to different work sites through the day. It is anticipated that such practices will continue as organisations recognise the benefit of home working, and that the proportion of employees who work at home some or all of the time will likely increase.

### **Mobility as a Service**

With private cars lying idle for 90% of time, there is merit in fixed-subscription Mobility as a Service models that maximise the utility of vehicles, rather than leaving them parked. These schemes are growing in global popularity, eg the "Boris Bike" scheme in London which is now replicated in many other areas.

Mobility as a service subscriptions provide an on-demand, real-time digital platform to access a combination of transport methods such as car and bike sharing, taxis and car rentals/leases (eg Uber). Such subscriptions could be one way in which the Island's future transport needs are met and reducing the need for individual car ownership. Although not a current feature of Island life, there is the potential that mobility as a service schemes could become popular in the future should there be a commercial demand.

The potential value in Mobility as a Service is that it could be used to encourage modal shift to public transport which is inherently more sustainable. Mobility as a service could then become one element in a range of personal transport options which replace individual car ownership, along with active travel and public transport.

### **Technological Developments**

There can be no doubt that 21<sup>st</sup> century transportation could be revolutionised by low carbon and low emission technologies. Although modes of travel will ultimately be consumer choice, Government has an important role in influencing early adoption of new technologies and travel options, through both the provision of appropriate infrastructure, and policy nudges.

The Department will continue to monitor the development of new technologies to ensure appropriate and timely policy intervention as and when required.



## **VISION FOR TRANSPORT**

The Department aims to provide transport infrastructure and services to boost the social and economic wellbeing of our residents, help our businesses flourish, help grow the success of the economy and support the contribution transport can make in reducing greenhouse gas emissions.

Taking into account all of the above, the Department has developed a Vision for Transport that will be used to guide all current and future policy documents sitting below the Smarter Movement Strategy.

The Department's vision for its transport infrastructure is:

**"To provide safe and reliable transport infrastructure and services that balances the social, economic and environmental needs of the Island with financial realities."**

## **MONITORING AND REVIEW**

The Smarter Movement Policy will be reviewed and updated as new Departmental and Government policies are progressed. As such developments have the potential to both change national priorities and their interaction with each other, the future development of this policy over time will be both essential and inevitable.