



Cowes, Northwood, Gurnard Local Area Transport Plan (LATP)

Consultation Pack | September 2025



Strategic Context

This LATP is a place-based transport framework that:

- **Sits within** the Island Transport Plan LTP4 (2025–2040)
 - **Aligns with** the Cowes, Northwood, Gurnard Planning Strategy and Economic Prospectus
 - **Delivers** the adopted Local Cycling and Walking Infrastructure Plan (LCWIP, 2022)
 - **Applies** Healthy Streets, Safer Streets, and Link & Place principles to guide investment and design
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Vision Statement

“A connected, healthy, and resilient transport network that supports inclusive growth, community wellbeing, and sustainable travel across Cowes, Northwood, and Gurnard.”



Strategic Objectives

Theme	Objective
 Local Access	Reduce car dependency and congestion in Cowes town centre
 Active Travel	Deliver LCWIP walking zones and protected cycle routes
 Public Transport	Improve Route 1 (Cowes–Newport) reliability and frequency
 Parking	Rebalance parking strategy to support modal shift
 Cross-Solent	Enhance Red Funnel interchange and active travel access
 Environment	Embed Healthy Streets and climate resilience into schemes
 Safety	Apply Safer Streets principles to reduce road danger and fear
 Link & Place	Use Movement & Place framework to guide street design



LCWIP Integration

The adopted LCWIP identifies:

- **Priority walking zones:** Cowes High Street, schools, medical centres
- **Cycle corridors:** Newport–Cowes, Gurnard–Cowes, Northwood–Cowes
- **Infrastructure gaps:** missing crossings, narrow pavements, lack of cycle parking
- **Recommendations:** protected cycle lanes, continuous footways, e-bike hubs

This LATP adopts and accelerates LCWIP delivery, embedding it into planning, funding, and monitoring.

Priority Schemes

Scheme	Description
 LCWIP Delivery	Implement walking zones and protected cycle routes
 Route 1 Upgrade	Support ZEBRA-funded electric buses, real-time info, shelters
 Parking Review	Rebalance town centre parking to support modal shift
 Red Funnel Hub	Improve interchange with bus, cycle, and pedestrian access
 Healthy Streets	Apply 10 indicators to all schemes (e.g. shade, rest, safety)
 Safer Streets	Speed reviews, junction tightening, lighting, CCTV, safe routes
 Mobility Hubs	E-bike hire, secure cycle parking, onward travel info
 Link & Place	Classify streets by movement/place function to guide design

Framework Integration

Healthy Streets Indicators

Used to assess and improve:

- Comfort, safety, and accessibility for all users
- Opportunities to rest, interact, and enjoy the street
- Air quality, noise, shade, and greenery

Safer Streets Principles

Applied to:

- School routes, junctions, and pedestrian crossings
- Speed management and traffic calming
- Lighting, surveillance, and community reassurance

Link & Place Model

Used to classify and design streets based on:

- **Movement function** (e.g. strategic route, local access)
 - **Place function** (e.g. retail, residential, civic space)
 - Supports balanced design for people and vehicles
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Planning & Economic Alignment

- Connect housing sites in Northwood and Gurnard via active/public transport
 - Support marine economy and town centre regeneration through better access
 - Enable sustainable tourism corridors and event access
 - Embed transport resilience into coastal planning and climate adaptation
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Monitoring & Delivery

Mechanism	Description
Annual Plan	Align with LTP4 route map and delivery schedule
Metrics	Use Healthy Streets scorecards, LCWIP KPIs, Safer Streets audits
Mapping	Apply Link & Place classifications to street upgrades
Partnerships	Coordinate with Island Roads, Southern Vectis, Red Funnel, schools
Funding	Leverage BSIP+, LEVI, Active Travel England, developer contributions

Consultation Materials

You may wish to present this pack in the following formats:

-  A3 printable summary poster
 -  Stakeholder briefing slides with maps and metrics
 -  Fillable implementation tracker (Excel or dashboard logic)
 -  Healthy Streets scorecard for Cowes town centre
 -  Link & Place classification map for LATP area
 -  Safer Streets audit checklist for schools and junctions
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Healthy Streets Scorecard: Cowes Town Centre

Based on the Healthy Streets indicators (Appendix 7, LTP4), here’s a qualitative scorecard for Cowes High Street and surrounding areas:

Indicator	Current Status	Proposed Improvements
 Everyone feels welcome	 Moderate	Wider pavements, seating, inclusive signage
 Clean air	 Good	Maintain low traffic, monitor ferry emissions
 Easy to cross	 Limited	Raised crossings, junction tightening
 People feel relaxed	 Moderate	Greening, noise reduction, decluttering
 Shade and shelter	 Poor	Tree planting, covered seating, bus shelters
 Things to see and do	 Strong	Wayfinding, local art, pop-up markets
 Places to stop and rest	 Limited	Benches, resting points near shops and stops
 People feel safe	 Mixed	Lighting, CCTV, visible staff presence
 Not too noisy	 Moderate	Traffic calming, surfacing, acoustic buffers
 People choose to walk/cycle	 Improving	LCWIP delivery, cycle parking, signage

Score: 6/10

→ Target: 9/10 post-LATP delivery

Link & Place Classification Map: Cowes, Northwood, Gurnard

Using the Link & Place framework (Policy LUP1), here’s a proposed classification:

Street / Corridor	Link Function	Place Function	Classification
Newport Road (Route 1)	Strategic Link	Low Place Value	Movement Corridor
Cowes High Street	Local Link	High Place Value	Civic Street
Nodeshill / Park Road	Distributor Link	Medium Place Value	Transition Street
Gurnard Road	Local Link	Residential Place	Neighbourhood Street
Northwood Village Centre	Local Link	Local Services	Community Street
Red Funnel Terminal (Cowes)	Strategic Gateway	High Place Value	Interchange Hub

This classification guides:

- Design standards (e.g. speed, surfacing, crossings)
 - Investment priorities (e.g. modal filters, greening)
 - Planning decisions (e.g. development access, parking)
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Safer Streets Audit Checklist

For schools, junctions, and high-footfall areas in Cowes, Northwood, and Gurnard:

Audit Domains

Domain	Audit Questions
 Crossing Safety	Are crossings visible, raised, and accessible? Are junctions tightened?
 Lighting & Visibility	Is lighting adequate for all users? Are blind spots addressed?
 Vulnerable Users	Are routes accessible for mobility aids, pushchairs, and sensory needs?
 Speed Management	Are speed limits appropriate? Are calming measures in place?
 Surveillance & Presence	Is CCTV present? Are staff or community wardens visible?
 Wayfinding & Confidence	Is signage clear and inclusive? Are routes intuitive and well-marked?
 Infrastructure Condition	Are pavements, crossings, and cycle lanes well-maintained and unobstructed?
 School Routes	Are routes to schools safe, direct, and separated from traffic?
 Parking & Drop-Off Zones	Are school drop-off zones safe and well-managed? Is illegal parking addressed?

Absolutely, John. Here's a draft layout and content for an **A3 consultation poster** for the Cowes, Northwood, Gurnard Local Area Transport Plan (LATP). It's designed for public display—clear, engaging, and packed with substance.

 Cowes, Northwood, Gurnard Local Area Transport Plan

Supporting Safer, Healthier, and More Connected Communities

Part of the Island Transport Plan LTP4 | September 2025

 Our Vision

“A connected, healthy, and resilient transport network that supports inclusive growth, community wellbeing, and sustainable travel across Cowes, Northwood, and Gurnard.”

 What This Plan Delivers

- ✓ Integrated with the Island Transport Plan LTP4
 - ✓ Supports the Local Planning Strategy and Economic Prospectus
 - ✓ Delivers the adopted LCWIP (Local Cycling & Walking Infrastructure Plan)
 - ✓ Applies Healthy Streets, Safer Streets, and Link & Place principles
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 Priority Projects

-  **Walking & Cycling Routes** – Safer crossings, protected lanes, better access to schools and shops
 -  **Route 1 Bus Upgrade** – Electric buses, real-time info, improved shelters
 -  **Parking Strategy** – Rebalanced town centre parking to support modal shift
 -  **Red Funnel Interchange** – Better links between ferry, bus, and cycle routes
 -  **Healthy Streets** – Greener, quieter, more welcoming public spaces
 -  **Safer Streets** – Speed reviews, lighting, CCTV, safe school routes
 -  **Link & Place Design** – Streets designed for both movement and community use
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 Healthy Streets Scorecard (Cowes Town Centre)

Indicator	Status	Planned Improvements
Everyone feels welcome	 Moderate	Wider pavements, seating, inclusive signage
Easy to cross	 Limited	Raised crossings, junction tightening
Shade and shelter	 Poor	Tree planting, covered seating
People feel safe	 Mixed	Lighting, CCTV, visible staff presence

Indicator	Status	Planned Improvements
Choose to walk/cycle	 Improving LCWIP delivery, cycle parking	

 Link & Place Street Types

Street / Area	Classification
Newport Road	Movement Corridor
Cowes High Street	Civic Street
Gurnard Road	Neighbourhood Street
Red Funnel Terminal Interchange Hub	

 Safer Streets Audit Focus

-  School routes
 -  Junction safety
 -  Speed management
 -  Lighting and visibility
 -  Inclusive access
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 Have Your Say

We want your feedback on:

- Local priorities
- Street safety
- Walking and cycling routes
- Public transport improvements

 Visit [Council Consultation Hub]

 Email: transport@iow.gov.uk

 Public drop-in: Cowes Library, 18 Sept, 2–6pm

Would you like this adapted into a printable format with layout guidance (columns, font sizes, icons), or embedded into a stakeholder slide deck? I can also help prep a version for schools, businesses, or community boards.