



Isle of Wight - 'Drive Less, See More'

The tourism message that's changing holiday transport on the Isle of Wight

Car clubs are a green transport solution that encourage visitors and locals to depend less on car travel. On the Isle of Wight electric and low emission vehicles – available for hire at affordable rates – are helping to reduce congestion and pollution on busy island roads.

Around 1.8 million visitors arrive on the Isle of Wight each year to enjoy a top-up of fresh air and freedom. The island destination is only a short hop from Portsmouth, but arriving by ferry creates that escapist feeling that holidaymakers of all ages are seeking.

With beautiful beaches, tranquil countryside and bustling towns and villages,

the island has bucket-loads of tourist appeal. However, as with many other successful destinations, the Isle of Wight is in danger of becoming a victim of its own success. The small towns and villages have become heavily congested at busy times of year and car-related pollution is spoiling the fresh air tonic – the very reason that travellers head there in the first place.

The Isle of Wight is encouraging its 1.8 million visitors to 'Drive Less, See More'.

Car clubs are developing as part of the solution to

encouraging visitors to leave their own cars at home, but get out and about and appreciate the place more.

Membership is quick and easy to set up. Anyone with a credit or debit card and a valid UK driving license can apply. Using the web/phone/apps and a smart card, members can book cars with minimum fuss and get mobile around the island whenever they need to.

Visitors to the Isle of Wight are being encouraged to leave their car at home

'Drive Less, See More' Case Study

Tackling congestion and pollution

The environmental impacts and traffic congestion associated with visitors travelling by car on the Isle of Wight can have quite an impact, especially when added to local traffic.

The car clubs aim to give visitors, local businesses and residents access to affordable, flexible and hassle-free car hire for journeys that can only feasibly be made by car. It means that visitors can become less car-dependent and try out some of the other transport options.

Car club vehicles are available in key locations around the Isle of Wight, including Cowes, Freshwater, Newport, Ryde, Sandown and Yarmouth.

Easy for visitors and locals to join

For visitors, the car club could mean leaving the car at home and saving money on the ferry crossing - money which can then be spent on activities like cycling, kayaking and sailing - all great ways to see the island.



Visitors to the Isle of Wight get to enjoy the beauty of the isle and the benefits of shared transport



'Drive Less, See More' Case Study

Booking a car club vehicle for a day's exploring means visitors still have the freedom and flexibility to get out and about.

For local people belonging to a car club, can lower transport costs and reduce isolation on an island which has limited public transport options.

As well as the lower emissions and reduced congestion, which will benefit everyone.

Car-free

The "Drive Less, See More" logo is used by transport providers, attractions and places to stay across the Isle of Wight. Fun and entirely car-free travel options include open-top bus tours, a heritage railway, world class walking and cycling routes and plenty of options to travel on the water.

It seems that "Drive Less, See More" is a good message all round.

What next?

If you are interested in finding out how shared transport could work for visitors in your area then get in touch with CoMoUK at scotland@como.org.uk.

