

**REPORT FROM THE EXECUTIVE MEMBER FOR PUBLIC
TRANSPORT, TOURISM, RECREATION AND HERITAGE
TO THE MEETING OF FULL COUNCIL
ON WEDNESDAY, 20 JULY 2016**

Visit Isle of Wight DBID

The **YES** vote was carried by a 63 per cent vote by hereditament and 75 per cent by rateable value of all those who voted. Therefore, all business categories listed in the WIGHT BID proposal will now be required to pay the equivalent of 1.75 per cent of their rateable value, which will contribute to the funding of the BID programme for a period of five years. The DBID will raise a total of £1.85 million over five years.

As I think all members will agree, tourism is a way of life on our Island and affects so many of our residents, so I am more than delighted with this result. This is so positive for our Island at a time when tourism continues to be vital to our Island economy.

This also gives the whole of the industry an opportunity to become involved with and shape the Island's tourism offer for the next five years, so that we can all work together for the benefit of the businesses and the Island as a whole.

Cliff lift

Works to lift car number two are now complete and the new motor room and lift car have passed its insurance and compliance inspections; it opened to the public on 14 July, in time for the busy holiday period. Works to complete lift car number one will be progressed and completed over the next few weeks.

Officers are now working with the preferred contractor for the replacement link bridge to ensure that the new structure will be in place for the 2017 season. The Isle of Wight Council has budgeted £758,094 to secure this service for Shanklin.

Medina Leisure Centre, creation of Cyclone studio and extension to the Tone Zone Gym

The new Cyclone studio opened on Monday, 20 June 2016 and has an initial programme of 28 classes each week; these range from early morning to evening and from beginner to advanced, all of which are led by qualified instructors. Many classes are fully booked and provide the perfect opportunity to get fit in a friendly group environment

Floating bridge – ticketing solution

Since the new ticket machines and Saver Cards went live on 1 June we have sold in excess of 1,250 Saver cards and out of these just over 1,000 have been registered online so that the cardholders benefit from the discounted rate of £0.70 for each return journey. The cards and online accounts have seen credit of just over £14,000 being added.

As with all systems there have been a few minor teething issues but our partners have been working hard to resolve these to minimise any inconvenience to users; we have also listened to the feedback we have received and have made some changes to the way the system operates to make it even better. Examples of system improvements include Saver Cardholders can now top up any amount (up to £100.00) rather than pre-set amounts and they now have the ability to print off a record of journeys made and the credit used to support their expense claims.

Works on the Tone Zone gym extension are progressing well with it scheduled to open to customers in September.

Floating bridge – construction of replacement bridge

Work is progressing well and is on programme for the new bridge to be delivered, commissioned and be operational by the end of January 2017. At the last contract meeting we were able to progress work on the interior design and in particular the passenger accommodation – while it is only a short crossing this area needs to be comfortable and safe and be able to cope with the hundreds of thousands of users each year.

The council will shortly be issuing a tender for the refurbishment of both the Cowes and East Cowes slipways which will include improvements to the foot passenger access; these works will be undertaken in advance of the delivery of the new bridge. The replacement of the bridge is being funded with a grant of £3.6 million secured from the Solent Local Enterprise Partnership.

Councillor Shirley Smart

Executive Member for Public Transport, Tourism, Recreation and Heritage