

29 June 2023

Dear Participant,

We hope this letter finds you well. We are writing to personally invite you to a transformative three-day event, “Beyond Boundaries: Shaping the Future of the Bay Area,” taking place from July 11th to 13th, 2023. Known as the Bay Area Think Space, this event will be based out of at the Broadway Centre, Sandown, PO36 9GG. All session will be held at the Broadway Centre unless stated otherwise. **Please see attached timetable.**

The Bay Area Think Space aims to bring together influential minds like yours that represent key community groups, organisations, businesses and local knowledge to collaboratively explore and shape a future that embraces sustainability, inclusivity, and smart growth. **The general area of study is shown in the attached map.**

Throughout the three days, we will delve into three key themes: our roots and heritage, how we live now, and what we can plan for the future of the Bay Area. By exploring these areas, we aim to gain a comprehensive understanding of the region, its history, its present challenges, and the opportunities that lie ahead. **We attach fact sheets on the topics of Environment, Culture, Society and Economy to begin this exploratory process.** Your unique perspective and input will be instrumental in ensuring that the ideas and concerns which matter are taken into account during the place planning process.

By attending this event, you will have the opportunity to engage in meaningful discussions with community leaders, decision-makers, and fellow residents who share your passion for the Bay Area’s success. Through interactive workshops and activities, you will gain valuable insights and empower yourself to play an active role in shaping the future of the area. Moreover, the event provides an ideal platform to network with like-minded individuals and establish lasting connections that extend beyond the event itself.

Your input is highly valuable; we recognise that your perspectives, experiences, and aspirations contribute to the diverse fabric of the Bay Area community.

We also understand that you lead a busy life, and we appreciate your time constraints. While we don’t expect you to attend every single session, it is crucial to note that the work accomplished each day will inform the following day’s discussions and initiatives. Therefore, your active participation during the three days where feasible will greatly contribute to the collective efforts of building a place plan that truly represents the voices of the people who care about the future of the Bay Area. Together, we can build a community that reflects the needs and dreams of every resident.

**Please find attached a worksheet for you to complete before the first session** and the timetable showing all sessions — we look forwards to welcoming you to one or more of these. In the meantime, if you have any questions, please do not hesitate to contact us on 07816 299 909 or [richard@feria-urbanism.com](mailto:richard@feria-urbanism.com)

Warm regards,



**Richard Eastham**

*on behalf of the whole Bay Area Place Plan team*



# BEYOND BOUNDARIES

BAY AREA PLACE PLAN  
11TH—13TH JULY 2023

## DAY 01

TUE 11TH JULY

REDISCOVERING OUR ROOTS  
HONOURING THE PAST &  
EMBRACING THE PRESENT

## DAY 02

WED 12TH JULY

NAVIGATING THE PRESENT  
BUILDING RESILIENT  
COMMUNITIES FOR TODAY

## DAY 03

THU 13TH JULY

CHARTING THE FUTURE  
CO-CREATING A  
SUSTAINABLE BAY AREA

10AM - 11.30AM  
OPENING SESSION  
AUDIT OF BAY AREAS ASSETS  
THE PAST AND THE PRESENT  
SEE WORKSHEET ATTACHED

10AM - 10.30AM  
OPENING SESSION  
RECAP ON DAY ONE AND  
INTRODUCTION TO THE  
SECOND DAY

10AM - 12PM  
YOUTH WORKSHOP  
GATTEN & LAKE PRIMARY  
SCHOOL OAKLYN GARDENS,  
SHANKLIN PO37 7DG

11.30PM - 1PM  
MAPPING TASK  
PLOTING THE LANDMARKS  
AND LOCATIONS  
SEE MAP ATTACHED

10.30AM - 1PM  
CASE STUDIES WORKSHOP  
WHAT IS HAPPENING  
IN OTHER COASTAL  
COMMUNITIES?

12PM - 4PM  
DRAFTING THE PLAN  
EVERYBODY WELCOME TO  
HELP DRAFT THE FINAL  
PRESENTATION MATERIALS

1.30PM - 3.30PM  
SITE VISITS  
GUIDING WALKS TO THE  
FOCAL POINTS AND AREAS OF  
CHANGE

1.45PM - 2.45PM  
YOUTH WORKSHOP  
BROADLEA PRIMARY SCHOOL  
NEWPORT ROAD, SANDOWN  
PO36 9PE

3.30PM - 4.30PM  
PLENARY SESSION  
WHAT WE HAVE LEARNED &  
THE PLAN FOR SECOND DAY  
(PARALLEL YOUTH EVENT OFF-SITE)

3.30PM - 4.30PM  
PLENARY SESSION  
WHAT WE HAVE LEARNED &  
THE PLAN FOR THIRD DAY  
(PARALLEL YOUTH EVENT OFF-SITE)

7PM - 9PM  
BUSINESS FOCUS GROUP  
THE TOWN HOUSE BAR  
54 HIGH STREET, SHANKLIN  
PO37 6JN

7PM - 9PM  
OPEN STUDIO SESSION  
EVERYBODY WELCOME TO  
SEE THE WORK IN PROGRESS  
AND TO CONTRIBUTE IDEAS

7PM - 9PM  
FINAL PRESENTATION  
OF THE IDEAS GENERATED  
OVER THE THREE DAYS  
Q+A & NEXT STEPS



# BEYOND BOUNDARIES

BAY AREA PLACE PLAN  
11TH—13TH JULY 2023



**YAVERLAND**

**SANDOWN**

**LAKE**

**SHANKLIN**

**LUCCOMBE VILLAGE**

# BAY AREA PLACE PLAN

# ENVIRONMENT

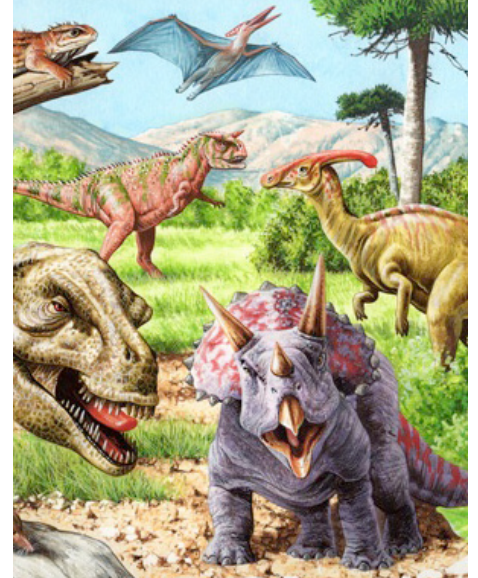


## WHERE WE'VE BEEN

The Isle of Wight is part of the Cretaceous coast, with rocks from the Cretaceous period (which spanned around 145 to 66 million years ago) holding an incredible diversity of dinosaur and other fossils.

In 2019 UNESCO awarded the Isle of Wight biosphere reserve status. It is one of seven in the UK. This promotes conservation, as well as providing a remit for education about sustainable management of biodiversity.

The Isle of Wight Area of Outstanding Natural Beauty was designated in 1963. It is managed by the Isle of Wight AONB Partnership, who are based in Sandown.



The area is home to one of the longest sandy beaches in the UK

The Bay Area is home to one of the UKs best collections of fossils at The Dinosaur Isle Museum

How does the unique geology and biodiversity of the Bay Area make this place unique?



## WHERE WE ARE NOW

Like many coastal areas around the world, the Bay Area is coming to terms with its future in the context of global warming and sea level rise. Residents are concerned about the impact of these issues on homes, businesses, and public amenities like beaches and cliff paths.

Some of the area's open spaces have been assessed as low quality and there is a lack of provision for allotments and community gardens.

The issue of coastal erosion has been illustrated by a recent cliff fall at Small Hope Beach, Shanklin

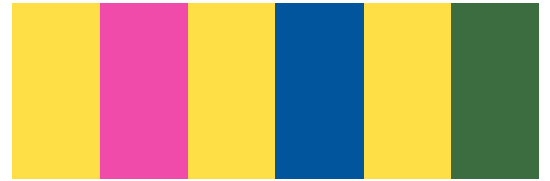
Much of the seafront and open spaces in the area is land in public ownership

Do you feel that our relationship with nature will provide challenges or solutions in the future?



# BAY AREA PLACE PLAN

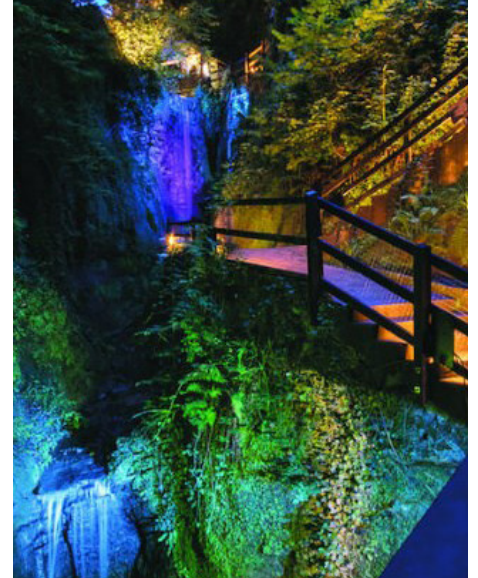
# CULTURE



## WHERE WE'VE BEEN

The Isle of Wight is known for its connections to literature and art, as a place that inspires creative and scientific works, including by visitors who spent time in the Bay Area. Famous visitors include Charles Darwin — who began writing *The Origin of Species* here in 1858 — Lewis Carroll, Jane Austen, John Keats and JMW Turner.

The area is home to the island's oldest tourist attraction, Shanklin Chine, an ancient gorge much admired by literary and royal visitors.



The Bay Area is home to listed buildings and infrastructure, like forts, churches, and the Shanklin Cliff Lift

Sandown has held a carnival since 1899 and it is still going strong today

What contributions have our famous visitors made to the culture and identity of The Bay Area?



## WHERE WE ARE NOW

Shanklin Theatre opened in 1879 and still operates a full programme of shows, dramas, and school workshops.

Other organisations are also working to inspire a creative coastal revival, such as Boojum & Snark based on Sandown High Street. They operate as a microbrewery, gallery and co-working space and are motivated by reconnecting to the area's past and cultivating pride in the area.

Sandown is home to the National Poo Museum, a micro-museum which aims to break down the taboo surrounding poo

The Isle of Wight was the last area of English paganism until 686CE when Cædwalla of Wessex conquered the island

Which Bay Area cultural facilities do you visit on a regular basis?



# BAY AREA PLACE PLAN

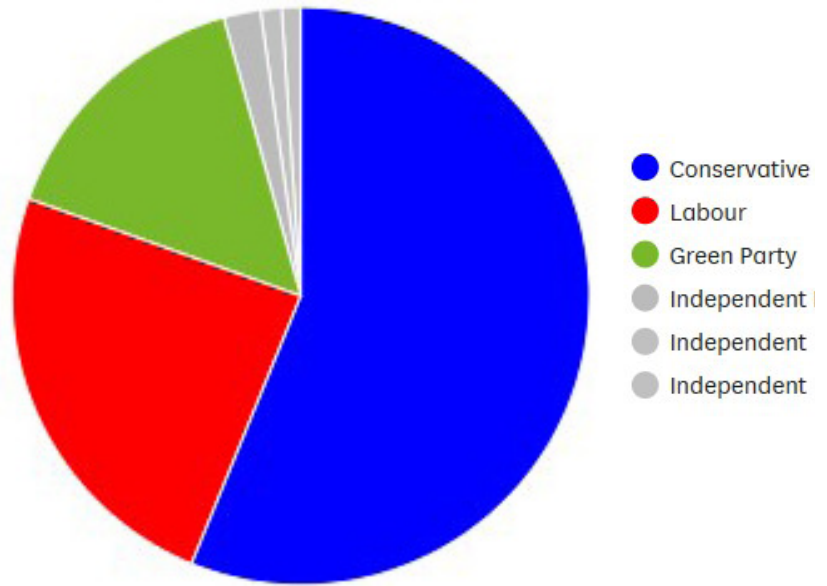
# SOCIETY



## WHERE WE'VE BEEN

The Isle of Wight is sparsely populated compared to the UK national average and the population has been growing at a small rate, only by 1.6% between 2011 and 2021.

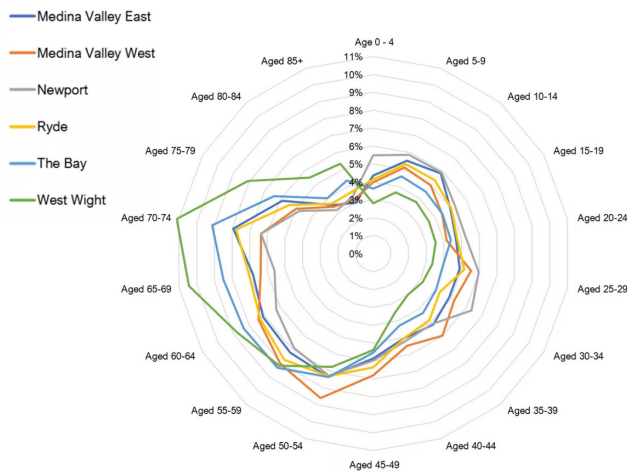
The Member of Parliament for the Isle of Wight since 2001 has come from the Conservative Party, with current MP Bob Seeley in post since 2017, with 56.2% of the vote in the 2019 General Election.



Home ownership is very high in the Isle of Wight, higher than UK average

In the Bay area, home ownership is 70% and 38% of these are detached dwellings

Is our slow population growth a good thing, or a bad thing?



## WHERE WE ARE NOW

The Isle of Wight has a higher proportion of older population than the national average. The average (median) age on the Isle of Wight rose from 46 to 51 years of age between the last two Censuses.

The Bay area also has a higher proportion of older people than the Isle of Wight average: 41% of the population is above the age of 60 and 32% over 65.

There are many active community organisations and projects in the area

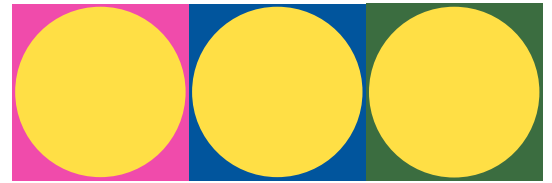
Some organisations started during the Covid-19 pandemic and continued after, whilst others have a longer history

How will this ageing population affect you in the years to come?



# BAY AREA PLACE PLAN

# ECONOMY

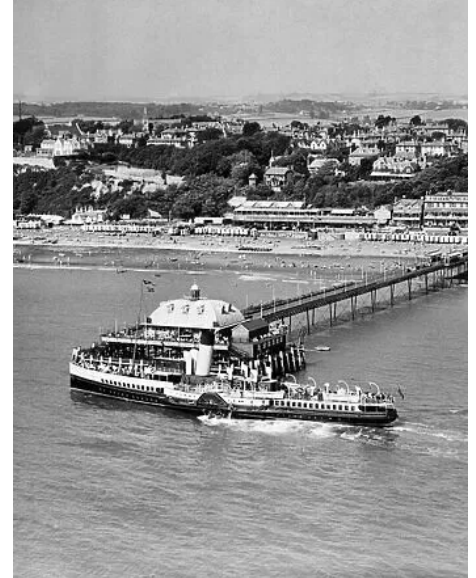


## WHERE WE'VE BEEN

The Bay Area grew as a tourist destination in the 19th century and 20th century, following the arrival of the Ryde Pier Head to Ventnor railway line in 1864.

Visitors were attracted by the Bay Areas long stretches of sandy beaches and sandstone cliffs, the most dramatic of which can be found in Shanklin and Lake.

The Isle of Wight played a role in building Britain's biggest space rockets during the 1950s and 1960s, a story told in the Wight Aviation Museum just outside Lake.



Residents may remember coal-powered gas works and the gas holders which remained until the 1970s

Shanklin Pier was built in 1890, rebuilt after WWI and demolished in 1993 after storm damage

What are your memories of living and working in the Bay Area?



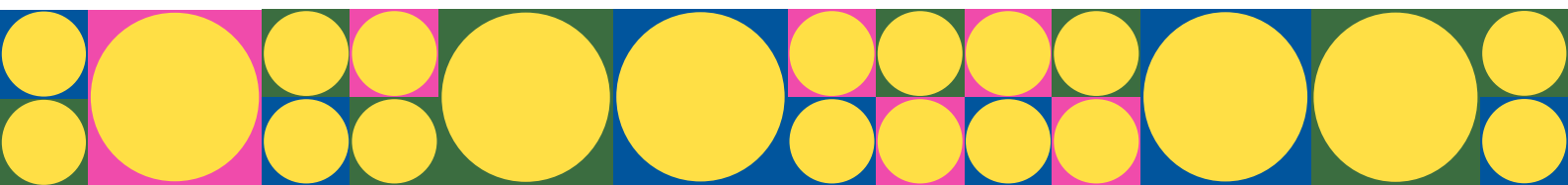
## WHERE WE ARE NOW

The Isle of Wight is generally more affluent than the rest of the UK, but the Bay Area has pockets of deprivation. The Bay Area receives half a million visitors a year, but along with many UK coastal areas, it has seen a decline in visitor numbers. The Ocean Hotel and The Grand Hotel in Sandown have become highly visible symbols of this decline.

13% of the areas which make up Sandown are in the top 20% most deprived areas in the UK

Employment in healthcare is increasing to address demand from an ageing population

Do you feel optimistic about the future economic prospects of the area, or are you concerned?



## BAY AREA PLACE PLAN

# NOW IT'S YOUR TURN...

This worksheet provides an opportunity for you, as an individual or as a representative of your organisation, to reflect on the past, present, and future of the Bay Area. Please take the time to complete this worksheet and bring it with you to the first session, as it will directly inform our discussions and enable us to co-create a place plan that reflects the needs and aspirations of the community. Your contribution matters, and we greatly appreciate your valuable input.

What three things about the Bay Area would you like to take with you into the future?

1.

2.

3.

What three things about the Bay Area would you like to leave behind in the past?

1.

2.

3.

What changes are coming down the track that could transform life for you in the Bay Area?

