



BEYOND BOUNDARIES

BAY AREA PLACE PLAN
11TH–13TH JULY 2023

DAY TWO

01 **02** 03

BEYOND BOUNDARIES

BAY AREA PLACE PLAN
11TH–13TH JULY 2023

DAY 01

TUE 11TH JULY

REDISCOVERING OUR ROOTS
HONOURING THE PAST &
EMBRACING THE PRESENT

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

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

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

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

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

DAY 02

WED 12TH JULY

NAVIGATING THE PRESENT
BUILDING RESILIENT
COMMUNITIES FOR TODAY

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

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

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 THIRD DAY
(PARALLEL YOUTH EVENT OFF-SITE)

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

DAY 03

THU 13TH JULY

CHARTING THE FUTURE
CO-CREATING A
SUSTAINABLE BAY AREA

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

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

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

A reminder of the programme for the second day of the Three-Day Think Space.



Day Two

TASKS & SESSION FOR THE SECOND DAY

- “Future Trends”– Looking further afield, inc. international examples
- Further work with businesses, schools and youth groups
- “Postcards from the Future” – an exercise in looking forwards and back
- Open Studio Session 7pm – 9pm (to allow everybody to see the work in progress)

These were the sessions for the second day, designed to work with the outputs gathered the day before.

Future Trends



The Future Trends session took up most of the morning of the second day. A series of 20 posters were pinned up around the room. These included:

- An explanation of a trend affecting coastal communities
- An example of a “guiding light” which is a successful case study
- An opportunity for Think Space participants to react/respond in terms of what it all means for life in the Bay Area

The Project Team facilitated the discussion and participants systematically added their contributions to the display boards.

There follows a summary of the main messages as written on each of the 20 x posters.

FINDING YOUR NICHE



No longer able to rely on offering the same formulaic beach holiday, the most successful seaside town transformations have seen destinations identify a unique asset and USP.

We'll see seaside resorts looking to stand out with a clear proposition to support their seafront, whether based on geography, history, ecology or culture. Young visitors want something unique and shareable on social media.

GUIDING LIGHT

Hastings chose to focus on their State Fishing huts, giving them listed status, building a visitors centre and welcoming in Hastings Contemporary gallery next door which mirrors the unique black architecture.



This section here with yellow highlighter is – at the present time – the best estimate of the consensus that appeared on each poster. However, there was a significant number of contributions against each of the topics and the Project Team will need to carefully read, review and process all the results to determine a final consensus.

WHAT DOES THIS MEAN FOR YOU?

1. Celebrating and using the natural landscape e.g., biosphere, dinosaur heritage, longest beach
2. Creative landscape of carnival, performing arts, creative scene. Even the natural landscape can link to this with exciting dark skies loved by artists and photographers
3. “Community landscape” with a history of notable figures that came to the area, and residents and characters and groups who make the storytelling of place unique and exciting to visit

[This same message applies to the next 19 x slides]



TRAVEL INSPIRATION



The way we plan our vacation time is changing and becoming increasingly social. Our social media bubbles have much greater influence over our decisions, so tourism boards will need to work harder to tap into these new, digital forms of advertising.

We're also receiving much more information than before and it's becoming increasingly personalised to our tastes and habits. We're becoming less risk averse, and with so much information at our fingertips, many travellers expect to know every detail about their trip before they arrive

GUIDING LIGHT

The Government of Seoul is launching 'Metaverse Seoul', a platform that allows potential tourists to experience parts of the city, including a glimpse inside the big ticket attractions virtually before they travel there, giving tourists information that goes well beyond the guidebook.



WHAT DOES THIS MEAN FOR YOU?

1. **“Make it fun to get here!” – develop a robust branding, PR and marketing campaign for the area, inc. “instagrammable places”**
2. **Curated programme of event, street art and What's On Guides, creative signage and way-finding routes**
3. **Eco-Tourism – Lean into the opportunities of the green pound and UNESCO destination as a biosphere**

CULTURE AL FRESCO



The pandemic gave us a taste of social life outdoors, but it's set to continue in the long term. Outdoor socialising has wider intergenerational appeal, increases dwell time and increases accessibility, regardless of income.

Cultural organisations are increasingly breaking out of the box and into public space, seeking to diversify revenue streams, open their doors to more audiences and break down institutional barriers to be more culturally relevant. Landowners are looking to culture as a key driver of their destinations, partnering with creators and cultural organisations to draw audiences.

GUIDING LIGHT

In response to the pandemic, the Arcola Theatre in London set up 'Arcola Outside' — a bespoke tented space which continues to provide a unique and flexible environment for small scale performances.



WHAT DOES THIS MEAN TO YOU?

1. **“The Bay Fringe” – Making the most of outdoor space for multifunctional cultural use e.g., music, performing arts, street markets, murals**
2. **Promoting the natural assets to benefit the food industry e.g., local seafood serving local restaurants**

LEARNING AS LEISURE



Even though travel is still predominantly about pleasure, our generation of aspirational millennials and Gen Z are always looking for ways to maximise their time by learning new skills or engaging in self improving activities.

7 in 10 global consumers say that entertainment should be about learning new things as well as having fun. However, traditional educational experiences (like a trip to a museum) for holiday-makers should look to become more participatory and less passive.

GUIDING LIGHT

Shetland Wool Adventures is a travel company that organises tours and workshops on the Shetland Isles. They offer a way to get to know the islands and their heritage in a truly 'hands-on' way, and meet plenty of like-minded knitters.



WHAT DOES THIS MEAN TO YOU?

1. **Intergenerational support and interest e.g., the aviation museum has young people working and learning with older people, green spaces to educate and encourage biosphere development**
2. **Creative and cultural themed holidays for tourists (and even residents!), art and writing residencies, ecology hubs, science field trips**
3. **Historical destination, from dinosaurs to Napoleon to World Wars to mid-century festivals**

OVERSEAS VISITORS



Currently only 1 in 10 international visitors to the UK visit the coast. The combination of hotter summers (we may see temperatures of Barcelona by 2050) and campaigns by Visit England to drive more tourists away from the cities to coastal areas may mean an influx of a more multicultural cohort of visitors.

Providers should be prepared to cater for people with different faiths, languages and cultural practices and on the flip side give visitors a slice of authentic British culture.

WHAT DOES THIS MEAN TO YOU?

1. **Safe and shallow waters; to use and drink from, water sports, water travel, health and wellbeing, accessible sea pool**
2. **Inclusive faith and culture development and language learning perhaps incorporating disused spaces for these**

OUT OF SEASON



We've seen a slow but steady shift in coastal tourism, with more people opting to travel in shoulder and lower season and seaside towns looking to diversify their offer to cater for the colder winter months.

As the cost of living crisis bites, we're also likely to see more people opting for short day trips or weekend breaks, as opposed to big overseas holidays.

GUIDING LIGHT

Aiming to shed their reputation as a holiday destination for drunken Brits, the Mallorcan government has invested in developing and marketing activities for a different type of traveller. Cycling tourism has boomed over the past decade, providing hotels with much needed off-season trade when the temperatures are cooler.



WHAT DOES THIS MEAN TO YOU?

1. **Special interest holidays and events that target niche markets - can also support the local businesses to stay open longer**
2. **Better infrastructure e.g., transportation and general amenities to support this**



CONNECTIVITY



Good connectivity is important across the country but often more so in coastal resorts. Many small businesses such as ice cream vans and fishing tour operators will rely increasingly on good digital connectivity in order to take card payment and communicate with customers.

Improving 5G will also help emergency services improve safety around the coast, especially for visitors in peak season.

GUIDING LIGHT

5G Rural Dorset was a £9million research and development project looking into how next generation connectivity can address specific challenges around the British Coastline including safety, economic development, food production and environmental sustainability.



WHAT DOES THIS MEAN TO YOU?

1. **Free Wi-Fi and data hotspots as “some spots are better than others” but place like the beach need to be better accommodated**
2. **“Old school” connectivity like cashpoints, banks and post offices will help businesses, residents and tourists alike**

RURAL COWORKING



With employees no longer restricted to living within commuting distance of their office, many skilled workers are opting to relocate away from cities in search of a better work-life balance.

Not wanting to opt for total isolation by working from home, we've seen a rise in 'green-desking': co-working spaces popping up in rural areas and small towns catering to remote workers. These remote workers will bring with them higher salaries and spending power to boost the local economy.

GUIDING LIGHT

Rooral are a travel company offering month-long co-living and co-working breaks. Digital nomads can escape to the picturesque village of Artieda in the Pyrenees for a month long stay with all the facilities for remote working, as well as organised social activities during the evenings.



WHAT DOES THIS MEAN TO YOU?

1. **Develop a "We Work" shared office space by the beach. The quality of life needs to be promoted more**
2. **Shifts in accommodation provider thinking are needed**
3. **Better infrastructure to encourage this e.g., free Wi-Fi, creche, amenities**



FISHING SHIFTS



The number of jobs in the fishing industry has been steadily declining, and may continue to shrink, however, in response to changing consumer demand, we may see more demand for sustainable fishing practices and products which command higher prices.

WHAT DOES THIS MEAN TO YOU?

1. **Has great seafood produce which can attract great chefs and restaurants**
2. **Tourism: Fishing holidays and education**
3. **Establish oyster and seaweed farms to generate environment and health and wellbeing resources**

SELF VS STUFF



We've reached 'peak stuff' — society is becoming less materialistic and looking to spend our hard-earned money on improving our quality of life. While barbers and beauty salons have boomed on the high street since 2013, clothing stores have been in decline.

Our empty retail spaces are being taken over by services that simply can't be delivered at the click of a mouse and 'de-influencers' on TikTok are encouraging people to forego unnecessary purchases.

WHAT DOES THIS MEAN TO YOU?

1. **Make the circular economy more fashionable in the Bay Area**
2. **Using natural assets as health resource, such as the sea, seaweed, walking and cycle routes, park runs etc**
3. **Develop communal drop-in spaces for wellbeing and community connections**



NATURE BASED DEFENCES



1 million homes in the UK are at risk of coastal flooding by 2050, but the solutions of the future are likely to involve less concrete, and draw on experimental nature-based solutions with many coastal communities reviving salt marshes and sand dunes, allowing communities to remain protected as well as providing opportunities in tourism.

GUIDING LIGHT

Living Seawalls aim to address the problem caused by man made marine infrastructure removing vital habitats. Bare concrete lacks the surface complexity to support biodiversity, but these beautiful and functional objects can be added to flat surfaces to support marine life.



WHAT DOES THIS MEAN TO YOU?

1. **“Brilliant!” especially working with local companies like Arcology**
2. **Seagrass and oysters absorb CO₂**
3. **Cliff falls are more prevalent due to rainfall run-off which leads to closure of cliff paths and this needs to be considered as part of the sea defence development**

A PLACE TO PILOT



Traditional public transport schemes have been cut back over the past few decades due to financial viability leading to carbon emissions being 0.7 tonnes per person higher in coastal areas compared to inland.

We could see a rise in more experimental forms of shared transport in coastal and rural areas including small electric on-demand buses or bookable shared cars.

GUIDING LIGHT

Ting bus is an on demand bus service operating in a rural part of Huntingdonshire. The buses travel wherever required, connecting 43 villages with the local towns, using an app to communicate with passengers and an algorithm to plan a route. The scheme aims to reduce local reliance on cars.



WHAT DOES THIS MEAN TO YOU?

1. **“The buses are very good - we don't want to lose them!”**
2. **But more community-led buses in residential areas are needed**
3. **Small EV buses at Osborne house and more of these would be great but need to be accessible too**
4. **Explore new transport opportunities such as water taxis (no jetties as yet), the return of the DOTTO train to be used by all ages, solar panel tuk tuks or rickshaws**
5. **Park and ride options can encourage the pedestrianised esplanade to be used by all modes**

GENERATION GREEN

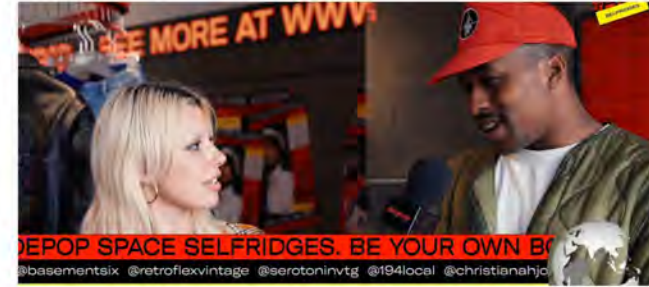


While all generations are becoming more aware of climate change and the relationship to shopping habits, it's still GenZ who lead the way in behaviour change, but with the least spending power are often held back from shopping as they would like to.

The next 10 years will see a huge shift as this generation become a more significant force in the economy. Anyone failing to get ahead by offering greener options, or trying to outwit consumers with greenwashing will find themselves becoming irrelevant.

GUIDING LIGHT

Selfridges in London has committed to ensuring 45% of purchases in store come from 'circular fashion' by 2030. Their 'Reselfridges' campaign sells pre-loved designer clothing, and the store is hosting a pop-up from the Gen Z-focused resale platform Depop.



WHAT DOES THIS MEAN TO YOU?

1. More use of solar panels on commercial, residential and car parks – the Bay Area is south facing and has the highest level of sunshine in the UK
2. Biosphere-led business partnership schemes to promote and reward sustainable initiatives
3. Needs more education on biosphere and circular economy
4. Develop the area using recycled and sustainable materials

GREEN VALUE HUBS



Our coastlines will play an increasingly crucial role in the national green transition with coastal areas providing 0.5 megawatt hours per person more energy than inland areas.

We'll see a growth in wind farms, tidal energy schemes and offshore carbon capture projects creating a boom in more highly skilled, and less seasonal jobs. Salaries in the renewable energy sector are growing faster than ever.

WHAT DOES THIS MEAN TO YOU?

1. Take advantage of natural assets e.g., sun, tidal energy and wind for solar panels and wind turbines which can feed public transport & EV points and crops grown under solar panels
2. Need for connectivity from Sandown to Lake to Shanklin by making the revetment and esplanade suited for all modes with cycle lanes for bikes and mobility scooters
3. Opportunity to invest in local energy incentive schemes

EV BOTTLENECKS



Rural and coastal communities have suffered from a slower take-up of EV charging points, with installations tending to be based on residential demand.

With a fluctuating population due to tourism, seaside towns who fail to keep up with peak summer demand will lose out, with visitors opting to travel to places where charging vehicles is easier.

WHAT DOES THIS MEAN TO YOU?

1. **“Is there enough power on the island from the National Grid to supply this?”**
2. **Can we tie in with green energy and EV supply to connect with a biosphere scheme?**
3. **Opportunities to share and rent home EV chargers and parking areas**

DECENTRALISED LEARNING



People in coastal communities have previously been less likely to have a degree than in non-coastal areas. However, the rise of online learning platforms and universities offering fully remote degrees has exploded since the pandemic, offering people the opportunity to study from home in areas with fewer higher education institutions.

GUIDING LIGHT

The Margate School opened in 2019 in a former Woolworths Building. The independent, not for profit art college offers short courses and workshops, often delivered through peer-to-peer learning and has welcomed over 16000 visitors each year to it's events and programmes.



WHAT DOES THIS MEAN TO YOU?

1. **Community education spaces for ALL ages; develop disused spaces for this type of use**
2. **“Let’s have a new Solent Bauhaus based here!”**
3. **Build a centre for excellence in health, science and creativity**
4. **Education as tourism**
5. **Business Support and Development + Innovation spaces to encourage new industry and business**

AGEING INNOVATION



We have a rapidly ageing population, especially in our coastal towns, but it's a generation that's becoming increasingly comfortable with technology and reaping the benefits. Smart devices are helping to monitor health, which is helping us to diagnose symptoms early and prompt us to make healthy lifestyle choices to prevent disease.

GUIDING LIGHT

Age UK has developed programmes including their 'techy tea parties' to increase digital skills among retirees with the aim of reducing loneliness — helping people stay in touch with loved ones as well as connect with others with shared interests.



WHAT DOES THIS MEAN TO YOU?

1. **Harness the experience and wisdom of older generations**
2. **Intergenerational skills sharing**
3. **“Age-friendly island” – but this needs better amenities, accessibility, and even play spaces**

COMMUNITY INFLUENCE



There is an increasing sense of distrust in authority and the current ownership of our civic spaces by invisible companies only serves to increase a sense of alienation. People are demanding greater control and influence over how these spaces are managed, who they serve and who benefits.

Blockchain technology could be put to use to simplify community ownership projects - allowing those with tokens a say in operational decisions.

GUIDING LIGHT

A group of citizens in Bologna wanted to repaint a park bench in their neighbourhood which required speaking to five different city departments. Seeing the absurdity, city leaders created the Office of Civic Imagination to make it easier for community groups and citizens to work with the administration in co-designing ideas for activating public spaces.



WHAT DOES THIS MEAN TO YOU?

1. **Integrate new ways of working with existing structures – remove blockages and encourage individual and community empowerment**
2. **Follow people's interests for the use of common good e.g., carpentry and greening**
3. **Encouraging ground swell of a local collective voice; can have an effect at a local, regional and national level**

BLUE HEALTH



Membership of the Outdoor Swimming Society has grown from 300 in 2006 to over 35,000 today as we search for ways to rejuvenate and reconnect with nature. Studies suggest that even for those unable to get in the water, the benefits of being near the water can be as good if not better than being in green spaces, leading to suggestions that we could be prescribing trips to the sea as a preventative health measure.

While this seemingly free and healthy activity is growing in popularity, its take up is being held back by sewage spills around the coast.

WHAT DOES THIS MEAN TO YOU?

1. **The Sea Pool – an accessible sheltered open space for all ages and backgrounds, encouraging diverse demographics**
2. **Cold Water Therapy – perhaps an NHS Trust funded the “Swim The Wight” and a promotion of cold-water swimming?**
3. **Strengthen the sea safari wildlife offer?**

THE MEANING OF AGE



Since the 1960s, our understanding of age groups and the expectations of them has shifted and will continue to shift. We consider teenager-hood to start younger, we're delaying parenthood, so young adults have more time child-free, and finally the effects of old age are reducing quality of life at a much later stage.

We're seeing an increasing number of pre-and-post family groups with money to spend and time to spare.

WHAT DOES THIS MEAN TO YOU?

1. **“Age is relative”**
2. **Encourage intergenerational projects and housing for skills sharing and community building**
3. **Encouraging an active lifestyle using the natural landscape and community engagement as it “... improves life span by 10 years”**

Further Business Engagement

- The “business community” is a strong asset, but only if they work together
- Greater collaboration between business outside their own sectors will make them more self-reliant as a community
- Lack of traditional business infrastructure (such as banks, cash points and post office) is holding them back
- How to extend seasons and shift away from “lifestyle businesses” and the “6 months on, 6 months off” approach?



On the afternoon of the second day, Laura Mulhern of the Project Team went out and engaged with specific business operators that had attended the event the previous evening.

This more in-depth engagement revealed further insights to the challenges and opportunities of the Bay Area.

Postcards

POSTCARD FROM THE PAST

Name:

My connection to the Bay Area:

POSTCARD TO THE FUTURE

Name:

My connection to the Bay Area:

A further research task on the second day was the postcards exercise. Participants were asked to write a postcard from the past and one back from the future, celebrating life in the Bay Area.

Example 01

POSTCARD FROM THE PAST

Had lovely day with family, swimming most of day, picnicking and playing French cricket in Yaverland

Name:

My connection to the Bay Area:

Here is a random example of a message from the past....

Example 01

POSTCARD TO THE FUTURE

*Walked coastal path to
Luccombe and then got
bike taxi back along
revetment, watched birds
and wildlife in eco-haven
at Yaverland - beautiful
wildflowers here!*

Name:

My connection
to the Bay Area:

.... and here is its
future counterpart

Example 02

POSTCARD FROM THE PAST

*Fond memories of
carefree childhood
holidays and later
visits, maybe will live
here one day.*

Name:

My connection
to the Bay Area:

Here is another
random example of a
message from the
past....

Example 02

POSTCARD TO THE FUTURE

Enjoying the eco-tourism offering. The weather is warm, and the vineyards are providing refreshment. Love picking the oranges on the willow walk. Wish you were here!

Name:

My connection to the Bay Area:

.... and here is its future counterpart

Example 03

POSTCARD FROM THE PAST

The beach here in Shanklin is glorious golden sand, completely litter free. The deckchairs are reasonably priced, and we had lunch on the terrace outside of a pub on the Esplanade. Going to hire a pedalo this afternoon. This evening is the illuminated carnival, it's been going for 100 years! Tomorrow we are going to see a show at the Theatre after dinner at the Pendletons.

Name:

My connection
to the Bay Area:

Here is a final random example of a message from the past....

Example 03

POSTCARD TO THE FUTURE

*Took the great
grandchildren to the
beach in Sandown today,
watched the beach
football in the pitch in
Yaverland*

Name:

My connection
to the Bay Area:

.... and here is its
future counterpart