



# BEYOND BOUNDARIES

BAY AREA PLACE PLAN  
11TH–13TH JULY 2023

feria  
urbanism

STØRIIE

THE PLACE  
BUREAU

## FINAL THINK SPACE PRESENTATION

*... but this is just the start*

### NOTES

This is a copy of the final slideshow, as presented at the end of the Three-Day Think Space. The only additions are these caption and annotation boxes to provide context and explanation, together with some minor presentational changes.

The final presentation was made live at the end of the Think Space on Thu 13<sup>th</sup> July 2023 and this annotated version was issued on Mon 24<sup>th</sup> July 2023.



# BEYOND BOUNDARIES

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A big **thank you** to  
everyone who has  
contributed so much over  
the last three days....

It is estimated that 250+ people were engaged over the three days. This includes repeat visits. The Project Team are grateful to everyone for their inputs to the process.



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.... school children (old and young), business owners, interest groups, community organisation, local government, residents, locals, visitors, volunteers and everybody with a passion for the Bay Area

The process was designed in such a way to allow a wide variety of people, with different backgrounds and interests to get involved.



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The team has been listening to everything you've been saying. What you are about to see is the result of just three intensive days.

This is not the finished plan. It is a work in progress, but some important themes can now be assembled.

It is important to stress that this slideshow is a snapshot of a work in progress and not a finished report or set of recommendations.



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**Richard, Laura,  
Rosanna, Noel & Kimelle**

This project is a team effort based on a collaboration of three practices – Feria Urbanism, Støriie and The Place Bureau.

The team for the Three-Day Think Space was Richard, Laura, Rosanna, Noel & Kimelle.



# BEYOND BOUNDARIES

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## Our Task

To produce a “Place Plan”  
for the Bay Area

The reason for the Think Space was to generate crowd-sourced content to inform the Place Plan for the Bay Area.

The Project Team designed a process that would encourage a co-creative approach between the community and the consultants.



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## A Place Plan?

This will be a mix of recommendations linked to economy, environment, culture, society, community, architecture, urban design, access, branding and identity

A Place Plan is a holistic and broad-based report, with actions and recommendations that will span a series of different topics. The Place Plan will establish a series of principles and values for the Bay Area in the form of a framework.

This framework will support decision-making processes when more detailed, site-based projects are being considered.

# Range of Techniques



Walking Tours



Written Feedback



Mapping Tasks



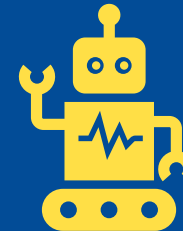
Drawing Ideas



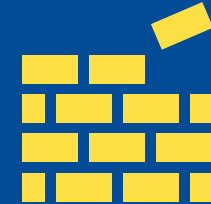
Drop-In Exhibitions



Group Discussions



Artificial Intelligence



Building Tasks

The Three-Day Think Space involved a wide range of techniques held at different times of the day to help maximise participation.



# How?

## BEYOND BOUNDARIES

BAY AREA PLACE PLAN  
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### 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

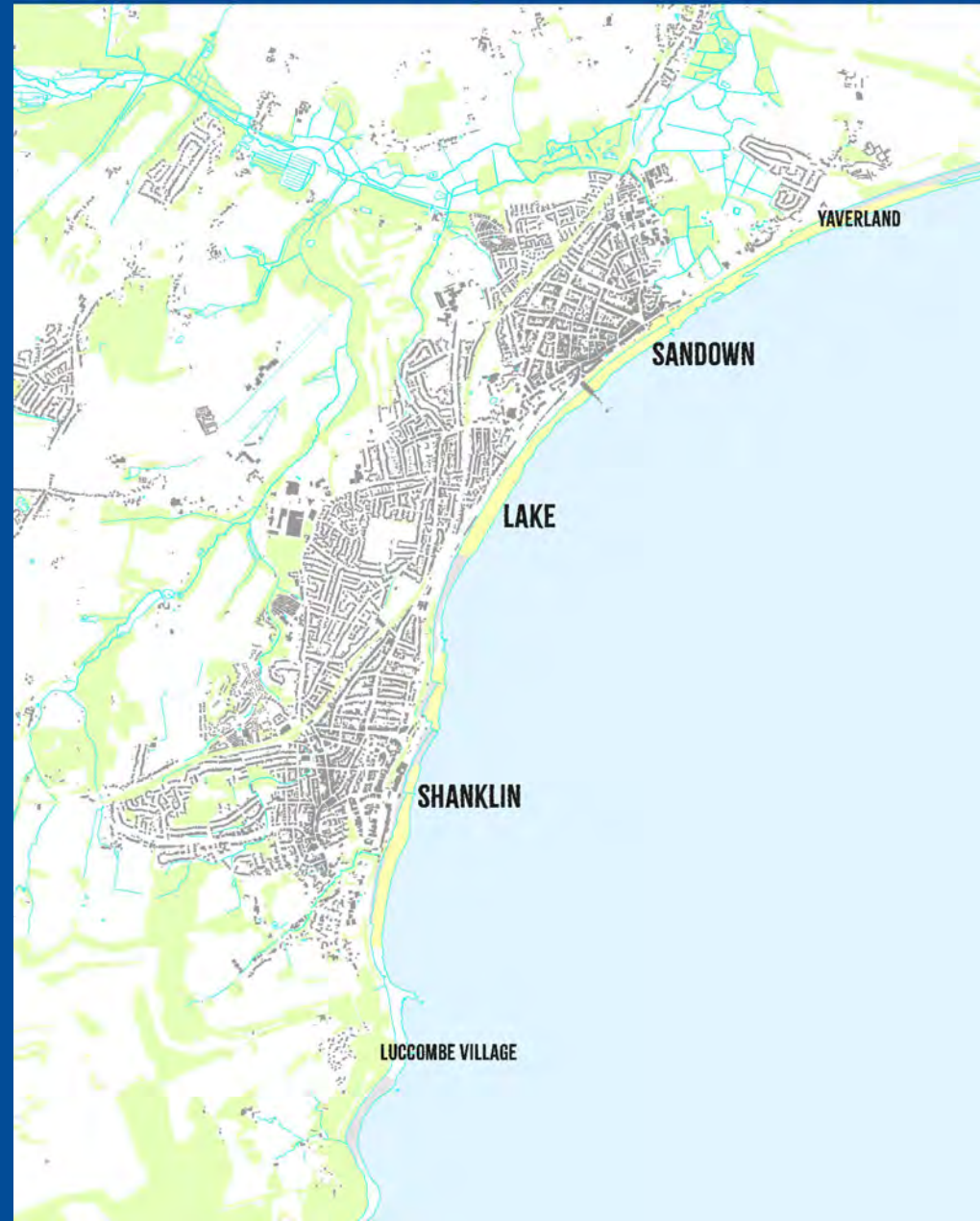
7PM - 9PM  
FINAL PRESENTATION  
OF THE IDEAS GENERATED  
OVER THE THREE DAYS  
*Q+A & NEXT STEPS*

This was the programme of events over the Three Days....

# Where?

## BEYOND BOUNDARIES

BAY AREA PLACE PLAN  
11TH–13TH JULY 2023



.... and this was the geographical area of the study.

# What?

## 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?

In advance of the Three-Day Think Space, the Project Team researched and produced a series of Fact Sheets to help set the scene and provide an understanding of the issues.

# What?

## 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?

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# What?

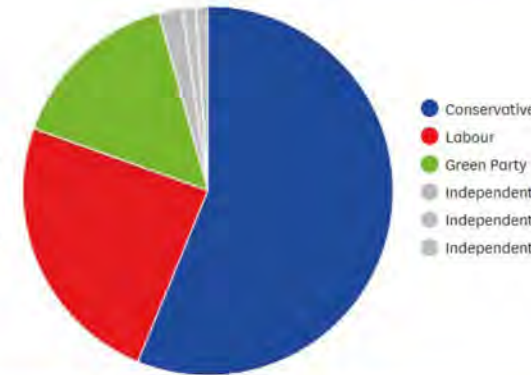
## BAY AREA PLACE PLAN SOCIETY



### 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.

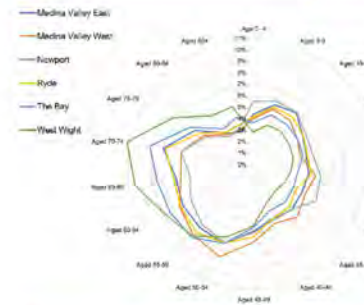
The Member of Parliament for the Isle of Wight since 2001 has come from the Conservative Party, with current MP Bob Seeley in post since 2017, with 56.2% of the vote in the 2019 General Election.



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?

In advance of the Three-Day Think Space, the Project Team researched and produced a series of Fact Sheets to help set the scene and provide an understanding of the issues.

# What?

## 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 Area's 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?

In advance of the Three-Day Think Space, the Project Team researched and produced a series of Fact Sheets to help set the scene and provide an understanding of the issues.

