

# THE BAY AREA PLACE PLAN

<b>Bay Area Place Plan Steering Group</b>		
Date	Wednesday 18 <sup>th</sup> December 2024	
Time	6.30 – 8.30pm	
Venue	Broadway Centre, 1 Broadway, Sandown, Isle of Wight, PO36 9GG	
Steering Group Members	<b>Special Interest Areas</b> 1. Arts and Culture 2. Businesses 3. Community Organisations or Events 4. Events and Activations 5. Hotels and Holiday Accommodation 6. Natural Environment 7. Sport 8. Young People	<b>Representatives</b> Paul Wilson Lawrence Bates Ben Holbrook Tim Addison Sally Beston Claire Hector Richard Priest Julian Wadsworth
	<b>Isle of Wight Council</b>	Cllr Julie Jones Evans Laura Cansdale
	<b>Lake Parish Council</b>	Cllr Paul Brading Cllr Adrian Whittaker
	<b>Sandown Town Council</b>	Cllr Paddy Lightfoot (Chair) Cllr Alex Lightfoot
	<b>Shanklin Town Council</b>	Cllr Chris Quirk Cllr Lyn Fleming

<b>Meeting Notes</b>		
1.	Welcome <ul style="list-style-type: none"> <li>Apologies received from Julian Wadsworth &amp; Cllr Julie Jones Evans</li> </ul>	Chair
2.	Actions from Last Steering Group Meeting <ul style="list-style-type: none"> <li>Updated Terms of Reference for Sign Off               <ul style="list-style-type: none"> <li>All agreed.</li> <li>Proposal was made later in the meeting to add another Special Interest Representative to cover the Heritage category which was voted through by majority.</li> </ul> </li> </ul> <b>Actions:</b> <ul style="list-style-type: none"> <li>To advertise the heritage position. All to circulate to relevant contacts.</li> <li>Terms of Reference to be distributed to the councils to be published.</li> </ul>	ALL
3.	Feedback from Annual General Meeting <p>All agreed that it was a positive evening with good attendance levels. We weren't sure how many people to expect so it was great to see a full house at the Shanklin Youth Club. Due to the location, feedback from the event was understandably quite Shanklin focussed.</p> <p>It was agreed that the format worked well, with the community able to chat to steering group members individually at their stations. It was mentioned that hopefully the project leads will be able to take a role at the annual meeting in 2025.</p>	ALL
4.	Name of the group/initiative <ul style="list-style-type: none"> <li>Vote on options brought forward.</li> </ul> The community and group have previously been asked to offer suggestions for the name of the delivery mechanism for the Bay Area Place Plan and the following ideas were submitted:	ALL

	<ul style="list-style-type: none"> <li>• The Bay (with subsidiaries for each interest such as The Bay Business Association, The Bay Creative Collective, The Future Bay etc.)</li> <li>• Building the Bay</li> <li>• Surfing the Bay</li> <li>• Action Building Communities</li> </ul> <p>After some discussion, <b>"The Bay"</b> was voted through with <b>"Building the Bay"</b> to be used for the Steering Group subsidiary strapline.</p>	
5.	<p>Action Plan</p> <ul style="list-style-type: none"> <li>• Projects to be agreed for the next 12 months.</li> </ul> <p>A brief overview of each of the projects was provided by members who of submitted proposals including the amount of funding required, when &amp; from whom along with any other required from the support from steering group.</p> <p>Projects discussed:</p> <p><u>Water Refill Stations</u> – All were in support of this project to install water bottle refilling stations at intervals around the bay area.</p> <p>There was some discussion around seeking support from Southern Water, potentially applying in the next round of funding from Sea Changers which is due to open in the spring and any ongoing maintenance commitment that the town and parish councils will need to make. Suggested hashtag to accompany this project is #RefreshingTheBay</p> <p><b>Actions:</b></p> <ul style="list-style-type: none"> <li>• <b>Ben</b> to establish and collate locations of existing and potential taps from town and parish councils, including decommissioned locations.</li> <li>• <b>Laura</b> to investigate installation of "drinking water" signage on the existing taps.</li> <li>• <b>Claire</b> to contact Southern Water about potentially supporting the project.</li> <li>• <b>Laura</b> to contact Sea Changers about future funding opportunities.</li> <li>• <b>Ben</b> to try and establish some installation costs, Richard to help with contacts for this.</li> </ul> <p><u>Manor Road Play Park</u> – a project by Lake Parish Council to upgrade the Children's play area. All were in support of this project.</p> <p>This was identified as a top priority for the Lake residents in the consultation and at the annual meeting. Funding for this project has been included in next year's parish council budget but it requires agreement from Isle of Wight Council. Aiming to be completed by the end of next financial year. A suggestion was made to contact the school and ask the children to co-design the park or make suggestions for equipment they'd like.</p> <p><b>Actions:</b></p> <ul style="list-style-type: none"> <li>• <b>Alex to share contacts for the experts/contractors required.</b></li> <li>• <b>Laura to check if there is any appropriate Section 106 money allocated to Lake.</b></li> <li>• <b>Alex/Laura to intro Paul to the correct person at IWC</b></li> </ul> <p><u>Lake Cliff Gardens</u> – whole bay initiative as situated in the heart of the area and would provide events and vibrancy that could draw people from the whole bay and beyond. All agreed that this is a good idea.</p> <p>Project is to enable encourage and set it up as an events space.</p> <p>Discussions surrounded whether there is power provision on the site and if not, whether that would be possible to install. A suggestion was made for the parish council to ask for a license to occupy, as they already pay for the maintenance of the grass.</p>	ALL

## Actions:

- To check if there is power on site.
- To include this in an event venue inventory along with the likes of Big Mead and Los Altos and be promoted as an event venue.
- **Paul B** to set up project group to move this forward.
- **Laura** to enquire with Isle of Wight Council colleagues about the process for obtaining a license to occupy.
- **Paul B** to contact **Laura** in the new year about this and the Manor Road project regarding Isle of Wight Council involvement.

Youth Led Performing Arts Group for the Bay – all in support of this initiative.

To set up an inclusive group that will be based in the Bay Academy secondary school.

80<sup>th</sup> Anniversary of VE Day – Bay Area Celebration – All in support of this initiative.

A multicentre celebration event across Bembridge Fort, Sandown Airport and possibly the Wildheart Animal Sanctuary, inviting the broader community to get involved, including schools and young people.

Promenade Art Festival – All were in support of this proposal.

an initiative to install and celebrate thematic works of art along the sweep of the bay as an annual event, to give new and diverse artists the opportunity to have their art on show for 12 months. 10 commissions to be issued including 3 of these to young budding artists (under 18). Celebration event to be held along the length of the exhibition route and become an annual occasion.

Request lodged for a provisional sum of £10,000 of funding, divided equally between Sandown Shanklin and Lake Councils for a minimum of 3 art installations within their areas. (1 area will inevitably have 4 out of the total 10 proposed)

## Actions

- **Town and Parish Council Representatives** to bring the request for £3,333 to their respective council for approval.
- **Paul W** to contact Creative Island for advice on commissions, market rates and any contacts they may have.
- **Paul B** to provide further info on which sites have been provisionally identified.

Business Association Website (and website for the steering group/place plan)

The business association was raised as a high priority action for the place plan, and the website and integral part of making this a success. All in support of this proposal.

Discussions surrounding what the business association will do and potential value to be added such as training courses in addition to promotional opportunities and the potential for the association to unite behind their own projects, apply for funding pots and deliver projects.

Request lodged for £4,000 to set up the website - £2,000 of which has already been contributed from Sandown Town Council so the request remains for £1,000 from Shanklin Town Council and £1,000 from Lake Parish Council. In kind support is being provided in addition from John Yetton and Wildheart Sanctuary who are offering time and expertise to design, set up, develop and manage the website.

**Action: Town and Parish Council representatives** to take the request for £1,000 back to their respective councils for approval.

Sandown Bay Tourism Leaflet - All in support.

Project to design, print and deliver one leaflet for the summer and another for the winter to promote the bay area outside the bay.

Discussion surrounding inclusions, distribution location and inclusion of Visit Isle of Wight for promotional material. Suggested that a QR code is to be included – would link back to the website proposal. There was some discussion about difference

between this and the other local publications such as the ripple and the guide and it was clarified that this would stand apart from these for a different purpose. It will be developed in collaboration with the relevant stakeholders to ensure any crossover would be considered. Request lodged for £2000 total funding to be divided equally between the town and parish councils (£666 each).

## Actions

- **Lawrence** to contact Tracy Mickich about her experience producing similar publications.
- Each of the **Town and Parish Council representatives** to take the request for £666 back to their council for approval.

Promotional video – all in support of this.

The concept is that featured businesses would contribute to the funding for this and potential future iterations could be self-funding.

Agreed that getting behind this is a good opportunity to show support for the place plan. Question of whether the ferry companies might be interested in sponsoring this. Request lodged for £3000 divided between the 3 councils.

**Action: Town and Parish Council representatives** to take this request for £1000 each back to their council for approval.

Other discussion points were:

The timing for submitting bids to the town councils for inclusion in their budgets – each of these will be set by mid-February so any requests need to be in before January meetings ideally.

Noted that Purdah (the pre-election period) will impact awards for funding and promotional activity relating to the councils in the spring with the local elections in May this will affect the latter half of March and all of April.

The overarching strategy that these projects support was discussed, emphasizing the need for all projects to contribute to a cohesive vision for the area. Several projects focus on routes through the bay area, including the revetment project, cliff path improvements, signage initiatives, the promenade art festival, and water bottle refill stations. Additionally, strategic efforts like the Isle of Wight Biosphere designation and Local Cycling and Walking Infrastructure Plan are valuable. However, questions were raised about the connections between these projects and the overall thematic improvements they aim to achieve. It was agreed that more attention is needed to extract this from the Bay Place Plan and other related strategies to conceptualize the overarching goal. This involves starting small and gradually expanding while ensuring these interventions are aligned with the bigger picture.

## Actions:

- **Claire, Laura and Alex** to liaise and cross reference all these initiatives, linkages between the green and blue spaces and what they mean for the experience of the bay versus the vision established in the place plan.
- **Claire** to visit lake cliff gardens.

Discussion about the condition of the hedge on the cliff path.

**Action: Town and Parish Council representatives** to liaise on coordinated approach to getting the hedges cut back and maintained.

The Willow Walk is being upgraded and refreshed including improved walkways, sculptures and seating – discussions around promoting this space and raising awareness of it.

	<p>There was a query from the <u>Men in Sheds</u> about who to approach for support and it was agreed that should be town and parish councils of the area in the first instance.</p>	
6.	<p><b>Next Steps and Actions</b></p> <p><u>Nature Towns and Cities</u> EOI has been submitted – noted that this is an oversubscribed scheme, but if successful this will help build capacity to look at strategies for looking after and promoting our natural assets for the local community. Initial response expected in the new year.</p> <p><u>Local Nature Recovery Strategy</u> is going out to consultation in January and when finalised it will mandate the authority to address issues facing the island in terms of maintaining and conserving our local biodiversity.</p> <p><b>Action - Claire</b> to arrange a presentation to share the Local Nature Recovery Strategy with the group.</p> <p><u>Town and parish council budget setting</u> process – proposals to be brought to them for agreement on funding.</p> <p><u>Project groups to be set up</u> for the projects discussed.</p> <p><u>Promenade working party to be refreshed</u> and brought into touch with the steering group for phase 2 of that project. Paul W to be included to bring art festival idea into the picture and design ideas.</p>	ALL
7.	<p><b>Future Meeting Dates for discussion</b></p> <ul style="list-style-type: none"> <li>Wednesday 26 March 2025, 6.30 – 8.30pm, Venue TBC</li> </ul> <p><b>Action</b> – Laura to enquire at the Rugby club or the bay school for the next meeting.</p> <ul style="list-style-type: none"> <li>Wednesday 25<sup>th</sup> June 2025, 6.30 – 8.30pm, Venue TBC</li> </ul> <p>AGM - October 2025</p>	ALL
8.	<p><b>Any Other Business</b></p> <p>Charles Dickens event coming to the Bay area – information circulated for awareness and promotion.</p> <p><b>Action: Sally</b> to give <b>Alex</b> the accessibility contact at VIOW to Alex to share information about the accessible beach &amp; Changing Places unit.</p> <p>Sandown Carnival hosting the New Year’s Day Fireworks event – information circulated for promotion.</p>	ALL