

THE BAY AREA PLACE PLAN

Bay Area Place Plan Annual Meeting		
Date	Monday 11 th November 2024	
Time	6.30 – 8.30pm	
Venue	Shanklin Voluntary Youth and Community Centre, Victoria Avenue, Shanklin PO37 6PJ	
Steering Group Members	Special Interest Areas	Representatives
	1. Arts and Culture	Paul Wilson
	2. Businesses	Lawrence Bates
	3. Community Organisations	Ben Holbrook
	4. Events and Activations	Tim Addison
5. Hotels and Holiday Accommodation	Sally Beston	
6. Natural Environment	Claire Hector	
7. Sports	Richard Priest	
8. Young People	Julian Wadsworth (JW)	
	Isle of Wight Council	Cllr Julie Jones Evans Laura Cansdale (LC)
	Lake Parish Council	Cllr Paul Brading Cllr Adrian Whittaker
	Sandown Town Council	Cllr Paddy Lightfoot (Chair) Cllr Alex Lightfoot
	Shanklin Town Council	Cllr Chris Quirk Cllr Sara Sheath

Agenda		
1.	<p><u>Welcome & Apologies</u></p> <p>Thanks go to the Shanklin Voluntary Youth and Community Centre for hosting the meeting.</p> <p>Apologies received from Ben Holbrook.</p>	Chair
2.	<p><u>Introduction</u></p> <p>Paddy Lightfoot welcomed approximately 60 attendees to the meeting and thanked all for their presence. Before recapping on the process and progress of the place plan so far, along with an overview of who all the steering group members are and their roles. It was pointed out that all interest group representatives and councillors are giving their time to this on a voluntary basis. See slides in Appendix 1.</p>	Chair
3.	<p><u>Projects – short- and long-term plan</u></p> <p>Laura Cansdale spoke about the themes and principles emerging from the place plan and the 3-tier delivery system for projects of differing levels of time required, cost and complexity.</p>	LC
4.	<p><u>Questions</u></p>	ALL

	<p>Questions raised included a query on how inclusion and accessibility will be addressed in the place plan delivery, which will be on a project-by-project basis and it was acknowledged that this is an essential consideration to be made across the board.</p> <p>Clarification was requested on the three tiers of the projects and how they will be classified – information and examples of this can be found in the place plan document. See Appendix 2 for relevant extract. This will be used to determine time scales for delivery.</p> <p>Communication was discussed and the need for a dedicated website for the place plan, as feedback received that it's not currently easy to find information about the progress. All information is carried on each of the bay area town and parish council websites, but development of a central place for information was taken as a priority.</p> <p>Attendees were asked to submit a suggestion for the name of the delivery of the place plan, and/or complete contact form if they wish to be kept on the distribution list for information as it is available.</p>		
5.	<p><u>Open Forum</u></p> <p>Attendees were invited to circulate and look at information each of the steering group members had on display about current and future projects. The format was informal discussion with an opportunity to register which of the proposals were priorities and suggest any other potential future projects for consideration. A summary of the feedback received is included below:</p>	ALL	
6.	<p>Arts and Culture:</p> <p>Next 12 Months</p> <ol style="list-style-type: none"> 1. VE day anniversary event at Bembridge Fort. <p>Beyond</p> <ol style="list-style-type: none"> 2. Interactive Sea & Sand public art installations. 3. Promenade pop-up festival/Bay fringe. <p>Added to sheet:</p> <ol style="list-style-type: none"> 4. A-Z themed murals around Sandown – quiz for any age to find and identify them – theme? E.g. Marine life e.g. "a" for anemone, "b" for barnacle / fossils/dinosaurs/animals at Wildheart Sanctuary etc. 5. Platform where the sea mine currently is located will be moved up to Yaverland. This platform could be used for busking with local musicians. <p>Business:</p> <p>Next 12 Months:</p> <ol style="list-style-type: none"> 1. Hover Safari partnership between Hover Travel, Southern Vectis and The Wildheart Sanctuary – a low cost travel initiative to drive Portsmouth footfall to the Bay 2. Bay Business Association/Collective <p>Beyond:</p> <ol style="list-style-type: none"> 3. Yaverland 'university campus' 4. Group travel initiative 5. Bay promotional video 	<p>Votes</p> <p>1</p> <p>3</p> <p>7</p> <p>Votes</p> <p>1</p> <p>1</p> <p>1</p>	ALL

<p>Added to sheet:</p> <ol style="list-style-type: none"> 6. Pedestrianisation Sandown – upper high street 7. Street environment 8. Pop-up shops 9. Transport to Shanklin from Sandown 10. Access & Inclusion 11. Tidal sea pool 12. Nature discovery design – Thatcham? 	<p>2</p> <p>1</p>	
<p>Community Organisations:</p> <ol style="list-style-type: none"> 1. Community litter picks to tie into national events. 2. Additional Planting in Sandown. 3. Drive to increase community involvement with the carnivals. 4. Water re-fill stations – bay wide. 5. Refurbishment of St Johns Rd Planters (Sandown). <p>Added to sheet:</p> <ol style="list-style-type: none"> 6. Access & Inclusion. 	<p>Votes</p> <p>2</p>	
<p>Events and Activation:</p> <p>Which events can raise the profile of our destination, change perceptions in a positive way or attract out-of-season visitors?</p> <p>Added to sheet:</p> <ol style="list-style-type: none"> 1. Rave along the revetment. 2. Sandcastle/sand art competition – festival. 3. More craft markets & farmers markets regularly held or food festival. 4. Food delhi etc. a celebration! And wine/beer. 5. Trail quiz – kids/teenagers. 6. Aliens! Celebrate Sandown Clown. <p>Next 12 months and beyond Looking to the future</p> <p>Added to sheet:</p> <ol style="list-style-type: none"> 7. Jaws shown on the beach – screen on/from the pier. 8. Film Festival – pick a genre i.e. Southend has a horror film festival. 9. Make the Dino Isle more fun. 10. Festivals from Browns through the town. 	<p>Votes</p> <p>1</p> <p>1</p> <p>2</p> <p>2</p> <p>3</p> <p>3</p> <p>1</p>	
<p>Young People</p> <ol style="list-style-type: none"> 1. Brave Island partnership 2. Community mural 3. Youth space exploration 4. Beach sports <p>Added to sheet:</p> <ol style="list-style-type: none"> 5. Sandown Town Hall Youth Space 6. Sandham Gardens 2G Development 7. Youth Café in Sandown 8. Info on Careers and Signposting for young people to discover & investigate future opportunities. 9. Accessibility and Inclusion 	<p>Votes</p> <p>2</p> <p>2</p> <p>3</p> <p>2</p>	

<p>Sports & Active Pursuits</p> <p>Next 12 months</p> <ul style="list-style-type: none"> 10. Bay area sport guide 11. VE Day 80 programme of events- 8th May 2025. <p>Added to sheet:</p> <ul style="list-style-type: none"> 12. Access & Inclusion 	<p>Votes</p>
<p>Hotels and Holiday Accommodation</p> <p>Next 12 Months</p> <ul style="list-style-type: none"> 1. Collaboration and discussion of opportunities within out sector to be developed. 2. Understanding and recognising any current barriers which this organisation can challenge. <p>Added to sheet:</p> <ul style="list-style-type: none"> 3. Get to grips with island ferry problem – reliability and cost. 4. Create a transport link from Shanklin to Sandown via revetment. 5. Access & Inclusion 	<p>Votes</p> <ul style="list-style-type: none"> 1 6 2 4
<p>Natural Environment</p> <ul style="list-style-type: none"> 1. IW Biosphere Festival 2. Enhancement of Willow Walk 3. University Campus 4. Local Nature Recovery Strategy <p>Added to Sheet:</p> <p>Access & Inclusion</p> <p>Heritage/History – what are the opportunities?</p>	<p>Votes</p> <ul style="list-style-type: none"> 2 1
<p>Lake Parish Council</p> <p>Next 12 months and beyond:</p> <ul style="list-style-type: none"> 1. Landscaping and facilities on the green space at New Road toilets 2. Lake Cliff Gardens improvements and use as a venues 3. Manor Road play park upgrade of equipment 4. Cliff Path signage and installation of information boards and art structures <p>Added to sheet:</p> <ul style="list-style-type: none"> 5. Access and Inclusion 	<p>Votes</p> <ul style="list-style-type: none"> 3 5 2
<p>Sandown Town Council</p> <p>Next 12 Months:</p> <ul style="list-style-type: none"> 1. Activity Trail in Los Altos 2. Murals and artwork around the town 3. 2G play zone at Sandham Gardens <p>Beyond</p> <ul style="list-style-type: none"> 4. Artwork on stairways connecting seafront to the High Street 5. Photo opportunities 6. Signage & Points of Interest 	<p>Votes</p> <ul style="list-style-type: none"> 1

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<p>Projects we are looking to support:</p> <ol style="list-style-type: none"> 7. Hover Safari 8. Business Association 9. Willow Walk 10. University Campus 		
<p>Shanklin Town Council</p> <p>Start – 2024/25</p> <ol style="list-style-type: none"> 1. Shanklin Esplanade 2. Cliff Paths/Public Footpaths 3. Old Village/Big Mead 4. A3055/Accessibility 5. Performing Arts Centre 6. Sea Defences <p>Delivered by 2029/30</p> <p>Added to sheet: Accessibility and Inclusion</p>	<p>4</p> <p>4</p> <p>4</p> <p>3</p> <p>5</p> <p>4</p>	

The Bay Area Place Plan Annual Meeting

**A Partnership Between
Shanklin Town Council, Sandown Town Council
Lake Parish Council, Isle Of Wight Council
and the Local Community**

ANNUAL MEETING FORMAT

- 1. Introduction– Cllr Paddy Lightfoot (Chair of the steering Group)**
- 2. Place Plan Steering Group**
- 3. Place Plan Projects- Laura Cansdale (Bay Regeneration Officer)**
 - **Proposals for next 12 months**
 - **Longer term**
- 4. Question Time**
- 5. Meet the steering group members**
 - **Discuss proposals for next 12 months / vote for your favourites / volunteer**
 - **Discuss long term initiatives / suggest initiatives**
 - **Propose a name for this organisation! i.e. shaping Newport**

1. How did we get here?

2. Where are we now ?

3. Where are we going ?

What is a place plan and why do we need it?

A place plan is a mix of recommendations linked to economy, environment, culture, society, community, architecture, urban design, access, branding and identity of a place, with actions and recommendations that will span a series of different topics.

Aim to deliver local priorities through coordinated, mutually beneficial, partnership way of working between the councils and the community, residents and businesses.

The journey so far !

- 1. Place plan consultation July 2023**
- 2. Place Plan published spring 2024**
- 3. Place Plan Steering Group established (community / special interest representative sought & interviewed)**
- 4. Steering Group launched- June 2024 (met twice to date)**

STEERING GROUP- Special Interest Representatives

- Art & Culture- Paul Wilson**
- Business- Lawrence Bates**
- Community Organisations or Events Ben Holbrook**
- Events & Activations Tim Addison**
- Hotels & Holiday Accommodation Sally Beston**
- Natural Environment- Claire Hector**
- Sport- Richard priest**
- Young People- Julian Wadsworth + Youth representative**

STEERING GROUP- Council Representatives

- **Lake Parish Council**
- **Sandown Town Council**
- **Shanklin Town Council**
- **Cllr Paul Brading**
- **Cllr Alex Lightfoot**
- **Cllr Lyn Fleming**
- **Cllr Adrian Whittaker**
- **Cllr Paddy Lightfoot**
- **Cllr Chris Quirk**

- **IOW Council- Cllr Julie JonesEvans**
- **Bay Regeneration Officer- Laura Cansdale**

STEERING GROUP-What will it do?

- **Drive the delivery of the Place Plan initiatives at a strategic level.**
- **Manage funding (Council and in due course grant funding).**
- **Meet every 3 month to monitor initiatives, set priorities, plan ahead and work to unblock identified barriers.**

STEERING GROUP—What will it do?

- **Hold an annual meeting to discuss with resident;**
 - **Project progress against previous 12 months plan**
 - **Update on longer term initiatives**
 - **Engage with residents**
- **Steering group members will set up project groups to deliver projects (opportunities to get engaged)**

Place Plan Projects

- **The place plan seeks to unite Sandown with Lake and Shanklin, whilst recognising the distinct challenges and opportunities in each location and celebrating the unique characteristics.**
- **Projects will be aligned with the three main sections: principles and values, spatial strategy and themes and topics, including highlighting potential investment and civic opportunities for the three Bay area communities.**



How will we deliver?

“There’s a growing sense of “Joining the dots” – that the solutions aren’t of an individual business level. Instead, it’s about seeing connections, seeing how different businesses can complement each other.”

Action Plan

- **An action plan captures all the projects planned and underway in the Bay Area.**
- **Working At three project scales.**
- **Starting small and designed to snowball.**
- **Aligned with the themes and topics identified in the place plan.**
- **Prioritised by you and reviewed annually to assess progress.**

Question Time

Appendix 2 – Three project scales as defined in the Bay Area Place Plan (p.36 – 38)

Work at **THREE Project scales**

The range of Bay Area regeneration projects can be categorised into three levels based on their scale, cost, and impact. Here are examples of each:

Scale 01 / Inexpensive and Community-Led Quick Wins

These will be small-scale projects that can be implemented quickly and inexpensively, often with the involvement of the local community.

Examples include:

- **COMMUNITY GARDENS** – Transforming vacant space into community gardens not only beautifies the area but also provides a space for residents to grow their own food and interact with each other.
- **STREET ART** – Encouraging local artists to create murals or installations can brighten up public spaces and showcase local talent. Painting the steps that link Sandown High Street to the seafront was identified during the Three Day Think Space as a good example of such a project.
- **CLEAN-UP DRIVES** – Organising community clean-up drives that can improve the cleanliness and appearance of the area.

Scale 02 / More Expensive Projects

These projects will require more funding and planning but can have a significant impact on urban regeneration. Examples include:

- **INFRASTRUCTURE IMPROVEMENTS** – This could include improving the four kilometre revetment and promenade for more effective use by wheeled users, including adding the stencilled artwork to the groundscape. This is explained further in the Spatial Strategy section.
- **BUILDING RENOVATIONS** – Renovating (or at least making good) some of the derelict existing buildings, especially those with historical or architectural significance, can preserve the area's character while improving its appearance and functionality. Treat some of these in Sandown as a canvas for bold and colourful street art.
- **PUBLIC SPACE DEVELOPMENT** – Creating or improving parks, squares, or other public spaces can enhance the quality of life for residents and attract visitors. This may include the introduction of bespoke street furniture on the cliff-tops, as explored by the students during the Think Space.

Scale 03 / Flagship Projects Requiring External Funding

These are large-scale projects that can significantly transform the urban condition and economy and often require significant investment and external funding. Examples include:

- **MAJOR PROPERTY REDEVELOPMENTS** – This could include the construction of new residential, commercial, or mixed-use developments and the bringing back to life of complex derelict heritage assets.
- **CULTURAL OR SPORTS FACILITIES** – The building of new museums, theatres or other facilities that can attract tourists and boost the local economy. The discussions over the future of the Yaverland site and the various competing ideas for how to develop this (e.g. tilted more towards a fun-filled theme park or more towards exhibition, research, and a museum) would fall into this category as would the proposal for a new performing arts centre in Shanklin. However, care is needed to here to ensure a robust business case can be made to justify the proposals for new venues and that these do not shift investment that would otherwise go into renovating derelict or empty premises or maximising the value to be found in existing venues.
- **WATERFRONT REDEVELOPMENT** – In the Bay Area, redeveloping the waterfront (as part of necessary coastal defence works) can create attractive public spaces, stimulate economic activity, and improve environmental sustainability.

Each level of project will be plays a crucial role in the Bay Area’s regeneration, contributing to improved physical conditions, stronger communities, and enhanced economic prospects. As a rough guide at this stage, there are likely to be:

- **SCALE 01** – Approx 15-20 projects of this type, across the whole Bay Area, with the precise nature of each project determine through a future Think Space or an Office of Civic Imagination
- **SCALE 02** – Approx 2-3 projects of this type in each of the three settlements
- **SCALE 03** – No more than 3 across the whole Bay Area

These numbers are a guide only and it is for the Sandown Town Council, Lake Parish Council, Shanklin Town Council, and Isle of Wight Council – working collaboratively with the local community – to review and monitor the appropriate level of activity at any given time, based on time and resources.

Existing “pipeline” projects – e.g. projects that are already being talked about or discussed – can be rebadged as Bay Area Place Plan projects to give a head start in populating this list. For example, major tourism or research investment at



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Yaverland could be a Scale 03 project, as could a new performing arts venue in Shanklin. Meanwhile, business-led initiatives that revolve around pop-up events, high street animations and promotions can become Scale 01 projects.

Adding a Bay Area brand logo/identity to the poster, publicity or other materials associated with all scales of projects gives them a sense of being an “official” Bay Area project and will add credibility and recognition to the Bay Area Place Plan.