

SECTION 1: BID INFORMATION

In this section, we ask for information relating to your bidding team and place. The information will not be scored but will be used to confirm your eligibility.

1.1 Contact Information

Please provide contact information for the single point of contact for your bidding team.

Name, Position, Team / Organisation, Telephone Number, Email Address.

Tracy Mikich, Sandown Town Councillor
Sandown Town Council, The Broadway Centre, 1 Broadway, Sandown, Isle of Wight
PO36 9GG
Mobile: 0744 905 4368 Email: tracymikich@sandowntowncouncil.gov.uk

1.2 The Bidder

Please provide information for the bidder. With reference to the definitions of the Accountable Body and Delivery Body in “UK Town of Culture 2028 Expression of Interest: Guidance for bidders”. You should include information on who the lead bidder is and who the key partners are.

The Bidder: **Sandown Town Council**, The Broadway Centre, 1 Broadway, Sandown, Isle of Wight PO36 9GG

Key partners: **Sandown New Action for Regeneration and Kinship (SNARK)** a delivery partnership with key delivery partners:

The Common Space, The Bunker Offices at Browns Golf Course, Culver Parade, Yaverland, Isle Of Wight, PO36 8QA

Boojum&Snark, 105 High Street, Sandown, Isle of Wight PO36 8AF

Bay Business Association

Building the Bay, Heritage Champion **Paul Coueslant**

Raise Global, Joe Redston, leadership and cultural development, consultant. 4 Albion Road, Sandown, Isle Of Wight, England, PO36 8AG.

Laura Cansdale, Area and Town Centre Regeneration Programme Manager, **Isle of Wight Council**, County Hall, High Street, Newport, Isle of Wight, PO30 1UD

1.3 The Geographical Area

Please specify the geographical area that you are bidding for, with reference to the relevant geographical boundary designations. You may want to note the town categories set out in the “UK Town of Culture 2028 Expression of Interest: Guidance for bidders”. We will use your geographical area’s population size to categorise your bid.

The bid focuses on the coastal town of Sandown, situated on the south-east coast of the Isle of Wight. The boundary follows the Sandown Town Council parish border. 2021 Census data, the population of Sandown is approximately 7,200. According to the UK Town of Culture 2028 Guidance, our bid falls into the Small Town category.

SECTION 2: YOUR STORY

In this section, we want to understand the unique story and culture of your town. [Maximum 400 words for each section]

2.1 Vision

Our Shunderful Town

Sandown is a town crafted by the sea. Tides constantly shape the dramatic Cretaceous cliffs and sandy beaches of our spectacular Bay. Ebb and flow are part of our human history too. Our identity was forged by the restorative air that lured the Victorian elite and the seaside fun that drew in the Bucket and Spaders. These contrasting eras of Pierrots, promenades, pink candy floss and arcades made our hearts and coffers sing. When they vanished, and the tourism tide ebbed, Sandown did not disappear; we simply turned inward. Sandownians developed resilience in bright bucketfuls. Our character and culture evolved as we unified as volunteers, carnivalers, cold-water swimmers, Regatta hat paraders, Hullabalooers, Canoe-lake-carp-savers and Sandown Clowners.

Amalgamating the words shabby and wonderful in the style of Lewis Carroll, a famous visitor to our town, Sandown is a shunderful paradox as you're never more than 500 metres from crumbling dereliction and the natural beauty of the UNESCO Biosphere Reserve. But rather than being defined by decay, we plan to turn the tide.

In 2028, we will prove we are the Tide Turners, revivifying Sandown's sense of place and future-proofing its economy. Our programme, comprising placemaking projects, fieldwork residencies, hands-on science, and performance, is rooted in passionate community involvement. Launching early in the year, it will culminate in the **Tide Turner Festival**, featuring four thematic pavilions that explore origin, ecology, wellbeing, and imagination.

- **Origin:** Unearthing roots, from the footprints of dinosaurs via Darwin's momentous writings, *On the Origin of Species*, penned initially in Sandown, to the manufacture of habitat-creating vertipools; our town has always been a place of discovery.
- **Curiosity:** Using science and art to explore nature and imagination, showcasing innovative artist and academic partnerships in work responding to our place.
- **Wonder:** Recognising our deep carnival heritage, where everyone's a participant, we'll celebrate the diverse voices that gain expression through community arts.
- **Adaptation:** Engineering recovery through creativity, an innovative partnership with marine sculptor Jason deCaires Taylor will create a lasting body of work.

We will build the Tide Turner: a new engine of change reconnecting culture, environment, health, and education. We celebrate Sandown's power of assembly, where land, sea, people, and nature meet. We are defining the UK's first culture-led coastal regeneration model rooted in biosphere science. As Darwin wrote: "from so simple a beginning endless forms most beautiful and most wonderful are being evolved."

2.2 Local Needs

Sandown faces the socio-economic and environmental challenges typical of coastal communities, intensified by Island factors, making it the most neglected town in East Wight, itself the second most 'left-behind' constituency in England (Independent Commission on Neighbourhoods 2025). Research repeatedly identifies dereliction of buildings and infrastructure as both a socio-economic and health crisis; no one here lives more than 500m from a destroyed, burned-out, demolished or abandoned site, a nationally shocking statistic. A declining and seasonal visitor economy, limited year-round employment, youth out-migration, health inequality, and a deepening belief that Sandown has been abandoned, challenge not only the physical environment but community confidence, pride in place, opportunities for young people and the mental health and wellbeing of Sandown citizens (Dereliction Survey 2025).

The Feeling Towns project (Southampton University 2023) highlighted that residents are proud of Sandown's beach, landscape, and strong community networks, but feel that the town's potential is not being realised and that opportunities for creative, cultural, and business development are limited. Reports from the High Streets Task Force (2023) also identified a lack of a strong, shared vision and consequent civic decay as major barriers to regeneration, affecting both perception and investment in the town centre.

Town of Culture (TOC) investment will reignite cultural production as the engine of regeneration, skills development, and community wealth-building. We will shape wide-angled opportunities for participation and agency for young people, families, older cohorts, practitioners, businesses, and volunteers. We will also work with our community protection team to reach people in temporary accommodation with complex needs. Cultural production will drive skills in creative industries and life sciences (UK Industrial Strategy priorities), building new pathways into employment and enterprise.

The bid aligns with existing and emerging policy, Isle of Wight Council regeneration plans, the Bay Place Plan, IWC Poverty Reduction, Education, Skills and Learning Strategies, the Island and Solent Growth Strategies, UNESCO Biosphere priorities, and neighbourhood action plans. The TOC programme provides a framework to bring these together into a compelling cultural vision, fully aligned with the Isle of Wight Cultural Strategy 2023-2033.

Sandown is at a critical point. As the most acute expression of wider East Wight challenges, it presents both risks and opportunities. Without support, decline will deepen; with TOC investment, Sandown can shift into rapid, sustained recovery.

2.3 Empowerment

Our entry hasn't been crafted by outside cultural agencies; it has been a locally led, grassroots process to date and will remain so going forward. Since the competition was announced, we have held a series of open meetings, town gatherings, and workshops to truly listen to and reflect what Sandown wants.

We have been guided by Creative Island, the Island's cultural development agency and Sandown-based Raise Global (specialists in building positive community cultures). Together, we've spoken with hundreds of residents in person and reached thousands of people through our online partner, Sandown Hub (13,000 followers) and On The Wight news media. Every theme and project idea developed has come from the community and has been shared back with the community via our active Stakeholder WhatsApp group and through Sandown Hub. We have also distributed leaflets to the wider community. This ensures that the Tide Turner vision belongs to the whole town.

Our key partner delivery organisation is called SNARK (Sandown New Action for Regeneration and Kinship). This isn't a closed group; it's a representative roundtable of people who live and work here: creative practitioners, heritage experts, a parent/SEN representative, educators, local councillors, an ecologist, and the Director of the Bay Business Association. Central to this group's ethos is the motivation to leave no one behind.

Our programme will work with partners who have a track record of making a difference. These will include:

- **StoneCrabs Theatre Company:** Building on their Force of Nature project to reconnect us with our natural surroundings for health and well-being. Championing LGBTQ+ inclusivity.
- **Shademakers and The Common Space:** The creators of Hullabaloo, a Science-Art spectacular that welcomed the whole community for family-focused play and education
- **Artecology:** Design and eco engineers using democratic processes.
- **Boojum&Snark:** Regeneration organisation specialising in placemaking
- **Sandown Carnival:** Community carnival and Regatta organisers.
- **Ventnor Exchange:** NPO, community arts hub, experienced festival organisers with a multi-purpose big top tent.

By using local partners who understand Sandown's identity, we aren't parachuting culture in; we are strengthening existing links. This ensures skills and creative capital stay here long after 2028. We won't just leave a memory, but a homegrown workforce of "Tide Turners" ready to drive Sandown's evolution.

We will remain accountable through a monthly Community Stakeholder Forum, which will provide an open space for residents and businesses to track progress and challenge our decisions.

SECTION 3: CULTURE FOR EVERYONE

In this section, we want to understand how you will design a cultural programme for all which will provide visible, accessible culture that boosts the profile of your town. [Max 400 words]

3.1 Quality and Innovation

Sandown has access to a robust Island-grown infrastructure. Tide Turner is anchored by the ecological expertise of Artecology, the conservation leadership of The Wildheart Trust, and the creative placemaking of Boojum&Snark. Supported by partners like Shademakers, StoneCrabs Theatre, and Ventnor Exchange, this core delivery team has inclusivity in its DNA. UK Town of Culture investment will allow us to leverage high-level frameworks with the Jason deCaires Taylor Studio and national universities, creating a precedent that attracts year-round jobs, visitors, and national media to our coastal economy.

In early 2028, our programme begins with a series of place-based commissions featuring co-creation and community participation. This momentum will culminate with a two-week Tide Turner Festival, a scaled-up, evolution of our popular Hullabaloo festival (2017–2022). The lead-in programme features:

- **Endless Forms Public Realm Sculpture:** A landmark collaboration between Jason deCaires Taylor and Artecology, integrating living art into the Environment Agency's 2028 coastal defence upgrades to create a stunning marine attraction.
- **School of Sandown:** In partnership with the University of Southampton, we will launch fieldwork residencies targeting the 18–30 demographic. This brings researchers and young residents together to co-create solutions through active participation, with a core focus on delivering measurable health and well-being outcomes.
- **Tree of Life Commissions and Art Trail:** We will feature contemporary artists with deep Island connections, including Simon Linington and Jo Hummel, who will explore natural pigments and the coastal landscape. Puppet maker Teresa Grimaldi will reinvigorate our seaside heritage through modern storytelling. A bronze "Evolution Discovery" sculptural trail throughout the town and new collaborative works with local glassblower Ed Evans (Glory Art Glass).
- **The Tangled Bank:** A community eco-installation in front of the derelict Kings Head hotel site, where Darwin began *On the Origin of Species*. This will be a collaboration between eco-artist and Green Town Volunteers, serving as a living tribute to Darwin's "tangled bank" idea.

Tide Turner festival will be built around four Pavilions that map our past onto our future: **Origin** (heritage), **Curiosity** (science/imagination), **Wonder** (carnival and community participation), and **Adaptation** (Biosphere and future culture).

By 2028, we will move from just surviving to evolving and "turning the tide," establishing Sandown as a new voice that harnesses art, science, and inclusivity to effect coastal recovery for all.

3.2 Opportunity

We aren't guessing what Sandown needs; we are building on a foundation of public consultation. Our vision is shaped by the Bay Area Place Plan (2024) strategy, which focused on sustainable development and eco-engineering, and by The Neglect Case (2025), in which Town Councillors and local organisations identified specific urban and social opportunities. By integrating these with Sandown Town Council surveys and the Bay Business Association's drive for economic renewal, we ensure our programme is a direct response to local ambitions.

For our younger population (18–30), our field work opportunities with the Universities will help them gain skills in science, media, and the environment. These skills align with strategic town planning and the future ambitions for a Biosphere School at the Wildheart Trust. With meaningful experience and the rise of education tourism, young people will now have a reason to stay and build a career in the Bay.

The UK Town of Culture investment allows us to turn these re-evolutionary ideas into a large-scale reality. We are moving beyond pilot projects to form deep partnerships with academic providers, eco-businesses, and creative practitioners. By scaling these opportunities and launching high-visibility marketing campaigns, we demonstrate that Sandown has the collective power to turn the tide.

These projects will help us achieve three big things:

- **Pride in Place:** We will turn symbols of neglect, like the Ocean Hotel site, into The Tangled Bank, a living eco-installation that symbolises Sandown's growth.
- **Health and Connection:** Through our Blue-Green enrichment initiatives, which serve as social prescribing, we will seek to improve well-being and connectedness among our over-60s, the mental health of our youth, and the community's physical health.
- **A Shared Future:** The Tide Turner Festival will act as a town square, bringing all generations together to share in a blueprint for recovery.

This is so important as it's about creating a town where all elements: social, environmental, and economic, can thrive together. Whether it is a young person starting a career in the Biosphere School, an older resident reconnecting through Blue-Green health programmes, or a local business benefiting from year-round education tourism, these opportunities give every generation a reason to stay, invest, and grow in the Bay.

3.3 Accessible

We will ensure that accessibility is a clear focus for Tide Turner and embedded in all commissions and delivery work. Our programme will support all event organisers with guidance and resources to ensure access needs, including web (digital) and written (published) content, physical infrastructure, and situational support for temporary limitations. One of the key aims of the cultural production we are undertaking is to build permanent and improving accessibility measures across the town.

We will work with the Community Action IW, IW Youth Trust, Isle Access and Age UK IW to ensure accessibility alignment across age cohorts. We will also work with SENDIASS to ensure our practice incorporates sensory-friendly and neurodivergent-friendly content. Our delivery partners bring proven expertise in inclusion: StoneCrabs Theatre for example, has a dedicated remit to reach LGBTQ+ communities, while The Common Space has a track record of engagement with under-represented and marginalised communities (young carers, probationers etc).

We will be imaginative, responsive and flexible in how we communicate and develop the ToC community conversation, using:

- **Multi Platforms:** media variety from leaflets, posters, digital, local press advertisements, community notice boards and announcements and presentations at community assemblies (for example, town council meetings).
- **Trusted partners:** working with respected and effective local organisations with a strong local voice, such as the Bay Youth Project and the Sandown Hub, to build confidence and reach.
- **Targeted Outreach:** We will work through Home Education networks and engage directly with the Pupil Referral Unit (PRU) and the Youth Offending Team to ensure our outreach reaches some of the most vulnerable young people.

We will use multiple indoor and outdoor spaces across the town, ensuring that activities take place in neighbourhoods, parks, schools and public spaces rather than only in formal, expected and conventional cultural venues. We will ensure that the great majority of our events will be free for all.

The programme will also work closely with partners in the NHS and Public Health teams through our local council's close working partnership with the IW Health and Wellbeing Board as part of the new Neighbourhood Health Framework. We believe very strongly that cultural wellbeing is a foundational determinant of community health and community wealth building. This collaboration will help ensure that open access is provided to older residents, people with disabilities, low-income households and those who may not normally participate in cultural activity.

3.4 Communication

Our communication plan will ensure that the story of Sandown's cultural renewal and transformation is shared locally, regionally, nationally and internationally. The Town of Culture will be used not only to promote events but also to reshape perceptions of Sandown, rebuild pride in place, and position the town as a centre for culture, environment, wellbeing, and creativity. We will develop a strong visual identity and storytelling approach for the Sandown programme, including the Town Pavilions, The Great Tide Turning and possible Sandown Biennale, ensuring a consistent and recognisable voice across all media.

To ensure clarity and consistency, the communications plan will be shaped by stakeholder mapping and segmentation, tailored messages for each audience group, defined communication purposes (information, promotion, consultation or participation), and planned frequency across channels, including in-person engagement, print, digital media, video, newsletters and press. Story capture through film, photography and case studies will support both programme delivery and legacy.

- **Locally**, we will build a robust communications presence through partnerships with trusted community platforms, including the Sandown Hub, the Isle of Wight Creative Network, On The Wight, and Style of Wight. These collaborations will support grassroots engagement, positive storytelling, and regular updates on opportunities for local participation. Schools and young people will contribute through digital storytelling, photography, film and social content, ensuring the programme is captured from a youth perspective.
- **Regionally**, we will work with Creative Island and cultural organisations across the Isle of Wight to promote events and opportunities across the Island, ensuring that the programme reaches communities beyond Sandown and encourages Island-wide participation. Partnerships with transport providers, tourism organisations, and neighbouring towns will help promote Sandown as part of a wider Bay-area cultural destination.
- **Nationally**, working with Visit Isle of Wight, a Local Visitor Economy Partnership with Visit England, to position Sandown as a cultural destination for 2028 and beyond. The activity will include national PR campaigns, press visits, digital campaigns, and partnerships with cultural and tourism organisations to promote the Sandown Biennale and Great Tide Turning events.
- **Globally**, we will use the Isle of Wight's UNESCO Biosphere status and the UK and Ireland Biosphere Network to share Sandown's story with other Biosphere communities worldwide, inviting collaboration, cultural exchange, and knowledge sharing.

Through this communication strategy, Town of Culture will raise Sandown's profile, change perceptions of the town, attract visitors and partners, and help establish Sandown as a recognised cultural and environmental destination beyond 2028.

SECTION 4: MAKING IT HAPPEN

In this section, we want to understand how you will deliver a successful programme.

[Maximum 400 words for each section]

4.1 Partnerships

Our partnership strategy is built on established trust, local leadership and proven collaboration, rather than speculative outreach. At its core is a strong democratic partnership between Sandown Town Council, Isle of Wight Council as the unitary authority, and the emerging Combined Authority and Mayoral leadership through the devolution process. This provides a clear governance framework that links local delivery with regional strategy for growth, skills, and prosperity. The Combined Authority has already identified cultural and creative industries as a key component of its future economy, and Sandown Town of Culture will act as a beacon of progress, innovation and learning within this wider regional agenda.

Alongside this civic leadership, we have already established deep-rooted relationships with a wide range of delivery partners. These include internationally recognised artists such as Jason deCaires Taylor, working in collaboration with local eco-engineers Artecology, and a growing network of academic and research partners including the Universities of Southampton, Portsmouth and Bournemouth, Arts Council England, Natural England and the UNESCO Man and Biosphere programme. These partnerships position Sandown as a place of experimentation, research and cultural production with national and international relevance.

The Town of Culture investment will enable us to move from pilot activity to large-scale, coordinated delivery. It aligns with major local ambitions, including The Wildheart Trust's plans to establish an International Biosphere School within the Adaptation Pavilion, creating new opportunities for education, research and investment.

Our approach deepens local partnerships and strengthens Sandown's social fabric. We are committed to nurturing Island talent, ensuring investment supports local people and businesses. Programs like Hullabaloo, Force of Nature, and Boojum & Snark have proven the power of locally-led production and co-creation; Town of Culture will scale this, building long-term creative capacity and leadership within the community.

Our partners are not separate from the town; they are the town. Delivery is shaped through our local network (SNARK), which brings together residents, educators, business owners, ecologists and creatives. Grassroots organisations, including Bay Youth Project, Green Town Volunteers and Sandown Hub, ensure that participation, mutual support and community leadership remain central to the programme.

By combining strong democratic leadership, international partnerships and deep local collaboration, Sandown TOC will create an integrated model of cultural development in which culture, community and wellbeing are embedded at the heart of everyday life. This partnership approach will not only deliver the programme, but leave a lasting legacy of collaboration, resilience and shared purpose.

4.2 Programme Management

SNARK will provide strategic oversight and community accountability. The programme will be led by a Lead Project Manager and an Assistant Project Manager working with Creative Island to identify suitable candidates. Through the Bay Business Association, we would also appoint a Finance Manager to ensure grant compliance and financial transparency.

We will ensure clear accountability through a Service Level Agreement (SLA) model with all delivery partners. This framework defines precise responsibilities, from the safety and logistics of the Hullabaloo spectacle to the specific evaluation data needed. Many of the delivery organisations have a long pedigree of delivering festivals working with a multitude of creative practitioners, organisations and suppliers, we will be able to benefit from these existing delivery models.

Once the programme has been developed as part of the £60,000 grant, we will be able to identify key risks; for now, these are the most pertinent:

Key Risks and Mitigation

Risk: Permissions and Planning. Delays in securing seabed or coastal permissions for the Jason deCaires Taylor installation.

Mitigation: Early engagement with the Marine Management Organisation and Environment Agency during the £60k development phase via a professional feasibility study.

RAG Rating: Amber.

Risk: Financial Inflation.

Rising material and labour costs are affecting the 2028 delivery.

Mitigation: Building an annually compounding 10% contingency into all capital works and reviewing budgets quarterly with the Finance Officer.

RAG Rating: Green.

Risk: Community Disengagement. Residents feel disconnected from the art or scientific themes.

Mitigation: Utilising the Sandown Hub, Bay Youth Project and other trusted partners for constant grassroots consultation and bottom-up programming and co-creation.

RAG Rating: Green.

4.3 Financial Management

The initial £60,000 development grant will be used to move Sandown Town of Culture from strategic vision to a fully costed, deliverable programme and governance structure. We will utilise the expertise of Island-based project managers and cultural producers who have successfully delivered large-scale cultural events and programmes, including Ventnor Fringe, Shademakers and Sandown Carnival, alongside support from Creative Island, the Isle of Wight's Cultural Development Agency.

Development funding will be used to appoint a professional cultural consultant and business development adviser, undertake feasibility studies and permissions for public realm and cultural infrastructure projects, develop detailed programme budgets and delivery plans, and establish governance, financial management and reporting systems for the full Town of Culture programme. Early feasibility work will include major public realm projects and collaboration with infrastructure partners such as the Environment Agency to align cultural and environmental investment.

Financial management of the TOC programme will operate through established local authority financial systems and governance arrangements, working in partnership with Sandown Town Council and Isle of Wight Council. Clear financial controls, procurement processes, audit arrangements and reporting procedures will be established to ensure transparency, accountability and value for money. Regular budget monitoring, financial reporting, and risk management processes will be overseen by the Town of Culture partnership group, with professional financial management support and, where required, an independent audit.

We estimate the total delivery cost of the Tide Turner programme to be approximately £3 million. While the UK Town of Culture grant will form the core funding, we will use this investment to leverage additional funding and in-kind support from a range of sources. These include local authority contributions, regional and devolved funding opportunities through the emerging Combined Authority, Arts Council England and other cultural funders, environmental and research funding linked to Biosphere activity, sponsorship and business partnerships, and in-kind contributions such as venues, equipment, staff time and volunteer support from partner organisations.

TOC will act as an investment catalyst for Sandown, helping to attract further funding, creative businesses, research partnerships and cultural organisations to the town. By aligning cultural investment with regeneration, skills, environment and wellbeing agendas, we aim to ensure that TOC funding creates long-term economic and social value rather than short-term activity.

Strong governance, partnership working and transparent financial management will ensure that TOC investment is well managed, delivers value for money and leaves a lasting financial and organisational legacy for Sandown beyond 2028.

4.4 Monitoring, Evaluation and Legacy

We will implement a rigorous framework to ensure the Tide Turner programme delivers measurable social, economic, and environmental outcomes. Evaluation will be coordinated across all activities to create a unified data framework, ensuring consistent reporting and accountability.

Key Outcomes for Tracking:

- **Community Pride and Confidence:** We will use impact surveys (online, print, and face-to-face) to track changes in local belonging. This measures our success in shifting Sandown's narrative from one of decline to one of renewal.
- **Participation and Skills:** We will monitor attendance and deep engagement with schools, youth organisations, and volunteers. Particular focus will be placed on the 18–30 demographic and families who do not typically engage with cultural activity.
- **Economic Vitality:** We will track new cultural commissions, creative business activity, work placements, and job creation. We will also monitor visitor numbers and the Tide Turner effect on local business confidence via the Bay Business Association.
- **Environmental Impact:** We will monitor biodiversity gains linked to our nature-based projects and use the Creative Island "Events Compass" to ensure the sustainability of all programme activities.
- **Health and Wellbeing:** Using social prescribing metrics, we will evaluate the impact of "Blue-Green" activities on participants' mental and physical health.

Baseline Data and Evidence: To accurately measure change, we will utilise a comprehensive baseline including:

- **Official Data:** Isle of Wight JSNA and Local Insight socio-economic data.
- **Local Research:** The 2025 Dereliction Survey (1,200 residents), 2024 Building the Bay place plan data, and Sandown Town Council surveys.
- **Scientific Context:** Local Biosphere and Nature Recovery Strategy data to provide a scientific starting point for our environmental interventions.

The ultimate measure of success will be the long-term Tide Turner effect. We will monitor the programme's ability to establish a Sandown Biennale, develop and improve the Town Pavilion zones, and forge new academic partnerships. Furthermore, the monitoring tools developed here, in collaboration with Arts Council England, will be shared as a national model for coastal regeneration.

By tracking these metrics, we prove that Tide Turner is not just a festival for 2028, but a long-term framework for sustaining social and economic evolution in Sandown.