



# BEYOND BOUNDARIES

BAY AREA PLACE PLAN  
11TH–13TH JULY 2023

# DAY ONE

A decorative vertical bar on the left side of the slide, composed of various geometric shapes including circles, triangles, and squares in yellow, pink, green, and blue. The shapes are arranged in a vertical sequence, some overlapping.

# Ten minutes in and our first question:

*“Where is the money  
coming from?”*

A recurring theme across the three days was about funding and budgets. The Project Team are acutely aware of this concern and will therefore ensure that any future recommendations take this issue into consideration.



# Audit Task

## BAY AREA PLACE PLAN

# NOW IT'S YOUR TURN...

This worksheet provides an opportunity for you, as an individual or as a representative of your organisation, to reflect on the past, present, and future of the Bay Area. Please take the time to complete this worksheet and bring it with you to the first session, as it will directly inform our discussions and enable us to co-create a place plan that reflects the needs and aspirations of the community. Your contribution matters, and we greatly appreciate your valuable input.

What three things about the Bay Area would you like to take with you into the future?

1.

2.

3.

What three things about the Bay Area would you like to leave behind in the past?

1.


2.

3.

What changes are coming down the track that could transform life for you in the Bay Area?

The Project Team had issued a short questionnaire survey in advance of the three-day event and several people had completed these before the start of the first day. Those that had not were issued a copy to complete during the first session.

The questions were about the past, the future and the changes that will influence the Bay Area in years to come.





# Audit Task



The first session on Day One was to work in groups to complete the past/future worksheets and compare notes.

# Audit Task



The first session on Day One was to work in groups to complete the past/future worksheets and compare notes.



# Audit Task

## BAY AREA PLACE PLAN

### NOW IT'S YOUR TURN...

This worksheet provides an opportunity for you, as an individual or as a representative of your organisation, to reflect on the past, present, and future of the Bay Area. Please take the time to complete this worksheet and bring it with you to the first session, as it will directly inform our discussions and enable us to co-create a place plan that reflects the needs and aspirations of the community. Your contribution matters, and we greatly appreciate your valuable input.

What three things about the Bay Area would you like to take with you into the future?

1. Biosphere
2. Community Spirit
3. Natural & Heritage Assets

What three things about the Bay Area would you like to leave behind in the past?

1. Apathy of the majority & lack of ambition
2. Three separate parish councils
3. Idea that the high street can survive purely as shopping

What changes are coming down the track that could transform life for you in the Bay Area?

*Ecotourism & Education*

The Project Team received over 40 returns of this type of worksheet and will need to carefully read, review and process the results to determine a consensus.

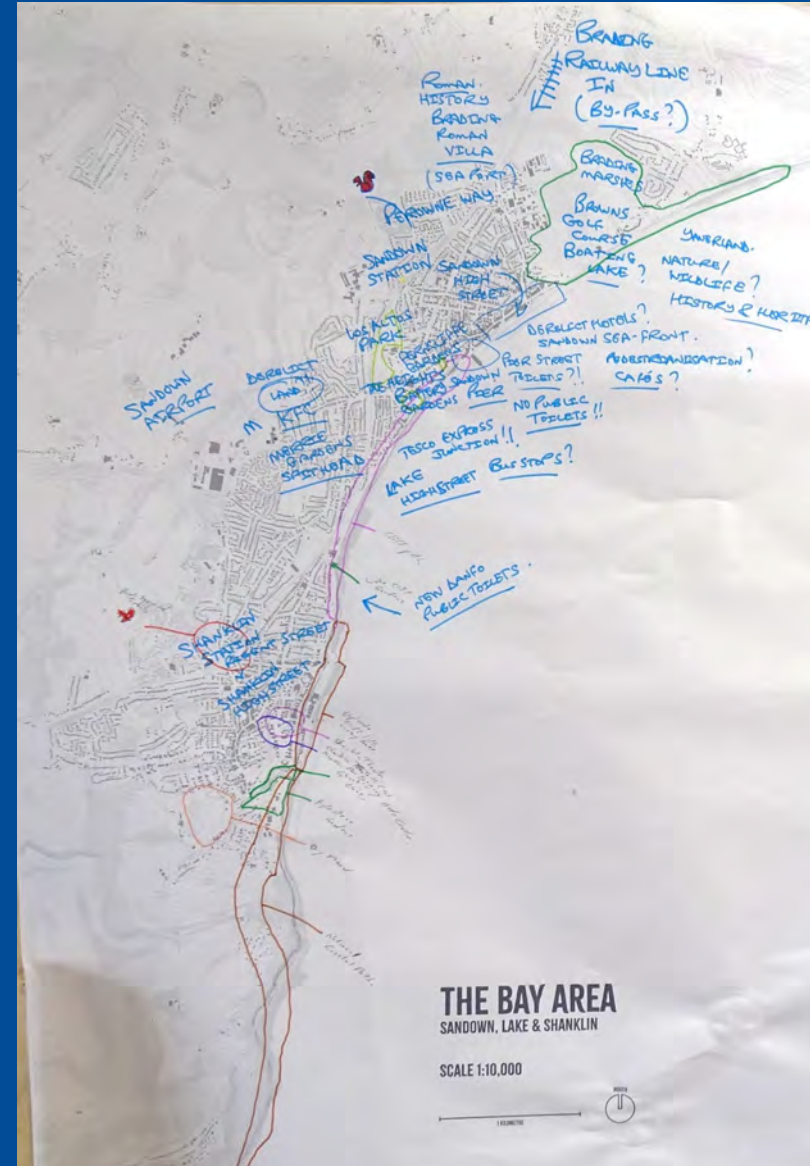
The example here (left) was chosen at random from the “ballot box” installed in the lobby of the Think Space venue.

It is used here as an example and is not necessarily representative of a consensus.

# Mapping Task

## KEY MESSAGES

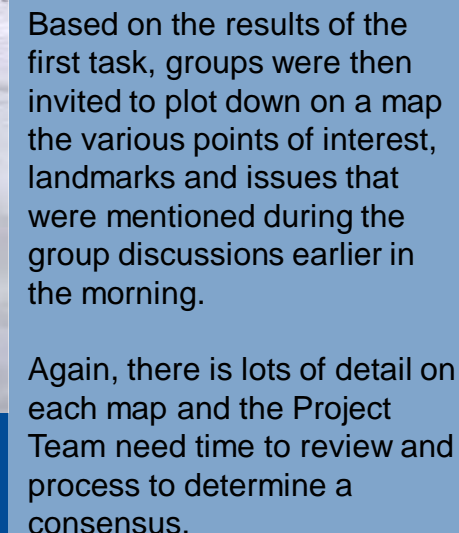
- Sandown got more attention
- References to history, such as the Roman Villa
- Connections, such as railway and airport



Based on the results of the first task, groups were then invited to plot down on a map the various points of interest, landmarks and issues that were mentioned during the group discussions earlier in the morning.

Again, there is lots of detail on each map and the Project Team need time to review and process to determine a consensus.

- Mapping green spaces of importance
- Connective importance of the coastal path



Based on the results of the first task, groups were then invited to plot down on a map the various points of interest, landmarks and issues that were mentioned during the group discussions earlier in the morning.

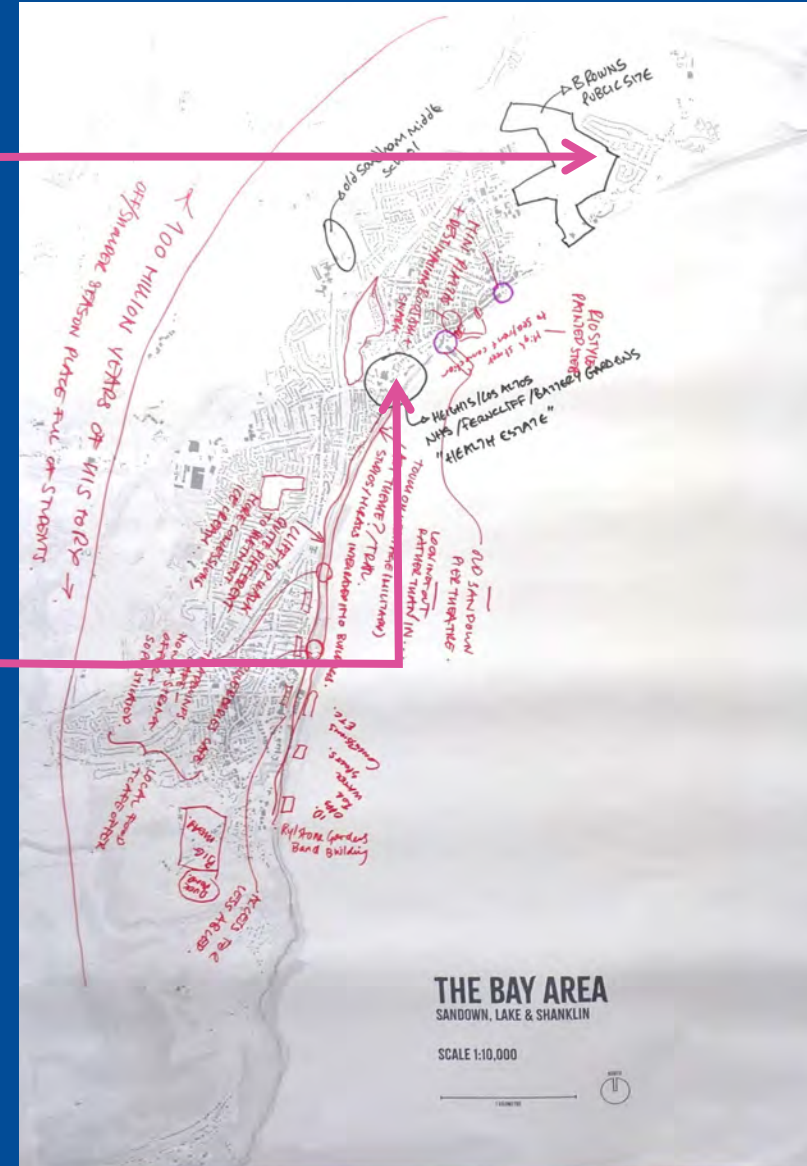
Again, there is lots of detail on each map and the Project Team need time to review and process to determine a consensus.



# Mapping Task

## KEY MESSAGES

- Scale of the Yaverland opportunity is noted
- Battery Park also identified
- Thread of the coastal path that ties the Bay Area together



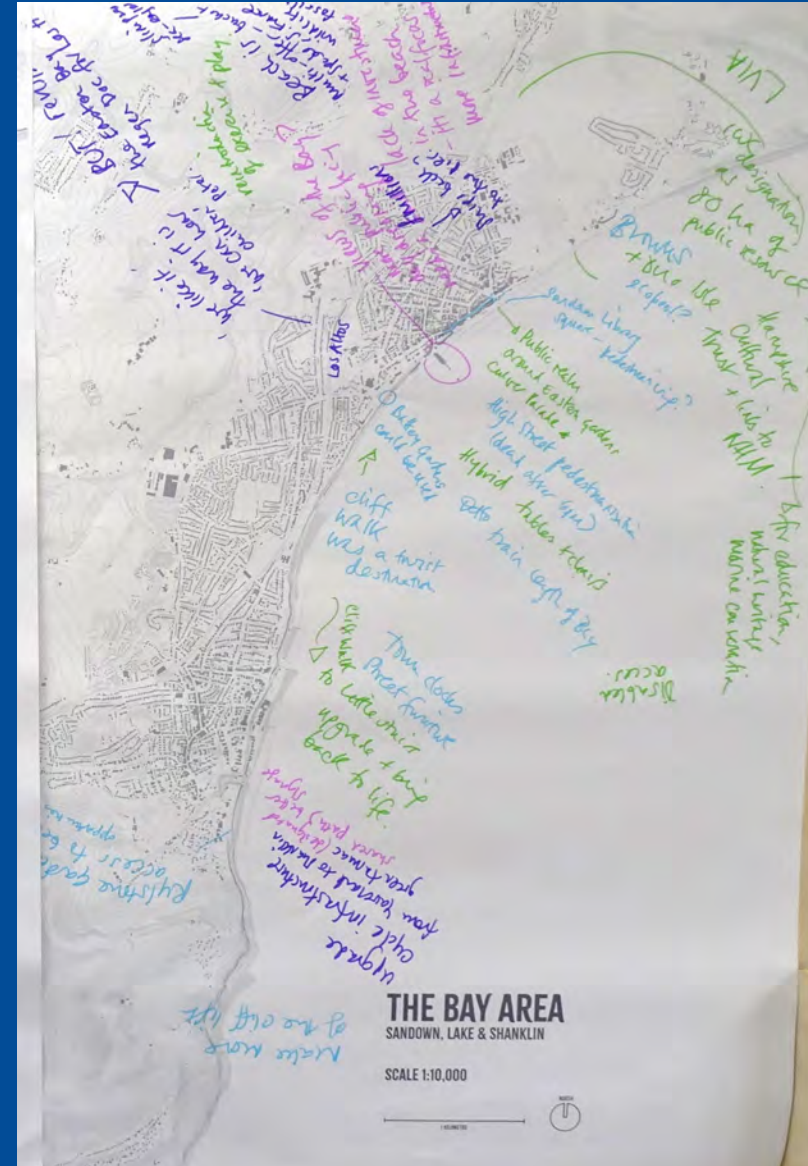
Based on the results of the first task, groups were then invited to plot down on a map the various points of interest, landmarks and issues that were mentioned during the group discussions earlier in the morning.

Again, there is lots of detail on each map and the Project Team need time to review and process to determine a consensus.

# Mapping Task

## KEY MESSAGES

- Pedestrianisation of the High Street mentioned
- Library as a landmark
- Eastern Gardens as a focal point



Based on the results of the first task, groups were then invited to plot down on a map the various points of interest, landmarks and issues that were mentioned during the group discussions earlier in the morning.

Again, there is lots of detail on each map and the Project Team need time to review and process to determine a consensus.



# Mapping Task



Rosana Vitiello (second left) from the Project Team facilitates one of the mapping task tables.



# Mapping Task



Richard Eastham (in the green t-shirt) from the Project Team facilitates the feedback from the mapping task.

# Walking Tours



The afternoon of Day One began with Walking Tours of some of the locations that were plotted on the maps that morning.

Although the Project Team were prepared to go in three directions – Lake, Shanklin and Sandown – it focussed just on Sandown, as it was led by those that took part that afternoon.





**65cms**

An observation from the Project Team while on the island was just how inhospitable the walking environment can be in places. Just outside the Think Space venue is footway just 65cms wide. How can this encourage people to walk, rather than drive?



# Do you need to carry out a “walking conditions” audit as part of the Place Plan?



An action point moving forwards could be a community-led audit of “pinch points” such as this, that maps out the parts of the network that require intervention to make conditions more inviting and convenient for pedestrians.

Likewise, a similar audit of cycling conditions could be undertaken. The results of both the walking and cycling audit should influence future infrastructure investment plans such as a future LCWIP.

# Walking Tours



*These connecting steps that link Sandown High Street to the seafront became an area of interest and the focus of a possible intervention*

The Walking Tour group took a circular loop down towards the seafront and back to the Think Space venue.



# Visual Connectivity



These connecting steps were seen as uninviting and a hostile environment.

But they also offer an opportunity to inject colour into the urban landscape, make the place more joyful and create what was called an “Instagrammable Moment” for visitors and locals alike.



# Visual Connectivity



In response to this suggestion, the Project Team quickly created this image using the Think Space colours, shapes and branding to demonstrate the potential of this space.

The image and the idea got nicknamed “The First Steps” as it was seen as a quick win project that a community group, working with a local artist, could deliver at low-cost but with high visual impact.

Looking for similar low-cost, high visual impact projects will likely become a theme in the Bay Area Place Plan.



# Walking Tours Audit List

- ① BATTERY GARDENS / POOMUSEUM
- ↳ "string of green"
  - Better Signage → barrier "don't come in" / interpretation could do better
    - ↳ + east path
    - ↳ connectivity
    - ↳ walls/cafe's → Sundown → lake
  - Space not being used well
    - ↳ picnic
    - ↳ seating
    - ↳ bands/performance/stand
    - ↳ backdrop
    - ↳ christmas gardens
    - ↳ playground
    - ↳ gate house buildings
    - ↳ natural local focal point/stopping point
    - ↳ not allowed amplified music
  - ↳ Los Altos used to have outdoor theatre/lost a lot of perf. spaces over years
  - ↳ "NATURE + CULTURE" → green pockets + wayfinding
  - ↳ more rubbish bins needed
  - ↳ Lighting more consistency needed
  - ↳ Community garden for food, intergenerational + educational
    - ↳ Los Altos? textured through out walking route
- ② ESPLANADE / PIER / "RETIEMENT" PROM
- ↳ Pedestrian timed → trialled for a period for markets + people
  - ↳ grass / Performance/staging on beach front/busking spots
- ③ Pier Head Pier Street toilets / Public space
- ↳ Public space/performance space options/art space
  - ↳ dead end part → already pedestrian area but looks + feels like a road
- ④ Sandown → lake esplanade
- ↳ art installation/public realm
  - ↳ way markers → consistency + connectivity eg. Ventnor planets
  - ↳ Access to lake Beach is an issue eg. lifts? hire wheelchair/scooter
  - ↳ Steps up to high street + better lighting
    - ↳ key connection/welcome down to sea + hide dereliction/reflect building
    - ↳ wind needs to be considered.
- ⑤ Cotton Gardens - terrace space / outdoor libraries / yoga / great views
- ↳ "informal seating / not 'grown up' seating"
  - ↳ willow tunnels / understanding leading into nature
  - ↳ performative → nature sanctuary "Cane lake"
  - ↳ Boating lake
- ⑥ Yaverland → Swimming centre
- ↳ disabled access for swimming
- ⑦ HIGH STREET → pedestrianised
- ↳ Empty shops / issue - "too many" residential housing? / ownership / live/work policy
  - ↳ art popups across many → branding + festival
  - ↳ Local dec. orders + High St. task force
  - ↳ working progress contributes long term plan
- ⑧ Island Roads
- ↳ council
  - ↳ blockers
  - ↳ risk

Once the Walking Tours had concluded, and people were back in the room, the participants recorded all that they had seen, as well as noting down other associated locations.

Coloured spots – look for the red dots ● on the image – were added by participants. They were asked if they could only prioritise one place for investment, which would it be and to place a dot against that location on the poster.

# Secondary School Event



While the walking tours were underway, another part of the Project Team were working with a selection of students at the Bay CE Secondary School.

The Project Team wanted to explore how young people felt about public space, about where they go and what they do when out and about in the Bay Area.

In this image, they are using FERIA Urbanism's bespoke set of foam blocks to build a prototype or experimental set of street furniture that can be used for a public performance.



# Secondary School Event



As well as a more experimental set up, they also built a more conventional picnic table and benches.



# Secondary School Event

## SUMMARY OF WHAT WAS HEARD

- They like to watch the sunset from the cliff tops
- Want street furniture that is social, inviting, unusual and maybe puzzling (only they understand it)
- They enjoy sports, but multi-functional facilities – for example, tennis one day, something else the next but the in same place that they feels belongs to them
- Green spaces matter but can get boring without a specific, built feature or focal space

A summary of the wide-ranging conversation with the students that was prompted by the foam block design tasks.



# Business Event



The first day concluded with a business event held in Shanklin. While an integral part of the Three-Day Think Space, this event had its own publicity and was deliberately held in the evening to allow many business owners and operators to attend.

To structure the event, a variation of the original questionnaire survey was issued to participants (e.g., as a business, what three things would you leave in the past, take to the future etc) and these were completed anonymously and added to a “ballot-box” style container. The anonymous nature of the inquiry helped in drawing out authentic answers.



# Business Event

## KEY MESSAGES

1. Revitalise empty shops, even if just for temporary interventions, as the visual impact of empty shops affects the morale and viability established businesses located nearby
2. Connectivity and a collective voice is critical
3. There is a real need for networking and collaboration, and the resultant “power in numbers” to lobby the Isle of Wight Council
4. Moving away from negative thinking, within the business community – need to drop the “poor me” mentality
5. Pride in natural assets of the Bay Area, environmental protection matters to businesses as it influences their ability to recruit staff and attract customers

This is a summary of the survey responses received at the Business Event in Shanklin.