ArupEconomics+Planning

Isle of Wight Economic Partnership

Isle of Wight Area Investment Framework

Main Report

DRAFT FINAL

ArupEconomics+Planning

Isle of Wight Economic Partnership

Isle of Wight Area Investment Framework

Main Report

DRAFT FINAL

1 Introduction

1.1 Background

Developing a more strategic and integrated approach to area investment is an important policy priority at the national, regional and local levels. There is increasing recognition of the need for better coordination and targeting of investment across different policy areas, funding programmes and mainstream services to address main areas of need and strategic priorities.

These issues are particularly pertinent for the Isle of Wight. In recent years the Island has bid successfully for a wide range and significant levels of regeneration and economic development programme funding. This poses challenges for the Island to ensure the coordination of the delivery of these funding programmes. There is also a need to respond to recent and future changes in funding mechanisms. This will require a move from what has been until recently a predominantly bidding-led approach to securing funding, to a more strategic partnership-based approach to identifying investment priorities.

This report outlines the main findings and conclusions from the Isle of Wight Area Investment Framework (AIF) project. The purpose of the project has been to analyse current and future investment patterns against an assessment of areas of socio-economic need, priority and opportunity on the Island. This analysis has informed the identification of priority areas and themes for future investment.

This report is accompanied (and should be read alongside) the two other reports from the project:

- the **Socio-Economic Baseline**, which outlines the socio-economic profile of the Island;
- and the **Investment Audit**, which provides an overview of patterns and trends of investment on the Island across main policy areas.

The main findings from the socio-economic baseline and the Investment Audit, are synthesised within this report.

1.2 Main Aims of the Study

The aims of the Area Investment Framework study are to:

- analyse socio-economic trends and indicators, geographical patterns of need and deprivation, main economic development opportunities, and key investment requirements on the Island;
- identify current and future patterns of investment by the public (including mainstream public programmes as well as are-based regeneration funding) and private sectors;
- undertake a ‘gap analysis’ to assess current and future investment patterns against the main regeneration priorities and areas of need for the Island; and
- provide a strategic policy framework for:
    - **Investment Planning** - the AIF will act as a practical tool and aid the investment planning of relevant organisations;
    - **‘Island Governance’** - the agenda for the Local Strategic Partnership (LSP), the Isle of Wight Partnership and other agencies in taking forward and implementing the Island’s regeneration strategy; and
    - **Securing Funding** - the AIF will provide an important tool to assist in and support the development of funding bids as part of a strategy-led (rather than bidding-led) approach to implementing the Island’s regeneration strategy.

This project is one of a series of Area Investment Framework projects supported and funded by the South East of England Development Agency (SEEDA). The rationale is to provide an evidence base and analysis to help develop a more strategic needs and priority-led approach to targeting investment in regeneration areas. Other AIFs have been developed for: East Kent; North Kent; Southampton; and

Hastings. A brief guidance note on AIFs has been issued by SEEDA[1]. The detailed methodologies and approaches to collecting and analysing data have varied depending on the areas, scope, and data availability for each project.

1.3 Main Components of the Area Investment Framework

The main components of work in producing the AIF area are as follows:

- **Socio-Economic Baseline Report** - baseline analysis of social and economic conditions and trends on the Island (this report has been produced by the Isle of Wight Council Policy and Strategy team);
- **Investment Audit** - outlining the main funding structures, investment patterns and future investment issues for the Island; and
- **Main Report** - this report, which draws together the main findings of the Socio-Economic Baseline and Investment Audit, and incorporates:
  - **Gap Analysis** - a comparison of the baseline and investment audit – in order to identify current and future gaps between areas of social and economic need and priority, and patterns of investment;
  - **Conclusions** – identification of main areas and priorities for better targeting and / or coordination of investment; and
  - **Recommendations for Forward Strategy** – recommendations on developing actions and delivery mechanisms for improved targeting, coordination and delivery of investment on the Island.

1.4 Structure of This Report

This report is structured as follows:

- Chapter 2 sets out briefly the policy and funding context for the project at national, regional and local levels;
- Chapter 3 outlines details of the method for the project;
- Chapter 4 summarises the main points and findings from the Socio-Economic Baseline;
- Chapter 5 sets out some overarching conclusions from the investment audit – conclusions in relation to specific policy areas are set out in the subsequent chapters;
- Chapters 6 - 14 outline the findings, analysis, and investment priorities and forward strategy for the main policy areas;
- Chapter 15 sets out some conclusions on implementation and delivery mechanisms and outlines the four main investment priorities identified as a result of the analysis for this project.
- Annex 1 contains brief area profiles of main findings from the baseline and investment audit for selected areas of the Island.
- Annex 2 contains a list of strategy and investment documents for the Isle of Wight that were reviewed for the project.
- Annex 3 contains a list of interviewees for the study.
- Annex 4 is a list of attendees at the project workshop on 29 May 2002.

[1] *Area Investment Frameworks. 'Advice Note.'* SEEDA, October 2000.

2 Policy and Funding Context

2.1 Introduction

This report is not intended to provide an over-arching or holistic strategy or set of policies for the Island's development. It is a technical tool intended to support inform the implementation of the main high-level strategies and policy frameworks for the Island, which have been developed through extensive partnership working and stakeholder consultation.

In particular, an overarching strategic framework for the Isle of Wight is provided by:

- **At national level** - changing Government policy on regeneration, coordination of area-based programmes, public services delivery, and funding mechanisms;
- **At regional level** – the Regional Economic Strategy produced by SEEDA, Regional Planning Guidance, and other regional strategies including the Regional Sustainable Development Framework and social inclusion statement; and
- **At local level** - the *Isle of Wight Community Strategy*, which has been developed by the Local Strategic Partnership (LSP), *Island Futures;* the *Isle of Wight Economic Development Strategy,* produced by the Isle of Wight Economic Partnership; and the relevant strategies and plans developed by the Isle of Wight Council.

2.2 Changing National policy and funding context.

Government policy is increasingly emphasising the need to develop wide-ranging and integrated approaches to regeneration and economic development. This includes developing improved coordination and synergies between different funding programmes, including mainstream programmes as well as area-based funding initiatives. Government has outlined the importance of delivering better coordination of investment and area-based initiatives at regional and local level.[2]

There is also increasing recognition of the importance of regeneration initiatives addressing problems and priorities across a wide range of policy areas, such as economic development, housing, health, education and training, crime reduction, community development, physical regeneration and transport.

The Government has introduced Public Service Agreement (PSA) targets for Local Authorities and other funding bodies to help ensure public spending is targeted at addressing key policy priorities. Other initiatives, such as the introduction of tri-annual spending reviews at national level, or the Best Value initiative for monitoring local authority performance, are intended to provide a more stable long-term funding regime.

In recent years, there have been significant developments in policy and changes in Whitehall and organisational and funding structures at regional and local level in policy areas such as learning and skills, rural development, neighbourhood renewal, and tourism.

2.3 Changing policy and funding context at regional level

Funding mechanisms and policy at regional level are undergoing significant change.

2.3.1 The Regional Economic Strategy

The **Regional Economic Strategy** is currently being revised by SEEDA. The consultation document for the revised strategy[3] identifies the Isle of Wight as one of the region's 'Priority Areas for Regeneration' and the Island's rural areas as a 'Priority Rural Area'. The final draft of the Strategy will be published in October 2002. The Isle of Wight Economic Strategy and this Area Investment Framework report will

[2] For instance, in the Cabinet Office Performance and Innovation Unit report, *'Reaching Out. The Role of Central Government at Regional and Local Level'* (2000) and in the formation of the Regional Coordination Unit.
[3] *'Regional Economic Strategy 2002. Towards a prosperous Region delivering a high quality of life and environment for everyone, now and in the future. Consultation Document'.* SEEDA, April 2002.

provide the strategic framework for SEEDA's implementation of the Regional Economic Strategy on the Isle of Wight. Implementation and monitoring of progress against the strategy will be guided by the **Regional Outcome Targets** developed by SEEDA and agreed with Government.

2.3.2 The transition to SEEDA 'Single Pot' funding

The Strategy is being revised in the context of significant changes in regeneration and economic development funding programmes at the regional level.

Of particular relevance for the Isle of Wight Area Investment Framework is the transition to **'Single Pot' funding** for SEEDA, replacing previously separate funding programmes, including the Single Regeneration Budget (SRB) and Rural Development Programme (RDP). The Isle of Wight has secured significant levels of SRB funding. Commitments to existing SRB programmes will continue to be met, but there will be no further bidding rounds. This means, that over future years, SEEDA will have increasing flexibility in its allocation of funding. SEEDA have indicated that the transition to the Single Pot will enable a better integrated approach to allocating funding, which is based more on partnership than competitive bidding (see box 1.1. below).

SEEDA have identified **Area Investment Frameworks** as an important mechanism for identifying the investment needs and priorities of regeneration priority areas, including the Isle of Wight.

Box 1.1. SEEDA's principles to guide its operations (outlined in the Delivering in Partnership in Priority Regeneration Areas Consultation Paper and the 2002-03 SEEDA Corporate Plan.)

"From 1 April 2002, SEEDA will receive its funding from government in a single stream, rather that in separate programmes, each with its own set of rules, so there will be increasing scope for SEEDA to work with partners to prioritise and deliver its investment tailored to local needs and encompassing the full range of SEEDA's economic development remit. This will place less emphasis on bidding from partnerships and more on negotiated solutions where the optimum SEEDA involvement is jointly decided with local partners……

SEEDA proposes six principles to guide its operations. These can be summarised as follows:

- *Balancing investing in success with tackling deprivation, linking these two streams of activity wherever appropriate;*
- *Priorities and activities to be driven by outcomes and not programmes;*
- *Presumption of delivery through partners unless there is strong justification for direct intervention by SEEDA;*
- *Develop shared frameworks for action with partners as the predominant mechanism for determining SEEDA funding and support;*
- *An increasing presumption against the use of broadly-cast bidding rounds (a competitive process to identify partners for the delivery of specific projects will have a continuing role); and*
- Ensuring that local initiatives are drawn upon to the wider benefit of the region, and that region-wide initiatives are applied in a way that reflects local needs."

2.3.3 The Government Office for the South East

The **Government Office for the South East** (GOSE) is responsible for ensuring coordination in the delivery of Government policy and programmes in the region. GOSE is structured on the basis of area teams, one of which covers Hampshire and the Isle of Wight.

GOSE incorporates the regional functions of the Departments of Transport, Environment and Rural Affairs, Education and Skills, Trade and Industry and the Office of the Deputy Prime Minister, as well as incorporating teams from the Home Office, Department of Culture Media and Sport, and Work and Pensions.

GOSE manage several DEFRA and European rural development funding programmes. They also manage the neighbourhood renewal funding streams and some other area-based funding programmes (such as Sure Start). GOSE also helps coordinate the development of local partnership mechanisms in policy areas such as learning and skills and crime prevention. They oversee the allocation to local authorities of capital funding for housing improvement, and local transport projects. GOSE also advise the Deputy Prime Minister on strategic land-use planning and transport planning issues.

The Isle of Wight does not qualify as an eligible area for neighbourhood renewal funding, because it was not considered to contain areas of deprivation of sufficient scale or intensity.

2.3.4 Other regional strategies

In addition to the Regional Economic Strategy, some of the other main there are several other regional strategies that guide public investment. **Regional Planning Guidance** (RPG), which also incorporates the **Regional Transport Strategy** (RTS) this sets out the spatial development framework for the region, and the strategic context for the development of local plans and Local Transport Plans (LTPs). The draft RPG-RTS is produced by the South East of England Regional Assembly (SEERA). The Regional Framework for Sustainable Development, prepared by SEERA, sets out an overarching policy framework for sustainable development in the region.

2.4 Policy and Organisational Context at Local Level

There have been significant recent developments in partnership and funding structures on the Island.

The Isle of Wight Local Strategic Partnership (LSP), *Island Futures*, has been formed. The LSP brings together a wide range of stakeholder organisations on the Island from the public, private, voluntary and community sectors. A key role for the partnership is to provide a mechanism for bringing together plans, partnerships and initiatives to enable mainstream public service providers and other stakeholders to work together more effectively. The partnership has recently published **a Community Strategy** for the Island, which sets out high-level strategic objectives and policy priorities for the Island's development. The LSP has not yet been accredited and has limited core staff capacity.

The **Isle of Wight Council** is responsible for significant areas of public investment on the Island. The Council is currently implementing a review of its corporate planning and performance management processes. The Council is responsible for producing service plans in key areas of investment. As the local planning and transport authority, the Council also produce, through a process of consultation, the Unitary Development Plan and the Local Transport Plan.

Since 2000 there have been new funding structures for **post-16 learning and skills**. Funding for post-16 education and training on the Island is provided by the Hampshire and Isle of Wight Learning and Skills Council (LSC) to local service providers such as the Local Education Authority or the Isle of Wight College. The Isle of Wight Learning Partnership has been formed to set out strategic learning and skills priorities for the Island and to facilitate strong inter-agency working.

New funding and delivery mechanisms were introduced for the **Health Service** in Spring 2002. The Isle of Wight Primary Care Trust (PCT) is responsible for delivering primary care (i.e. GP and preventative care services) on the Island. The Hampshire and Isle of Wight Health Authority is responsible for acute (i.e. hospital) care.

The **Isle of Wight Economic Partnership** is a cross-sectoral partnership responsible for promoting the economic development of the Island. The partnership provides an important mechanism for securing programme funding for the Island. It promotes the Island as a business location and delivers inward investment and aftercare services. The partnership provides the main sub-regional structure through which SEEDA intend to implement their strategy and action plans on the Island.

3 Method

3.1 Introduction

This section provides a brief overview of the approach to each of the main stages and components of the project. The project was undertaken by a consultant team from Arup Economics and Planning with significant support and input provided by the Isle of Wight Council Policy and Strategy team.

3.2 Socio-Economic Baseline.

The Socio-Economic Baseline analysis was undertaken by the Isle of Wight Council Policy and Strategy team. This was a desk-based exercise to collate and analyse a wide range of statistical data on socio-economic conditions on the Island. Most of this data derived from National Statistics sources. The baseline analysis also drew on relevant reports and studies on the Isle of Wight. The relevant data and analysis is set out in the Socio-Economic Baseline Report.

3.3 Investment Audit

The Investment Audit comprised an assessment of main patterns and trends in public and private sector investment on the Island across each of the relevant policy areas. An important aspect of the Investment Audit was to analyse and outline details of the relevant organisational structures and various funding streams. The main sources of information were as follows:

- published documents, strategies and business plans for public sector funding bodies incorporating financial information (a full list of the documents is outlined in Annex 2);
- additional (non-published) information on future investment strategies provided by public funding bodies – this included detailed information on the Isle of Wight Council's budget for 2002-03, and investment on the Isle of Wight by the Hampshire and Isle of Wight Learning and Skills Council;
- detailed information on projects supported by regeneration and other grant funding programmes was provided by the Isle of Wight Council Policy and Strategy Team;
- 25 interviews were held with the main funding bodies and stakeholders and selected businesses on the Island (see Annex 3), which were used to discuss investment trends and issues; and
- the analysis of general trends in relation to business investment was informed by elements of the Socio-Economic Baseline, information on inward investment provided by the Isle of Wight Economic Partnership and interviews with selected businesses located on the Island.

3.4 Analysis - Interviews and Workshops

The analysis was informed by discussions with the main stakeholder organisations and funding bodies on the Island. The format of these discussions is set out below.

Interviews with stakeholders - 25 interviews were held with main stakeholder organisations, funding bodies and service providers (a full list is in Annex 3). The interviews were used to discuss areas of need and priority on the Island, and to obtain data and information and discuss issues in relation to investment patterns and future priorities. Interviewees included senior officers in the main departments of the Isle of Wight Council, other relevant public sector bodies, and a range of businesses and business organisations.

Stakeholder Workshop. A half-day workshop was held at the interim stage of the project (late May 2002). The workshop involved over 45 senior representatives from stakeholder organisations on the Island (see Annex 4 for a list of attendees). The purpose of the workshop was to present and discuss emerging findings and issues from the project, and to identify and discuss main issues, priorities and delivery mechanisms for the way forward. The workshop involved a plenary discussion on main over-arching themes and issues for the project, and three breakout discussion groups, each of which discussed one of the following policy themes:

- Business and Innovation;
- Learning and Skills; and
- Regeneration (a broad definition of regeneration to encompass housing, health, inclusion etc).

Discussions and presentations with other working groups. Presentations and discussions on the AIF were also held as part of meetings of existing partnerships and working groups. These included:

- the Isle of Wight Local Strategic Partnership (LSP), Island Futures;
- the Isle of Wight Rural Issues Group; and
- the Isle of Wight Quality Transport Partnership.

3.5 Gap Analysis – rationale and criteria for identifying investment priorities

The following criteria were applied to identify areas for investment and investment priorities:

- Geographical or thematic areas where there are high levels of need and deprivation on the Island;
- Areas of policy and investment where there is a particular need for improved coordination of investment across different funding streams and initiatives;
- Investment priorities necessary for the successful implementation of the strategies of service providers and partnerships on the Island;
- Areas of opportunity where public investment will achieve maximum leverage in helping deliver business investment, and other public investment from other funding sources;
- Areas for action necessary to respond to changing funding structures; and
- Issues and priorities identified in the interviews and workshops undertaken for this project.

3.6 Data Quality and Availability

The Socio Economic Baseline analysis was able to draw on a comprehensive range of available data on socio-economic conditions on the Island. Much of this information was available at ward level.

The quality and availability of information on investment patterns and future strategies varied significantly across policy areas and funding sources. In some policy areas, particularly those with complex funding structures, detailed investment data was not always available. In these areas, the analysis focussed on funding and organisational structures and general investment trends.

Some investment information was available at ward level. However, this was not generally available on a consistent basis across different funding sources, and other important information was only available at District level (for the isle of Wight as a whole). For this reason, it was not feasible to map investment patterns at ward level on a consistent or comprehensive basis.

It was also difficult to assess investment patterns further than a two-year timeframe, rather than the five-year timeframe recommended in SEEDA's guidance on AIFs. The timing of the project coincided with the end of a three-year Government spending cycle (2000-2003), and before the implications for the Island became clear of the Government's recent 2002 Spending Review (2003-2006).

It was not generally possible to obtain detailed or specific information on investment / dis-investment by private sector firms on the Island. Representatives from some companies on the Island were interviewed as part of the project (see Annex 2), although others declined the opportunity to participate. Private sector representative groups were also interviewed. In general, companies were unable or unwilling to divulge information (much of which is commercially sensitive) on future investment strategies.

4 Main Findings from the Socio-Economic Baseline

4.1 Overview

The Isle of Wight is an Island of 380km^2 located off the South Coast of England. It is located within the South East region of England. Local government is provided by a single unitary authority, the Isle of Wight Council. The nearest county on the mainland is Hampshire, and the nearest major towns on the mainland are Portsmouth and Southampton.

There are no fixed transport links between the Island and the mainland. Cross-Solent transport is provided by a range of ferry services, with journey times of between 40 and 60 minutes by car ferry, and between 15 and 25 minutes by fast foot-passenger services.

Figure 4.1. Map of the Isle of Wight

The Island is a predominantly rural area, with several towns, but no major cities. Figure 4.1 outlines a map of the Island. The main areas and towns of the Island are outlined below.

- **Newport**, in the centre of the Island is the ‘County Town’. It is the main administrative and service centre, and location of the Island’s main hospital and Further Education College. Newport and the Medina valley is the main location for the Island’s composites industries.
- **Cowes and East Cowes** are coastal towns located in the north of the Island on opposite sides of the River medina. The two towns are linked by chain ferry. There are direct fast passenger ferry and car ferry services to Southampton. The towns are major tourist destinations, as well as the main location for the Island’s marine and aerospace industries.
- **Ryde** is a coastal resort in the north west of the Island. The town is linked by fast passenger ferry and hovercraft services to Portsmouth, and to the South West of the Island by railway. Ryde has the area of most severe deprivation on the Island.

- **Sandown, Shanklin and Ventnor** are resort towns on the south east coast of the Island. They are major tourism destinations, and depend heavily on the tourism industry.
- **West Wight** includes the towns of Totland, Yarmouth and Freshwater. This area is isolated geographically from the other urban areas of the Island. Yarmouth is linked by car ferry service to Lymington on the mainland.
- **Rural areas** cover large parts of the Island. Many of the Island's towns are classified as 'market towns' in that they provide vital facilities and services for rural hinterlands. Large parts of the Island are classified as an Area of Outstanding Natural Beauty (AONB), including environmentally important coastal and downland areas. Agriculture and tourism are important economic sectors in rural areas.

4.2 Population

The population of the Island (according to mid-year population estimates in 2000) is 129,448 and with an area of 380 sq km or 147 sq miles gives a population density of 340.7 persons per sq km compared to a national figure of 379 per sq km for England, and 419 per sq km for the South East. The Island is ranked as the 141st least dense area out of 354 districts in England. The population increase between 1999 and 2000 was more than twice the national and regional averages.

The Island has a **population imbalance** with a large number of older people (47% of the population are over 45 years old, 26% are retired), which places a disproportionate burden on care, health, and social services. There is a net in-migration of 1500 per year to the Island and only an out migration occurs in the 15-19 age group.

4.3 Deprivation and Unemployment

Although the Isle of Wight forms part of the prosperous South East region, it's geographical isolation means that its economy, society and labour market are quite distinct from other South East areas. The Island, has many of the indicators of disadvantage and poverty:

The Government Index of Multiple **Deprivation** (2000) shows that **15 Island wards are in the worst 20% most deprived** wards in England, and 2 are amongst the worst 10% (Pan & Ryde St Johns). Deprivation is therefore centred on the urban areas of Newport, Ryde, and Ventnor although there are also pockets of poverty in the West Wight Area. The Index also shows that the Island has nearly 32,000 people who are dependant on benefits, with 21% of school children in receipt of free school meals.

4.4 Economy and Employment

The Island's economic performance is poor. Its economic base is narrow and dominated by public sector employment and business sectors that, in terms of national trends, are in structural decline. In comparison with the rest of the South East region, there is a significant under-representation of growth sectors. The cost and time of transporting goods and people across the Solent, places the Island at a competitive disadvantage to the rest of the region.

Key economic facts and indicators are outlined below.

- The Island has a very **low gross domestic product** (GDP) – 67% of UK GDP.
- It also has very **low average earnings** with the average weekly wage on the Island being **23% below the national average** and some 44% of the workforce earning less than £11,000 per annum (SE Skills Audit 2000).
- There are **high levels of unemployment** that is consistently double the regional average. In January 2002 the rate was 5.8% against 1.7% for the SE, and 3.4% for the UK. Men account for 74% of all unemployed, and unemployment among 18-24 year old men is also particularly high. Long-term

unemployment also presents a further challenge for the Island with 30% of all unemployed being out of work for more than a year.

- There is also a **high proportion of part-time employment** (40% of the workforce, compared to 27% in the South East as a whole), and a **high proportion of self employed** people (14% of the workforce against 8.1% in the South East as a whole).
- **Business start-ups and businesses per resident rates are far lower** on the Island compared to the regional and national averages.

4.5 Other Main Findings

The main findings for each of the policy areas analysed are outlined in the relevant chapters of this report. A brief overview is provided below.

- **Learning and Skills.** Levels of school-level educational attainment on the Island at Key Stage 2 and above are below the national average. The Island has also failed to reach national and regional targets for the National Learning Targets. The Island also has high proportions of people with major deficiencies in basic skills, as well as skills gaps in terms of higher-level skills. There is insufficient capacity in Early Years and childcare provision.
- **Levels of crime and disorder** has increased slightly since 1998, although while some crimes have decreased others have seen increases. For some crimes such as vehicle crime, the Island is a relatively safe place, whereas for other such as violent behaviour the Island has high levels of crime compared to other parts of the South East.
- **Social services and benefits.** The percentage of people dependent on benefits on the Island is very high with most rates significantly above the South East average. The numbers of single parent families are among the highest in the country. The aged population structure and low proportion of the population that are economically active places pressures on social and care services. There is a need to increase capacity within the care services.
- **Housing.** A high proportion of housing on the Island is owner-occupied (81.8%). A large proportion of the housing stock has not been modernised and is in poor condition. 16 of the Island's wards are in the 30% most deprived wards in England for housing deprivation. The most deprived wards (in the 20% most deprived in England) are Sandown 1, Sandown 2, Ryde North West, and Cowes Central, House prices have increased by 50% since April 1999 compared to 29% nationally, and this has led to a widening affordability gap for households on low incomes.
- **Health.** Levels of poor mental health are very high on the Island. Suicides are twice the rate of the mainland. The biggest single cause of death on the Island is cancer (22%), then Heart disease (20%) and strokes (12%). The Island has no wards in the bottom 10% most deprived in England for health deprivation, but 9 wards in the 20% most deprived. The wards with highest levels of health deprivation (in the 15% most deprive din England) are Pan, Ryde North East and Ventnor. Although the death rate is 14.2 and the birth rate is 9.8 per 1000 population, giving a natural population decrease, in-migration ensures population increases each year.
- **Transport.** There were over 8.5 million trips across the Solent in 2000 (increase of 15% in 10years). The costs of cross-Solent travel are high, and provide a major disincentive for business investment, and reduce workforce mobility. The numbers of cars visiting the Island has increased by 43% in 10 years. The quality of many roads on the Island is poor, and the Council is implementing a major maintenance and improvement programme for the existing network. There are few major problems of road congestion compared to elsewhere in the South East. Public transport on the Island is provided mainly by bus services. Train services only service the eastern part of the Island.

5 Conclusions from the Investment Audit

5.1 Introduction

This section outlines briefly some of the over-arching conclusions from the Investment Audit. Conclusions and main findings specific to particular policy areas are outlined in the subsequent chapters. The purpose of this chapter is to set out some main cross-cutting issues in relation to investment coordination and planning on the Island, and to set out the strategic context for the more detailed analysis in this report

5.2 Securing and Coordinating Area Investment in the Isle of Wight – Strengths, Weaknesses, Opportunities and Threats

Figure 5.1. below outlines a 'SWOT' analysis for the Isle of Wight in terms of securing and coordinating area investment.

Figure 5.1. Securing and Coordinating Area Investment in the Isle of Wight – Strengths, Weaknesses, Opportunities and Threats

Strengths	**Weaknesses**
• Strong track record in securing programme funding. • Area covered by one local authority – facilitates area-wide coordination. • Strong partnership structures for securing funding and delivering projects (IoWEP). • Partnerships and strategies for ensuring coordination of strategy and investment in key policy areas (e.g. Rural, Learning and Skills) • IoW identified by SEEDA as a priority area for regeneration • Broad cross-sector consensus amongst stakeholders on key issues and priorities • Enterprise Hub, and recent investments in composites and marine sectors provide springboard for attracting business investment • Strong delivery capacity provided by voluntary and community sectors.	• The 'Island Factor' weakens the Island's competitive position in attracting and retaining business investment, and leads to Increased costs in delivering services • The level of population causes dis-economies in scale in delivering public services • The IoW has not been designated a Neighbourhood Renewal priority area • Fragile and narrow economic and employment base and low wage levels • Recent dis-investments by major employers • poor quality infrastructure is a barrier to attracting business investment • Limited major recent investment in enhancing the Island's tourism product • Aged population profile leads to increased pressures on key public services: housing, health, care, transport
Opportunities	**Threats**
• Improvements in infrastructure to attract high-value added business investment to E&W Cowes and Medina Valley • Transition to the 'Single Pot' provides an opportunity to deliver a more integrated and strategy-led approach to funding • Strengthening of the role and capacity of the LSP to help target and coordinate investment across policy areas • Strengthening of the Council's corporate planning process and introduction of PSA targets to improve investment planning across services • Investment in the tourism product • Implementation of the recommendations of the Tertiary Strategy to deliver improved coordination of 14-19 learning and skills • Development of new local delivery mechanisms to secure, coordinate and deliver regeneration funding for deprived areas	• The transition to the SEEDA Single Pot poses threats (as well as opportunities) to the Island's ability to secure funding • Further dis-investment / restructuring by businesses and major public sector employers • Failure to respond to structural changes in the tourism industry, • Decline and restructuring in agriculture and the land-based sector • Potential threat to investment in mainstream services if the Council is unable to secure adequate resources • Failure to coordinate and target adequately different programme funding streams and investment in mainstream services

5.3 Conclusions

Structural Weaknesses in Securing and Delivering Investment

Whilst the Island has been successful in securing a wide range and significant levels of programme funding, there are some major weaknesses and problems in its ability to secure sustainable long-term investment by the public and private sectors. The main issues include:

- **Economic weakness** – weaknesses in the Island's economy and employment base mean that, compared to other areas of the South East, there are low levels of business 'investment' on the Island through employment and wages, as well as direct capital investment;
- **High levels of social and economic need** place major pressures on mainstream public services;
- **The 'Island Factor'** – the high costs and inconvenience of transporting goods and people across the Solent leads to increased costs for businesses and public service providers on the Island;
- **Diseconomies of scale** – the Island's population, is at a lower level than would normally form the catchment for major public service institutions, such as a hospitals or Further Education college; and
- **The aged population profile** of the Island leads to significant pressures on health and care services.

Coordination of Policy and Investment

Like all areas, the Island faces significant challenges in ensuring integration and coordination of investment across funding programmes and service areas. In response to these challenges, new partnership and strategic planning structures have been put in place. Key issues include:

- **Fragmentation of Government funding programmes** – despite steps that have been taken at national and regional level, funding and structures for delivering Government programmes remain fragmented, placing a major onus on strong coordination mechanisms at local level;
- **Changing funding and organisational structures** –recent changes in funding and organisational structures across a range of different policy areas (see chapter 2) will lead to challenges as new delivery mechanisms become established and integrated within wider partnership structures;
- **New and strengthened partnership structures in key policy areas** – the Island has a strong economic partnership, and partnership structures have been developed recently in areas such as learning and skills, rural development, early years and childcare or crime and community safety; and
- **Local Strategic Partnership** – the LSP provides the primary partnership mechanism for bring together public funding bodies, service provides, and the private, voluntary and community sectors to improve the strategic targeting and coordination of investment. The LSP is not yet accredited by government, and it still has limited core organisational and staff capacity.

Moving away from bidding-led to more strategic funding regimes

The Island has bid successfully for funding form several grant programmes. Changes in policy and funding regimes now necessitate a more strategic approach to identifying and addressing investment priorities in partnership with funding bodies. Key issues include:

- **SEEDA Single Pot funding** – there will be a need for the Isle of Wight Economic Partnership and others to work closely with SEEDA, to identify and help address funding priorities on the Island;
- **Mainstream services** – mainstream services and funding programmes have a key role to play in addressing area-based regeneration problems and priorities, and this poses challenges for investment planning and delivery mechanisms for mainstream service providers; and
- **Local delivery structures** – new funding regimes will require new local delivery structures that are not specific to a single programme (e.g. a SRB partnership), but can secure and coordinate the delivery of investment from a variety of sources.

6 Regeneration

6.1 Introduction

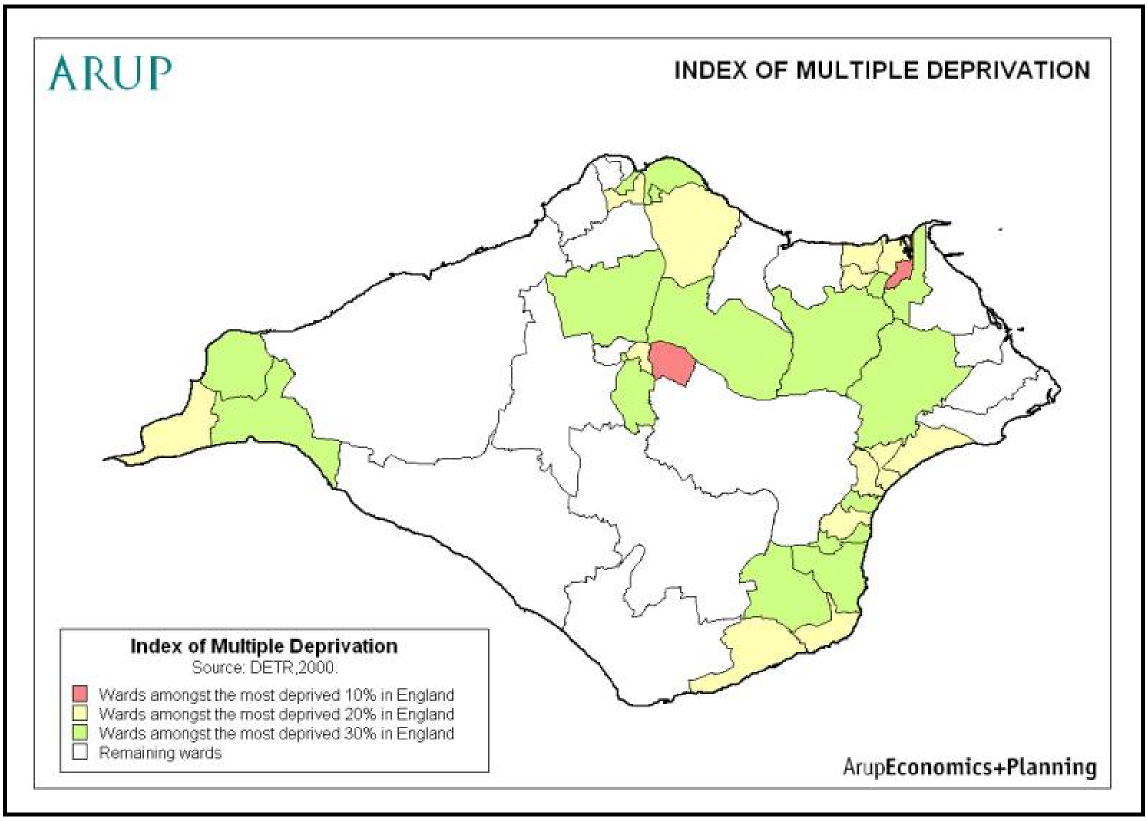
The Island has benefited from significant levels of regeneration funding, particularly Single Regeneration Budget (SRB) funding. This funding has been aimed mainly at tackling deprivation and implementing physical improvements in some of the Island's most deprived areas. Continued problems of deprivation and changing regeneration funding structures pose future challenges for the Island.

This chapter focuses mainly on urban areas of deprivation and regeneration need on the Island. Rural development issues are covered in the next chapter.

6.2 Main Findings from the Baseline

The Island has several areas with high-levels of deprivation. The Island's most deprived wards (both in the 10% deprived in England) are Ryde, St Johns and Pan, Newport. Other areas with wards in the 20% most deprived in England include, Cowes and East Cowes, other Ryde wards, Sandown, Shanklin and Ventnor, and West Wight.

Figure 6.1. Areas of Deprivation on the Isle of Wight (IMD, 2000)

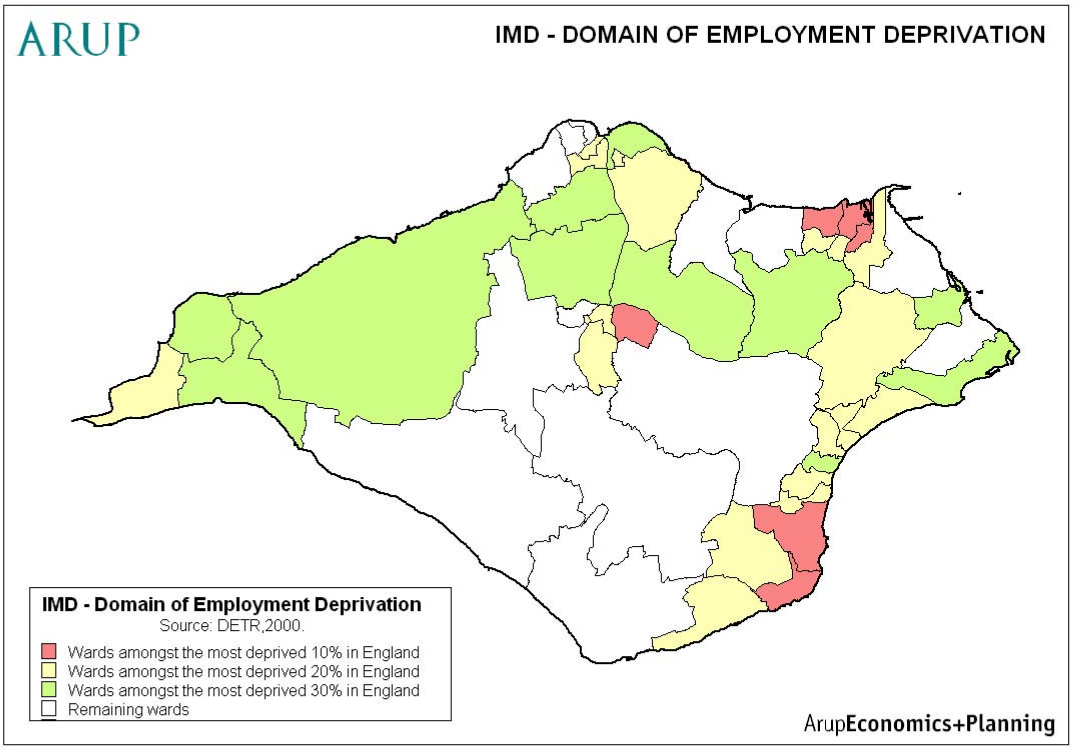


There are high levels of unemployment on the Isle of Wight. The unemployment claimant count rate in January 2001 was 5.8%, compared to 3.4% for the UK and 1.7% for the South East. The Island has particularly high levels of youth unemployment and long-term unemployment. Figure 6.2 shows the pattern of employment deprivation on the Island.

The most deprived areas on the Island have major problems of social exclusion as well as economic exclusion. This included issues such as health problems, lack of childcare, lack of housing choice and access to services.

Many of the Island's most deprived areas are also important tourist resorts and areas that are heavily dependent on employment in tourism, including Ryde, West Cowes, Sandown, Shanklin and Ventnor and Totland Bay (West Wight).

Figure 6.2. Employment Deprivation



6.3 Main Points from the Investment Audit

6.3.1 Funding Programmes

The Island has benefited from significant levels of funding from SRB programmes. Based on information provided by the Isle of Wight Council, the four main SRB projects for the Isle of Wight have so far provided a total of over £11.3 million grant funding, supporting projects of a total value of over £43.6 million[4]. The SRB programmes have also provided a major source of match-funding for other regeneration programmes. An overview of the SRB programmes is set out in box 6.3.

The Isle of Wight has not benefited from **neighbourhood renewal funding streams**. These funds are managed at regional level by GOSE and at national level by the Neighbourhood Renewal Unit within the ODPM. The Isle of Wight did not qualify as one of the 88 Neighbourhood Renewal priority authorities in England that are eligible this for funding. This is because it does not have sufficiently widespread areas of deprivation. This poses significant difficulties for the Island in securing funding to address neighbourhood renewal issues in the most deprived wards (particularly for areas that do not benefit from major SRB funding).

The Island has benefited from **lottery funding and other sources of grant funding** for a wide variety of projects. The Island has received lottery funding for projects of a value of around £10.7 million for the period 1999-2004. Most of these projects have been fairly small in scale. With the exception of Millennium Commission and Landfill Tax funding for the Ventnor Botanical Gardens project, the Island has not benefited from a major flagship lottery-funded visitor attraction project.

[4] Source: Information provided by the Isle of Wight Council Policy and Strategy Team – excludes totals from region-wide Rural Towns and Village SRB programme.

Box 6.3. Details of Aims and Target Areas for the SRB Programmes on the Isle of Wight

SRB 2 Altogether Wight – Island Wide

- Job creation
- Levering in private sector resources
- Widening opportunities for unemployed young people
- Supporting indigenous business growth
- Building community confidence
- Improving environmental and social infrastructure

SRB 4 Building a Community Bridge to Employment – Cowes and East Cowes

- Tackle social exclusion
- Strengthening and supporting local communities
- Increasing job skills
- Improving access to job opportunities
- Targeting the vulnerable 16 – 29 age group

SRB 5 Island Inclusive – Most deprived Island wards/areas

- Excluded young people aged 16 – 24
- Excluded older people over pensionable age
- Ryde North East Ward
- Ryde St John's Ward
- Newport Central
- Newport Pan
- Sandown
- Shanklin
- Totland
- Brading

SRB 6 Ryde 2000 – Regenerating Ryde

- Capacity building
- Combating deprivation
- Challenging social exclusion
- Multi agency approach linking to other key programmes in Ryde
- Regenerating the economic base
- Enhancing employment prospects
- Learning town approach to improving learning and skills
- Protecting the physical environment
- Improving the physical infrastructure
- Support the aims of the Regional Economic Strategy

Ventnor, Sandown and Shanklin have benefited from **Market Towns Initiative** (MTI) funding. The MTI programme is aimed at supporting selected market towns in retaining and developing their economic , social, and community roles, facilities and services. Ventnor, Sandown and Shanklin each received £240,000 MTI funding in 2002. This will is being used to fund local MTI coordinator posts and partnerships, which will be responsible for undertaking town 'healthchecks' and producing an action plan for town management and improvement projects.

Other investment in rural development is covered in the next chapter. The SRB programmes have been a major source of match funding for the Rural Development Programme (RDP).

The Island's **voluntary and community sector** play a vital role in regeneration and community development on the Island. The sector is an important stakeholder, delivery partner, and investor in its own right across a wide range of policy areas.

6.3.2 Funding Issues

The planning of future investment in regeneration on the Island needs to take into account significant recent changes in regeneration funding regimes.

The transition to SEEDA Single Pot funding, replacing the former separate funding programmes (including the SRB and RDP). SEEDA have indicated that under the Single Pot they intend to move away from a bidding-led approach to allocating funding towards ‘negotiated solutions’ with local partners. SEEDA have also indicated that priorities should be driven by outcomes , not programmes, and there should be a balance between investing in success and tackling deprivation. See section 2.3.2 of this report for a more detailed analysis of issues in relation to the transition to Single Pot.

There is likely to continue to be a key role under the new arrangements for the **Isle of Wight Economic Partnership.** SEEDA have indicated that they intend to work with and through sub-regional economic partnerships to identify and deliver on funding priorities.

There is increasing recognition of the **importance for regeneration of mainstream public services and funding programmes** across a wide range of areas such as health, housing, education, social services, crime prevention, and transport. The challenge on the Isle of Wight is to develop delivery mechanisms to target and deliver investment in mainstream services in conjunction with regeneration programme funding to tackle regeneration priorities at local level.

There will be a **need for new delivery mechanisms at local level.** Until now, often, local partnerships have been formed with the main intention of bidding for and delivering a single source of programme funding. In the future, it is likely that packages of funding will need to be secured from and coordinated across various different sources including mainstream public programmes. This will necessitate new forms of local partnership and delivery capacity.

The Isle of Wight Local Strategic Partnership (LSP) – *Island Futures* - will play a lead role in bringing together a wide range of public service providers (and investors) and helping improve integration between their strategies for investment. The Community Strategy that has been produced by Island Futures provides the over-arching policy framework identifying regeneration priorities. The LSP has yet to be accredited by Government. It has little core staff capacity, and is therefore unlikely within the short-medium term to provide a mechanism for delivery or management of regeneration projects and funding.

There will be a continued need to ensure strong **coordination and integration of existing funding programmes**, particularly in areas such as Ryde, where significant levels of resources are being provided from several funding sources.

6.4 Analysis

Assessing regeneration needs against current investment programmes on an area-by-area basis the some main issues and conclusions have been identified.

Ryde has received a major SRB 6 funding programme - £6.25 million funding which will run to 2006. It has also secured £4.1 million Sure Start funding, which will run to 2010 (see section 8.3.4 of this report). The main challenge will therefore to be to ensure delivery of these funding programmes is coordinated effectively with other initiatives and investment in mainstream services, including transport capital projects.

Cowes and East Cowes have benefited from relatively modest levels of SRB 4 funding, which has been targeted mainly on community, skills and employment project. The area has recently suffered from a major economic shock with the loss of over 500 jobs at GKN Westland. Cowes and East Cowes has also been identified as the Island’s major area of opportunity for attracting business investment, through major investment and development of infrastructure and the planning framework (see section 7.4 of this report). The future challenges for the area are to put in place delivery and funding mechanisms to deliver major infrastructure improvements, and to ensure this is fully integrated with continued investment (beyond the life of the SRB programme) in skills and community development.

Sandown, Shanklin, and Ventnor have received Market Towns Initiative Funding. This funding is relatively modest compared to major SRB programmes, and it is unlikely it will be able to fund the major capital funding projects required in these areas. Ventnor has received major capital investment in a new harbour, and in the Botanical Gardens project. A need for infrastructure improvements has been identified for Sandown, Shanklin and Lake and Ventnor to improve service provision for local people and the 'tourism product' of this resort area. There is also a need to address housing problems and unemployment - the area has some of the highest levels of employment and housing deprivation on the Island.

Newport has a pocket of severe deprivation – Pan is the second most deprived ward on the Island. The area is dominated by a large area of social housing - the Pan Estate. It has high levels of unemployment deprivation, and significant problems of social exclusion. Discussions with the Isle of Wight Council Housing and Social Services Department indicated that the area did not suffer from severe problems in terms of the physical condition of housing stock (although there are important urban management issues). The area has not received major levels of regeneration programme funding, and has limited local community or partnership delivery capacity. The interviews with the Council identified the importance of mainstream housing, health, education, crime prevention and social services for the area's regeneration.

West Wight contains pockets of deprivation, although not at the same levels as elsewhere on the Island – only Totland falls within the 20% most deprived wards in England. The area has high levels of education deprivation. Physical remoteness and access to services are problems in parts of the area. The area is an important tourism destination. Totland has secured modest levels of funding from the SRB 5 Island inclusive programme. The area is predominately rural, and eligible for rural development funding.

The needs of the Island's **rural areas** are likely to be addressed mainly through rural development funding streams (see chapter 9). It is important to recognise the role that the Island's main towns play in providing services and facilities for their rural hinterlands.

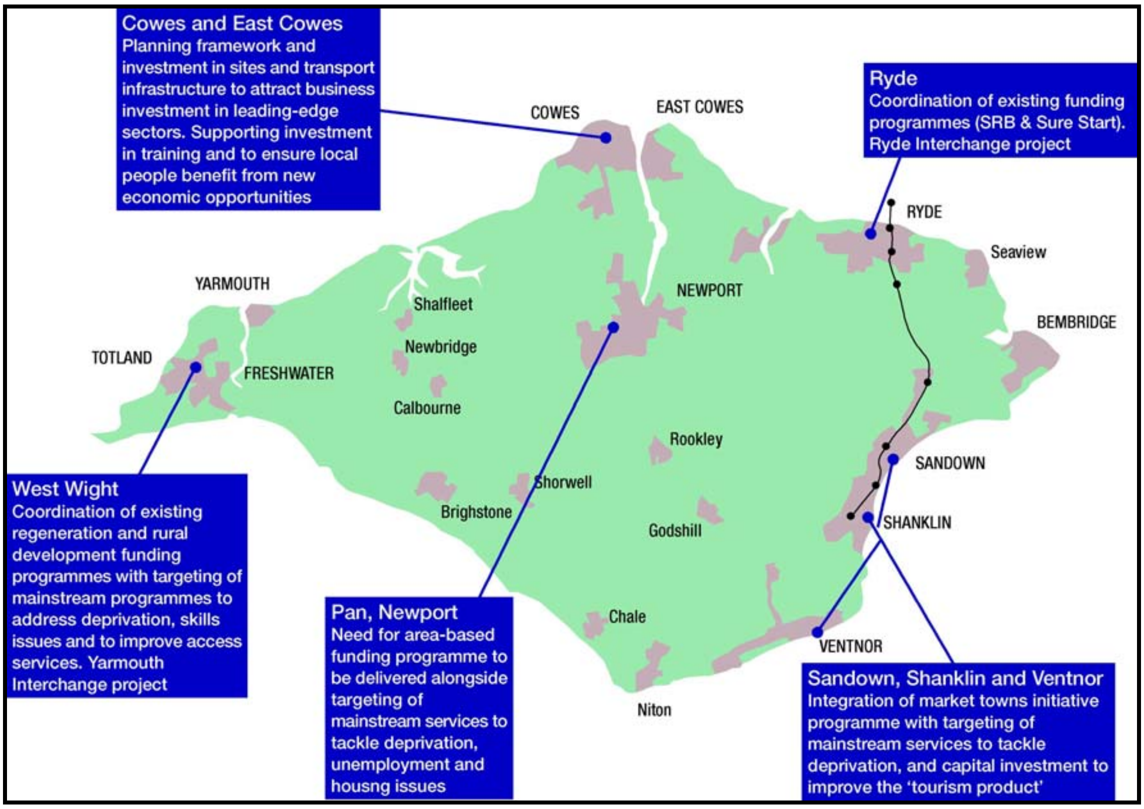
6.5 Main Areas for Investment and Forward Strategy

Investment Priorities	Lead Delivery and Coordination Bodies	Lead Funding Bodies and Sources
Main Investment Priority:		
Develop new funding and delivery structures to secure and deliver investment for the regeneration of the Islands most deprived areas: Ryde; Pan Estate, Newport; Sandown, Shanklin, Lake and Ventnor; Cowes and East Cowes; and West Wight (see below).	• Isle of Wight Economic Partnership • SRB Partnership / SRB Forward Strategies • Isle of Wight Council • Local Partners	• SEEDA Single Pot • Current SRB Programmes • Other Area-Based Programmes • Mainstream Service Providers
Other Investment Priorities:		
Strengthen partnership structures for securing and managing the delivery of regeneration investment in the context of a more strategic and needs-led funding regime	• Isle of Wight Economic Partnership	• SEEDA
Strengthen the capacity and role of the Local Strategic Partnership, Island Futures, in coordinating investment across programmes and service providers.	• LSP	• Isle of Wight Council • LSP Members
Overall Coordination:	**Isle of Wight Economic Partnership**	

The main area priorities are outlined below in more detail.

- **Pan Estate, Newport.** Build cross-agency and community capacity to identify main local investment priorities, and to address these through securing a package of programme-funding and targeting and coordinating investment across mainstream programmes.
- **Cowes and East Cowes.** Ensure delivery mechanisms and investment in physical infrastructure and attracting business investment is integrated closely with investment (beyond the life of the SRB2 programme) in skills and community development. to enable local people to benefit from new economic opportunities.
- **Sandown, Shanklin, Lake and Ventnor.** The organisational capacity that has been developed through Market Towns Initiative funding can provide a basis for levering in the additional investment necessary for implementing major physical improvements. This needs to be integrated with delivery of mainstream services and education, skills and housing initiatives.
- **Ryde.** Over the short to medium-term there will be a need for close joint-working between the SRB partnership, Sure Start partnership, and relevant mainstream service providers. In the longer-term, it will be necessary to develop forward strategies for the period following the end of the SRB and Sure Start programmes.
- **West Wight.** Build delivery capacity to secure and deliver funding from SRB and rural development funding programmes.

Figure 6.4 Area Regeneration Investment Priorities.



7 Business Investment

7.1 Introduction

Attracting, fostering and retaining business investment must be a core feature of a sustainable long-term investment strategy for the Island.

The Island's current economic base is fragile. It is dominated by public sector employment, and business sectors that are undergoing long-term structural decline and restructuring. There is a limited range of opportunities for employment and career progression for the Island's population. Due to physical isolation, the Island's workforce does not have high levels of mobility. These issues lead to wider social and economic problems of, unemployment, exclusion, and low incomes, skill levels and aspirations.

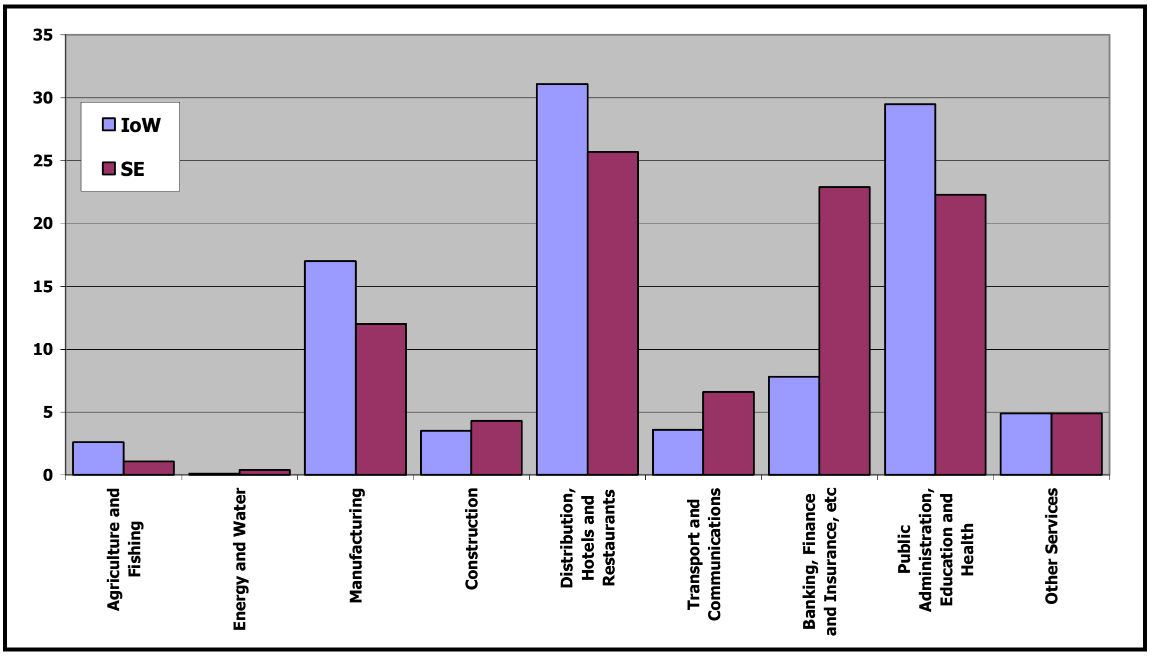
Despite these structural economic weaknesses, the Island has been successful recently in attracting business investment from companies in leading edge sectors. The SEEDA-funded Isle of Wight Enterprise Hub and the work of the Isle of Wight Economic Partnership have helped attract investments from companies in the composites sector. There is also scope for building on recent investment in the marine industries sector.

7.2 Main findings from the baseline

The Island's level of economic performance is significantly lower than both the national and regional averages. In 1998, the Island's GDP per head was £8,397 only 33% less than the national average, and 39% less than the average figure for the South East.

The Island has a narrow and fragile economic base. Figure 7.1 shows the sectoral structure of the Island's economy. Major sectors are manufacturing - a sector that are undergoing restructuring and structural decline in employment terms, and tourism - a sector that, on the Island, is associated with the declining 'traditional' tourism market. Although there was major growth of 38% in manufacturing employment from 1998 to 2000, in the past two years there have been major job losses as a result of restructuring of major manufacturing employers on the Island.

Fig 7.1 Percentage of employment by sector on the Isle of Wight compared to the South East (2000). Source: Annual Business Inquiry



The Island's economic profile is dominated by small firms. The Island has a higher proportion than the regional average of self-employed people and firms with 1-10 employees, and 11-49 employees. It has a lower proportion of larger firms. It has only 13 employers (including those in the public sector) that employ more than 250 people. This makes the Island vulnerable to disinvestments by large employers.

Low level of business start-ups and growth. Levels of business start-ups (measured by VAT registrations) are below the South East average. The rate of growth in VAT registered businesses on the Island between 1996 and 2000 was 1.3% compared to a rate of 6.2% for the South East and 3.6% for the UK as a whole.

Low levels knowledge and innovation. SEEDA's report, *'Global Index of Knowledge Economies'. Benchmarking the South East'* assesses levels of and conditions for knowledge and innovation in the sub-regions in the South East. The Isle of Wight is ranked lowest of the areas in the South East in the measures of knowledge capital, innovation capacity, knowledge economy outcomes, and the overall knowledge economy index.

Low quality and value of employment. As well as the high levels of unemployment, the Island also has high levels of seasonal and part-time employment, and low average earnings.

7.3 Main Points from the Investment Audit

7.3.1 Introduction

It was not possible to collect detailed or comprehensive information on levels of investment by specific businesses (see section 3.6 of this report). The analysis focused on:

- general patterns of business investment and dis-investment;
- wider factors and conditions for attracting business investment on the Island; and
- organisational and funding structures for promoting business investment.

7.3.2 Patterns of business investment and dis-investment

Inward Investment. The Isle of Wight Economic Partnership has, since 1999, assisted 16 companies deliver new investments in the Isle of Wight, leading to a total of 614 new jobs. The largest investments have been NEG Nicon Rotors (wind turbine manufacturers) employing around 300 people in the Medina Valley. The second largest investment has been GB Challenge (the design, manufacturing and testing of the GB yachts for the Americas Cup) employing 120 people.

Key sectors. These investment successes have contributed to the development of the business clusters on the Island in the composites sector, and the marine and yachting industries. Most of the Island's businesses in these sectors are located in Cowes, East Cowes and the Medina Valley (including St Cross Business Park). This area also is the location for most of the Island's IT businesses. The IT sector (e.g. software development) has also been identified as having major inward investment potential (partly due to the fact it is less constrained by transport costs than other sectors). A study is currently being undertaken on the capacity and future development of the Island's information communications infrastructure.

Dis-investments and job-losses due to restructuring. In the past two years there have been high levels of redundancies on the Island due to restructuring and plant closures from manufacturing businesses. In the past two years closures / restructuring at nine major firms alone (GKN, BAE Systems, Britton Norman, Kenwood, Vikoma, Tucast, Micronair, Arthur Dixon, and FBM Marine) have accounted for 1330 job losses.

Restructuring at GKN in East Cowes has led to around 520 redundancies. This dis-investment in employment terms, has been accompanied by a re-investment package in new manufacturing plant and training in Cowes to enable the company to deliver new contracts with the remainder of its workforce on the Island. This restructuring is likely to have implications for policy on the framework of development sites in the Cowes and East Cowes.

7.3.3 Main factors for attracting and encouraging business investment

Through the interviews and baseline analysis undertaken for this project, several main factors and issues have been identified in relation to the Island's competitive position in attracting and encouraging business investment.

Additional business costs due to the 'Island Factor'. The costs and logistical difficulties of cross-Solent transportation of goods and people lead to higher overheads and are a major dis-incentive for business investment on the Island.

Skills shortages. Skills shortages in higher-level technical and managerial skills have identified as a problem (see chapter 8). Although, companies interviewed for this study stated the Island has a competitive labour force. The 'Island Factor' can make it difficult to attract highly skilled specialists to the Island. Companies interviewed for this study indicated that the high quality of life and low cost of living (relative to elsewhere in the South East) was also an important selling point when promoting the Island as a place in which to work and invest.

Business premises and development sites. Several companies have indicated that there is a limited range of suitable modern premises for expansion or relocation. There is substantial capacity of development sites. Some, such as those at St Cross Business Park, offer a full range of supporting infrastructure. Many other potential development sites are not market ready. They have constraints such as access difficulties, contamination, planning constraints, or assembly problems, which need to be overcome. This includes sites in the Cowes, East Cowes and Medina Valley area that could potentially accommodate expansion by companies already located on the Island.

Marketing and promotion of the Island as a business location. Businesses and business organisations interviewed, stated that any major future initiatives to develop sites and premises for business investment needed to be accompanied by a high profile marketing initiative to promote the Island as an attractive place in which to live, work and invest.

Support for small businesses. Interviewees indicated there was scope to improve the targeting, coordination and levels of support provided to small businesses on the Island.

Transport infrastructure. In addition to problems of cross-Solent transport, poor quality transport infrastructure on the Island has also been identified as a potential disincentive for business investment. In particular access issues in the Cowes and East Cowes area (including cross-Medina links) were identified by some of the interviewees for this study.

7.3.4 Organisational and funding structures

The main organisations responsible for encouraging business investment and undertaking business support on the Island include:

- the **Isle of Wight Economic Partnership** are responsible for handling inward investment enquiries, aftercare, and promotion of the Island as a business location;
- **Business Link Wessex** are the local franchise of the Small Business Service and are responsible for providing support and advice to small businesses;
- the **Enterprise Hub**, located in Newport, is a SEEDA funded initiative to provide support, advice, accommodation and to facilitate business networks amongst companies within the composites sector; and
- the **Isle of Wight Chamber of Commerce** is a business representative organisation, which also seeks to provide advice and support to small businesses.

7.4 Analysis

There is a clear need for action and public investment aimed at raising the Island's competitive position as a location for business investment.

This should be aimed at strengthening the Island's economic and employment base. It should focus on attracting investment in key sectors. This will include action to help retain business investment in the aerospace and traditional manufacturing sectors. The composites, marine industries, and IT programming were identified in the interviews undertaken for this project as key growth sectors to target initiatives to attract new investment (including from firms already located on the Island). There is also potential to attract new business investment in the travel and tourism sectors.

The Cowes, East Cowes and Medina Valley offers major potential as a business location. It has been the location for most of the recent major investments on the Island major investments in knowledge-based sectors, and some of these firms are also seeking to expand within the area. There are a wide range of potential development sites, although on some of these there are significant infrastructure, planning policy, and assembly problems to be overcome before they are market-ready. A major master-planning study, which is being led by SEEDA, the Isle of Wight Council, and the Isle of Wight Economic Partnership, is to be commissioned to produce a development framework for the area.

Any investment in physical infrastructure will need to be coordinated with the marketing and promotion of the area. There will also be a need to develop skills and training packages that can develop the workforce to help meet the needs of companies, as well as enabling local people to access new employment opportunities. It is also important that business investment and infrastructure development projects are integrated with wider regeneration and community development funding initiatives.

7.5 Investment Priorities and Forward Strategy

Investment Priorities	**Lead Delivery and Coordination Bodies**	**Lead Funding Bodies and Sources**
Main priority for investment:		
Invest in sites and infrastructure to create the conditions for business investment in the East and West Cowes and Medina Valley area.	• Isle of Wight Economic Partnership • Isle of Wight Council (Transport and Planning) • SEEDA	• SEEDA • Isle of Wight Council • Private Sector
Support and initiatives for promoting innovation and business development in key target sectors: composites, marine industries, IT.	• Isle of Wight Economic Partnership • Enterprise Hub	• SEEDA • DTI
Improve the coordination of advice and support to small businesses.	• Isle of Wight Economic Partnership • Business Support Providers	• SEEDA • Small Business Service
Investment in promoting the Island as an attractive business location.	• Isle of Wight Economic Partnership	• SEEDA
Integrate investment in infrastructure and delivering business investment with wider regeneration, skills, and community development initiatives.	• Isle of Wight Economic Partnership • SEEDA	• SEEDA • LSC
Overall Coordination:	• **Isle of Wight Economic Partnership** • **SEEDA**	

8 Learning and Skills

8.1 Introduction

Investment in Learning and Skills is vital to raising the Island's level of economic competitiveness as well as addressing issues of exclusion, unemployment and low incomes. Over the past few years, there has been significant change in organisational and funding structures for Learning and Skills. Funding and strategic planning structures are complex. A need has been identified for improved coordination of investment planning and delivery in Learning and Skills at all levels.

8.2 Main Findings from the Baseline

8.2.1 Post-16 education and skills

Levels of post-16 educational attainment and skills on the Island show deficiencies in both basic skills, and higher-level skills:

- **Failure to reach national and regional targets for the National Learning Targets** (NLT). By 2002, only 37% of the Island's economically active people had reached NVQ3 or equivalent, against the NLT1 target of 50%; and only 18% had reached NVQ4 or equivalent against the NLT2 target of 28%.
- **Low Basic Skills levels.** The total proportion of people with deficiencies in Basic Skills on the Island is slightly higher than the national average. A high proportion of the population (17.2%) have no qualifications.
- **Low levels of people with higher-level skills** (including technical, managerial and IT skills). This reduces the levels of the Island's competitiveness as a business location. Only 7.3% of the Island's population have a degree, compared to 21% of the population of the South East region.
- **Significant out-migration of skilled young people** There is no Higher Education institute located on the Island. A large number of young people who leave the Island to go onto higher education do not return. In 2001, there was a net out-migration of 305 people in the 15-19 age band (ONS – 2001).

8.2.2 School-level attainment

School-level attainment on the Island is generally at or marginally below the national averages:

- There are 19,242 pupils in the state schools and the numbers of students have steadily increased each year as more families move to the Island.
- Key Stage 1 results are generally better than average but Key stage 2, GCSE and A-level results are consistently below national averages. Levels of the attainment are fairly consistent across the Island's state schools, and there has been steady improvement in attainment since 1998.
- In 2000, over 27% of pupils in primary and secondary schools have special educational needs (although only 4.3% have a statement of SEN). This compares with 21.5% in the South East.

8.2.3 Early Years and childcare provision

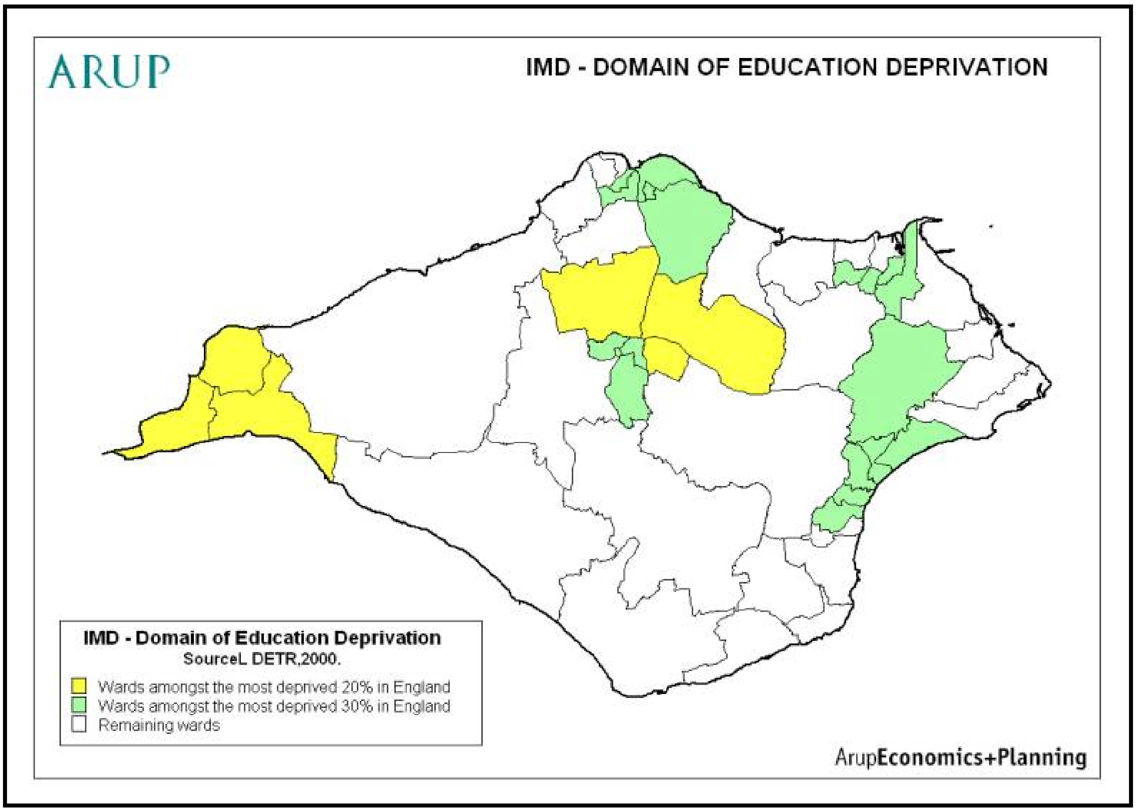
A problem of insufficient capacity in Early Years and Childcare provision has been identified[5] as a barrier to employment for parents, and a factor that reduces levels of attainment for young children, and can lead to educational problems in later years when children reach school-level.

8.2.4 Geographical patterns of education deprivation

Geographical patterns of deprivation in education and skills, do not mirror general patterns of deprivation. The areas with highest levels of education deprivation (the education domain of the Index of Multiple Deprivation – mainly a measure of a lack of qualifications) are Newport and West Wight (see figure 8.1). The wards with the lowest levels of literacy are Bembridge, Freshwater, Osborne and Lake.

[5] For example, in the Early Years and Childcare Development Plan

Figure 8.1 Education Deprivation



8.3 Main Points from the Investment Audit

8.3.1 Funding and organisational structures

Funding, organisational and partnership structures for Learning and Skills are complex (see figure 8.2).

The principal funding bodies are the Isle of Wight Council who are the LEA, and the Hampshire and Isle of Wight Learning and Skills Council (LSC). The main delivery bodies are schools, the Isle of Wight College, the Council's adult-learning services, and private training provides.

The Isle of Wight Learning Partnership is a cross-sector group of relevant stakeholders and providers. The roles of Learning Partnerships as set out by Government[6] include, research and consultation to understand local skills needs, providing a forum for collaboration and more efficient joint-working between local providers, and to help coordinate local curriculum planning.

8.3.2 Post-16 provision

The **Hampshire and Isle of Wight LSC** are responsible for funding post-16 education and training on the Island. The LSC have indicated that they will provide £13.89 million funding on the Island in 2002-03. This is comprised of:

- £11.9 million funding of Further Education, of which around £6.1 million is provided to the Isle of Wight College, and £5.8million is provided to the Local Education Authority (LEA) to fund school 6th forms;
- £0.41 million funds Adult and Community Learning initiatives, which are delivered mainly by the LEA and college; and
- £1.5 million funding for work-based learning programmes delivered by private sector training providers.

[6] In *'Information and Guidance for Learning Partnerships'*, DfEE, February 2000.

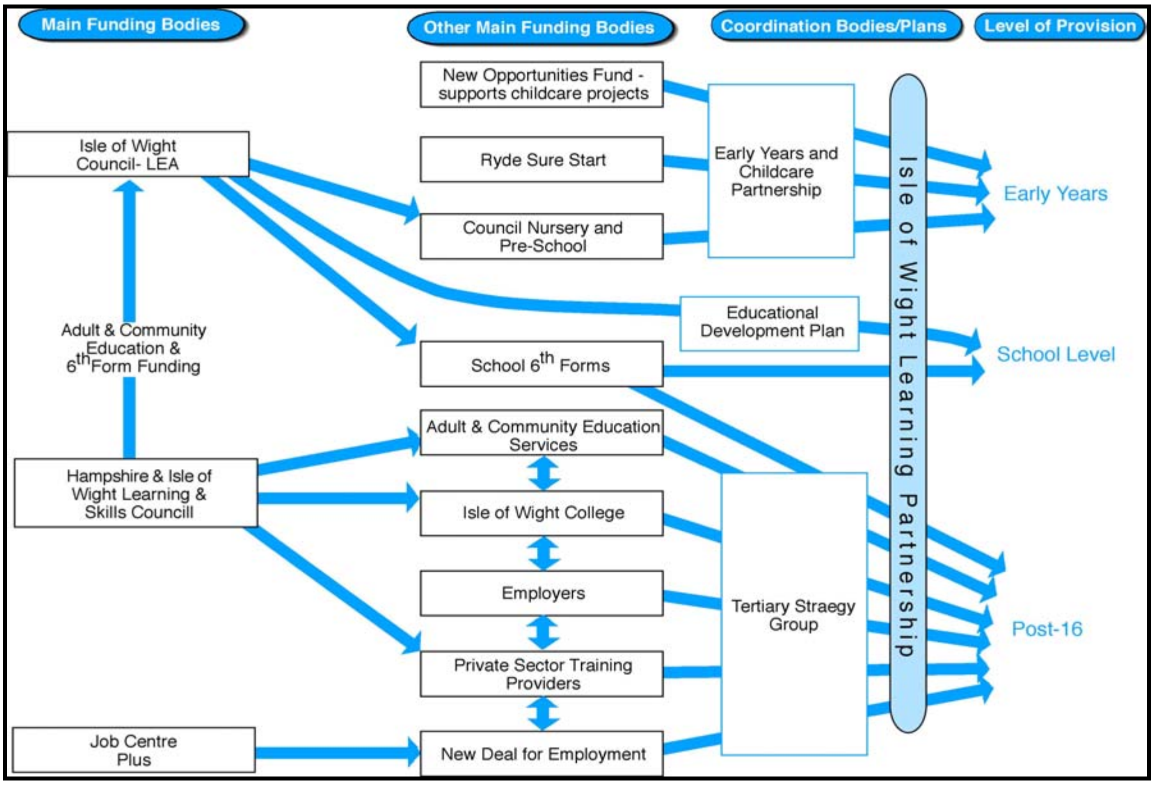
The Isle of Wight College is the main Further Education institution and provider on the Island. Following financial difficulties, the College is currently undergoing a programme of financial stabilisation. Its total income for 2002-03 is projected to be £9.93 million.

A **recent review of 14-19 education** on the Island has recommended actions to improve the coordination of funding, provision and curriculum planning. The review was led by a working group, which has produced several recommendations. These include, better integration strategic planning between institutions (particularly the LEA, College, and private training providers); improving guidance and advice to young people across institutions; and introduction of common quality and performance measures. The Isle of Wight **Tertiary Strategy Group** has been formed to take forward these recommendations.

Adult Learning. In addition to LSC funding for Adult and Community Learning Initiatives, other sources of investment in adult learning include:

- the European Social Fund (ESF) (£3.2 million project spend committed for 2000-2003);
- the New Deal for employment (funding provided by DfES through Jobcentre Plus; and
- other sources of programme funding, including from SEEDA and the Basic Skills Unit.

Figure 8.2. Funding and Delivery Structures for Investment in Learning and Skills.



8.3.3 School-level education

The Isle of Wight Council is the Local Education Authority (LEA) responsible for state schools. Main points from the investment Audit:

- The total Council budget for education services in 2002-03 is forecast at £68.92 million
- The long term investment framework for raising standards at attainment is provided by the **Education Development Plan** (EDP) (2002-2007), and the LEA receives funding from DfES for strategic initiatives to take forward the EDP (£1.49 million in 2002-03);

- Additional support from DfES includes the **Standards Fund**, which is a collection of specific grants aimed at improving pupil achievement and school standards - £1.83 million has been allocated to the LEA for 2002-03; and
- Significant levels of lottery funding from the **New Opportunities Fund** (NOF) have been secured to support study support and out-of-schools projects and a major healthy living project focussed on the Island's schools. The NOF will fund projects to a total value of £2.45 million 2001-2003.

8.3.4 Early Years and Childcare Provision

Raising the level of quality and quantity of early years provision has been identified as a prioritity for the Island. Main investment streams, funding and organisational structures include:

- The Isle of Wight **Early Years Development and Childcare Partnership** (EYCDP) has been established to bring together relevant providers and organisations to achieve effective coordination and targeting of early years services, and to ensure government targets are met. The partnership's *Early Years and Childcare Plan 2001-2002* sets out main areas for activity and investment, particularly increasing the number of early education and childcare places.
- In addition to mainstream funding the LEA has received £1 million funding (2001-2007) from the DfES **Neighbourhood Nursery Initiative** to create new day-nursery provision, and around £0.59 million funding (2001-2003) for other Early Years and childcare projects.
- **Sure Start Ryde** – Sure Start is a Government programme aimed at supporting work with children, parents and parents-to-be to promote the physical, intellectual and social well-being of pre-school age children in deprived areas. £4.1 million funding over 10 years has been secured for the Ryde area.

8.4 Analysis

8.4.1 Strategic Priorities

The main strategic priorities for Learning and Skills have been identified in the various strategies, reviews and development plans for education on the Island.

- For post-16 education, the main priority is implementation of the recommendations of the review of 14-19 education. Critical to this, is the need to strengthen the role and financial position of the College. There is also a need for improved funding and coordination of activity to address adult learning issues, including Basic Skills and Higher level skills.
- The main priority for school-level education is to raise levels of pupil attainment, through the areas of action outlined in the Education Development Plan.
- An important policy priority for the Island is to improve the quantity and quality of Early Years and Childcare provision.

8.4.2 Gap Analysis

Potential gaps in provision include:

- The need to address the areas of most severe education deprivation: Newport and West Wight. In particular, there is a need to ensure that West Wight receives sufficient investment in special projects to improve levels of attainment and attendance – particularly at Primary level.
- To address problems (or perceived problems) of geographic accessibility to education services in the Island's remote areas.

Due to the complexity of funding and delivery structures, ensuring coordination of investment and provision is particularly important for the Learning and Skills policy area. Key partnership and coordination bodies are outlined in table 8.3 below.

Table 8.3. Main learning and skills partnership and coordination bodies on the Isle of Wight

Partnership and Coordination body	Responsibilities
The Isle of Wight Learning Partnership	Overall coordination between funders, providers and other stakeholders
Tertiary Strategy Group	Implementation of recommendations from 14-19 review. Key funding body: LSC.
Local Education Authority	School-based provision.
Early Years and Childcare Partnership	Early Years and childcare provision and funding streams.

8.5 Main Areas for Investment and Forward Strategy

Investment Priorities	Lead Delivery and Coordination Bodies	Lead Funding Bodies and Sources
Main Investment Priority:		
14-19 Restructuring. Strengthen funding, delivery and coordination of post-14 education and training provision.	• Tertiary Strategy Group • Isle of Wight Learning Partnership • Isle of Wight College	LSC
Other Priorities:		
Isle of Wight College. Strengthen the role and position of the Isle of Wight college as the primary provider of high quality education and training that meets the needs of the Island's residential employers.	• Isle of Wight College • Tertiary Strategy Group	LSC
Adult Learning. Improve the coordination and funding of adult learning to address deficiencies in both Basic Skills and higher-level skills.	• Isle of Wight Learning Partnership. • LEA • Isle of Wight College	• LSC • LEA • ESF • Basic Sills Unit • SEEDA
School-level attainment. Raise levels of attainment in the Island's schools.	• Local Education Authority • Educational Development Plan	• LEA • EYDP funding • Standards Fund • New Opportunities Fund
Early Years. Raise levels of investment and service delivery in Early Years and childcare provision.	• Early Years Partnership • Local Education Authority	• LEA funding • Sure Start • Neighbourhood Nursery Initiative Funding • Other DfES funding
Overall Coordination:	**Isle of Wight Learning Partnership**	

9 Rural Development

9.1 Introduction

Rural development is an important policy area for the Island. The majority of the Island is classified as a rural area. Most of the Island's main towns service large rural hinterlands

The Island has been successful at securing substantial levels of rural development funding from a variety of sources. Funding and organisational structures for rural development are complex and fragmented at both national and regional level. This places a major onus on striong mechanisms for local coordination of strategies and invetsmnet proposals.

9.2 Main Findings from the Baseline

The baseline analysis did not consider rural issues specifically. Some main points in relation to rural areas are outlined below.

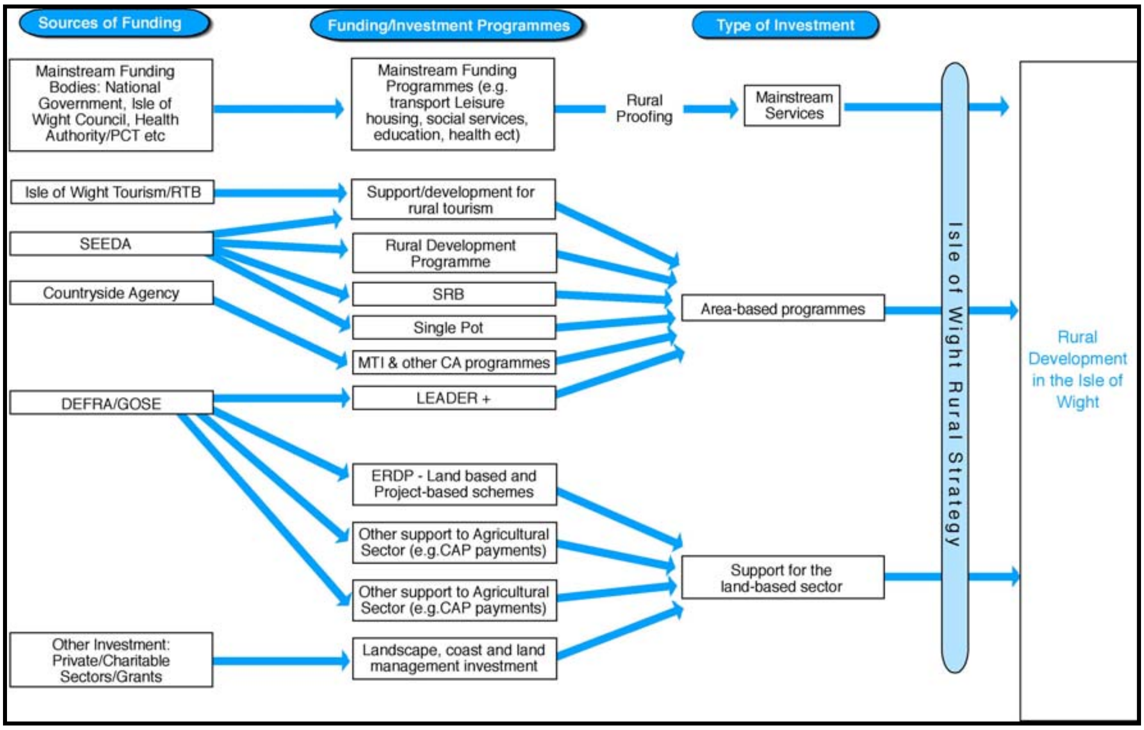
- **Rural Priority Area.** The rural parts of the Island are classified by the Countryside Agency as a Rural Priority Area, reflecting high levels of deprivation and need. This has meant the Island has been eligible for funding from the Rural Development Programme.
- **Economic restructuring**. The economy of the Island's rural areas has undergone significant restructuring in recent years, in line with national trends. Rural areas, and particularly the agriculture sector, have suffered major economic shocks – the most recent of which was the Foot & Mouth crisis - which have exacerbated problems and increased the rate of economic restructuring. Rural restructuring has affected the level and quality of market town and village services.
- **Deprivation.** The Index of Multiple Deprivation highlights several rural wards to the north east of the Island as being amongst the most deprived 30% in England. Osborne ward is amongst the most deprived 20%. Across the other Domains of Deprivation, rural areas have high levels of deprivation in the Access, Employment, Income, and Education domains.
- **Unemployment.** The rural wards of the Island tend to have below-average levels of unemployment. Wroxall has the highest unemployment level, at 6.0%.
- **Housing.** In 2000-01, rural areas accounted for 8% of homelessness on the Island. The Housing Needs Survey indicates rural areas have housing of a relatively higher standard than the Island average, with 12.2% of houses found to be inadequate.

9.3 Main Points from the Investment Audit

9.3.1 Funding Structures

There are complex and fragmented funding structures for rural development. The main funding bodies and programmes are set out in figure 9.1. The **Isle of Wight Rural Issues Group** brings together the main funding bodies and stakeholders with interests in the Island's rural areas. The Group have recently developed a **Rural Strategy for the Isle of Wight**.

Figure 9.1. Main Funding and Delivery Structures for Rural Development



9.3.2 Funding Programmes

The main rural development funding programmes are set out below.

- The Island has benefited from significant levels of **Rural Development Programme (RDP) funding**. £670,700 of project funding has been provided or committed on the Isle of Wight for the period 2001-2004, and this will fund projects to a total value of £6.89 million. This funding stream is managed by SEEDA, and has been subsumed into the Single Pot, and will in the future only be available to fulfil existing funding commitments.
- **SEEDA Single Pot** funding - £3 million is allocated for supporting rural projects across the region for 2002-03 in SEEDA's Corporate Plan.
- The Island has secured up to £2.5 million of **LEADER+** funding for the period 2002-2004, which will support projects to a total value of £3.6 million. LEDER+ is a European funding programme (managed by DEFRA at national level). The funding is intended to support practical projects to develop tourism and economic activity based around natural and landscape resources and sustainable development.
- Sandown, Shanklin and Ventnor have been allocated **Market Towns Initiative (MTI)** funding (see also chapter 6). The MTI programme, managed by the Countryside Agency, is aimed at supporting selected market towns in retaining and developing their economic , social, and community roles, facilities and services. Ventnor, Sandown and Shanklin each received £240,000 MTI funding in 2002. This will is being used to fund local MTI coordinator posts and partnerships, which will be responsible for undertaking town 'healthchecks' and producing an action plan for town management and improvement projects.
- The **Countryside Agency** also manage a wide range of regeneration and community funding initiatives such as *'Vital Villages'*, as well as countryside stewardship schemes.
- **Single Regeneration Budget (SRB)** programmes have also been used to fund rural development initiatives. Wootton, Totalnd, Sandown and Brading have benefited from the region-wide 'Rural

Towns and Villages' SRB programme to support town and village healthchecks. Other SRB programmes on the Island have also been a major source of match funding for RDP funded projects.

- The **England Rural Development Programme (ERDP)** is a European initiative (managed at national level by DEFRA), which is intended to underpin the ongoing reform of the Common Agricultural Policy (CAP), and the UK Government's agenda for agriculture. A series of specific funding initiatives under the ERDP are managed by DEFRA, including both land-based schemes (aimed at supporting land-management and sustainable farming initiatives) and project based schemes (to fund skills, and rural enterprise projects).
- **Investment in land, landscape and coastal management** is derived from a variety of sources:
  - Countryside management undertaken by the agriculture sector;
  - Coastal protection, management and infrastructure projects funded by DEFRA / Environment Agency, which have been the source of £12.85 funding 2001-2003;
  - Agri-environment funding programmes managed by DEFRA (e.g. under the ERDP) and the Countryside Agency;
  - Funding to develop and implement the Isle of Wight Area of Outstanding Natural Beauty (AONB) Management Plan;
  - Support for English Nature for Habitat management schemes;
  - Investment by the National Trust, who own large areas of countryside on the Island; and
  - Investment by other major land-owners.

- It is also vital that **mainstream programmes and services** address the needs and priorities of rural areas. There is an important role for *'rural proofing'* of mainstream policies and investment plans to ensure the needs of rural areas are met.
- It is also important to recognise and support the role of rural areas in attracting and fostering **business investment**. This covers the sectors such as agriculture and tourism that are most commonly associated with rural areas, as well as the wider range of business sectors and activities located in rural areas.

9.4 Analysis

9.4.1 Overview

The Island receives significant levels of programme funding aimed directly at promoting rural development, as well as investment in mainstream services. The main challenges are to ensure that this investment helps address strategic priorities for the Island's rural areas, and the various streams of investment (both mainstream and programme funding) are coordinated effectively.

9.4.2 Strategic Framework

The strategic priorities for the Island have been set out in the recently produced Isle of Wight Strategy (see box 9.2)

Box 9.2. Strategic Priorities Set Out in the Isle of Wight Rural Strategy

1 Provide improved advice and support to farmers on **new directions for agriculture,** including a feasibility study for developing a new **Resource Centre** for "one-stop" advice and research (NB The Resource Centre role could be widened to include business enterprise and community programmes also).

2 Provide better opportunities for **rural employment and business** through improved advice and training, ICT advances (including Broadband), and a review of planning policies

3 Support the needs of rural communities for **improved village services and community life** by fully implementing the policies and programmes of the Rural White Paper, including funded schemes for:
- Parish Plans
- Village Transport Schemes
- Affordable Housing Enabler
- Tackling Social Exclusion (Community Development Worker)

4. Protecting and enhancing the Island's **distinctive character and culture**, through such programmes and activities as:
- IOW Local Agenda 21 Strategy
- AONB Management Plan
- Island 2000 projects
- Village Design Statements
- Local Heritage Initiatives
- A Study of Local Perceptions and Attitudes

9.4.3 Integration of rural development investment

Main issues in terms of ensuring integration and coordination of rural development initiatives include:

- There is a need for **better integration of initiatives and funding aimed at supporting agriculture and the land-based sector with wider rural development activity and investment**.

  'Re-integrating' the land-based sector has been identified as a policy priority at national (e.g. in the Rural White Paper) and regional (in the Consultation Draft of the Regional Economic Strategy) levels. Over the longer-term, reform of the CAP will have important investment implications.

- Several rural funding initiatives are aimed at supporting and developing the role of **market towns and main villages as providers of key services** to rural areas. It is important these initiatives are coordinated, supported also through mainstream funding, and best practice shared across the Island.

- Several funding streams are aimed at supporting **land, landscape and environmental management** of the countryside. It is important that this funding is coordinated through relevant strategies (such as the AONB management plan) and by major landowners. There is also scope to ensure linkages are made with initiatives to develop the Island's tourism product.

- There is scope for better coordination of the **provision of business support, advice and training** services to firms in rural areas.

- Several funding programmes are aimed at **tackling social and economic exclusion in rural communities.** There is a need to coordinate activity across funding programmes and to develop community-based delivery capacity to take forward initiatives.

- There is scope to deliver a more strategic approach to developing and promoting **rural tourism**, and this should be integrated within wider tourism development strategies and initiatives for the Island.

9.5 Investment Priorities and Forward Strategy

Investment Priorities	Lead Delivery and Coordination Bodies	Lead Funding Bodies and Sources
Support for farming revival and diversification to be integrated with wider economic development, tourism and regeneration initiatives.	• Rural Issues Group • NFU	• DEFRA/GOSE • SEEDA
Initiatives to strengthen the role of market towns and large villages in providing key facilities and services	• Rural Issues Group • Rural Community Council • Market Towns Partnerships • Isle of Wight Economic Partnership	• SEEDA (RDP/SRB Single Pot) • Countryside Agency • LEADER+
Projects to develop and promote rural tourism.	• Rural Issues Group • Isle of Wight Tourism	• SEEDA • DEFRA • Countryside Agency
Projects and capacity building to tackle social and economic exclusion	• Rural Community Council • Rural Issues Group	• SEEDA • Countryside Agency • DEFRA • LEADER+
Land and landscape management initiatives and investment.	• Rural Issues Group AONB Partnership	• DEFRA/GOSE • LIFE Funding • Main Land Owners (e.g. National Trust)
Ensure better delivery and coordination of business support, advice and training services for businesses in rural areas	• Rural Issues Group • Small Business Service • LSC	• Small Business Service • LSC • Countryside Agency • DEFRA • Farm Business Advisory Service
Identify the long-term investment implications for the Island of CAP reform.	• Rural Issues Group	• DEFRA/GOSE
Undertake 'rural proofing' of mainstream investment programmes to ensure they meet the needs of rural areas	• Rural Issues Group • Countryside Agency	• All relevant public funding bodies
Overall coordination:	**Rural Issues Group**	

10 Housing and Social Services

10.1 Introduction

There are close linkages between investment in housing and social services on the Island. The main deliverers of social services are the Council and private residential care providers. The Island's social housing stock has all been transferred to Registered Social Landlords (RSLs). The Council provides funding for investment in housing through the Housing Improvement Programme (HIP) allocations.

10.2 Main Findings from the Baseline

Social Services

- **High levels of benefits dependency.** The percentage of people dependent on **benefits** on the Island is very high with most rates significantly above the South East average. Within the South East, the Isle of Wight is the authority with the third highest levels of Disability Living Allowance claimants, and the fourth highest level of Incapacity benefits claimants.
- **Children.** The Island has high levels of children that are on the child protection register – 47.7 per 10,000 children under 18, compared to the national average of 26.8 per 10,000. There is also a high proportion of children that stay on the register long-term. Rates of children in care are higher than the national average. There are high levels of single parent families.
- **Child Poverty.** The Island has six wards within the 10% most deprived in England for the IMD Child Poverty Domain, and 22 wards (almost half of all the wards) within the 20% most deprived in England.
- **Elderly people.** The aged population structure and low proportion of the population that are economically active places pressures on social and care services.

Housing.

- **Tenure.** A high proportion of housing on the Island is owner-occupied (81.8%). Social housing on the Island has been transferred to several large housing associations (RSLs), which comprises 10% of housing stock. Private rented housing comprises 7.1% of total stock.
- **Housing Type.** The Island's housing stock ids dominated by houses. 70% of total stock is comprised of detached, semi detached and bungalow housing. There are particular needs for affordable good quality small housing units (including flats).
- **Condition.** A large proportion of the housing stock has not been modernised and is in poor condition, particularly Victorian housing in owner occupation by households with low incomes.
- **Market trends.** House prices have increased by 50% since April 1999 compared to 29% nationally, and this has led to a widening affordability gap for households on low incomes. These problems are particularly severe in areas with high demands for housing from second home owners.
- **Patterns of housing deprivation.** 16 of the Island's wards are in the 30% most deprived wards in England for housing deprivation. The most deprived wards (in the 20% most deprived in England) are Sandown 1, Sandown 2, Ryde North West, and Cowes Central.
- **Concentrations of social housing.** There are large concentrations of social housing, particularly on the Pan Estate in Newport, and in the areas owned by the South Wight Housing Association. These areas have major problems of deprivation, low incomes and unemployment. For instance, as many as 68% of tenants in the South Wight housing association are wholly reliant on state benefits.

10.3 Main Points from the Investment Audit

10.3.1 Social Services

Social Services is the second biggest single Council department (behind education), accounting for just over 19% of total Council budget. The total budget allocation for 2002-03 is £25.98 million. Over half of the budget (£12.57 million) is allocated for services aimed at people aged over 65, and around 18% is aimed at childrens' and family services.

Historically, the budget for Social Services has been the recommended 'allocation level' (as determined through SSA Settlement). Typical Social Services spending across UK authorities varies at both above and below allocation level. In view of falling targets and increasing demands upon the service the Isle of Wight Council has increased this spending to 10% above allocation level. Funding can be allocated or spent in a reasonably flexible fashion, although there is a need to meet national targets and indicators as a part of the Performance Assessment Framework (PAF).

10.3.2 Housing

The policy framework governing Housing investment through the IOWC is the Housing Improvement Programme Strategy (HIP). The current Housing Strategy runs from 2000-2003. Of the more general Council policy priorities given, those directly relevant to housing are:

- providing housing for the homeless, and to improve existing housing;
- reducing the impact of poverty and social exclusion; and
- assisting the community to meet local needs.

Within the social exclusion objective are the further aims:

- wherever possible to prevent homelessness, to help the homeless to find somewhere to live, and to help those with unsuitable or inappropriate housing to find somewhere better to live;
- to provide care and support for those that need it, in order to remain in their own homes; and
- to help people to repair, improve and adapt their homes.

Table 10.1 (below) outlines the distribution of this spending by delivery area:

Table 10.1 – Housing Services Budget, IOWC.

Delivery Area	**Revised 2000-01 £ 000**	**Forecast 2002-03 £ 000**
Housing Strategy	143.6	168.5
Housing Advances	-33.8	-33.8
Private Sector Housing Renewal	162.0	164.6
Homelessness	601.4	616.0
Housing Benefits Payments	1,810.8	1869.1
Housing Benefit Administration	328.9	396.8
Housing Management & Support Services	109.5	67.0
Housing Revenue Account	-3.0	-3.3
TOTAL HOUSING SERVICES	**3,119.4**	**3,244.9**

Source: Isle of Wight Council Budget, 2002.

By far the greatest single cost area for Housing Services is in the form of Housing Benefits Payments. All together, including administration of the System, this outlay accounts for almost 69% of the total Housing

Services actual expenditure in 2000-01. In addition to this the IOWC has also allocated an extra £1.8m to housing for 2002/03 from the Capital Allocations budget (allocated through the Single Capital Pot). This represents an increase of nearly 6% on 2001/02 spending, and accounts for around 14% of the total Capital Allocations budget.

10.4 Analysis

10.4.1 Social Services

The following main issues were identified as a result of the analysis of relevant policy documents and interviews for the project.

Capacity in care services. The main priority for Social Services is the creation of jobs and capacity to deliver the required service. 50% of the Social Services budget is to be spent on stabilising the nursing home market. In recent years there has been a declining number of residential care beds on the Island. As a result of market forces the cost of beds is rising. Fees allocated towards residential care beds have had to be increased to enable to purchasing of the required number of beds for the elderly and frail.

Fees for Carers. In terms of elderly care, fees for home carers have increased by just over 11% as the labour supply in this profession is falling. The nature of the work makes it hard to attract young people into new jobs. Wage levels are not especially competitive with other, more desirable jobs in alternative sectors. However, the carer jobs do offer the opportunity to gain qualifications and training (to NVQ Level 2). At the other end of the scale, the traditional employment base (women aged between 30 and 50) is being eroded in relative terms through more general aging of the population.

Demands upon Child Services. In terms of child services, there are proportionally more young people requiring Social Services than would be reasonably expected. From interviews with Social Services management it is thought that this due to a more general lack of resourcing further upstream aimed at preventing people/families reaching a point where they are unable to cope. This is an emerging priority for action, and current attempts to rectify this include a bid (in conjunction with voluntary sector agencies) to the Children's Fund, as well as existing initiatives most notably including Sure Start in Ryde (see chapter 8 of this report). Cost pressures invariably add further strain on resourcing – independent foster care agencies are able to administer larger foster care payments meaning that payments have to be increased in order to fulfil social care functions.

10.4.2 Housing

As with the national housing market, the Island housing market has seen almost unparalleled growth in property prices in recent years. Although the Island has a high proportion of owner-occupiers, there is still need for different housing tenures beyond this.

Rented Accommodation. The Island has a relatively low amount of housing for private rent. Historically, the Island has been quite insular in the way it has approached social housing. As a feature of its geography, the Island cannot rely on a neighbouring locality to house the population. Generally, social housing dwellings number around 10% of the population, so for an Island population of around 140,000 it would be reasonable to expect around 14,000 units of social housing. The reality is that the Island has closer to 5% (7,000 units).

Private rented housing on the Island is usually comparatively expensive. This leads to problems in terms of the affordability of the often high initial payments (rent in advance plus a security bond is commonly required). For these reasons there is a substantial (and growing) need for market intervention, primarily through providing affordable social housing for rent. Without sufficient housing to meet need, the additional cost of providing temporary accommodation is incurred.

Registered Social Landlord (RSL) Accommodation. The Isle of Wight Council no longer holds any housing stock, having transferred into RSLs. Current issues concern the way in which the budget (on a per dwelling basis) is provided to RSLs and the extent to which that budget is realistic given prevailing market conditions. RSLs have to perform in accordance with Total Cost Indicators (TCIs). These are devised centrally (but laid-down locally) cost limits covering all aspects of house building. The rising cost is acquiring land at market rates is increasing meaning that RSLs are unable to build on a site unless they already own the proposed site. Also of relevance to RSLs are the European EGON Standards for energy efficiency in housing construction that come in to force from April 2003. This could potentially impact upon local builders and the ability to react to and absorb changing technique of construction including off-site construction and energy efficiency measures.

Planning Policy. Linked to the price and availability of sites and land is the role of the Planning process. In the absence of large areas of brownfield land on the Island, there may be a need to facilitate the development of affordable housing through bringing forward Greenfield land for development. The Islands recently adopted UDP contains a housing allocation next to the Pan Estate, currently referred to as The Pan Land. This is a greenfield site that is intended to form the basis of an urban expansion of up to 800 dwellings (of which a significant proportion are intended to be affordable housing).

Spatial Priorities In terms of the spatial priorities with the greatest housing need, the 2001 Isle of Wight Housing Needs Survey identified a need for 1-2 bed houses and/or flats in Ryde, Newport, Sandown & Shanklin and (to a lesser extent) Cowes. With regard to Pan (Newport), it is noted that overall quality of housing stock is good and that regeneration should be targeted at economic, and wider environmental objectives.

10.5 Investment Priorities and Forward Strategy

Investment Priorities	Lead Delivery and Coordination Bodies	Lead Funding Bodies and Sources
Increasing capacity in care services.	• Isle of Wight Council • Voluntary & Community Sector • Private Care Providers	• Isle of Wight Council
Investment and coordination of initiatives in child services.	• Isle of Wight Council • Voluntary & Community Sector • Early Years Partnership	• Isle of Wight Council • Sure Start
Increasing the range and quantity of affordable housing.	• RSLs • Isle of Wight Council (Housing and Planning)	• RSLs • Isle of Wight Council (HIP) • Housing Corporation
Ensure investment in housing and social services are targeted and coordinated with other programmes to address regeneration priorities in most deprived areas.	• LSP • Isle of Wight Council • Local Delivery Partnerships	• Isle of Wight Council

11 Health

11.1 Main Findings from the Baseline

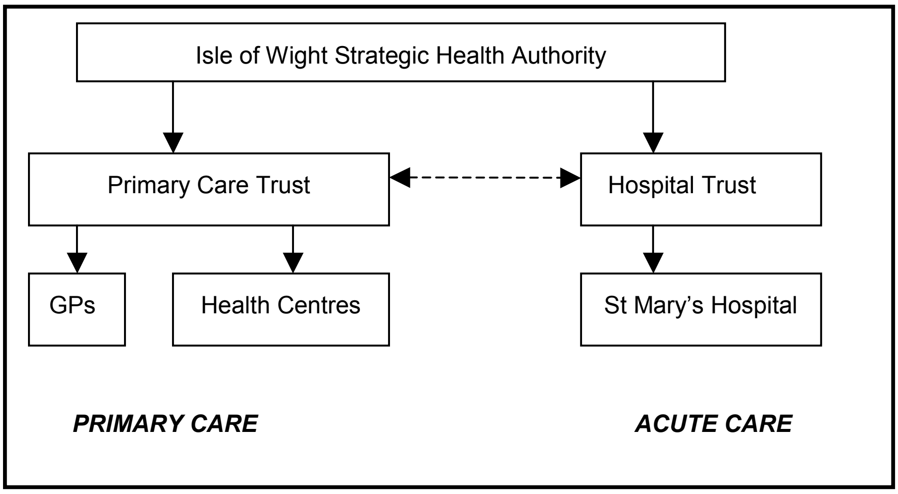
- The **Island's population profile** places significant pressures on health services. Although the death rate is 14.2 and the birth rate is 9.8 per 1000 population, giving a natural population decrease, in-migration ensures population increases each year.
- **The Island has significant problems associated with mental health** – the suicide rate is approaching double the national average, warranting the Island being given Associated Health Action Zone (AHAZ) status.
- There are **17 GPs** on the Island, **3 Health Centres** and **St Mary's Hospital**. The geographical concentration facilities heavily favour urbanised areas (notably Newport and Ryde), to the centre and east of the Island respectively.
- The biggest single cause of death on the Island is **cancer** (22%), then Heart disease (20%) and strokes (12%). Accidents account for only 1% of deaths
- The Island has no wards in the bottom 10% most deprived in England for **health deprivation**, but 9 wards in the 20% most deprived. The wards with highest levels of health deprivation (in the 15% most deprive din England) are Pan, Ryde North East and Ventnor.

11.2 Main Points from the Investment Audit

11.2.1 Funding Structures

As a result of the Governments re-organisation of the health service in England, the structure and organisation of the delivery of Healthcare and associated services on the Isle of Wight is undergoing major change. The Isle of Wight, Portsmouth and South East Hampshire Health Authority has been dissolved. The role and responsibilities have been transferred to the new Hampshire and Isle of Wight Health Authority and the Isle of Wight Primary Care Trust (PCT) – see figure x.1

Figure 11.1 – The Composition of Health Services Provision



The Hampshire and Isle of Wight Health Authority, which will become the Strategic Health Authority, is responsible for delivering acute hospital and mental health care, as well as strategic coordination of delivery of investment and delivery across the health service in the area. The Health Authority will mange the Island's main hospital, St Mary's in Newport (354 beds).

The **Isle of Wight Primary Care Trust** (PCT) will be responsible for delivering primary care, such as GP and community health services and preventative care. The annual PCT budget is around £108m.

The rationale for these changes is to provide better strategic planning and coordination of service provision at the sub-regional level. At the local level the aim is to provide a more needs-led approach to delivery of primary care that is better integrated with wider complementary public services and community initiatives.

11.3 Main Findings from the Investment Audit

11.3.1 Hampshire and Isle of Wight Health Authority

The Health Authority's **Franchise Plan** covers the period 2002-2005. It outlines the organisation and strategic priorities of the Strategic Health Authority.

The Franchise Plan outlines the following key strategic issues:

- achieving and maintaining financial balance – to enable the Health Authority to enter into long term commitments;
- training, recruiting, retaining and developing an affordable and properly skilled workforce;
- forecasting and securing the affordable, health and social care capacity to deliver the NHS Plan access targets; and
- an honest re-appraisal of the sustainability of the present configuration of clinical services in the light of financial, workforce and capacity issues.

The Franchise Plan outlines the proposed capital investment strategy, with funding split into:

- PFI – Public Finance Initiative Capital – not PFI capital scheme for the IOW is identified;
- Block capital – the funding allocated to Regional Offices (ROs) and split between PCTs;
- Strategic Capital – the balance of the RO capital allocation after block capital used in major undertakings – such as those potentially identified for St Mary's Hospital, IOW (amongst others across the StHA region) – including staff residences (£3m), theatres (£2.5m) and coronary care (£1.8m).
- Earmarked Capital – funding to ROs covering 19 separate programme areas to support delivery of investment targets in the NHS Plan.

11.3.2 Hampshire and Isle for Wight Primary Care Trust

The PCT's **Source and Application of Funds (SAF)** document is the framework used by StHAs and PCTs to calculate and display budgetary information. The total funding for the PCT is **£118.9 million** for 2002-03. The majority of this (£88.7 million) is used to purchase healthcare. Most of the remainder (£22.6 million) is allocated for direct delivery of primary care.

11.3.3 Associated Health Action Zone

The Isle of Wight was given Associated Health Action Zone (aHAZ) status , mainly in recognition of mental health and deprivation issues.

Health Action Zones (HAZs) are multi-agency programmes involving the NHS, local government, the voluntary and private sectors, and community groups. The aim of the HAZ is to tackle inequalities in health through service modernisation programmes with opportunities to address other interdependent and wider determinants of health such as housing, education and employment.

In 1999 various areas in the South East which did not qualify for full HAZ status (because deprivation was not sufficiently severe or widespread, would be given Associated Health Action Zone (aHAZ) status, receiving modest levels of funding and forming a regional network for partnership development.

The main activities of the Isle of Wight aHAZ are outlined in box x.2 below.

Box 11.2. Main activities and achievements of the Isle of Wight Associated Health Action Zone

- Development of a local Healthy Living Centre network (funding secured) - projects to include Ryde Healthy Living Centre, Green Gym, Safe Kids Group, Active Life and Healthy Eating Project, West Wight Healthy Lifestyles and Accident Prevention Programmes;
- Local HIMP Action Group to co-ordinate council initiatives related to health improvement;
- Development of an Older Voices Forum to champion issues for older people locally;
- An Anti-Poverty Programme co-ordinated by the Rural Community Council and funded by the Countryside Agency;
- A key role in the delivery of the Ryde Sure Start Programme;
- Programmes for improving children's oral health; and
- Developing a health-orientated community development and small-scale community-led regeneration programme on Pan Estate, Newport.

11.4 Analysis

The strategies and investment plans of the Health Authority and PCT identify the main investment priorities. Delivery against these will be dependant on overall allocation of resources to the Health Service on the Island.

Key issues raised in the relevant interviews for this study include:

- **'Island Factor'.** The Island does not have the level of population that would normally provide the catchement for a district hospital. This lead to diseconomies of scale, particularly in areas such as Accident and Emergency services. Due to the extra distance/cost implications, it is not possible to loan use of health facilities and services from neighbouring areas Health Authorities, as is fairly commonplace elsewhere (i.e. ambulances).
- **Labour/Skills Shortages.** As well as financial issues, labour and skills shortages are also relevant from the Island's perspective. Whilst there is little evidence on the level of these problems on the Island, it is an important issue for priorities to raise levels of capacity in key areas of provision.
- **Capacity of Community Care.** The current priority for the Health Authority and PCT is increasing the quality and capacity of community care on the Island. There are major staffing issues – particularly staff succession over the longer-term. There is a need for better targeting of capacity and specialist services where they are most required. A priority is the buying of beds in nursing homes, and improving the provision of close care, physiotherapy, occupational therapy and social care. This is indicative of the need for new facilities to address mismatches between primary and community care. In the context of the modernisation of the NHS, there is a shift towards the philosophy that people are best treated in the 'right' environment – which for primary care is often not a hospital.
- **Linkages with other policy areas.** There is increasing recognition of the importance of integrating the delivery of health projects and services within wider initiatives to tackle deprivation. The Health Authority and the PCT are members of the LSP, and this will facilitate cross-agency working. Successful joint working as been taken forward in relation to projects such as Ryde Sure Start, the New Opportunities Fund healthy living project, and initiatives under the aHAZ.
- **Spatial Priorities.** There is increasing recognition of the need to target and coordinate the delivery of services and special health issues in areas with major levels of health deprivation. There is scope to develop and build on the projects that are being delivered under the aHAZ initiative.

11.5 Investment Priorities and Forward Strategy

Investment Priorities	Lead Delivery and Coordination Bodies	Lead Funding Bodies and Sources
Enhance community care capacity to improve the quality of treatment and address the mismatch between primary and community care.	• PCT • Isle of Wight Council • LSP • Voluntary & Community Sector	• PCT • Isle of Wight Council
Ensure investment in health services on the Island reflect the increased costs and diseconomies of scale of delivering health services due to the age structure of the population and the 'Island Factor'.	• Health Authority • LSP	• Health Authority
Target investment in health services and ensure coordination with other programmes to address regeneration priorities in most deprived areas.	• PCT • aHAZ • LSP • Isle of Wight Economic Partnership • Local Delivery Partnership	• PCT • Sure Start

12 Tourism

12.1 Introduction

Tourism is a major component of the Island's economy. This chapter assesses issues in relation to investment to promote and develop the Island as a tourism destination. This includes investment in marketing promotion and visitor services by the Island's tourist board, Isle of Wight Tourism. It also covers investment from the public and private sectors to develop the Island's tourism product: its visitor accommodation, food and drink offer, attractions and destinations.

12.2 Main Findings from the Baseline

Employment. The leisure and tourism sector account for a significant proportion of total employment on the Island – 14.2% of employment compared to an average 7.5% for the South East. Over half the jobs in the sector are seasonal or part time.

Visitor trends. According to STAR-UK (Statistics on Tourism and Research), part of a consortium of National and Regional Tourist Boards, and the Department for Culture, Media and Sport (DCMS), the Island had 1.3m trips by UK residents in 2000, accounting for a spend of around £287m, along with 0.06m overseas visits, accounting for a spend of £17m. This represents an across the board increase on the both the previous two years.

Changing market conditions. The changing nature of tourism has led to the Island facing increased competition from shorter city breaks and the falling costs of overseas flights and holidays abroad. There are also higher customer demands, and increasing competition form other UK destinations, with respect to the quality of the tourism offer of – including both visitor attractions and accommodation providers.

The Foot and Mouth Crisis and downturns in international tourism have affected all UK destinations, including the Isle of Wight.

This notwithstanding, the 'Island' tourism offer still has considerable potential for exploiting these changing trends in tourism. The Isle of Wight is seen as an international brand, highlighted by the influence and extent of Cowes Week, and the increase in 'green' and recreation-based tourism increasingly favours area such as the Isle of Wight with attractive surroundings and natural resources.

The Island's Tourism Offer – Strengths Weakness, Opportunities and Threats. Isle of Wight Tourism have produced a short tourism strategy for the Island, which includes a SWOT analysis (see figure),

Figure 12.2 - Isle of Wight Tourism Strategy 2001 - SWOT Analysis

STRENGTHS	WEAKNESSES
1. Island -feeling of "getting away" 2. Good rail and road connections to ports of entry 3. Close to ingress point for continental ferry 4. Safe, attractive environment 5. Promoted accommodation 100% graded and inspected 6. Safe, clean family beaches 7. Sunshine hours vs mainland 8. Spectacular coastal and inland terrain -AONB, biodiversity 9. Relative under-development 10. Pace of life 11. World centre for yachting activity 12. Some high quality visitor attractions and places of interest 13. Historic buildings -Carisbrooke Castle, Osborne House, Roman Villa 14. Culture & heritage -Royalty and historic figures 15. Wide range of accommodation to suit all styles and budgets 16. Quality of Island pubs 17. Diversity of towns and villages (Ryde vs Calbourne) 18. Effectiveness of low budget campaigns 19. Visitor attractions -historic, cultural, play & modern 20. Variety of outdoor activities -walking, cycling & sailing 21. Events programme -Cowes Week, Walking Festival	1. Under-investment in infrastructure -"civic pride" 2. Many agency services are designed for a "mainland economy" (5% tourism) 3. Strategic importance of tourism in Island agencies 4. Non-integration of public transport 5. Island roads have capacity issues -overcrowding, parking 6. Perceived cost and hassle of getting to the Island 7. Resorts in need of regeneration and investment 8. Diversity of product difficult to promote 9. Seasonality of traditional business 10. Planning constraints vs appropriate tourism development 11. Under-supply of higher demand products -eg rural self catering 12. Public transport expensive and lacks coverage in some areas 13. Limited indoor attractions for wet weather 14. Lack of consistency in quality of attractions and places of interest 15. Failure to enforce building improvement notices in sensitive areas 16. Lack of professionalism in leisure/tourism/hospitality 17. No sense of understanding core product 18. Community planning lacks direction and co-ordination 19. Lack of competition -"Island Standards" apply 20. Image -bucket & spade, elderly. 21. Lack of quality places to eat/entertainment
OPPORTUNITIES	**THREATS**
1. Tourism is a growth industry -UK short breaks 2. Reduced seasonal sensitivity in new short break markets 3. Improved access to information and distribution -on a global basis 4. Improving skills base in tourism/hospitality 5. IW recognized as a Rural Development Area (funding) 6. SRB6 -town regeneration programme in Ryde 7. Tourism can demonstrate benefit to "quality of life" for residents 8. E-commerce opportunities -industry very suitable for development 9. Profitable partnerships -ETC, STB... 10. Introduction of better quality standards (attractions etc) 11. Improvements in non-tourism sectors 12. Sustainability of tourism on Island -green industry 13. Potential to improve IW College 14. Lifestyle-led tourism, suits Island product -Walking, Cycling & Sailing... 15. Government emphasis on environmental issues - transport improvements 16. Potential for car-free tourism 17. Develop centre of excellence for quality of life (organic farming) 18. Overseas visitor markets 19. Corporate and incentive travel	1. Under valuation of tourism by the Island 2. UK main season holiday market in serious decline 3. Macro-economic issues (recession) 4. Currency fluctuations 5. Competition -low cost and easy availability of overseas holidays 6. Competition -domestic 7. Loss of accommodation capacity to residential/other uses 8. IW could lose its "difference" and become more like the Mainland 9. Conservation will inhibit leisure developments in line with consumer expectations 10. Lack of continuity in local Government planning and finance 11. Island residents don't appreciate relevance of tourism 12. New customer expectations may out pace Island ability to improve product 13. Lack of marketing budget allowing competitor destination advantage 14. Growing interest in UK city breaks 15. Fuel costs -ferry prices could rise

12.3 Main Points from the Investment Audit

The main sources of investment in tourism are outlined below.

12.3.1 Isle of Wight Tourism.

Isle of Wight Tourism (IWT) is the body responsible for tourism development and marketing of the Island. It is funded by both the public and private sectors: the Council, which provide 40% of its funding; contributions from the Isle of Wight Tourism Association (which represents tourism businesses), which provides 48% of funding; and self-generated commercial revenue (12% of income). The total annual budget of IoWT is (based on 2001/2 figures) £2.6million.

A significant proportion of IoWT's expenditure funds marketing activities and media campaigns. This accounts for around £1.2million per anum (46% of total expenditure). Tourist information centres and the call centre account for 21% of expenditure. Staff and overheads account for 25% of spending. Only a very small proportion (1%) of IoWT's expenditure is allocated to research.

12.3.2 Private Sector Investment in tourism attractions and facilities.

Direct private sector investment in tourism encompasses travel and transport (mainly the cross-Solent ferry companies), hotels and accommodation, restaurants and catering, major events, and visitor attractions. It is has not been possible to assess specific details or levels of this private sector investment. Some main points and issues raised in the interviews are outlined below.

Tourism accommodation. Hoteliers and accommodation owners have generally invested in recent years in the upgrading of existing accommodation. The Island also now has a small number of high quality hotels catering for the top-end of the market. Despite this, there has been little major investment in recent years in new hotels on the Island. The Island does not attract a sufficiently broad profile of visitors (i.e. leisure and business, weekend visits) or strong demand year-round to attract major new investment. The relative inaccessibility of the Island, places it at a significant disadvantage in attracting investment in business-tourism (i.e. conferencing) hotels and facilities. There may be scope to make sites available for new tourism investments through the masterplanning exercise being undertaken for Cowes / East Cowes.

Visitor Attractions. The Island has a significant number of commercial visitor attractions. Most of these are small-medium in scale and aimed primarily at the traditional tourist market. Several of the larger attractions have invested in improving and upgrading their facilities. In general terms however, the Island is considered to be increasingly at a competitive disadvantage with other UK tourism destinations which have befitted from major lottery funded flagship arts and cultural attractions. The Ventnor Botanical Gardens project is the only major visitor attraction that has received substantial lottery funding.

Destination Marketing. In addition to marketing activity funded by Isle of Wight Tourism, some commercial operators, particularly the cross-Solent ferry companies, undertake significant levels of destination marketing of the Isle of Wight.

Major Events. Major events such as Cowes Week, or the Isle of Wight Music Festival attract large numbers of visitors and visitor spending to the Island.

12.3.3 Other Investment

Isle of Wight Council. In addition to the Council's contribution to Isle of Wight Tourism, investment in services such as museums, arts, recreation and transport also have an important role in enhancing the Island's tourism product.

Other Investment in Visitor Attractions Heritage and Landscape. In the heritage sector, English Heritage (who own Osborne House) and the National Trust (who own a range of properties) own, manage and promote as visitor attractions a range of properties. The National Trust, the Council, and the Environment Agency also own or manage a range of landscape assets, which are important features of the Island's tourism offer.

Regional Arrangements for Tourism. Government is currently reviewing regional structures for tourism development and marketing. It has been indicated that RDAs should undertake a strengthened strategic role in tourism. The implications of these changes for the Isle of Wight are not yet clear.

12.4 Analysis

The Island does not have a comprehensive or detailed long-term strategy for improving and developing its tourism product. This is despite the importance of tourism for the Island, increasing competition from other destination, and the fact that the Island's tourism offer is aimed predominately at the declining 'traditional' section of the market. There is only a limited evidence base of customer and market research to identify future trends and changing customer demands. Isle of Wight Tourism's strategy focuses mainly on short-to-medium term actions, and promotional initiatives.

There is a need for a strategy to address wider investment issues. These might include developing the tourism product through regeneration programmes, rural development projects, lottery funding or action to attract new business investment. There is scope to undertake research and develop a strategy for attracting and developing growth sections of the tourism market, which might include short-breaks, activity-based tourism, or 'green' tourism.

Isle of Wight Tourism has a substantial marketing budget. However, over the past year, following the Foot and mouth crisis, there have been significant increases in the marketing spend of competing UK destinations. It is therefore important that the Island maintains and possibly increases its levels of marketing activity.

12.5 Main Areas for Investment and Forward Strategy

Investment Priorities	**Lead Delivery and Coordination Bodies**	**Lead Funding Bodies and Sources**
Enhance the level of research and intelligence on tourism market trends and customer perceptions. Undertake a 'tourism audit' to assess the quality of the Island's tourism offer against changing customer demands.	• Isle of Wight Tourism	• Isle of Wight Council • Isle of Wight Tourist Industry Association
Maintain/enhance levels of investment in the marketing and promotion of the Island as a tourism destination	• Isle of Wight Tourism	• Isle of Wight Council • Isle of Wight Tourist Industry Association
Identify priorities and develop a strategy for investment in improving the Island's tourism product: its accommodation, services, visitor attractions and landscapes.	• Isle of Wight Tourism • Isle of Wight Economic Partnership • Rural Issues Group • SEEDA/RTB	• Isle of Wight Council • Isle of Wight Tourist Industry Association • SEEDA/RTB
Identify priorities and take action for attracting commercial investment in major new tourism facilities and attractions.	• Isle of Wight Tourism • Isle of Wight Economic Partnership	• Isle of Wight Economic Partnership • SEEDA
Understand the implications of new regional arrangements for tourism.	• Isle of Wight Tourism	• SEEDA/RTB
Overall Coordination:	**Isle of Wight Tourism**	

13 Transport

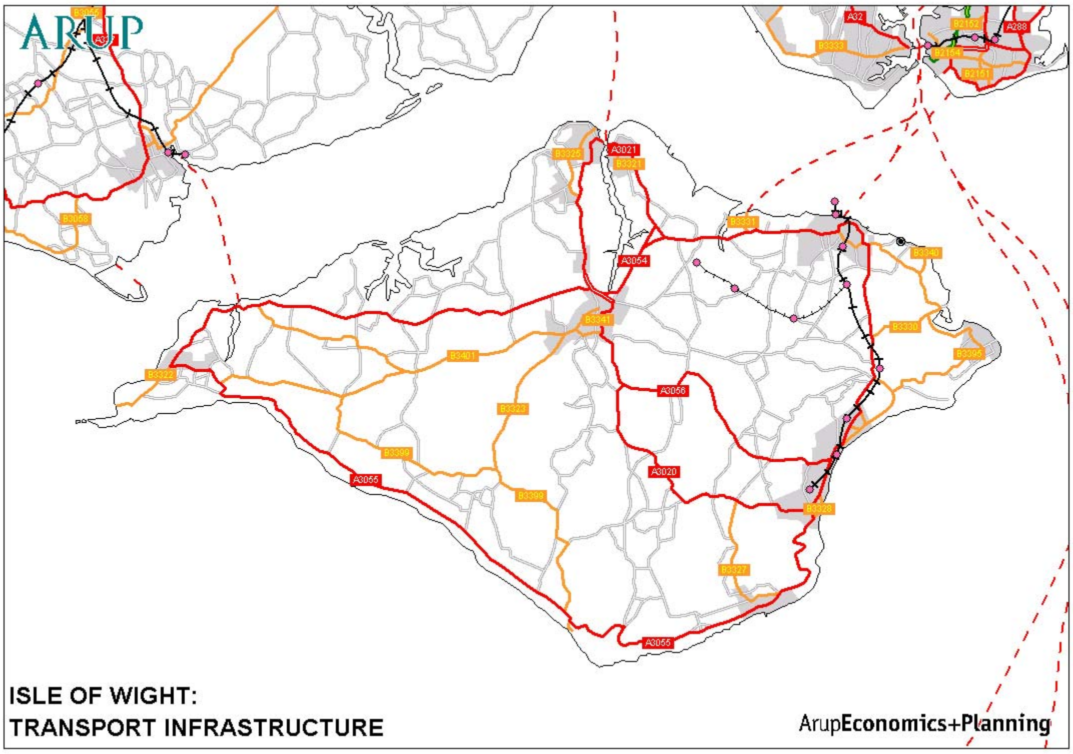
13.1 Introduction

The quality of transport infrastructure and services is vital for enhancing the Island's competitiveness as a business location, and addressing environmental and social exclusion issues.

Investment in transport infrastructure and services comes a variety public and private sector sources. The strategic policy and funding context for investment in and development of the transport network and services on the Island is provided by the Local Transport Plan (LTP). This is produced by the Council (in consultation with a wide range of stakeholders). The overarching national and regional policy context is provided by national Government Guidance and strategies, and by the Regional Transport Strategy.

Investment and operation of the Island's ferry services and airport is undertaken mainly by the private sector. Bus services and the Island's rail service are also operated by private sector companies, with the aid of public subsidy.

Figure 12.1. Transport Infrastructure



13.2 Main Findings from the Baseline

- There were over **8.5 million trips** across the Solent in 2000 (increase of 15% in 10years). The numbers of **cars** visiting the Island has increased by **43% in 10 years.**
- The **costs of cross-Solent travel** are high relative to the distances involved. These costs provide a major disincentive for business investment, and reduce workforce mobility. Problems of cross-Solent capacity, risk of delays, and issues in relation to round-the-clock operations also provide logistical difficulties for some businesses.
- **Car ownership on the Island is higher than average** but this is considered to be due to necessity of access to a car rather than high levels of wealth.

- The quality of many **roads** on the Island is poor, and the Council is implementing a major maintenance, improvement and safety programme for the existing network. Some key roads, particularly those in the south and west of the Island, have been affected by geological movement.
- There are few major problems of **road congestion** compared to elsewhere in the South East, although peak-time congestion, and congestion in peak holiday periods can cause problems. Journey-times between towns are generally slow, due to the nature of the road network.
- **Public transport** on the Island is provided mainly by bus services. The main bus operator is Southern Vectis. The bus network covers all parts of the Island, with fairly frequent services between the main towns. Train services (Island Line) service the eastern part of the Island – linking Ryde to Shanklin.
- Levels of **integration** between transport services and modes are generally considered to be more. In particular, current interchanges between ferry services, bus, walking, cycling and car at Ryde, Cowes and Yarmouth are considered to be poor.
- The Island provides an attractive area for promoting **cycling**, and as a result of significant recent investment in cycle routes and facilities, there have been increases in the proportion of journey's made by cycle.
- The Council has identified the need to undertake improvements for **pedestrians** is several of the major towns.

13.3 Main Points from the Investment Audit

13.3.1 Regional Transport Strategy

The Consultation Draft of the Regional Transport Strategy outlines investment in the Isle of Wight as important due to its status in RPG as a priority area for regeneration. It also highlights cross-Solent ferry services as of regional significance. However the draft of the RTS does not outline any specific transport investment proposals on the Island as part of the list of regional priorities for transport investment and management required within a RTS.

13.3.2 Isle of Wight Council Investment in Transport 2002/3

The Isle of Wight Council forecast budget for highways and transport for 2002-03 is £5.08 million. The large majority of this investment (£4.36 million) is allocated to structural and routine road maintenance. In addition the Council has also allocated an extra £6.8m to highways for 2002/03 from the Capital Allocations budget (allocated through the Single Capital Pot).

13.3.3 The Local Transport Plan (LTP)

The Isle of Wight Local Transport Plan (LTP) covers the period 2001-06. It sets out the transport policies for the Island in the context of Government Guidance and the Regional Transport Strategy. Future investment in the Island's transport network will be targeted in the context of the LTP. The LTP sets out strategic and local objectives towards delivering a more integrated and sustainable transport system for the Island. Its main themes and objectives include:

- Addressing the specific transport need s of the Island, its population and visitors;
- Working in partnership and integrating transport with land-use planning policy;
- Widening transport choice and improving transport quality and integration for all sections of the community;
- Better protection for the environment;
- Highway maintenance;
- And integrated area-based strategies for different parts of the Island

The total LTP capital programme is outlined in table x.2

Table x2. Local Transport Plan – Total Programme

Programme Type/Area	01/02 £ 000	02/03 £ 000	03/04 £ 000	04/05 £ 000	05/06 £ 000	TOTAL £ 000
Bridge Assessment and Strengthening	1,633	570	950	400	400	3,953
Principal Road Maintenance	895	815	830	820	850	4,210
Local Safety Schemes	697	730	745	760	815	3,747
North East Triangle	1,760	5,350	3,860	2,200	1,825	14,995
Coastal Resorts	995	1,245	1,230	870	955	5,295
The Rural Areas	1,175	1,330	1,600	1,645	1,335	7,085
TOTAL	**7,155**	**10,040**	**9,215**	**6,695**	**6,180**	**39,285**

Source: Isle of Wight Local Transport Plan 2001-2006.

Major public transport or interchange investment projects include:

- the £4.5m multi-modal development of Ryde interchange from 2001/02 to 2003/04;
- the pedestrianisation of Newport - £1.1m from 2001/02 to 2003/04;
- the £0.5m Newport bus interchange from 2002/03 to 2003/04;
- the £0.5m Cowes interchange from 2004/05 to 2005/06; and
- the £475,000 Yarmouth interchange from 2003/04 to 2005/06;

The LTP capital settlement for 2002-03 is £6.78 million.

13.3.4 Island Line Train Services

Island Line operates the 8 ½ miles of passenger railway serving Ryde, Brading Sandown, Lake and Shanklin. The current franchise agreement comes to an end in 2003. Re-franchising provides an opportunity to secure new investment in stations and rolling stock. The Council and other stakeholders are in discussion with the Strategic Rail Authority.

13.3.5 Bus Services

Over 90% of bus services on the Island are provided by one operator, Southern Vectis. The Council has a good working relationship with Southern Vectis in taking forward improvements. Successful initiatives include:

- The 'Youth Mover' travel scheme for young people on evening services;
- Improvements in the quality and numbers of bus shelters;
- Delivery of improvements to rural services through rural bus grants; and
- The Council's concessionary fare scheme for young people, the elderly and disadvantaged (provided through a Council subsidy of around £450,000).

13.3.6 Cross-Solent Ferry Services

There are a number of ferry routes serving the Island for both vehicular and foot passengers. Ferry services run by Wightlink operate between Portsmouth – Fishbourne, Lymington – Yarmouth and Portsmouth Harbour - Ryde Pier Head (the 'FastCat'). Red Funnel runs services between Southampton and both East and West Cowes. There is also a hovercraft service run by Hovertravel for foot passengers between Southsea (Portsmouth) and Ryde.

The cross-Solent operators provide a high frequency and quality of services, including fast passenger services. Significant investment is being delivered by the operators in new ships.

The investments programmed in the LTP for new passenger interchanges at Ryde, West Cowes and Yarmouth will improve integration with ferry services. Relocation and significant investment for the East Cowes ferry terminal has been identified as a possibility over the medium to longer term.

13.3.7 Fixed Link

A Feasibility Study carried out in 1998 concluded that a fixed-link with the mainland was technically feasible, but would cost between £213m and £306m. The timescale for taking forward this project would be far beyond the timescale of the LTP or UDP. Further investigation or development of the fixed-link proposals is not considered a priority by the Council or other main stakeholders on the Island.

13.3.8 Air Services

The Island has two minor airports – one in Sandown and one is Bembridge. These airports have relatively low volumes of commercial air traffic, although they do offer a quick means of accessing the Island for higher business functions. The Island is also within reasonable journey time to Southampton Airport, Eastleigh which offers both domestic and short distance European flights.

13.3.9 Walking and Cycling

The LTP outlines a strategy and investment proposals to increase the number of journey's made by foot and by cycle. Improved town centre pedestrian environments, and improved interchanges are outlined as priorities. The strategy for encouraging cycling includes developing new cycle routes, safety improvements, and improving the quality and quantity of cycle storage facilities.

13.4 Analysis

The LTP sets out an investment programme to address the main local transport issues and priorities for the Island. The most significant areas (in terms of cost) for investment are the various interchange projects to improve inter-modal integration, and improvements and maintenance for the road network. Other key issues include the re-franchising of Island-line, improving bus services on the Island, and investment in infrastructure for walking and cycling.

There is close joint working between the Council, the main transport operators in identifying and taking forward investment priorities. The Isle of Wight Quality Transport Partnership provides a mechanism for discussing transport issues and facilitating partnership working.

In general, transport investment priorities are integrated closely with wider policy priorities for regeneration. There is a need to ensure the phasing of delivery of transport investment complements timescales for delivery of main physical regeneration projects.

The Isle of Wight Council, SEEDA, and the Isle of Wight Economic Partnership are to commission a major study looking at transport, infrastructure, access and development issues in Cowes, East Cowes, and the Medina valley. These transport issues, and potential investment priorities in the area, are not identified in the current LTP or UDP.

The consultation draft of the Regional Transport Strategy does not identify key projects on the Island, such as the Ryde interchange, that might be considered to be of regional significance.

13.5 Investment Priorities and Forward Strategy

Investment Priorities	Lead Delivery and Coordination Bodies	Lead Funding Bodies and Sources
Major capital projects to improve integration, including new interchanges at Ryde, Cowes and Yarmouth. Ensure projects of regional significance are incorporated into the RTS.	• Isle of Wight Council • Cross-Solent operators • Bus and train operators • Quality Transport Partnership. • SEERA	• LTP Capital Funding (GOSE) • Ferry, rail and bus operations
Improvements and maintenance to the road network.	• Isle of Wight Council	• LTP Capital Funding (GOSE) • Isle of Wight Council • Highways Agency (Major projects)
Projects to promote and provide new infrastructure for walking and cycling.	• Isle of Wight Council • Quality Transport Partnership	• LTP Capital Funding (GOSE) • Isle of Wight Council • DEFRA • Countryside Agency
Infrastructure and service improvements on 'Island Line' railway.	• Isle of Wight Council • Quality Transport Partnership • Relevant TOC • SRA • Passenger User Groups	• SRA (Re-franchising) • SRA (RPP Grants) • Relevant TOC
Improving rural bus services and community transport.	• Isle of Wight Council • Bus Operators • Rural community Council • Rural Issues Group	• LTP Funding (GOSE) • Rural Bus Challenge • Countryside Agency • Bus Operators
Identify and take-forward infrastructure investment priorities to deliver site development and attract business investment in East and West Cowes and the Medina Valley. Ensure investment proposals are incorporated into the LTP, UDP and (if appropriate) the RTS.	• Isle of Wight Council • Isle of Wight Economic Partnership	• Isle of Wight Council • SEEDA

14 Crime and Community Safety

14.1 Main Findings from the Baseline

- **Trends in levels of crime.** Levels of recorded crime and disorder on the Isle of Wight have decreased over the past two years. Hampshire Constabulary figures (outlined in the Isle of Wight Crime and Disorder Strategy) show a decrease in total offences from 9,148 in March 2000 to 7979 in February 2002. Full details of crime figures are outlined in table 14.1 below. Levels of burglary and violence against the person are below the national average.
- **Vehicle Crime.** The Island has a low proportion of vehicle crime - 9.1% of all crime compared to the national average of 24%. The number of vehicle thefts peer 1000 of population is less than 25% of the national average. Levels of theft from vehicles are less than half the national average. Over the past two years there have been major increases in the number of abandoned vehicles.
- **Cost of Crime.** Using Home Office methodologies for assessing the cost of crime, crimes against the person, vehicles and domestic properties were calculated to cost the Island £29 million in 2000-01, of which violent crime accounted for 83% of total costs. These figures exclude crime against commercial and public sector properties.
- **Youth Offending.** Over the past two years, a major initiative to tackle youth offending (led by the Isle of Wight Youth Offending Team) have significantly reduced levels of repeat offending by young people. For some crimes such as Vehicle crime, the Island is a relatively safe place, whereas for other such as violent behaviour the Island performs badly against other areas in the region.

Table 14.1. Isle of Wight Recorded Crime Figures (Hampshire Constabulary data)

ISLE OF WIGHT RECORDED CRIME FIGURES	March 2000	March 2001	February 2002
Violence against the person	1245	1262	1144
Sexual Offences	99	77	89
Robbery	29	26	20
Dwelling Burglary	523	507	425
Vehicle Crime	852	729	737
Criminal Damage	2182	2113	2311
All Crime	**9148**	**8222**	**7979**

Source: Isle of Wight Crime and Disorder Strategy 2002-2005

14.2 Main Points from the Investment Audit

14.2.1 Isle of Wight Police Division of the Hampshire Constabulary

In the Isle of Wight Police division, unified grades account for almost 85% of staff numbers and budget, as can be seen in table 14.2. This represents as largely secure source of employment, and also one where wage levels and budget are predominantly a function of national and regional agency allocations. However, the Hampshire Constabulary budget formula does contain demographic and rural dimensions intended to reflect the unique nature of the Isle of Wight, amongst other BCUs (Basic Command Units). It is also currently under regional review.

Table 14.2 – The Isle of Wight Divisional Budget (Summary) 2002/2003.

Budget Heading	Annual Budget (£ 000)	Established Staff (FTE)	Lodger Staff (FTE)[7]
Police Staff	£6,392	190	25
Civilian Staff	£1,028	60	1
Supplies	£241		
Income	£-7		
TOTAL	**£7,654**	**250**	**26**

Source: Information provided by Hampshire Constabulary, 2002.

There are diseconomies of scale associated with policing the Island. A potential under-provision is unacceptable, and back up from a neighbouring constabulary would take considerably longer than average to arrive. Extra forces are drafted in to help police events such as Cowes week and the upcoming Island Music Festival.

14.2.2 Other Sources of Investment

Other sources of investment and delivery mechanisms include:

- Home Office funding for area-based crime reduction initiatives (including CCTV projects);
- Probation Service;
- Youth Offending Team; and
- Drug Action Team.

14.2.3 Isle of Wight Crime and Disorder Strategy

The Isle of Wight Crime and Disorder Partnership has produced Isle of Wight Crime and Disorder Strategy. The partnership brings together relevant organisations, and has a strategy group responsible for producing the three-year strategy, as required by the Crime and Disorder Act 1998.

The main aims of the partnership are:

- Reducing crime on the Island;
- Reducing disorder on the Island;
- Addressing the fear of crime;
- Involving the local community in addressing local safety needs; and
- Making the Isle of Wight a safer place in which to live, to work and to visit.

The three priority issues identified in the strategy are:

- Drug and alcohol mis-use;
- Working with young people to reduce crime and disorder; and
- Domestic violence.

[7] Lodger Staff are part of the establishment of specialist departments and are not part of the division's establishment. However, they do have a bearing on the annual budget allocation.

14.3 Investment Priorities and Forward Strategy

Investment Priorities	**Lead Delivery and Coordination Bodies**	**Lead Funding Bodies and Sources**
Target investment and coordinated action on addressing the main priorities outlined in the Isle of Wight Crime and Disorder Strategy 2002-2005	• Isle of Wight Crime and Disorder Strategy • Hampshire Constabulary • Youth Offending Team • Drug Action Team	• Hampshire Constabulary • GOSE / Home Office • Isle of Wight Council
Area-based crime reduction projects including CCTV projects.	• Crime & Disorder Partnership • Hampshire Constabulary Local Delivery Partnerships • LSP	• GOSE (Home Office) • Area-based regeneration programmes
Integrate crime reduction measures and funding within wider initiatives to deliver regeneration at a local level.	• Crime & Disorder Partnership • Hampshire Constabulary Local Delivery Partnerships • LSP	• GOSE (Home Office) • Area-based regeneration programmes
Overall Coordination	**Crime and Disorder Partnership**	

15 Implementation and Main Investment Priorities

15.1 Introduction

This section outlines:

- main issues and conclusions on implementation mechanisms; and
- the main investment priorities identified as a result of this Area Investment Framework project.

15.2 Implementation Issues and Conclusions

15.2.1 Coordination of Investment

A prominent theme throughout the analysis undertaken for this project is the need for enhanced coordination and integration across policy areas and funding streams. This reflects the challenges posed by the fragmented nature of the various government programmes, funding streams and area-based initiatives.

The LSP is well-placed to undertake an over-arching role of enhancing integration between investment streams and policy priorities across all policy areas. The LSP's Community Strategy provides a clear and comprehensive strategic framework for the development of and investment in the Island. However, the LSP is not a delivery body. It is yet to be accredited by Government and has limited direct funding and staff resources at its disposal.

A conclusion from this study is that other organisations with greater delivery capacity and competencies should take the lead in coordinating the delivery of investment in specific funding areas and in priority regeneration areas. In particular, the Isle of Wight Economic Partnership should continue to play have an important role in securing and delivering investment and funding in regeneration, economic development, and rural development.

SEEDA have set out proposals for consultation for working and providing funding with and through sub-regional and district-wide organisations[8]. SEEDA have stated that delivery partnerships will be needed to cover priority regeneration areas, including the Isle of Wight, to provide devolved delivery. SEEDA do not consider that Local Strategic Partnerships will be able to fulfil this role within the foreseeable future.

Table 15.1 Key coordination and partnership working mechanisms

Policy area	Lead coordination body
Overall coordination of policy and strategic framework	Local Strategic Partnership
Learning and Skills	Isle of Wight Learning Partnership
Regeneration	Isle of Wight Economic Partnership
Rural Development	Isle of Wight Rural Issues Group
Business Development	Isle of Wight Economic Partnership
Housing and Social Services	Isle of Wight Council
Health	Health Authority / Primary Care Trust
Tourism	Isle of Wight Tourism
Transport	Isle of Wight Council
Crime and Community Safety	Isle of Wight Crime and Disorder Partnership

[8] 'Delivering in Partnership in Priority Regeneration Areas Consultation Paper'. SEEDA, April 2002.

15.2.2 Prioritising and targeting investment

The move from a bidding-led to a more strategy-led funding regime will necessitate greater prioritisation of areas and initiatives for investment. There will be need to formulate packages of investment from a variety of different mainstream and programme funding programmes to enable delivery on main thematic and area investment priorities. This will require relevant organisations and funding bodies to work together to identify and agree on investment priorities.

This Area Invetsment Framework report, the recently published community strategy, and SEEDA's joint working with sub-regional delivery boodies will provide important mechanisms for identifying the main invetsment priorities for the Island.

15.2.3 New delivery mechanisms for area-based invetsment priorities

This report has identified several main area priorities for regeneration and tackling deprivation. In the future, it is unlikely to be suitable for delivery partnerships to be formed around individual funding programmes. There will be a need to secure investment from a variety of different funding sources. This is likely to include working with public service providers to target and coordinate delivery of mainstream services to address area regeneration priorities.

This will require enhanced levels of partnership organisational capacity and competencies at local level to fulfil this challenging role. Adequate core funding of local delivery structures will be required for the Island to implement successfully new models for securing and delivering area investment on an integrated basis.

15.2.4 Monitoring and review

This Area Investment Framework is intended as a technical tool to inform investment planning. It is therefore important that processes are put in place for monitoring and review of the analysis and recommendations in light of changing funding structures, policy priorities, and investment patterns.

15.3 Main Investment Priorities

The main priorities for investment are:

1. Create the conditions to deliver new business investment in East and West Cowes and the Medina Valley;
2. Develop new funding and delivery structures for most deprived areas;
3. Strengthen the funding, delivery and coordination of post-14 education and training; and
4. Build capacity and attract and coordinate investment in rural development to strengthen the economies of rural areas.

1. Create the conditions to deliver new business investment in East and West Cowes and the Medina Valley

Deliver improvements in sites, infrastructure, and delivery mechanisms to enhance the attractiveness of West and East Cowes and the Medina Valley as a location for business investment.

Rationale:

Several leading edge businesses have been attracted to invest in Cowes and Medina valley. It is where most of the companies are located in the Island's composites, marine engineering, and IT sectors. The area has several potential major development sites, although many of these are not currently market-ready. There is the potential to develop and promote the area as an attractive and competitive business location.

However, there are site assembly, decontamination issues, access problems, and planning constraints / issues to be overcome. The recent investment in Cowes by GB Global Challenge, and the likely availability of new sites as a result of restructuring at GKN provides opportunities. There is a need for a development framework for the area to guide investment.

Areas for Action:

- Production of a planning and development framework for the area's development sites;
- Identifying infrastructure investment priorities required to bring-forward site development and meet the needs of firms currently located within the area and potential inward investors;
- Taking forward investment and action in site assembly, preparation and supporting infrastructure to provide a range of high quality sites and premises;
- Improving transport infrastructure, including funding of new transport interchange(s) and investigation of the need for and feasibility of a fixed link between East and West Cowes;
- Targeted support and action to develop key business sectors: marine industries, composites (building on the Enterprise Hub), software development, and aerospace;
- A major marketing and promotion initiative to enhance the area's (and the Island's) image and profile as an attractive place in which to invest; and
- Investment and action (beyond the life of the SRB2 programme) to address issues of deprivation, unemployment, and exclusion, to ensure local people benefit fully from new economic opportunities.

Funding and delivery mechanisms:

- Lead: Isle of Wight Economic Partnership
- SEEDA – site assembly, preparation and infrastructure; sector development; marketing and promotion
- Isle of Wight Council – planning and development framework; transport investment
- Investigate potential of a development company for the area.

2. Develop new funding and delivery structures for most deprived areas

Develop new delivery mechanisms to bring together relevant organisations and integrate both mainstream and programme funding to tackle deprivation and regenerate priority areas.

Rationale:

The changing frameworks for regeneration funding will require new approaches to securing investment and delivering area-based regeneration, and tackling deprivation at the local level. The option of bidding for major single programmes (such as SRB) is unlikely to be available in the future. There will be a need to put together packages of programme funding from a variety of different sources. Priorities for regeneration and tackling deprivation should also be targeted for investment through mainstream programmes in areas such as housing, health, education, social services and transport. There will be a need to build levels of capacity and integration for local delivery.

Area priorities:

- **Pan Estate, Newport.** Pan is the second most deprived ward on the Island. The area has major problems in relation to unemployment, poverty, housing, and social exclusion. The area has not received major levels of programme funding in recent years. There is a need to build cross-agency and community capacity to identify main local investment priorities, and to address these through securing programme-funding and targeting mainstream programmes.
- **Ryde.** Ryde has the most deprived ward on the Island. It has secured £6.25million of SRB (round 6) funding, and Sure Start (round 2) funding. The SRB-funded physical improvements to the town centre will be complemented by the planned £4.5 million Ryde interchange project. Over the short to medium-term there will be a need for close joint working between the SRB partnership, Sure Start partnership, and relevant mainstream service providers. In the longer-term, it will be necessary to develop forward strategies for the period following the end of the SRB and Sure Start programmes.
- **Sandown, Shanklin, Lake and Ventnor.** There are areas of need and deprivation in this area, particularly in terms of unemployment, housing and skills. Physical regeneration and economic development projects have been supported through Market Towns Initiative funding. This has comprised modest levels of investment relative to major SRB programmes elsewhere on the Island. It has developed organisational capacity, which can provide a basis for levering in additional funding.
- **Cowes and East Cowes.** Ensure delivery mechanisms and investment in physical infrastructure and attracting business investment is integrated closely with investment (beyond the life of the SRB2 programme) in skills and community development to enable local people to benefit from new economic opportunities.
- **West Wight.** Whilst the West Wight towns do not contain the same level of deprivation as other areas of the Island, there are problems in relation to unemployment, skills levels and access to services. The area has received modest levels of funding from the ‘Island Inclusive’ SRB programme and the regional rural towns and villages programme.

Delivery and Funding Mechanisms:

- Lead - devolved delivery and management of funding programmes: Isle of Wight Economic Partnership
- Lead - strategy and coordination for the Island: LSP, *Island Futures*
- Funding - SEEDA Single Pot, other government area programmes (i.e. Sure Start)
- Mainstream service providers: housing, health, education, social services, crime prevention, transport
- New forms of local delivery partnerships

3. Strengthen the funding, delivery and coordination of post-14 education and training

Strengthen funding and delivery structures and improve coordination of provision for post-14 education and training.

Rationale:

Funding and organisational structures for post-16 education and training are particularly complex. A recent review of 14-19 provision on the Island has identified the need for better strategic planning and coordination between providers to deliver better-targeted and more needs-led provision. There is also recognition of the need to strengthen funding and delivery structures for adult learning to address both Basic Skills and higher-level skills needs.

Businesses and others have identified the Isle of Wight College as the key delivery mechanism on the Island for delivering high quality post-16 education and training. Action is being taken forward to strengthen the role and financial position of the college. Partnership structures are in place (the Isle of Wight Learning Partnership and the Tertiary Strategy Group) for improving coordination between key agencies and providers and securing funding and facilitating action to address main learning and skills priorities.

Areas for Action:

- Identify the funding and investment implications of the conclusions of the review of 14-19 education provision on the Island, and the recommendations of the 14-19 working group. Take forward actions to improve the strategic planning and coordination and funding of the 14-19 curriculum and range of provision on the Island.
- Strengthen the role and position of the Isle of Wight College as the main provider of high quality post-16 courses, adult education, and vocational training that meets the needs of the Island's residents and employers.
- Improve the coordination and funding of adult learning on the Island to address more effectively priorities for raising Basic Skills levels, as well as addressing deficiencies in higher-level professional and technical skills.

Funding and delivery mechanisms:

- Lead - strategy and coordination: Isle of Wight Learning Partnership
- Lead - funding: Hampshire and Isle of Wight
- Restructuring of 14-19 provision: Tertiary Strategy Group
- Other key delivery partners: Isle of Wight College; Local Education Authority; Training Companies.

4. Build capacity and attract and coordinate investment in rural development to strengthen the economies of rural areas

Build capacity and attract and coordinate investment in rural development to strengthen the economies of rural areas and to deliver rural regeneration as an integral part of the Island's investment strategy.

Rationale:

The Island is a predominantly rural area. It has benefited from substantial rural development funding from a wide variety of sources. In the future Rural Development Programme funding will be subsumed within the SEEDA Single Pot. Following the Foot and Mouth Disease crisis, there is increasing recognition of the need to strengthen the economies of rural areas. The Isle of Wight Rural Issues Group has outlined a strategy for realising the economic potential of the Island's rural areas.

There is recognition of the need to support agriculture and the land-based sector as an integral part of wider initiatives to regenerate and strengthen the economies of rural areas. There is significant untapped potential for developing rural tourism.

Areas of Action:

- Deliver and help coordinate financial support to integrate agriculture and land-management into wider economic development, tourism and regeneration initiatives, including investment in a rural resource centre, local abattoir, local produce initiatives.
- Continue to develop and secure funding for initiatives and delivery mechanisms to strengthen the role of market towns and large villages in providing key economic and social facilities and services.
- Secure investment in projects to develop and promote rural tourism.
- Invest in projects and building capacity to tackle economic and social exclusion in rural areas, including investment in village services, community facilities, community projects, and affordable housing.
- Identify and address investment needs and priorities in land and landscape management.
- Assess the long-term investment implications for the Island of CAP reform.
- Work through the Isle of Wight Rural Issues Group to ensure integration and coordination of investment and action across different stakeholders, agencies and funding streams.

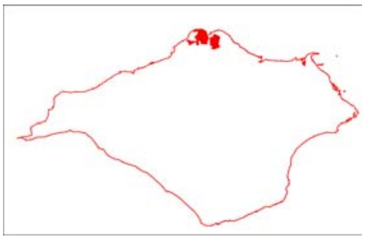
Delivery Mechanisms:

- Strategy and Coordination: Isle of Wight Rural Issues Group
- Delivery of funding: Isle of Wight Economic Partnership
- Funding bodies: SEEDA, Countryside Agency, GOSE / DEFRA, LEADER+
- Mainstream public service provides
- Rural Community Council

Annex 1 – Area Profiles

East and West Cowes

Socio-Economic Trends and Baseline Conditions



Four of the six Cowes wards are amongst the 30% most deprived wards in England, within the Index of Multiple **Deprivation**. Cowes Medina, with West Cowes, is within the most deprived 20% in terms of Multiple Deprivation and amongst the most deprived 10% in terms of Child Poverty. The IMD also indicated deprivation across the Employment, Income and Education domains.

Unemployment in Cowes Medina was 5.7% in February 2002. The rest of Cowes had a rate below the Island average.

In 2000/01, Cowes and East Cowes accounted for 13% of Island **homelessness**. The Island **Housing Needs** Survey found a lower proportion of houses with adequate heating and insulation in East Cowes, with 13.5% of houses found to be inadequate and over 88% of houses across Cowes requiring repairs.

31.9% of Cowes Medina ward was judged to have poor numeracy skills, with 30.4% lacking adequate literacy skills. The remainder of skills was above the Island average. In 1998, East Cowes had the lowest level of **education** attainment across the Island (at Key Stage 2). Cowes performed more favourably, but still below the Island average.

Main Area-Based Investment Initiatives and Issues

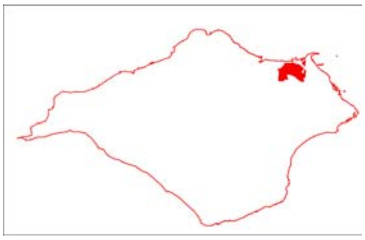
Cowes benefited from a SRB4 grant of around £0.78m as a part of the "**Building a Community: Bridge to Employment**" initiative, which had a total project investment of £2.83m.

Another significant project (total investment of almost £1m, but with only £50,000 of SRB2 money) is the creation of a Heritage Trail in the Cowes/East Cowes area.

Other Island-wide initiatives include a £1.1m **DfES grant** to create more nursery places in Cowes, Ryde, Totland, Shanklin, Ventnor and rural areas.

- Cowes week/Tourism potential
- Cross-Medina links
- Business potential/riverside sites

Ryde



Socio-Economic Trends and Baseline Conditions

All six wards within Ryde are ranked by the Index of Multiple **Deprivation** as being amongst the most deprived 30% of England. 3 wards rank with the most deprived 20%. Ryde North East ranks within the most deprived 10%, and is the most deprived ward on the Island. The IMD highlights other areas of deprivation, including the Employment, Income, Education and Child Poverty Domains.

Ryde East has the highest **unemployment** rate on the Island – 9.1%. For Ryde St Johns unemployment is 8.2%. The remainder of Ryde has unemployment at the upper end of the Island average.

In 2000/01, Ryde, Binstead and Wootton accounted for 22% of Island **homelessness**, the highest proportion recorded. The Island **Housing Needs** Survey found a lower proportion of houses with adequate glazing, insulation, piping in Ryde, with 12.2% of houses found to be inadequate and 91.7% of houses requiring repairs.

28.5% of those in Ryde St Johns had inadequate numeracy skills. 29.2% of Ryde St Helens was judged to have poor literacy levels. The remainder of Ryde was spread around of higher than the Island average in terms of basic skills. In 1998, Ryde wards had a reasonable level of **education** attainment at Key Stage 2, performing slightly above the Island average.

Main Area-Based Investment Initiatives

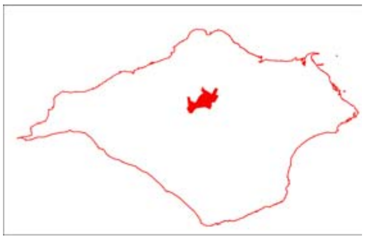
The "**Regenerating Ryde**" programme had a total project investment of £7.13m. This included a SRB6 grant of £2.55m. This will include the development of a multi-modal transport interchange at Ryde. Also a part of this is the Ryde Conservation Area Regeneration scheme, offering grant aid for renovating frontage of properties within a designated zone in Ryde.

The "**Island Inclusive**" initiative was aimed at the most deprived wards on the Island, benefiting Newport, Totland, Ryde and the Bay Area. Funding came from a £2.1m SRB5 grant, with a total project investment of £5.06m.

Ryde also has a 10-year £3.4m (revenue) **Sure Start** programme aimed at improving social and emotional well-being, health, the ability to learn and community links.

- Extent of existing SRB investment
- Basic Living Amenity - Unemployment and housing/homelessness
- Transport Investment – Strategic importance/Interchange

Area Profile: Newport



Socio-Economic Trends and Baseline Conditions

Three of the four main wards that make up Newport are ranked within the most deprived 30% of English wards by the Index of Multiple **Deprivation**. Pan is only one of two wards on the Island ranked with the most deprived 10%. The IMD also draws attention to deprivation across Education, Employment, Income, Health and Child Poverty domains.

Newport central has an **unemployment** rate of 6.0%, with the rest of Newport at or below the Island average.

In 2000/01, Newport accounted for 15% of Island **homelessness**. The Island **Housing Needs** Survey found a lower proportion of houses with adequate insulation in Newport, with 9.4% of houses found to be inadequate and 80.0% of houses requiring repairs.

Pan ward has to lowest level of numeracy across the Island – 34.8% of people were just to have inadequate skills. 30.4% of Pan residents were found to lack basic literacy skills. Newport Parkhurst has the highest level of basic skills across the Island for both numeracy and literacy. In 1998, Newport's **educational** attainment was at or above the Island average, with the exception of Pan ward, which had the fourth lowest ranking at Key Stage 2.

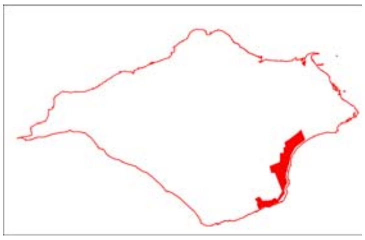
Main Area-Based Investment Initiatives

The "**Island Inclusive**" initiative was aimed at the most deprived wards on the Island, benefiting Newport, Totland, Ryde and the Bay Area. Funding came from a £2.1m SRB5 grant, with a total project investment of £5.06m.

A SRB2 Grant of £100,000 contributed to an overall investment of £1.6m for the **Newport Quay Arts Centre**, acting in a regional capacity. SRB2 also funded almost £922,000 towards a total investment of around £2m for a Technology Management Centre in Newport, serving the entire Island.

Sandown, Shanklin, Ventnor

Socio-Economic Trends and Baseline Conditions



All wards within the Bay Area are ranked by the Index of Multiple **Deprivation** as being amongst the most deprived 30% of England. All wards within Sandown and Ventnor are with the most deprived 20%. The Employment, Income, Health, Education, Housing and Child Poverty Domains also highlight the Bay Area as deprived.

Sandown, Shanklin South and Shanklin North all have an **unemployment** rate in excess of 8%. For Lake and Ventnor wards unemployment is in excess of 6.5%.

In 2000/01, the Bay Area (recorded as Sandown, Lake Shanklin, Ventnor and Wroxall) accounted for 23% of Island **homelessness**. The Island **Housing Needs** Survey found a lower proportion of houses with adequate glazing in the Bay Area (notably Sandown), with 9.2% of houses found to be inadequate and 69.2% of houses requiring repairs.

Literacy and Numeracy levels are largely in keeping with Island averages. In 1998, across Bay Area Sandown had the lowest level of **education** attainment at Key Stage 2, followed by Lake wards – all of which performed below the Island average. Shanklin wards performed above the Island average. Ventnor wards were the top two ranked wards for educational attainment.

Main Area-Based Investment Initiatives

The "**Market Towns Initiative**" covered Sandown, Shanklin and Ventnor. Sandown received a £240,000 grant within a total investment of £600,000. Shanklin received a grant of £160,000 with a total spend of £400,000. Ventnor received a £240,000 grant, with a £700,000 total project cost. This investment in intended to fund town regeneration following health checks and action plans.

The "**Island Inclusive**" initiative was aimed at the most deprived wards on the Island, benefiting Newport, Totland, Ryde and the Bay Area. Funding came from a £2.1m SRB5 grant, with a total project investment of £5.06m.

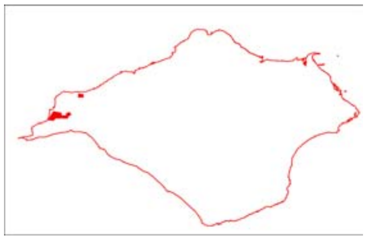
The Millennium Commission granted £2.3m for investment in **Dinosaur Island** in Sandown and **Ventnor Botanic Gardens**. The "**Island 2000**" project, with a total spend of around £1m, funded landscape and economic improvements, including the extension of Ventnor Botanic Gardens.

Ventnor Regeneration (a SRB2 grant of £1.2m, with a total investment of £11.8m) aims to provide a number of physical improvements including re-instating the esplanade, clean water for the Ventnor coast and a mini-harbour for the shellfish industry. In a similar vein is the **Ventnor Harbour Project** – a £2.4m total investment in the fishing harbour development.

Other Island-wide initiatives include a £1.1m **DfES grant** to create more nursery places in Cowes, Ryde, Totland, Shanklin, Ventnor and rural areas.

West Wight

Socio-Economic Trends and Baseline Conditions



All three wards with West Wight are ranked within the most deprived 30% of England, according to the Index of Multiple **Deprivation**. Totland ward is amongst the most deprived 20%. West Wight is also deprived in terms of the Education, Employment, Income, Health and Child Poverty Deprivation Domains.

Totland ward has an **unemployment** rate of 6.5%. The unemployment rate for Freshwater is below the Island average.

In 2000/01, Freshwater, Totland and Yarmouth accounted for 5% of Island **homelessness**. The Island **Housing Needs** Survey found 12.2% of houses to be inadequate and 66.7% of houses requiring repairs.

Totland and Freshwater wards were ranked second and third poorest in terms of literacy skills – with 34.5% of residents lacking basic skills. Numeracy skills were slightly higher, approaching the Island average. In 1998, West Wight had relatively poor **educational** attainment at Key Stage 2. The Freshwater wards were ranked fifth and sixth, with Totland ranked eight amongst the worst performers, significantly below the Island average.

Main Area-Based Investment Initiatives

The “**Island Inclusive**” initiative was aimed at the most deprived wards on the Island, benefiting Newport, Totland, Ryde and the Bay Area. Funding came from a £2.1m SRB5 grant, with a total project investment of £5.06m.

The **West Wight Sports Centre**, with a new four-court sports hall and pool refurbishment, was funded with assistance from Sport England, at a total project cost of £1.72m.

Other Island-wide initiatives include a £1.1m **DfES grant** to create more nursery places in Cowes, Ryde, Totland, Shanklin, Ventnor and rural areas.

Rural Areas

Socio-Economic Trends and Baseline Conditions

The Index of Multiple **Deprivation** highlights several rural wards to the north-east of the Island as being amongst the most deprived 30% in England. Osborne ward is amongst the most deprived 20%. Across the other Domains of Deprivation, rural Wight is seen to be deprived in terms Access, Employment, Income and Education.

The rural wards of the Island tend to have below-average levels of **unemployment**. Wroxall has the highest unemployment level, at 6.0%.

In 2000/01, rural areas accounted for 8% of Island **homelessness**. The Island **Housing Needs** Survey found rural areas to have housing of a relatively higher standard than the Island average, with 12.2% of houses found to be inadequate and 91.7% of houses across Cowes requiring repairs.

Literacy and numeracy levels are largely in keeping with Island averages although Calbourne and Shalfleet, and Gatcombe and Godshill both had high basic skill levels. Bembridge had the lowest literacy level of all Island wards– with 34.5% of residents possessing poor literacy skills. In 1998, the rural areas of the Island tended to have average to above average **educational** attainment at Key Stage 2, with some exceptions. Fairlee was ranked third amongst poorer performers, and Chale, Niton and Whitwell ranked third amongst the top performers across the Island.

Main Area-Based Investment Initiatives

Several Programmes have provided investment across rural areas of the Island. The **Rural Development Programme**, aimed at allowing more projects to be developed across the areas of greatest need, had a grant of £0.67m, with a total project cost of £6.99m.

The EU **Leader+** initiative granted the Island £2.5m for use in supporting the development of small scale, innovative projects aimed at improving the quality of life in rural areas and making the best use of natural and cultural resources, with a total investment of £3.63m.

There have also been several schemes investing in costal protection such as Castle Haven (total investment) £4m, Wheelers Bay (total investment £1.6m) and a Seaview Duver bid for £3.5m.

Annex 2 - Document List

Document Name	Category
Community Safety	Crime
Hampshire Police Authority Annual Report/Policing Plan	Crime
Wessex Youth Offending Team IW Unit	Crime
Youth Justice Plan 2001/2	Crime
Youth Justice Plan Executive Summary	Crime
IOW Crime & Disorder Strategy 2002 - 2005	Crime
Basic Skills Action Plan	Education and Skills
Behaviour Support Plan 1999 - 2001 (IWC)	Education and Skills
Branstone Farm Studies Centre Service Plan (IWC)	Education and Skills
Business Link Business Plan 2001/2004	Education and Skills
Composites Skills Assessment Executive Summary 2002	Education and Skills
Early Years Unit (Plant 7) (IWC)	Education and Skills
Education and Community Development Improving Island Life	Education and Skills
Education Development Plan May 2000 - March 2002	Education and Skills
Education Financial Services (Plan 1) (IWC)	Education and Skills
Education Personnel (Plan 4) (IWC)	Education and Skills
Educational Psychology & Support Teaching Services	Education and Skills
IW College Strategic Plan 2000 - 2003	Education and Skills
IW Composites Skills Assessment 2002.	Education and Skills
Learning and Skills Council Local Strategic Plan 2002 - 2005	Education and Skills
Learning and Skills Council Skills Audit 2000 - 01	Education and Skills
Learning Centre Training & Development Provision Service Plan (IWC)	Education and Skills
Learning Partnership Business Plan April 99 - March 2002	Education and Skills
Learning Plan Executive Summary, Southern Strategic Partnership	Education and Skills
New Deal Delivery Plan	Education and Skills
Southern Careers Business Plan	Education and Skills
Special Education Needs Service Plan (IWC)	Education and Skills
Strategic Plan & Operating Statement IW College	Education and Skills
The Education Centre Service Plan (IWC)	Education and Skills
Welfare to Work for Disabled People	Education and Skills
Children's Fund Bid	Education and Skills
Southern Careers Business Plan - 2001-2002	Education and Skills
The IOW College Information & Learning Technology Strategy 1999-2002	Education and Skills
Learning and Skills Council - Local Strategic Plan	Education and Skills
IOW Education Development Plan May 2002 - March 2007	Education and Skills
Hampshire and IOW Learning Skills Council - IOW's post 14 Education. & Training Needs - Exec Summary - 14-1-02	Education and Skills
Forward - Jennifer Miller - HEP Chairman	Education and Skills
IOW Fourteen-plus Task Group - Report January 2002	Education and Skills
National Review of Learning Partnerships - IOW learning partnership	Education and Skills
Building Control Service Plan (IWC)	Environment
Coastal Management Service Plan (IWC)	Environment
Ecological Footprint analysis of the Isle of Wight.	Environment
Isle of Wight Biodiversity Action Plan	Environment
IW Rights of Way Network 2001 - 2006	Environment
The Agenda 21 Strategy for the Isle of Wight	Environment
UDP Incorporating Proposed Modifications May 2001	Environment

Document Name	Category
Action Plan 2001 - 2002 (IWC)	General
An Economic Assessment 1999	General
Client Services (Plan 5) (IWC)	General
Compendium of Isle of Wight statistics	General
Connexions The best start in life for every young person	General
Hampshire Economic Partnership Informing our future 2001	General
Island Regeneration Strategy 2001 - 2005	General
Isle of Wight Census Atlas and statistical handbook	General
IWP Stat Pack	General
Local Strategic Plan Local Needs Assessment 2002 - 2005	General
Revenues and Benefits Service Plan (IWC)	General
SE Competitiveness Survey Hants LSC Research Report Oct. 2000	General
Social Inclusion Strategy 2001 - 2005	General
Platform 1 Development Strategy	General
The Effect of Being An Island (IWC)	General
The Isle of Wight – A Great Place to Live (Positive Characteristics)	General
Rural Development Programme - Meeting of the IOW Rural Issues Group	General
Island Business - April/May 2002	General
Isle of Wight Mental Health NSF	Health
Adult Services (Mental Health, Learning Disability etc Service Plan (IWC)	Health
Adult Services (Older & Disabled People) Service Plan (IWC)	Health
Health Improvement Plan	Health
Inequalities and Health in the South East Region	Health
Island Plan for Health and Well-being	Health
Public Health Report IOW Portsmouth & SE Hampshire.	Health
Island Plan for Health and Well-Being	Health
Hampshire and Isle of Wight Health Authority Franchise Plan 2002-05	Health
Housing Annual Report (IWC)	Housing
Housing Needs Survey (IW)	Housing
Housing Services Service Plan (IWC)	Housing
Housing Strategy 1999 - 2003 (IWC)	Housing
Isle of Wight Council Housing Strategy	Housing
Quality Projects Management Action Plan 2001 - 2002 IWHA	Housing
Social Services and Housing Service Plan (IWC)	Housing
Young Peoples Housing Strategy	Housing
Central & Operational Support Services Service Plan (IWC)	IWC
Chief Executives Office & Policy Service Plan (IWC)	IWC
Corporate Services Service Plan (IWC)	IWC
County Record Office Service Plan (IWC)	IWC
Customer Service Centre Service Plan (IWC)	IWC
Development Control Service Plan (IWC)	IWC
Environmental Health Service Plan (IWC)	IWC
Financial Services Service Plan (IWC)	IWC
Inspection and Advice Service Plan (IWC)	IWC
Legal Services Service Plan (IWC)	IWC
Library Service Service Plan (IWC)	IWC
Operations Service Plan (IWC)	IWC
Personnel Services Service Plan (IWC)	IWC
Planning Policy & Environment Service Plan (IWC)	IWC

Document Name	Category
Premises Development (Plan 2) (IWC)	IWC
Printing Services Service Plan (IWC)	IWC
Property Services Service Plan (IWC)	IWC
Trading Standards & Bereavement Services Service Plan (IWC)	IWC
IOW UDP Adopted 18th May 2001	IWC
IOWC – Improving Island Life: Best Value Performance Plan Summary 2001/2	IWC
IOWC Finale: Capital Allocations 2002/03	IWC
Arts and Theatres Development Service Plan (IWC)	Leisure
Arts Strategy for the Isle of Wight 2002 - 2007	Leisure
Museum Service (including schools service) Service Plan (IWC)	Leisure
Music Services Service Plan (IWC)	Leisure
Sports and Recreation Development Service Plan (IWC)	Leisure
Sports Development Unit Operational Plan	Leisure
Tourism Strategy	Leisure
Ventnor Botanic Garden Service Plan (IWC)	Leisure
IOW Tourism Activity Monitor - Quarter 4 Summer 2001	Leisure
IOW Tourism Activity Monitor - End of year report - Tourism Year 1999/2000	Leisure
Island Visitor - Summer 2002	Leisure
Anti-Poverty Strategy IW Voluntary Sector Cabinet	Regeneration
Children's Fund Isle of Wight Ward Profiles	Regeneration
Children's Fund Outputs from Consultation	Regeneration
Children's Fund Statistical Profile of Children aged 5 - 13	Regeneration
SRB II Altogether Wight	Regeneration
SRBIV Building a Community Bridge	Regeneration
SRBV Island Inclusive Delivery Plan	Regeneration
SRBVI Ryde 2000	Regeneration
Towards a Rural Strategy for the Isle of Wight	Regeneration
SEEDA pack	Regeneration
Island Futures - Community Strategy - Consultation Draft April 2002	Regeneration
Open for Business - Island Regeneration Strategy 2001 - 2005	Regeneration
Rural Community Council - Annual Report 2000	Regeneration
Sport England - Lottery Fund Strategy - 1999 - 2009	Regeneration
Rural Community Council - IOW News Issue 14	Regeneration
Childrens' Services Service Plan (IWC)	Social Services
Drug Action Team IW	Social Services
Isle of Wight Early Years, Development and Childcare Plan 2001 - 2002	Social Services
Outline Children's Services Plan 2001/2002	Social Services
Youth and Community Services Service Plan (IWC)	Social Services
Youth Projects Directory	Social Services
Highways and Transportation Service Plan (IWC)	Transport & Comm’s
ICT Department Service Plan (IWC)	Transport & Comm’s
Information and ICT Service Plan (3) (IWC)	Transport & Comm’s
Information and Learning Technology Strategy IW College	Transport & Comm’s
Isle of Wight Fixed Link, Feasibility Study	Transport & Comm’s
IW College Information and Learning Technology Strategy 1999 - 2002	Transport & Comm’s
Transport Plan	Transport & Comm’s

Annex 3 - List of Interviewees

Interviewee	Sector/Organisation
Felicity Booker	Age Concern, Isle of Wight
Nick Drake-Knight	Business Link Wessex
Danny Fisher	Chair, Isle of Wight Economic Partnership
Steve Tutton	GKN
Peter Dawson	Hampshire and Isle of Wight Constabulary
David Crawley	Hampshire and Isle of Wight Health Authority
David Kennedy	HM Prison Service – Governor of HMP Parkhurst
Chris Binnie	Isle of Wight Council, Housing
Bill Grady	IOW College
Kevin Smith	Isle of Wight Chamber of Commerce
David Petit	Isle of Wight Council, Education
John Pulsford	Isle of Wight Council, Finance
Steve Matthews	Isle of Wight Council, Highways and Transport
John Bentley	Isle of Wight Council, Policy and Strategy
Charles Waddicore	Isle of Wight Council, Social Services and Housing
Liz Wood	Isle of Wight Economic Partnership
Mike King	Isle of Wight Economic Partnership
Tim Addison	Isle of Wight Tourism
Simon Dabelle	Isle of Wight Tourism Association
Jayne Hancock	Learning and Skills Council for Hampshire and the Isle of Wight
Mike Stoneman	Learning and Skills Council for Hampshire and the Isle of Wight
Andrew Turner MP	Member of Parliament for the Isle of Wight
Julian Brown	NEG Nicon Rotors
Joan Biggs	Rural Community Council
Miranda Pearce	South East England Development Agency (SEEDA)
Jeremy Herring	South East England Development Agency (SEEDA)
Paul Ruddling	SP Systems

Annex 4 - List of Participants in Workshop on 29 May 2002

Attendee	Sector/Organisation
Tim Addison	IWT – Tourism
Angela Alderman	GOSE Headquarters
Steve Baker	Business Link Wessex
Matthew Bell	Ryde Development Trust
Barbara Bicknall	SEEDA
Paul Bingham	IOW Primary Care Trust
Ian Boyd	Island 2000 Trust
Paul Clarke	
Peter Conway	IOW Chamber of Commerce
Sharon Cooke	
Steve Crab	Employment Service
Mark Crouch	Mencap Pathway Employment Services
Simon Dabelle	Vectis Ventures Ltd
Cathy Evans	GOSE Headquarters
John Flemming	IOWC
Elaine Garrett	IOW Primary Care Trust
Ray Ginsberg	Age Concern
Ken Glendenning	SEEDA
Bill Grady	IOW College
Peter Griffiths	IOWC
Jayne Hancock	Learning and Skills Council for Hants & IOW
Peter Harris	Councillor – Lake South
Phil Hayward	IOWC – Highways & Transportation
Anne Hendon-John	Connexions
Jeremy Herring	SEEDA Headquarters
Paul Higginbotham	IOWC – Economic Development Unit
Diana Howe	Connexions
Jim Isles	South Wight Housing Association
Tisha Kalmanovitch	IOWP – Rural Healthcheck Coordinator
Mike King	IOWP – Inward Investment
Paul Lovejoy	SEEDA

Attendee	Sector/Organisation
Angela Mawle	IOWC – Policy Unit
Miranda Pearce	SEEDA
Gareth Piggott	IOWC
Maryse Pisnier	Rural Community Council
Andrew Preskey	Southern Careers Ltd
John Reddecliff	Enterprise Agency
Harry Rees	Councillor – Shanklin South
Jim Ruby	Ventnor Regeneration Forum
Janet Saville	Wightlink
Shirley Smart	IOWC – Leader
Janet Stevens	IOW Learning Partnership
Hammy Tappenden	Island Volunteers
Andrew Turner MP	Member of Parliament for the Isle of Wight
Steve Tutton	IOW Industrial Group Training Services / GKN
Larry Tutton	IOW Industrial Group Training Services / GKN
Michael White	Rural Community Council – Chair
Lesley Williams	IOWC – European Unit
Liz Wood	IOWP – Workshop Chair