

Isle of Wight Council

**Sandown Bay
Regeneration Strategy**

Draft Final Report

In association with
Pan Leisure Consulting Ltd
and **Matrix Partnership**

December 2003

Draft

Contents

1	Introduction	1
	1.1 Purpose and Scope	1
	1.2 Work Completed	1
	1.3 Content and Structure of Report	2
2	Vision and Objectives	3
	2.1 Vision and Objectives for Sandown Bay, Sandown and Shanklin	3
	2.2 Detailed Objectives	4
3	Tourism Context	9
	3.1 Tourism and Leisure - Growth in Expenditure	9
	3.2 Tourism: a Catalyst for Change	9
	3.3 The Changing Face of Consumers	11
4	Site Specific Development Proposals	15
	4.1 Introduction	15
	4.2 Sandown – Culver Parade/Yaverland	18
	4.3 Sandown Pier and Esplanade	25
	4.4 Battery Gardens, The Heights and Los Altos Park	28
	4.5 Shanklin Esplanade, including the Spa Site	31
5	Urban Design and Development Proposals	35
	5.1 Sandown - Culver Parade/Yaverland	35
	5.2 Sandown Pier and Esplanade	37
	5.3 Battery Gardens, The Heights and Los Altos Park	39
	5.4 Shanklin Esplanade, including the Spa Site	40
6	Wider Area Proposals	42
	6.1 Introduction	42
	6.2 Tourism	42
	6.3 Transport	44
	6.4 Urban Design Principles	48
7	Action Plan	50
	7.1 Introduction	50

Figures

- 1 – Site Specific Development Proposals for Sandown – Culver Parade/Yaverland
- 2 – Site Specific Development Proposals for Sandown Pier and Esplanade
- 3 – Site Specific Development Proposals for Battery Gardens, The Heights and Los Altos Park
- 4 – Site Specific Development Proposals for Shanklin Esplanade, including the Spa site
- 5 – Organogram of Current Tourism Structure
- 6 – New Transport Initiatives for Sandown
- 7 – New Transport Initiatives for Shanklin

Sketches

- 1 – Sandown – Culver Parade/Yaverland
- 2 – Sandown Pier and Esplanade
- 3 – Battery Gardens, The Heights and Los Altos Park
- 4 – Shanklin Esplanade, including the Spa Site

Tables

- 1 – Project Stages

1 Introduction

1.1 Purpose and Scope

Arup, in association with Pan Leisure Consultants Ltd and Matrix Partnership, have been commissioned by the Isle of Wight Council and Tourism South East to prepare a Regeneration Strategy for Sandown Bay. The strategy focuses on the range of problems that together are unique to a seaside conurbation, such as Sandown Bay, whilst looking to complement and reinforce the regeneration objectives for the wider Island area supported by a number of key players, notably South East England Development Agency (SEEDA). Sandown Bay is the Isle of Wight's largest tourist resort and the development of the tourism industry in the area will be fundamental to ensuring its future wealth and prosperity.

The development of the tourism industry will be fundamental to the regeneration of Sandown Bay. The current decline is by no means unique and is being experienced by many coastal resorts in the UK. In recognition of this, a report was produced in 2001 – Sea Changes (English Tourism Council), which provided a strategy aimed at reversing this decline which is confirmed by data in the report, citing a fall of about a third in the volume of tourism trips by UK residents to seaside resorts, from 32 million in 1973 to 22 million in 1998. The report includes a number of principles for success that are relevant to the Isle of Wight in general including:

- Creating a vision, planning and leadership
- Taking a holistic approach to the tourism experience

The recently produced report, **The Seaside Economy** (2003 Sheffield Hallam University), provided the first comprehensive examination of economic change in Britain's seaside towns. The research focused on the entire economy of a number of towns including the structure of local labour markets in addition to the tourist sector, and tested the popular view that the rise in popularity of overseas holidays has resulted in the increased unemployment evident in many seaside towns – a view found to be untrue. Indeed, a key statistic from the research confirmed a growth in employment of 40% over the last 20 years in the sectors of the economy most closely linked to tourism, although it is acknowledged that many of these are part-time and poorly paid. The need to adapt to changing circumstances, the framework for which is provided within this Regeneration Strategy, combined with greater assistance from both central and local government were suggested as possible remedies.

The context of the report in relation to the other elements of the study is outlined in more detail in Section 1.2. However, the report sets out a host of specific proposals and projects, together with matching external funding opportunities that must be reviewed and implemented by a range of interested bodies to ensure that the regeneration of Sandown Bay is realised.

1.2 Work Completed

In order to ensure clarity in the division of the tasks required to complete the strategy, its production has been divided into five stages, as illustrated in Table 1.

Table 1 – Project Stages

Stage	Title	Description
One	Baseline	Review all existing information, establishment key themes and issues
Two	Vision and Objectives	Summarise key themes and issues, revise original and vision and objectives as set out in study brief
Three	Regeneration Strategy	Develop a 'suite of ideas' following consultation, finalisation of preferred strategy

Four	Action Plan	Match strategy to funding options available, establish links with external funding bodies, formulate phasing plan and timetable of actions and determine agencies responsible for delivery.
Five	SPG/AAP	Coordination of strategy and action plan for adoption as SPG/AAP

The work undertaken within Stages 1 to 3 (up to the development of the 'suite of ideas') facilitated the production of the Interim Report (November 2003). This final report should be read in conjunction with the Interim Report, which contains the wealth of background research that led to the establishment of the regeneration strategy. The 'work elements' that enabled the production of this Final Report are highlighted in bold in Figure 1.

The final section of the Interim Report, the 'suite of ideas', contained a whole range of possible projects and proposals relating to the four subject areas underpinning the strategy, development context, tourism, transport and urban design. These were assessed by stakeholders, Council members and the general public in a series of presentations/open discussions on the island in October 2003. The results of these 'assessments', together with further assessment undertaken by the study team, enabled the final strategy to be agreed upon and presented within this report.

1.3 Content and Structure of Report

The report is divided into the following sub sections:

- **Section 2** outlines the **Vision and Objectives**, including the overarching vision, individual visions for both Sandown and Shanklin, and a set of more detailed objectives relating to each one. A key component of the strategy has been the constant revision and upgrading of the vision and objectives throughout the study to reflect the work that has been undertaken
- **Section 3** outlines the **Tourism Context**. The development of the tourism industry is fundamental to ensuring the future wealth and prosperity of Sandown Bay, and this Section provides a succinct summary of the main themes that shape the strategy as a lead in to the site-specific development proposals and wider area proposals.
- **Section 4** contains the **site specific development proposals**. The proposals outlined in this section relate to the four development areas identified within the study area as being key for the implementation of site-specific schemes.
- **Section 5** contains the **urban design and development proposals**, which combines the urban design improvements with the site-specific development proposals described in detail in Section 4. These are divided into the four development areas, with a graphical illustration of each to demonstrate the future vision.
- **Section 6** contains the **wider-area proposals**. These are divided into tourism, transport and urban design principles. They are more general in nature, relating to all or part of the Bay area.
- **Section 7** contains the **Action Plan**. The proposals outlined in Sections 4 and 5 are each numbered, and carried forward to the Action Plan, where they are matched against external funding bodies, the funding options available and agencies responsible for delivery. This allows a phasing plan and timetable of actions to be outlined for each one.

2 Vision and Objectives

2.1 Vision and Objectives for Sandown Bay, Sandown and Shanklin

Our revised Vision was set out in Section 4 of the Interim Report. It is based on the need for a regeneration of the seafront as a whole, which recognises and reflects the diversity of the twin resorts of Sandown and Shanklin. The aim must be to build a sustainable economic base for the future, whilst providing for the future needs of both residents and visitors. Regeneration will be achieved through the creation and promotion of new tourism markets and opportunities, securing quality new developments reflecting the differing seaside character of the Bay, moving towards more sustainable and integrated transport systems, whilst protecting and enhancing the existing environmental quality and setting of the Bay area. In relation to tourism we see Sandown Bay offering a complete English seaside holiday destination - tradition and culture in Shanklin, family fun and entertainment in Sandown.

The Overarching Vision and Key Objectives for the Study area have been amended to take account of comments received during consultation on the Interim Report. They are:

Sandown Bay Vision

A Sandown Bay seafront offering a quality, vibrant year round visitor destination for tourists and residents with an improved tourist infrastructure, enhanced tourist markets and better delivery mechanisms

Sandown Bay Objectives

Use the development of the area to contribute to improving the economic base of the area and the Island, attracting new investment and increasing its attraction as a tourist destination

Celebrate the diversity of Shanklin and Sandown, promote more sustainable patterns of movement integrating the seafront with local communities and helping to achieve an enhanced quality of life for Sandown Bay residents

Utilise key development sites as drivers of change and establish vital improvements in the physical environment, townscape elements and the quality and integration of the public realm

Improve the utilisation of the cliff top area and its integration with the seafront and adjacent areas

Identify potential sources of funding for proposals

In addition to this overarching Vision and in view of the diversity of the two towns of Sandown and Shanklin, it is necessary to establish a distinct **town Vision** and **Key Objectives** for the two towns within the Study area.

Sandown Vision

To protect and enhance the Victorian and seaside town qualities and environmental setting, whilst establishing Sandown as a family holiday destination based around improved facilities and utilising key sites for appropriate development

Sandown Objectives

Establish the Yaverland area as an international venue for extreme water sports and focus extreme sports development on the Culver Parade/Yaverland site

Ensure the comprehensive development of the Culver Parade/Yaverland site as an major leisure destination and its proper integration with the surrounding area

Improve recreation and leisure facilities, beach, public and community facilities

Improve environment and public realm

Improve traffic management and transport connections along the seafront, to Shanklin and to the rail station

Shanklin Vision

To establish the seafront area as a quality, tourist and resident destination, properly integrated with the town and utilising key sites for appropriate development, whilst protecting and enhancing the town and its environmental setting

Shanklin Objectives

Provide improved public and community facilities (especially use of the theatre) and the creation of a new public space as a focus for a revitalised seafront

Improve the environment and public realm

Provide better transport connections to the old village/town centre, along the seafront to Sandown and to the rail station, better signage and improved traffic management

The hierarchy of Visions is intended to provide an overall direction. The more detailed Objectives (set out below) provide specific guidance and 'targets' that can be monitored, but are not subdivided into the two towns. Their use is therefore guided by compliance with both the overarching Vision and the Visions for the two towns.

2.2 Detailed Objectives

2.2.1 Introduction

Our revised Objectives, derived from our extensive Baseline analysis and the initial stakeholder and public consultation are set out below under the five key themes :

- Development context and opportunities
- Tourism
- Urban Design, Public Realm and Townscape
- Sustainable Transport
- Social and Community Facilities/Infrastructure

These Objectives can be used as 'performance criteria' against which schemes, projects and specific progress can be judged, monitored and appraised. Hopefully this will provide public sector bodies, other agencies, designers and developers with the creative freedom to innovate and find new ways of achieving these Objectives, whilst complying with the Strategy.

2.2.2 Development Context and Opportunities

The key to the use of development and underused sites in the regeneration of the Study area is to ensure quality mixed uses with a tourism focus, which reflect the individual character of each site and its location and which improve or facilitate the improvement of facilities and links in the area. The Study has led to the identification of a number of potential development sites - small and large in diverse locations within the Study area, indicating that there is significant development potential. All are considered suitable for single use or mixed-use developments, although the key development areas of Culver Parade/Yaverland, Battery Gardens (together with adjacent sites) and Shanklin Esplanade would need to have a leisure and tourism focus in line with UDP policies. All could benefit from the preparation of more detailed development briefs or 'concept statements' (with viability analysis as an integral part) to describe detailed opportunities and constraints and to act as catalysts for change. The revised Objectives are therefore to:

Objectives - Development Context and Opportunities

- 1 Identify within the Strategy development sites for viable uses that assist in increasing developer interest into the area, ensuring that this development is a catalyst for change, assists in developing the economic base of the area, promotes new investment and diversifies the job market
- 2 Identify the uses that are appropriate for the three key development sites for quality mixed use development that utilises their existing features, delivers the Vision, are in broad compliance with existing planning policy, whilst providing more detailed guidance and ensuring viability
- 3 Specify the appropriate uses for the smaller development and identified derelict sites that support the Vision, broadly comply with existing planning policy, whilst providing more detailed guidance and ensuring viability
- 4 Protect and enhance existing natural and environmental features identified within the Strategy, especially within and around the development sites
- 5 Where possible, show how the development sites can contribute to improving links and integration between the seafront, the town centres and the rail stations and generally promote sustainability
- 6 Ensure any cliff stabilisation works are integrated into development proposals and these proposals are of an appropriate scale and nature
- 7 Provide broad design principles to maximise the use of existing features and character, which guides new development
- 8 Define which Development Briefs are required for development sites, giving broad principles to ensure flexibility and viability for each, so as to encourage developer/occupier interest

2.2.3 Tourism

The main aims in relation to the development of tourism in the Study area is to 'lift' the quality of the product, increase the range of the tourist offer, improve facilities and enhance customer service. This involves building on established strengths - quality of the natural environment and surroundings, parts of the built environment, existing 'family fun' facilities and the development of the extreme sports concept. It will be important to introduce diversity to the tourism offer - especially in relation to accommodation, hospitality, visitor attractions and entertainment/activities. Development of the entertainment sector will be the key to lengthening the daily and all year potential of Sandown Bay. New tourist and leisure markets should be explored and developed.

Recognising that the Bay area is part of a unique and attractive Island means that linkages and connections to other areas need to be improved with an understanding of how the area fits into the tourism structure and product of the Island as a whole.

The skill base needs to be improved so that people can be better matched to jobs and there need to be improved and clearer structures for the management and promotion of tourism in the Bay and on the Island. The revised Objectives are therefore to:

Objectives - Tourism

- 9 Improve tourism infrastructure, by identifying accommodation, visitor attractions, public spaces, hospitality features, activities and entertainment/culture for improvement, development or change and identify potential sources of funding
- 10 Improve the quality of the tourism product and service, by identifying areas, elements, products and services for change, especially promoting sustainable and 'eco-tourism'
- 11 Introduce diversity into the tourism offer by providing new ideas for development in respect of new tourism and leisure markets for the area, covering product and location, using experience from elsewhere and building on existing identities
- 12 Provide projects that assist in developing the tourism skills base in the area and which contribute to developing the Island product
- 13 Identify locations for and promote the development of an Extreme/Water Sports Centre in the Yaverland area, an integrated 'all-weather', leisure area in the Culver Parade area and an events venue in both Sandown and Shanklin
- 14 Develop the entertainment sector, by introducing new market ideas and providing suitable development sites
- 15 Encourage a lengthening of the main tourist season by providing additional events, attractions, venues and new market ideas, which link to the use of key public facilities, such as Shanklin theatre and Sandown Pier
- 16 Ensure the relationship of Sandown Bay to the Island tourism market is established, recommend indicators and monitor the effectiveness of changes in Sandown Bay and their effect on the Island offer
- 17 Offer recommendations to improve marketing of Sandown Bay and the tourism management structures that relate to the area and monitor their effectiveness

2.2.4 Urban Design, Public Realm and Townscape

The key aim in relation to urban design, public realm and townscape is to build on the qualities of the existing different identities of Shanklin and Sandown creating distinctiveness and quality and creating an improved environment for investment. Below the 20th century veneer Sandown has a mostly intact 19th century seafront and town centre of character that needs to be conserved and enhanced. The seafront at Shanklin, being more separated from the town by the cliff, has opportunities for the development of more singular seafront buildings and facilities. The creation of a new multi-purpose public space to provide a townscape and entertainment focus for the area, lacking since the Shanklin pier was swept away in 1987.

The seafront of the Study area is approximately 2km long and has a diverse character linked by the beach, cliff and sea and a number of different broad character areas have been identified in the baseline townscape assessment. The attractive and dramatic location of a number of the sites identified and their scale, offer major architectural opportunities for quality developments, which should reflect these character assessments. For example, on the Shanklin Esplanade the architecture needs to respond to the scale and dramatic backdrop of the cliffs and on the Culver Parade site in Sandown, to the scale of the site and its environmental sensitivity and backdrop. The revised Objectives are therefore to:

Objectives - Urban Design, Public Realm and Townscape

- 18 Define existing positive and negative qualities of the Study area, the quality of architecture and built/natural form and the identities/sense of place of each town area as a means of determining distinctiveness and highlighting areas for improvement or change. This will assist in developing distinctive design solutions that will in turn help to stimulate investment
- 19 Provide vision and guidance for development sites that offer new built forms that are good quality and respond to the range and scale of development opportunities
- 20 Explore the possibility of cross subsidy of public facilities, such as public realm works, via Section 106 agreements with developers or other available funding streams
- 21 Provide broad vision and design guidance for the key development sites in terms of form, scale and possible outputs
- 22 Identify key pedestrian/transport links for improvement and make recommendations to improve the legibility of those links
- 23 Identify elements/areas and recommend improvements to the quality of public realm and townscape elements that reinforce the differences of identity and character throughout the Study area, especially lighting, hard and soft landscaping and street furniture
- 24 Provide broad vision and design guidance for the creation of a new, lively, multi-purpose, public space and associated development on Shanklin seafront
- 25 Identify locations for the introduction of public art

2.2.5 Sustainable Transport

The key aim is the promotion of more sustainable patterns of movement and linkage and improving the legibility of routes along the seafront and between the seafront and the town centres and rail stations. This can be achieved by the introduction of pedestrian priority and sustainable transport modes. With the development and redevelopment of sites in and around the Bay, comes the opportunity to secure improvements to public transport linkages, infrastructure quality improvements and signage. New development may also offer opportunities in relation to the creation of park and ride, which with the introduction of 'seafront shuttles' allows the use of private cars along the seafront to be restricted during the holiday season and reduce the current traffic congestion problems experienced in the summer months.

The integration of Sandown Bay with the rest of the Island's sustainable modes (bus, rail, cycle and key pedestrian routes) is crucial to its future development as a more major 'player' in the Island's tourism offer and to provide links for residents. The revised Objectives are therefore to:

Objectives - Sustainable Transport

- 26 Identify key links and promote improved access to Sandown Bay to/from the mainland and the rest of the Island
- 27 With public transport operators, identify new and amended bus routes and timetable improvements for rail and bus, especially linking to new or proposed developments, between the towns and to the rest of the Island. Also, identifying measures for improved integration of bus and rail modes
- 28 Identify key areas and improve information/signage for existing transport networks, covering bus routes, cycleways and main pedestrian routes (between rail station, seafront and town centre and main public facilities)
- 29 Improve access within the Bay area by introducing pedestrian/cycle routes along the seafront and cliff top and from the rail stations and town centres to the seafront. Promote

routes for 'hopper' buses and the 'Dotto' train where possible and feasible, identifying potential sources of funding

- 30 Identify existing and any new parking areas and determine broad measures for traffic management in areas of congestion, at appropriate times, including identifying a site for park and ride facility at Sandown and coach parks
- 31 Identify elements and improve the quality of transport infrastructure – rail stations (and access to them), bus shelters, public transport information, cycleways, main pedestrian routes and route information and identify potential sources of funding
- 32 Establish public transport links to new developments and facilitate improvements to pedestrian and cycle routes and facilities using new development as a tool for investment

2.2.6 Social and Community Facilities/Infrastructure

The main aim is to improve and add to the range and quality of existing facilities for both residents and tourists. This was stressed throughout our Baseline assessment, tourism stakeholder interviews, tourist questionnaires and stakeholder and public consultations. It is of paramount importance in a broader aim of 'lifting' the quality of the area and encouraging new investment.

The definition of these facilities includes pedestrian links, public spaces, amenities and parks, beach showers and public toilets, community and youth facilities and landscaping. Identifying these has been an early task in the baseline assessment. The revised Objectives are therefore to:

Objectives - Social and Community Facilities/Infrastructure

- 33 Identify and promote the improvement of and access to public conveniences, parks, amenities and other public and youth facilities, particularly introducing areas of suitable planting along the seafront and improving cliff top public facilities
- 34 Identify broad locations for and promote the introduction of beach showers and fresh water supplies and power along the seafront
- 35 Identify physical, facilities and possible 'tourist offer' improvements for the Sandown Pier, identifying potential sources of funding and ensure it is a focus for public activities
- 36 Promote the improvement and integration with other public facilities of the river north of Sandham Grounds
- 37 Promote the improvement of facilities for public markets, especially the Sandown Sunday market
- 38 Promote the use of the Shanklin theatre and key public buildings and introduce a new public space on the Shanklin seafront, particularly ensure a range of events for its use
- 39 Identify locations for the introduction of additional beach huts and facilities and improved lifeguard facilities

3 Tourism Context

In this section, we outline the tourism 'case' for Sandown Bay, which has evolved from an understanding of the dynamics of the tourism and leisure sector in Sandown and Shanklin, changes in consumer behaviour, the role of tourism in promoting regeneration and the market opportunities which could be maximised as a consequence of a pro-active approach to tourism development.

3.1 Tourism and Leisure - Growth in Expenditure


Tourism is one of the largest industries in the UK, contributing an estimated £76bn to the economy (source: UK Tourism Facts, 2002), and during the past 5 years consumer spending on leisure continued to expand. Recent data cited by Leisure Management (January 2003) indicate that leisure spending in the UK has now reached £100bn per annum – 20% of total consumer expenditure, having increased 60% since 1990. These trends are 'echoed' by Government figures cited by Keynote (2001), which that reveal consumer spending on leisure goods and services accounted for 27% of all consumer expenditure in 2000, with the proportion having steadily increased from 25.7% in 1996. The significance of tourism and leisure is also apparent at a local level, with Isle of Wight accounting for 10.3% of the total number of tourist trips to the South East during 2002, 16.2% of nights and 13.9% of expenditure.

3.2 Tourism: a Catalyst for Change

The role of tourism as a driver of regeneration has long been established, manifesting itself in a variety of forms, including:

- Business tourism-led strategies, promoting the city/town/resort as a destination for conferences and exhibitions
- Attracting tourists by promoting the popular culture of the town or city
- Developing tourism based on leisure shopping
- Event led strategies where one-off events and festivals are used to attract different segments at different times of the year
- Physical attraction-led strategies where physical visitor attractions are used to attract new visitors to the town or city

Sandown Bay benefits from significant strengths in terms of events (e.g. Wight Music Festival/Wight Air), natural environment, heritage and existing attractions. The potential benefits of new attractions is illustrated by the positive experiences of Margate, where a new culturally based attraction is helping to change perceptions of the resort and attract new investment, as highlighted in the following case study.



Margate is a typical seaside town; suffering from a continual decline in visitor numbers due to the rise in international travel which has led to the town suffering from pockets of deprivation. However, in an effort to breathe new life into the resort and address these deprivation issues, the town and County Council, in conjunction with the Arts Council provided the funding towards The Turner Centre, totalling £7m, hoping for a transformation of the local economy, similar to the experience St Ives and the Tate Gallery.

The Turner Centre is an important part of the regeneration of Margate Old Town. The landmark building for the visual arts will have an impact on arts provision in the region, nationally and internationally, benefiting the local economy and tourism, acting as an important education resource while improve the quality of life of residents and visitors alike transforming Margate from a traditional seaside resort into a cultural mecca.

The Turner Centre, due to open in 2004, will be an international centre for the visual arts in the South East of England situated on Margate's stone pier and will include gallery and educational spaces, a café and shop. The gallery will show exhibitions of contemporary art and, from time to time, historical work including that of JMW Turner.



The proposed iconic landmark – in the form of a storm-tossed sail – aroused strong reactions among locals who preferred a refurbishment option.



The culture secretary, Tessa Jowell, promised that: *"It will transform Margate into a leading edge centre for cultural tourism."* While Richard Nicholson of Thanet District Council felt *'The centre would give Margate an entirely new focus both as a tourist destination and as a place to work and live'*

Such developments act as a catalyst for physical, economic and social regeneration expressed in an enhanced perception of the town amongst visitors, provision of a new focus for the marketing and promotion of the area, attraction of further investment due to improved confidence and a restoration of civic pride.



Rick Stein's Cafe, Padstow

3 comfortable rooms above the café at 8 Middle Street, tucked away in one of the atmospheric old back streets of Padstow, the relaxed informal style of the café is designed for everyday eating. Open all day, the café is an ideal location for a cup of coffee, light lunch or three-course dinner.

The aim was to provide a 'cosmopolitan' style café yet still accessible to those wanting a more traditional style coffee shop/tea room.

Currently Rick is attempting to develop the former Rocklands Hotel above Tolcarne Beach to incorporate serviced accommodation and two restaurants in Padstow.

3.3 The Changing Face of Consumers

Growth in the leisure and tourism market has been largely driven by key socio-demographic changes noted amongst UK consumers.


In particular, a 13% increase in personal disposable income (PDI) per capita since 1994, a reduction in the proportion of the unemployed workforce, a general improvement in the overall UK economy and a shift in socio-economic groupings - particularly increases within the numbers of the most affluent consumers (ABC1). Another trend of note has been the growth of 'time poor – cash rich' consumers, with recent data (Leisure Management 2003) suggesting the average working week has reduced by only 40 minutes during the past 34 years – with higher spending groups (i.e. ABC1) working increased hours. As a consequence, an increasing proportion of consumers are enjoying enhanced 'spending power', but with correspondingly less time in which to enjoy their leisure pursuits – a factor which has driven-up customer expectations as leisure time becomes increasingly 'prized'.

Within the overall market, 'star performance' sectors, which have been largely responsible for driving growth include:

- Eating out – Strong growth in consumer expenditure, estimated at 64% between 1992 and 2002 – an increase of 10% in real terms
- Leisure shopping – Significant growth, particularly since the introduction of Sunday trading, high quality environments (often with a range of leisure uses such as cinema, food court) and quirky, individual experiences – as typified by Brighton's 'Lanes'
- Health and fitness – growth of 57% between 1992 and 2002
- Cinema – growth of 35% between 1992 and 2002
- Gaming – growth of 57% between 1992 and 2002
- Short Breaks – a key driver of the UK tourism industry in recent years, expenditure on short breaks by UK residents reached £8.1bn in 2001 (Source: ETC 2002) – with year-on-year increases noted since 1996. Key to the growth within this sector has been an increased penetration of the market particularly amongst single travellers, with an increased propensity towards repeat visits noted



Looking further ahead, Mintel forecasts that the out-of-home leisure business market will show steady year-on-year growth at current prices, achieving a value of £42 billion by 2007, an increase of 15% from the value of the market in 2003. In addition, the role of events is increasingly being recognised, in terms of assisting destinations in raising their profile and attracting visitors (including new and higher spend sectors), expenditure and investment.

The Isle of Wight in general, and Sandown Bay in particular has a strong events programme led by the highly acclaimed Wight Air festival – Europe's biggest annual water and land based extreme sports festival. Covering eight major sports, the Wight Air extreme sports festival attracts some of the UK's top professionals together with international sports elite over a nine day period. The positive influence of events to host destinations is highlighted in the following case study investigating the impact of the Edinburgh Fringe Festival on the local economy.



The Positive Role of Events

Studies of the economic impact of the Edinburgh Fringe Festival (Gratton and Taylor 1995*) indicated an increase in direct expenditure from £3.7m in 1976 to £43.8m in 1990 - a 369% increase taking inflation into account. Additional local income in 1990 was almost £9m and over 1,300 jobs were supported as a consequence.

The world's largest celebration of the arts, the Edinburgh Festival Fringe, is a massive explosion of cultural and

The importance of the festival to tourism generation is further emphasised by research suggesting that 75% of tourists cited the festival as the 'sole' or 'very important' factor underlying their reason to visit Edinburgh.

3.3.1 Overall Comment

Although Sandown and Shanklin enjoy a loyal and consistent core of regular visitors, nonetheless, the development of a new Regeneration Framework for the Bay offers a significant opportunity to protect existing market share and move, organically into new markets.

Within this context, the analysis of national trends is particularly pertinent. The options for people in terms of use of their leisure time and spending of the 'leisure pound' are ever increasing. Constant reinvestment and redevelopment are needed if Sandown and Shanklin is to diversify its product offering and expand its popularity – as witnessed by the growing success of the Bay in promoting itself as a venue for world class extreme/water sports.

Also of relevance to Sandown and Shanklin is the growth in the short break market fuelled by:

- The growth in 'empty nesters' and 'active retired' (45-64 year olds)
- An increase in the proportion of the ABC social classes that have a higher propensity to take holidays.
- An increase in the number of people working within pressurised working environments resulting in people taking shorter breaks.
- Within individual sectors, a number of issues and opportunities are evident – notably:
 - Development of a 'balanced card' of activities with appeal to the short break and longer stay sectors
 - Use of events/entertainment to introduce a 'buzz' at a street level and lengthen the season
 - Opportunities presented by emerging 'high spend' sectors – e.g. gaming/casino, extreme sports
 - Growth within the eating out and licensed sectors, tempered by a need at a local level to improve the choice, diversity and availability of the current offer

- Opportunity to 'tap into' growth within the accommodation sector (both serviced and unserviced) by raising standards of product and service and diversifying the accommodation offer
- Continued development of distinctive and existing visitor attractions – notably family 'wet weather' provision and heritage 'assets'

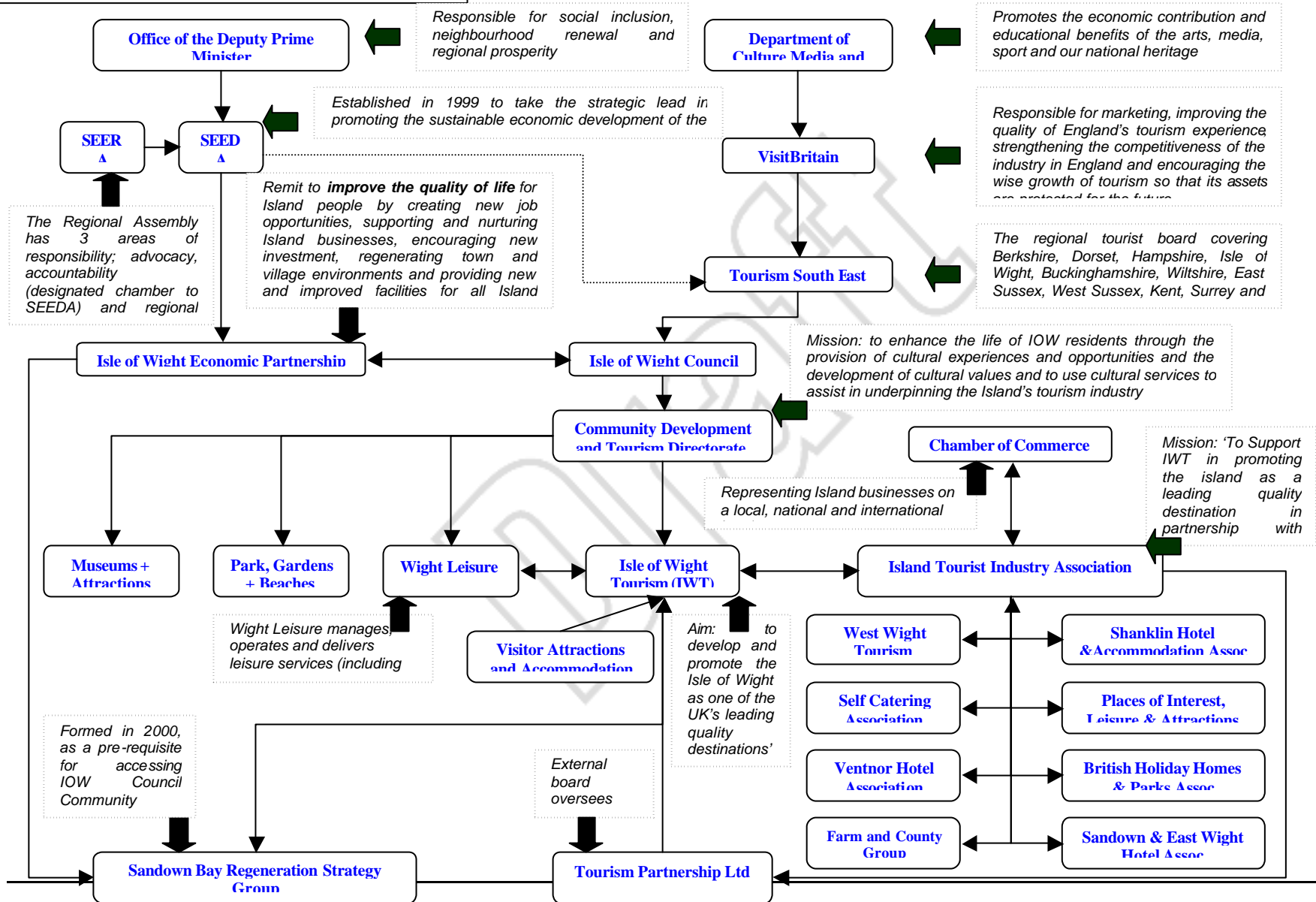
The aim of this Regeneration Strategy is to address identified issues and maximise market opportunities to safeguard the continued success of Sandown and Shanklin

In the Interim Report, we also identified a need for the review of tourism services within the Council, which is currently underway, to consider alternative options for future service delivery and at the very least to rationalise current structures. A number of illustrations of new and innovative methods of service delivery are set out in the Interim Report as examples. A clear need has been identified to galvanise the Isle of Wight tourism industry in order to increase its competitiveness in the future by the establishment of a robust and effective public/private sector partnership. This should be designed to achieve enhanced clarity in its role, aims and objectives, to be more inclusive (encouraging involvement from the industry) and to be more 'arms length' from the Council.

From our understanding of the current situation, we set out in the following organogram the main agencies currently involved in the management and delivery of tourism activity.

DRAFT

Figure 5 – Organogram of Current Tourism Structure



4 Site Specific Development Proposals

4.1 Introduction

A key component of the strategy has been the identification of areas that have the potential for redevelopment, in particular in relation to their allocation within the UDP.

The review of current development context carried out within Stage 1 (baseline) of the study pinpointed all of these areas. These were broadly divided into two categories:

- Key development areas – areas with the potential for large-scale redevelopment of a form that would markedly influence the future character of the whole Bay area.
- Small development sites – sites with the potential for smaller, 'infill' development, principally disused/derelict buildings within the existing built environment

This review broadly established that the key development areas within the study area were (or were parts of) the existing three Tourism Development Areas designated under Policy T7 of the UDP. Their development potential had already been realised as a result of their designation, however, they remain largely 'undeveloped', and no specific development guidance (e.g. a development brief) exists for any site. This final strategy attempts to provide development guidance in this way, in conjunction with the other components of the strategy (urban design, tourism and transport).

In addition to the key development areas, a fourth area (Sandown Pier and Esplanade) has been identified as being important for the future of the Bay, given its prominent location on the seafront at Sandown. Whilst the area was not originally considered to be an actual 'key development area', the importance of its role to the future prosperity of the Bay has always been recognised. This is highlighted by the incorporation of two of the 'small development sites' (site adjacent to Napoleon's Landing and Trubshaw's) within the proposals, and whilst others were identified further (north) along the Esplanade, these two were considered of more importance for the reasons stated above.

Whilst smaller development sites were identified throughout the study area, the final strategy concentrates on the potential redevelopment of the three key development areas, plus the additional area of Sandown Pier and Esplanade, with the intention that the development of these areas will 'pump prime' investment in for the Bay as a whole. Nevertheless, the opportunity exists in some cases to combine some of the smaller development sites within the 'key development areas' and this has been reflected in the proposals.

In summary, the four areas described in more detail below, are:

- Sandown – Culver Parade/Yaverland
- Sandown Pier and Esplanade
- Battery Gardens, The Heights and Los Altos Park
- Shanklin Esplanade, including the Spa Site

The proposals for each area are described in the tables in Sections 4.2 to 4.5. Each proposal has a designated reference number, a description of the area affected, broad details of land ownership (council or private), outline of UDP/other relevant designations, details of the new land use and specific project/proposal, rationale for the proposal (with details in terms of planning, tourism, transport and urban design, as appropriate) and intended phasing for the scheme. Additional supplementary planning information is then provided for the four areas outlined above in Sections 4.2 to 4.5 in terms of:

- Associated transport improvements and linkages
- Scale, density and design issues

- Environmental improvements/concepts.

The phasing proposed for each project outlined in the final column is divided into the following categories:

1. Short term = essential 'early win' required to immediately increase the attractiveness of the Bay to potential investors, time scale of up to 2 years to complete from adoption of strategy (2004-2006)
2. Medium term = important project designed to capitalise on the impact of the short term proposals in order to raise the profile and image of the area, time scale of up to 5 years to complete from adoption of strategy (2004-2008)
3. Long term = future project designed to capitalise/build upon the success of the short/medium projects, time scale of up to 10 years to complete from adoption of strategy (2004-2014)

The phasing of each project is only intended as a guide, but is nevertheless designed to be as realistic as possible in shaping the development of the area and recognises the priorities for the area.

The following section outlines the proposals for each of the four development areas, together with a location map (figures 1-4) encompassing the sites and a description of some supporting supplementary planning information. Also included are two plans (Figures 6 and 7) indicating the transport proposals relating to the four areas.

4.2 Sandown – Culver Parade/Yaverland

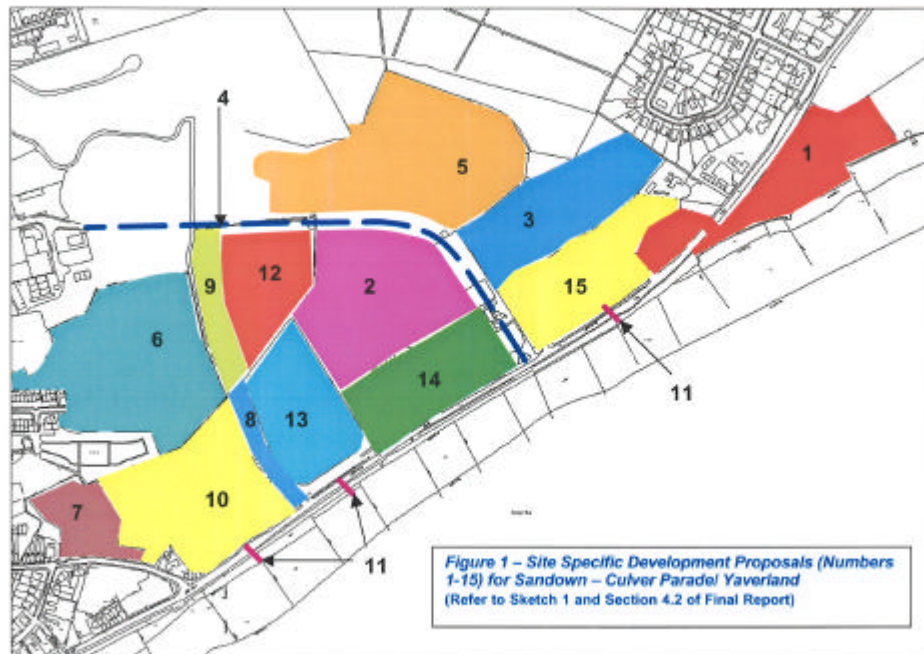
SANDOWN – CULVER PARADE/YAVERLAND						
No.	Area/Current Use	Ownership	UDP/Other Relevant Designation	New Land Use and Specific Project/Proposal	Rationale	Phase
1.	Yaverland Car Park and Sailing Club, and the unused Tiger Tavern	Council/private	N/A for Yaverland Sailing Club, Tiger Tavern site part of Tourism Development Area T7c	Mixed use, predominantly tourism/leisure - New centre for extreme sports straddling both sides of the main road. Water-based on car park/sailing club side, including clubhouse, sales point, changing facilities, equipment storage facilities, incorporating food/drink/retail facilities. Land-based sports (skateboard park, basketball court, adventure playground) on the Tiger Tavern site	<p>Planning – Car park and boatyard in close proximity to the seafront, an ideal location for watersports infrastructure, with land-based sports on the Tiger Tavern site. Whole area easily accessible from main road, and in close proximity to the other existing/proposed tourism leisure developments in the Culver Parade area. Current car park represents a wasted use of the prominent seafront location, loss of public parking here compensated for within new car park at Culver Parade</p> <p>Tourism – The Bay area has already established an international reputation through promotion of the White Air Festival – this facility would capitalise on this through extending the events programme and providing new activity training courses</p>	2
2.	Section of Browns Golf Course, existing Dinosaur Isle Car Park, other land at rear of this	Browns Golf Course is Council-owned, Dinosaur Isle Car Park and 'other land at rear' is divided into Council/private	Part of Tourism Development Area T7c	Flagship, mixed-use development, predominantly tourism/leisure – based around new wet-weather facility (aquadome/waterpark), with associated food/drink/retail	<p>Planning - to create a critical mass of new/improved tourism/leisure facilities at this end of Sandown Bay in recognition of the UDP tourism designation, in conjunction with Dinosaur Isle, Zoo (and associated upgrade, see no. 3) and extreme sports centre proposal</p> <p>Tourism – to satisfy the Bay's need for additional 'wet weather' facilities that cater for the family market</p>	2

3.	Land at rear of the zoo	Private	Part of Tourism Development Area T7c	Tourism/leisure development – Creation of 'living museum' with heritage aspects as extension to/expansion of Zoo (could also be separate development)	<p>Planning – to aid in the creation of a critical mass of new/improved tourism/leisure facilities at this end of the Bay, in recognition of the UDP tourism designation, specifically building upon the heritage aspects of the former Sandown Fort in conjunction with the existing successful zoo</p> <p>Tourism – opportunity to showcase heritage assets and appeal to different markets e.g. the 'grey' market</p>	2
4.	Grand Hotel site, Sections of Brown's Golf Course and land at rear of boating lake	Grand Hotel and land at rear of boating lake is privately-owned, Browns Golf Course is Council-owned	Part of Site of Importance for Nature Conservation (SINC) C262 (Sandown Levels) and Tourism Development Area T7c	Transport Infrastructure – new link road from Culver Parade to College Close, with associated pedestrian/cycle track	<p>Transport – to increase the accessibility of the area whilst also acting as a relief road for Sandown for traffic entering the town from Ryde (A3055) as well as to keep traffic away from Sandown Esplanade (especially in peak times), in conjunction with the proposed, sustainable park and ride scheme at the new Culver Parade car park (see no. 5) and other traffic management measures (no. 50) in recognition of the UDP policy statement that Tourism Development Area T7c must 'take into account the relationship with the proposed extension of College Close Industrial Estate, which would best take the form of a sustainable transport link between the two sites'. The new road could be funded by potential developers through the signing of a Section 106 planning agreement with the Council.</p>	1
5.	Section of Brown's Golf Course	Council	Within coastal/fluvial flood plain	Transport Infrastructure – New car park, including provision for coaches and a 'park and ride' interchange	<p>Transport – to create one car park to serve the whole of Sandown, with a park and ride facility acting as a sustainable means of linking to the seafront area, thus helping to keep vehicles away from the seafront/high street to help create a more pedestrian/visitor friendly streetscape environment. Provision would be made for a separate car park to serve the Zoo, allowing the removal of vehicles from the area in front of the fort. Development would need to conform to the relevant UDP parking standards, incorporating the proposals to relocate Fort Street Car/Coach Park to the site.</p>	1
6.	Land in between Sandham Grounds and College Close Industrial Estate	Private	Part of Tourism Development Area T7c and within coastal/fluvial flood plain	Mixed use development, predominantly leisure , with associated retail uses. Access via the new link road	<p>Planning – to take advantage of the site's location within Sandown Bay's development envelope, as well as being part of the UDP Tourism Development Area T7c, and its proximity to the new link road that will open the site up.</p> <p>Tourism – to satisfy need for wet-weather facilities that complement existing outdoor tourism facilities</p>	2

7.	Fort Street Car Park	Council	Partly within the coastal/fluvial flood plain	Mixed use development, predominantly retail with office and residential	Planning – to complement the relocation of the existing car park to Culver Parade, taking advantage of the site's proximity to the centre in order to boost the range and diversity of retail/office/residential facilities on offer in the area	2
8.	Land beside (to the south of) the boating lake	Council/Private (site sits on ownership border)	Within both the Tourism Development Area T7c and the coastal/fluvial flood plain	Small-scale tourism/retail development – new boardwalk stretching out over the boating lake, together with new food/drink/retail facilities	Planning – to complement the restoration of the lake, thus creating an attractive new waterside location, thus taking advantage of its location within UDP Tourism Development Area T7c. Scheme would be sympathetic to the ecological worth of the lake itself, and together with the nature trail (no. 9) would be part of a 'green buffer' through the area out towards the River Yar Tourism – to enhance the current visitor experience and mix of leisure/hospitality provision, and add to wet weather provision	2
9.	Land at the rear of the boating lake, and stretching out to land further north, towards to the River Yar	Land at rear of boating lake privately owned, land further out towards River Yar is council-owned	Site of Importance for Nature Conservation (SINC) C262 (Sandown Levels), also within the coastal/fluvial flood plain	Small-scale tourist development – Creation of a nature trail, starting at the boating lake and stretching inland to the RSPB nature reserve	Planning – to retain, enhance and build upon the nature conservation interest inherent within the area generally. The trail could then be extended out towards the RSPB nature reserve further inland in the long term. The retention of a section of land at the rear of the boating lake (apart from the road) as open space will safeguard the impressive views of the open river valley possible from the seafront	2
10.	Sandham Grounds – bowling greens, tennis courts and gardens/open space	Council	Part of Tourism Development Area T7c, an Area of Regional Archaeological Importance and within the coastal/fluvial flood plain	Redevelopment of public open space/community facilities – New modern, adaptable public open space including new performance areas and public realm improvements that building upon the 'dinosaur theme'	Planning – to build upon the current attractive nature of the grounds by introducing modern urban design concepts. Possibility of utilising the archaeological remains of Sandham Fort as a new visitor attraction, as well as the tributary to the River Yar as an attractive water feature to the north of the site. Tourism – to enhance the current visitor experience and extend the dwell time of visitors	2
11.	Culver Parade (road)	Council	Link to Tourism Development Area	Pedestrian crossings	Transport – improve the linkages between the seafront/Yaverland Car Park and Boatyard and the Culver Parade development area (proposals 1 to 10) by	1

			T7c		decreasing the main road's effect as a barrier between the two.	
12.	Area at rear of boating lake	Private	Part of Tourism Development Area T7c, part of Site of Importance for Nature Conservation (SINC) C262 (Sandown Levels) and within coastal/fluvial flood plain	Mixed use development, predominantly retail (possible 'drive thru' restaurant adjacent to/fronting the new link road)	<p>Planning –The development of retail facilities would be a longer-term goal acknowledging the development potential of the site, and would be small scale in nature. This would allow for further investigation to be made to establish the exact ecological worth of the site (as part of the SINC), and the possibility of providing mitigatory measures elsewhere. The viability of the development of the tourism/retail facilities would then be assessed on this basis.</p> <p>Tourism – to enhance the range of attractions on offer to tourists, and to help establish a 'critical mass' of tourist attractions at this end of the Bay area</p>	3
13.	Boating Lake	20% Council-owned, 80% Private	Part of Tourism Development Area T7c and within the coastal/fluvial flood plain	Retention and Restoration/upgrade of lake for use by pedaloers/rowing boats	<p>Planning/tourism – to restore the lake to its former use whilst creating an attractive water feature, thus assisting in the establishment of a 'critical mass' of tourism facilities at this end of the Bay area. Also, retain a 'green corridor' (together with the nature walk) in recognition of the area's general nature conservation interest (and that of the lake itself)</p>	2
14.	Dinosaur Isle	Council	Part of Tourism Development Area T7c and within the coastal/fluvial flood plain	Retention and upgrade of existing facilities to include outdoor events space, classroom/small meetings space, food & drink facilities, increased sales space and links to potential 'dinosaur stockade'	<p>Planning – intensify the use of the site to help create a critical mass of new/improved tourism/leisure facilities at this end of Sandown Bay in recognition of the UDP tourism designation</p> <p>Tourism – enhance the current visitor experience, extend the dwell time and add to wet weather provision</p>	1
15.	Isle of Wight Zoo	Private	Part of Tourism Development Area T7c and an Area of National Archaeological Importance	Retention and upgrade of existing facilities to include the removal of the car park in front of the fort (to be replaced within the new car park development)	<p>Planning – to intensify the use of the site, building on the success of the current attraction, and help to create a critical mass of new/improved tourism/leisure facilities at this end of the Bay in recognition of it being part of the UDP Tourism Development Area T7c.</p> <p>Tourism – enhance and diversify the current visitor experience, extend the dwell time and add to wet weather provision</p>	2

4.2.1 Location of Sites



4.2.2 Supplementary Planning Information

Overarching theme – The creation of an integrated, mixed-use development, predominantly leisure, based around the extreme sports theme and the creation of new ecological ‘links’ incorporating a number of land parcels and ownerships.

Associated Transport Improvements and Linkages (see Figure 6)

The key facilitator of the area’s redevelopment will be the creation of a new link road from Culver Parade to College Close. This would open up the area, making it considerably more accessible, whilst also acting as a relief road to keep through traffic away from the narrow, congested Sandown High Street.

The development of the road would require compensatory measures to be established elsewhere to mitigate the loss of ‘SINC’, however, environmentally friendly design concepts could be incorporated into its design to minimise the effect, including elements such as ‘wildlife tunnels’ underneath the road.

A new car park would be established next to the link road, principally as a ‘park and ride’ facility, with a hopper bus service transporting passengers from the car park to Sandown Seafront during the summer season, to link with the Dotto Train to Shanklin, (to run along the revetment from Sandown Pier, another new proposal) as well as to Sandown Train Station. An area for coaches would also be included within the park, thus taking them away from Fort Street Car/Coach Park as well as the narrow, unsuitable streets within the surrounding residential area.

The proposal will help to take vehicles away from Sandown, in particular during congested summer months, whilst offering a more sustainable alternative in return. In addition to this, the development of Culver Parade together with the other associated public realm improvements proposed for the Sandown seafront as a whole will help to make the area increasingly 'pedestrian friendly'.

These proposals would improve the transport links to the site itself, whilst also mitigating the impact of additional car trips that the new developments in the area would generate. They would be implemented together with a whole range of other less site-specific measures proposed, however, which are described in more detail in Section 6.

Scale, Density and Design Issues

The densities and floorspaces of the new developments would be required to conform with any relevant UDP policies as well as the individual nature and characteristics of the site.

Similarly, the design of the buildings would need to appreciate the UDP's promotion of good design and standards for new development through a number of its strategic policies. Nevertheless, no more detailed guidance exists on this (e.g. SPG), therefore the opportunity exists (especially in the case of the water park and extreme sports centre) to create landmark buildings that will give the Culver Parade area its own individual identity. Particular attention should be paid to openness of the area, and the subsequent opportunity to create large scale, visually dominant structures, mirroring the existing Dinosaur Isle and the zoo.

Environmental Improvements/Concepts

The future projects described, and land uses they affect, have been designed as far as possible to minimise the impact of the development on environmental considerations. The boating lake will be retained and restored to become a focal point for the whole area, with the nationally important species of algae protected as far as is possible. The section of SINC within the intended development area will be traversed by the new link road, but the fact that this is a Phase 1 'enabling work' will require plans to be made and works implemented to create new compensatory areas at an early stage.

The remainder of the SINC will be largely left as is, thus protecting the nature conservation interests inherent within the site as far as possible, whilst the nature trail will allow residents and visitors alike the opportunity to appreciate these interests, with the help of visitor information boards.

The urban design/public realm improvements within the area will complement the environmental assets, these are described in more detail in Section 5.

An important factor that must always be considered is that a large part of the area falls within the coastal/fluviial flood plain. For this reason, residential land uses have been discounted from the proposals, because of the (albeit minimal) risk to life that such a land use would create. The loss of flood storage that development of a flood plain creates must be compensated for elsewhere, and this must be considered and discussed with the Environment Agency as early as possible in the development process.

The following is a **summary of additional information/work required to supplement a planning application to develop the Culver Parade area.**

- **Environmental Impact Assessment** – including information of likely impact on conservation of the site, the water level management of the River Yar, and impacts on the adjacent SINC
- **Flood Risk Assessment** – including a topographical survey of the area, an assessment of local flooding, and proposed additional areas for compensatory floodwater storage
- **Ecological survey** of the site, the boating lake and other sites identified for offsite storage compensation.

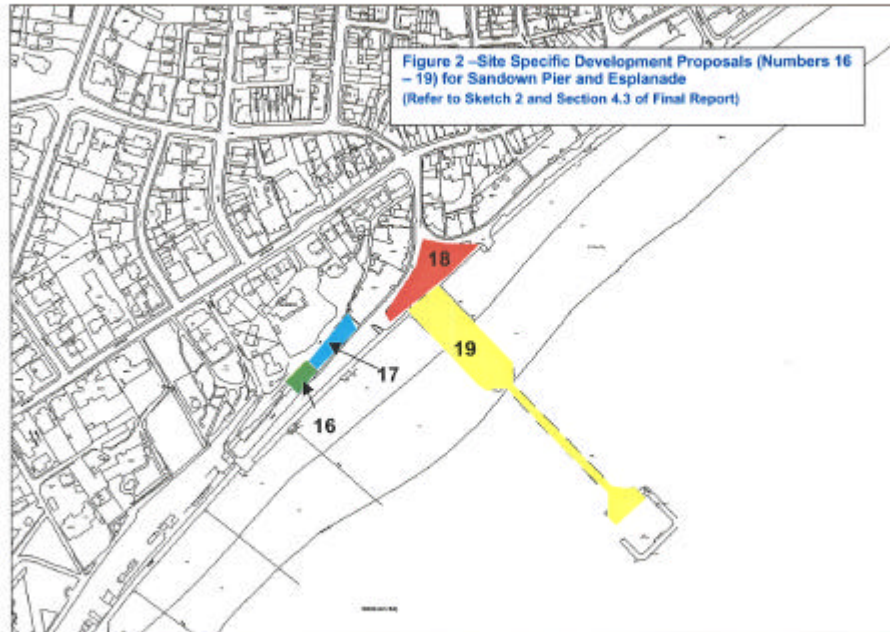
- **Drainage and water quality – information justifying the ‘lack’ of impact of the proposals on the existing sewers, the waste water treatment works and storm sewage overflow rates**, and details outlining the proposed upgrades of these if an impact is indeed identified
- **Contaminated land assessment**
- A **programme of archaeological work** (and associated surveying as appropriate) to be agreed with the Council and thereafter carried out for Sandham Grounds in advance of any development of the site commencing

Additional land drainage cons ents would also be required prior to any authorised works commencing.

4.3 Sandown Pier and Esplanade

SANDOWN PIER AND ESPLANADE						
No.	Area/ Current Use	O'ship	UDP/Other Relevant Designation	New Land Use and Specific Project/Proposal	Rationale	Phase
16	Derelict Site adjacent to Napoleon's Landing	Private	Part of H3 (95) Blue Lagoon Housing Development Site (Napoleon's Landing being located on the rest of this)	New residential development, with small scale tourism/leisure./retail at ground level	Planning – In accordance with its designation as part of H3 (95) Housing Development Site, the development should be of a high standard to assist in the creation of a quality, modern new urban space surrounding a revitalised pier. Tourism/leisure/retail facilities at ground floor level would be important in assisting this process by providing active frontages.	2
17.	Trubshaw's site	Private	N/A – in between H3 (95) Blue Lagoon Housing Development Site and Hotel Policy Area T4	New hotel accommodation development – contemporary 'town house' style holiday let accommodation	Planning/Tourism – although undesignated, site has recently come forward for redevelopment involving change of use to residential. Although just outside the Hotel Policy area T4, retention of the tourist accommodation use would be preferable given its prominent seafront location. Development should be of a high standard to assist in the creation of a quality, modern new urban space surrounding a revitalised pier. Tourism/leisure/retail facilities at ground floor level would be important in assisting this process satisfy need to improve number, range and quality of unserviced accommodation stock	2
18.	Open space (and toilets) in front of Pier	Council	N/A	New piazza/urban space in front of pier	Planning – the pier is traditionally the focus for the seafront. The opportunity therefore exists to create an attractive space in front that complements and enhances its redevelopment (see no. 19)	1
19.	Sandown Pier	Private	N/A	Mixed-use development, predominantly tourism/leisure - new live performance/music venue with food/drink/retail	Planning/tourism – restore the pier's role as the focus for the Esplanade by creating a landmark entertainment venue, with a physical upgrade of the entire pier and new food and beverage facilities and concepts (coffee/wine bar), in particular taking advantage of 'al fresco' dining opportunities. Builds on the success of other pier regeneration examples in the UK (e.g. Southwold), and, in a certain respects, locally (Yarmouth, IOW). The physical upgrade would be an earlier 'phasing' opportunity, compared to other concepts, as it would be essential to safeguard the future of the entire structure and enable any future developments to be implemented. Substantial external funding would be necessary to enable this to happen (see Section 7), as the structure already incurs very high maintenance costs	3

4.3.1 Location of Sites



4.3.2 Supplementary Planning Information

Overarching theme – to create a modern, attractive and lively seafront, using the pier as the focus to complement the new urban space in front, that appeals to both residents and visitors alike

Associated Transport Improvements and Linkages (see Figure 6)

Two schemes are proposed that will increase the accessibility and linkages to the Pier and Esplanade, an important consideration to ensuring its future prosperity.

- Introduction of 'park and ride' hopper bus service during the summer season to serve the Esplanade/Pier, within a triangular route commencing at the new park and ride car park at Culver Parade, also serving Sandown train station. The service would be quick and easy to use for passengers (low-floor minibus-style transport), and also link with the new Dotto Train service to Shanklin from Sandown Pier (see below)
- Dotto train link to/from Shanklin during summer – to run along the revetment between the two Esplanades, the service would terminate/commence at the southern end of Sandown Esplanade (in front of Napoleon's Landing), adjacent to the Pier

These proposals would improve the transport links to the area itself, whilst also mitigating the impact of additional car trips that the new developments would generate. They would be implemented together with a whole range of other less site-specific measures proposed, however, which are described in more detail in Section 6.

Scale, Density and Design issues

The densities and floorspaces of the new developments would be required to conform with any relevant UDP policies as well as the individual nature and characteristics of the site. Building heights for development projects 1 and 2 would be expected to conform to existing building lines.

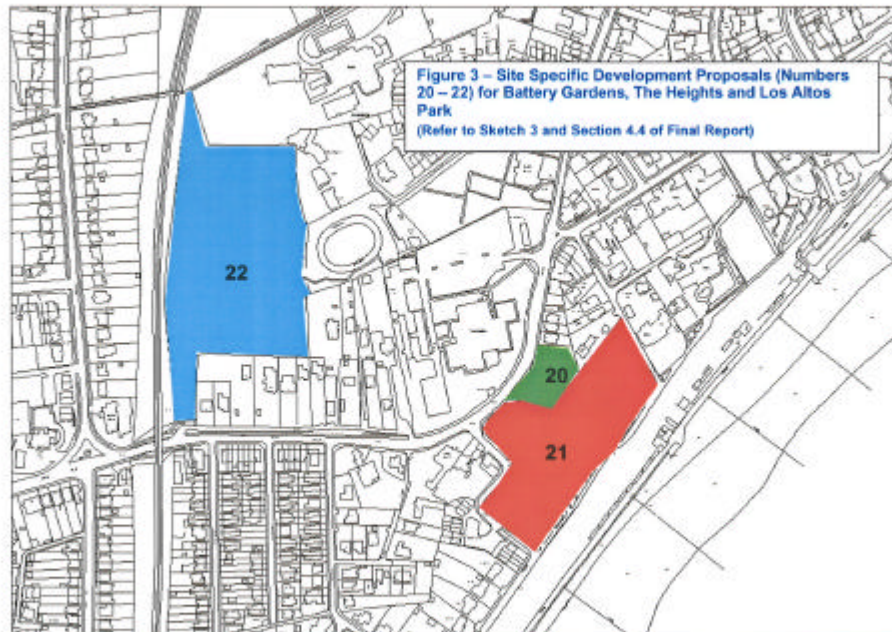
As mentioned above, the developments would be required to be of a high standard in order to re-establish the pier area as an attractive, modern focal point for the Esplanade, whilst at the same time respecting the existing Victorian building designs inherent within Sandown, as well as building on the standards set by more recent modern development designs nearby (Napoleon's Landing).

As a common theme throughout this strategy, the introduction of a range of integrated public realm improvements will be an important factor in improving the overall environment of the Esplanade as a whole, thus making it an increasingly attractive place to visit. This would include the creation of the new urban space in front of the pier, with new elements such as seating, lighting, performance areas, new paving and planting. These are discussed in more detail in Section 5.

4.4 Battery Gardens, The Heights and Los Altos Park

BATTERY GARDENS, THE HEIGHTS AND LOS ALTOS PARK						
No.	Area/ Current Use	Own'ship	UDP/Other Relevant Designation	New Land Use and Specific Project/Proposal	Rationale	Phase
20.	Derelict site adjacent to Battery Gardens/ Broadway	Private	N/A	Mixed use development - New public house/restaurant development (Gastro pub) at ground floor level with residential flats above	<p>Planning – Although undesignated, site has come forward for redevelopment, and is immediately adjacent to Tourism Development Area T7b. Site is a suitable size for the development proposed, with good levels of accessibility and, in combination with Battery gardens upgrades, will help to improve the image of this otherwise attractive clifftop area. Previous residential use acknowledged in new scheme</p> <p>Tourism – The food and beverage offer needs to offer greater choice in order to provide for the different market sectors anticipated to be attracted to the area</p>	2
21.	Battery Gardens	Council	Part of Tourism Development Area T7b, the Battery structure is also a Scheduled Ancient Monument (SAM)	Small-scale food/drink/retail development, increased visitor attractions taking account of the historic status as former barrack battery (information boards, display real/replica associated historic artefacts). Associated upgrade of public realm, including seating areas	<p>Planning – the gardens contain derelict former café facilities, the redevelopment of which should be explored in conjunction with, and in a manner sympathetic to, the retention and regeneration of the historic structures/elements, in order to take advantage of the attractive and well-kept horticultural elements of the gardens and stunning cliff-top location</p> <p>Tourism – satisfy need to enhance the current food and beverage offer, in conjunction with the opportunity to showcase the (at present neglected) heritage assets inherent within the site. New facilities would be developed in a manner sympathetic to this historical nature.</p>	2
22.	Los Altos Park	Council	Part of Tourism Development Area T7b	Small-scale community/leisure facility – new skateboard park, relocation of tennis courts and bowling green from Sandham Grounds, and golf course from Browns	<p>Planning – whilst being an attractive feature in its own right, the park is largely hidden and underused, and contains no characteristics to attract people to it as a quality, multi-use open space. The facilities would be a relatively quick to implement, increasing the range of potential recreational activities (particularly young people's) within the area as a new local sports 'node', and would be well used given the close proximity of surrounding residential properties. Also, the enclosed nature of the park would minimise noise and disturbance of the skateboard park on the surrounds, and help to alleviate any degree of nuisance.</p>	1

4.4.1 Location of Sites



Note: at present, no proposals are included for the Heights, with the intention being to retain the existing uses, whilst nevertheless considering options for 'upgrading' in the future. In this respect, the study team have received some ideas as to how this might happen from various parties, but feel that the leisure centre contributes to the general recreational theme for the area at present. A possible future option might be the relocation of the Council offices at the back of the site to allow the upgrade of recreational facilities to take place.

4.4.2 Supplementary Planning Information

Overarching theme – to improve and upgrade the recreational facilities in the area, with local people specifically in mind, including the retention of current uses at the Heights

Associated Transport Improvements and Linkages

Area-specific transport improvements are not appropriate in this instance, given that the main Sandown to Shanklin road (Broadway) passes through, which is already well served by existing bus services. However, bus priority measures need to be investigated to ensure delays to existing services are not exacerbated. Nevertheless, a whole range of other less site-specific measures are proposed for the area as a whole, which would benefit the area indirectly, and these are described in more detail in Section 6. These would help to mitigating the impact of additional car trips that the new developments would generate.

Scale, Density and Design Issues

The densities and floorspaces of the new developments would be required to conform with any relevant UDP policies as well as the individual nature and characteristics of the site. More specifically, the small food/drink/retail outlets proposed for Battery Gardens would be required to be of a scale and

design, and use materials appropriate, to the nature of the surrounding gardens. All the proposals would be designed with the intention of restoring the Scheduled Ancient Monument (SAM) (the 'battery') to its former historic state, notwithstanding the fact that Scheduled Monument Consent (SMC) would be required from the Secretary of State for works to the elements covered by the SAM designation.

Environmental Improvements/Concepts

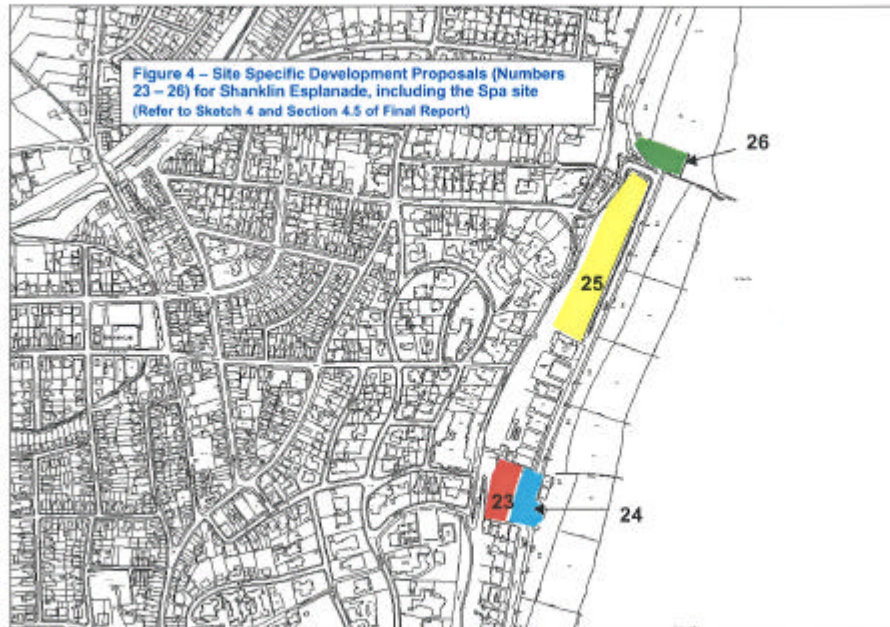
The urban design/public realm improvements would combine with the new developments to markedly improve the overall 'built' environment of the area, progressing the attractive nature of existing gardens. Proposed improvements would include new pedestrian signage and information to improve linkages to the area in this respect, in particular to/from the cliff top path. These are discussed in more detail in Section 5.

4.5 Shanklin Esplanade, including the Spa Site

SHANKLIN ESPLANADE, INCLUDING THE SPA SITE						
No.	Area/Current Use	O'ship	UDP/Other Relevant Designation	New Land Use and Specific Project/Proposal	Rationale	Phase
23.	Spa site car park	Council	Part of Tourism Development Area T7a, and within Hotel Policy Area T4	Flagship, mixed-use development, predominantly hotel accommodation - 4 star spa hotel with associated conference, health & fitness and quality food/drink facilities, new retail facilities and new car park at rear, adjacent to cliff	<p>Planning – site offers chance to create a new focal point for the Esplanade, with a new 4 star hotel providing a benchmark for raising the standard of accommodation within the Bay area generally, whilst conforming with the presumption for protecting/enhancing the stock of hotels that Hotel Policy Area T4 defines</p> <p>Transport – creation of new flagship development on key site considered more beneficial than the retention of existing car parking. However, loss of existing parking would be offset to a certain extent by creation of new parking facility behind the hotel and by the associated improvement to public transport proposed</p> <p>Tourism – satisfy the need for a more diverse product & improvement in mix, range & quality of existing serviced accommodation</p>	2
24.	Section of spa site and Shanklin Esplanade (area in front of Spa Site), adjacent to clock tower	Council	Adjacent Spa site is part of Tourism Development Area T7a, and within Hotel Policy Area T4	New urban space/piazza with performance areas (some partially-covered), associated small-scale food/drink/retail facilities and other supporting public realm infrastructure	<p>Planning – opportunity to create a modern, pedestrian-friendly urban space in front of, and in conjunction with the Esplanade's new focal point (flagship hotel development). Traffic would be restricted only at certain times (i.e. peak season) to enable the space to thrive (see no. 50).</p> <p>Tourism – to develop the events programme both in terms of mix of events but also to extend the season and widen the tourism attraction of the Esplanade</p>	2
25.	Car park and putting greens, Shanklin Esplanade	Council	Part of Tourism Development Area T7a	Mixed-use development, predominantly tourism – new development including multi-use flexible indoor space for	<p>Planning – to take advantage of the Tourism Development Area designation and Council ownership in order to intensify the use of the site and create a new facility that will benefit the community as well as tourists all year round</p> <p>Tourism – satisfy need to diversify current offer through promotion of conferences/exhibitions/</p>	3

				tourism/community/leisure use, involving the retention of existing putting green in some form	events. Possibility of use for live performance/cinematic event.	
26.	Hope Beach Car Park, and surrounding areas (sailing club car park/boat enclosure, areas adjacent to pumping station)	Council	N/A	New public transport interchange/set down area, (including dotto train) and new public house/restaurant development (Gastro pub)	<p>Planning – site is in a prominent location on the seafront providing the opportunity to create a landmark development at the northern end of the Esplanade. Site is unbecoming of its present use as a public car park, with stunning views possible out across the whole of the Bay area.</p> <p>Transport – to enable the comfortable set down of passengers from existing and proposed new bus services (hopper service, no. 43, and the dotto train link from Sandown Esplanade, no. 44) as a viable, sustainable alternative to accessing the Esplanade by car, in conjunction with possible vehicle restrictions referred to above (no.50) . Combined proposals would keep vehicles away from the Esplanade (in particular the new urban space in front of the Spa site) for most of the time whilst nevertheless being close enough to enable easy access for pedestrians to the area on foot from the interchange.</p> <p>Tourism – the public house/restaurant will increase the choice of food and beverage facilities on offer, thus catering for the different market sectors anticipated as being attracted to the area</p>	2

4.5.1 Location of Sites



4.5.2 Supplementary Planning Information

Overarching theme – to create a mixed-use development centred on the ‘Spa’ site, based around a quality hotel development, a new public space and other associated smaller scale leisure/retail developments, together creating a new focal point for the future development of the whole Esplanade

Associated Transport Improvements and Linkages (See Figure 7)

Two schemes are proposed that will increase the accessibility of the Esplanade, an important consideration given the difference in level between the Esplanade and the rest of town.

- Introduction of hopper bus service during the summer season from station direct to esplanade – service would be quick and easy to use for passengers (low-floor minibus-style bus), and would terminate at the new small-scale public transport interchange in front of the spa site
- Dotto train link from Sandown during summer months – to terminate on a section of the present Hope Beach car park adjacent to the Southern Water pumping station

These proposals would improve the transport links to the area itself. They would be implemented together with a whole range of other less site-specific measures proposed, however, which are described in more detail in Section 6. In particular, the traffic management measures within proposal 50 would restrict the amount of vehicles accessing the esplanades at peak times (principally by means of variable messaging services directing vehicles to other car parks that have capacity), thus directly

complementing the two new public transport proposals and ensuring the creation of a more pedestrian-friendly environment.

All the proposals described above will also mitigate the impact of additional car trips that the new developments would generate.

Scale, Density and Design issues

The densities and floorspaces of the new developments would be required to conform with any relevant UDP policies as well as the individual nature and characteristics of the site.

More specifically, the new 4 star spa hotel could be designed to make reference to the distinctive ogee arches of the former hotel that existed many years ago. This, and any other new buildings should respect the scale of the existing frontages along the Esplanade and also step towards the cliffs.

Environmental Improvements/Concepts

As a common theme throughout this strategy, the introduction of a range of integrated public realm improvements (in addition to the new urban space) will be an important factor in improving the overall environment of the Esplanade as a whole, thus making it an increasingly attractive place to visit. These are discussed in more detail in Section 5.

An important long-term factor to consider will be the ongoing stability of the cliffs that form the backdrop to the esplanade. Proposals for the development of the sites in front of the cliff should take this into account from as early a stage as possible in the development process, and should be considered by and discussed with the Isle of Wight Council's Coastal Management Centre.

5 Urban Design and Development Proposals

The following section contains a description of the urban design improvements and development proposals for the four site specific development areas, the proposals for which were described in detail in Section 4. It should be read in conjunction with the four accompanying sketches, one for each area, listed as follows:

Sketch 1 – Sandown – Culver Parade/Yaverland

Sketch 2 – Sandown Pier and Esplanade

Sketch 3 – Battery Gardens, The Heights and Los Altos Park

Sketch 4 – Shanklin Esplanade, including the Spa Site

5.1 Sandown - Culver Parade/Yaverland

The Culver Parade/Yaverland area currently houses a loose assortment of predominantly leisure uses, each of which occupies its own plot of land with little relationship one with the other, in terms of architecture, landscape or infrastructure design.

Key to the redevelopment of the area is the coordination of development, in terms of;

- Linkages
- Landscape Design
- Infrastructure design
- Building design.

5.1.1 Linkages

Connecting the area with the town centre is paramount. The clearest and most direct connection is Culver Parade itself. Currently Culver Parade, principally due to level changes and its general high-speed design, serves as more of a by-pass than an effective means of access, particularly for pedestrians and cyclists.

The proposal is to introduce a number of crossing places along Culver Parade adjacent to new and existing attractions to make access from the beach more attractive and indeed possible. These are illustrated as crossing points stepped down to the beach and, as appropriate, to the landside attractions.

The seawall infrastructure will be upgraded to a high standard using quality materials and street furniture. This can be purpose-designed and made to provide a distinctive sense of place.

5.1.2 Landscape

Similarly, the new infrastructure within the redevelopment area should be designed and implemented to a high standard to serve as a coordinating element, tying the area together.

The landscape design within the Culver Parade redevelopment area will also serve to unify development and should be considered as a whole. The landscape design could perhaps be modelled on a dinosaur, 'Jurassic' theme, adding an element of fun as well as a reference to the Isle of Wight's rich fossil heritage.

Another important route will be the new link road (and associated pedestrian/cycle route) and car park between the College Close Industrial Estate and Culver Parade. This will ease pressures on Culver Parade enabling traffic to be 'calmed' (as suggested earlier) and will allow more intensive mixed use development helping to create a critical mass of complimentary leisure/tourism uses.



5.1.3 Development Proposals

A car/coach park currently exists near to the Culver Parade site at Fort Street, adjacent to the town centre. This is valuable land with redevelopment potential, and accordingly the sketch indicates a mixed-use development on the site. The car parking provision is 'moved' to the new car park further north, accessed from the new link road, and to the rear of the Isle of Wight Zoo. This also provides the opportunity include a new parking facility for the zoo, enabling the removal of the current parking provision from in front of the Zoo, which can be landscaped to create a more attractive entrance and setting for the surviving Napoleonic fort structure.

The drawing illustrates the extension and expansion to the zoo at the rear of the site, drawing on the form of the fort to inspire its layout and design.

Dinosaur Isle is shown expanded to include a Dinosaur stockade and extension of the existing structure to provide a greater range of facilities. As suggested earlier, the dinosaur theme can be exploited in this respect.

The disused boating lake forms a focus for the area and is central to the matrix of routes and spaces that provide the coordinating vehicular, pedestrian and cycle linkages. The lake is an opportunity for frontage development, exploiting the 'water view'. Restaurants and cafes will form an important ingredient in the mix of uses, helping to enliven the waterside. A timber boardwalk is indicated along the southern side of the lake to give a different, close up, waterside experience.

The green buffer zone acts as an extension to the west of the boardwalk, with the potential to be extended into the RSPB reserve beyond the new link road in the future. This 'green swathe' will maintain a visual and physical link between the retained Sandham Grounds, the beach beyond and the reserve.

Sandham Grounds is identified as an adaptable public open space, a venue for visiting, and or seasonal events, such as craft fairs and fun fairs, close to the town centre.

The Yaverland car park/boat yard site is redeveloped as an extreme sports centre of excellence. In design terms the new building acts as a gateway or landmark announcing the transition between the town and countryside beyond and signals ones arrival in Sandown.

5.2 Sandown Pier and Esplanade



Sketch 2 - Sandown Pier and Esplanade

The viewpoint is situated opposite the entrance to the pier at Sandown, looking north. The view looks down the Esplanade towards Yaverland with the pier façade on the right, and Pier Passage climbing up to the High Street on the left. The Royal Pier Hotel can be seen on the extreme left of the view.

The sketch illustrates how new development and public space improvements might be carried out in this area. A key feature of the sketch is the proposal to create an integrated hard landscape treatment along the length of the Esplanade. Currently, there are a variety of disparate treatments along the seafront, and this sketch illustrates how a scheme with a simple but strong theme can do much to improve this important link and the environmental quality of the area.

In this instance, features that already contribute to the quality of the area, such as the existing street lamps, are retained. In the case of the flagpoles, these are also shown as retained, but relocated in a rather tidier arrangement.

However, the floorscape is shown as replaced with a common themed surface that will unify the Esplanade as a contiguous space. It should be noted that the road is incorporated into the overall theme, thereby doing away with the current standard tarmac surface and kerbs, and it will be clear that this is now a pedestrian dominated space.

Although the overall floorscape material could be quite simple, the sketch shows some more lively and exciting elements within it. These will create a common theme and, if imaginatively handled, create a sense of liveliness and fun. Elements of it might, for example, be illuminated from underneath at night.

In the space opposite the pier entrance, and at other key locations, more elaborate variations and treatments might signify important punctuations along the seafront. Tree planting is not shown in this maritime location, but some interesting and exciting streetscape elements, possibly bespoke artist-made items, might, however, be included.

Standard features such as the rather 'gardenesque' benches that are currently situated here are not shown in the sketch. Whilst these are perfectly serviceable and inoffensive, it might be questioned whether or not they contribute positively to the image and quality to which Sandown might aspire. Although benches are not specifically illustrated in this view, such items in key public places, as here, could be rather more contemporary and exciting.

The treatment of Pier Passage might also be improved. Because it is a separate space from the Esplanade, it is suggested that the treatment and theme might be rather different from that of the Esplanade itself. In this instance, a rougher cobbled surface is shown, and this will help to calm traffic and add richness and texture to the streetscape.

Although the pier and the Royal Pier Hotel add presence and quality to this key urban space, some other edges are weak and fail to contribute in giving this space the scale and definition that it deserves. In this sketch, the corner site on the far side of the space is shown as redeveloped with a contemporary building in scale with other buildings along the front. The building creates a local landmark appropriate to the setting whilst making the most of seaward views.

The existing toilet block in the centre of this space is currently a detracting feature, and in key views down Pier Street towards the sea and the pier, the flat roof is another weak element. In the sketch, this building is shown as substantially reworked with a pitched and partly glazed roof, and active uses reintroduced along its Esplanade frontage. Other active ground and first floor uses should be encouraged elsewhere in this locality.

5.3 Battery Gardens, The Heights and Los Altos Park



5.3.1 Battery Garden

Battery Gardens is a former coastal battery and retains a number of historic features, including gun emplacements and defensive walls. Some of the buildings are original to the battery. It is well maintained and attractive in horticultural terms but relatively inaccessible, nonetheless. As a consequence the café and other buildings are derelict.

Between the rear of Battery Gardens and the main road is a derelict house, occupying a large site. The potential exists therefore to demolish the derelict house and link Battery Gardens, visually and physically, to the main road and to redevelop the remainder of the very prominent roadside site with a landmark building.

It may be possible to position the new link access on the axis of the battery gateway that originally had a drawbridge. The increased access and visibility will help to regenerate the gardens and improve the viability of the café and other facilities.

5.3.2 The Heights

As stated previously, no proposals are included for the Heights, with the intention being to retain the existing uses, whilst nevertheless considering options for 'upgrading' in the future. A possible future option might be the relocation of the Council offices at the back of the site to allow the upgrade of recreational facilities to take place, building on the proposals for Battery Gardens and Los Altos Park in terms of strengthening the recreational link through the area.

5.3.3 Los Altos Park.

It is proposed that Los Altos Park will accommodate a new skateboard park, tennis courts, the bowling club and golf course, relocated from Sandham Grounds/Culver Parade, increasing activity at this relatively little used open space. It is essentially a range of local, rather than tourist, facilities.

5.4 Shanklin Esplanade, including the Spa Site



Sketch 4 - Shanklin Esplanade, including the Spa Site

The viewpoint is situated on the seafront at Shanklin looking west towards the cliff and the lift. The existing Meyrick Cliffs European Hotel, which faces onto the Esplanade, can be seen on the right of the view.

The image shows a significant new development in the area formerly occupied by the Spa Hotel, which currently is mostly vacant. This development is situated in what is a key location along the Esplanade, because of its central location, the proximity of the lift and the site of the former pier, the raised entrance to which still acts as a minor focal point on the sea front.

The sketch shows that the importance of this location is to be reinforced by several features, which are all illustrated in the drawing.

It is proposed that a new civic square be created here. This will open onto the Esplanade and the sea on one side, but on the other three sides it will be contained by existing and new development. The scale of the development around the square will be important in stressing its importance as a key location and in providing sufficient containment to a space of this scale.

The square itself is shown as a civic space with simple but high quality materials, street furniture and planting. Otherwise, the space is kept simple, free of distracting clutter, and relying in large part on the scale and quality of the elevations of the buildings.

The principal focus of the square will be the central façade of the new Spa Hotel that effectively replaces the earlier hotel on this site. The sketch shows an historical reference to the glass front and ogee arches of the original hotel, although reinterpreted in a contemporary form. The sketch also shows this building as being some 7 storeys high, stepping back towards the cliffs behind. The cliffs will continue to dominate the area, but it will be noted that the scale of the building remains subservient to that of the cliffs. The hotel could be stepped back with terraces and planting which make the most of the fine sea views and which, in views towards the building integrates it into the partly vegetated cliffs behind.

Whilst the hotel would have a substantial entrance that expresses the importance of both the space and the hotel, a variety of active ground floor uses elsewhere around the square should be encouraged. The sketch shows a variety of retail and eating-places. The latter could spill out into the square to add activity and liveliness in good weather. Public performances should also be encouraged in the square.

On the right of the view a well-defined route leads to the lift, and active uses will also be encouraged along it. The southern façade of the Meyrick Cliffs European Hotel might usefully take some upgrading to enliven and raise the quality of this side of the square.

It is proposed that car parking will be provided behind the hotel at the foot of the cliff where it will not impinge on the public space, although limited seafront access would still be permitted. The existing Esplanade road will therefore remain, although the volume of traffic will be much reduced and the road will be treated as subservient to the pedestrian uses where it crosses the square. Drop-off provision to the front of the hotel, as shown in the sketch, would be permitted.

6 Wider Area Proposals

6.1 Introduction

Section 4 outlined the proposals relating the four site-specific development areas identified within the study area as being key to shaping the future character of the Bay.

It is not possible, however, to be specific with all the proposals identified, either because of their more generalised nature (for example, physical public realm improvements designed to uplift the environment of the entire seafront), or simply because a site has not been allocated for a particular use as yet, as it may be a more long term goal and require extra investigatory work to justify it. It may also be the case that, whilst some proposals may have been identified as being an essential part of the overall strategy, they would not be appropriate within the study area, i.e. on, or in close proximity to the seafront.

Despite their less-specific nature, the proposals outlined in this section should be treated as being of equal importance to the site-specific development proposals within Section 4 (notwithstanding the phasing attached to each). To reflect this, each one is carried forward and included individually within the Action Plan (Section 6). The phasing criteria attached to each is identical, as described in Section 4.1

The proposals are divided into tourism, transport and urban design and in turn sub divided into more specific categories, within the following section.

6.2 Tourism

This section outlines a range of proposed tourism proposals that will aim to ensure that the identified issues addressed and market opportunities maximised in order to safeguard the future of Sandown and Shanklin. Some will require the identification of sites in order to be developed in the future (either within the present study area, or further out in the Bay area), however, at present, there are either none available/immediately suitable, or it is just not appropriate to match sites to the individual proposal at this stage.

The proposals are divided into six broad categories, with the numbering of each following on from site-specific proposals outlined in Section 3.2. The six sub-headings are:

- Accommodation
- Eating out/licensed
- Activities
- Entertainment/culture
- Natural environment
- Built environment

ACCOMMODATION				
No.	Project	Location/Area	Rationale	Phasing
27	REMOVED	N/A	N/A	N/A
28	Develop a 'Boutique' style hotel	Shanklin Esplanade/Sandown High Street	Need for a more diverse product and improvement in mix, range and quality of existing serviced accommodation	2
EATING OUT/LICENSED				
No.	Project	Location/Area	Rationale	Phasing
29	Development of a 'Hospitality Training Academy'	Whole of Sandown Bay	There is an excellent opportunity to combine training in the hospitality industry with the provision of a new 'eatery', extending the current range but also addressing the issues of quality of service	2
30	Development of food trails and associated	Whole of Sandown Bay	Opportunity to tap into new markets using food as a main theme	2

promotional literature				
ACTIVITIES				
No.	Project	Location/Area	Rationale	Phasing
31	Provision of a network of multi-use play/games areas	Sandown Bay Seafront	There is a need to create a dynamic ambience along the seafront with the provision of family activities, such as beach football, beach volleyball	2
ENTERTAINMENT/CULTURE				
No.	Project	Location/Area	Rationale	Phasing
32	Development of 'string' of mini performance areas along the sea front	Seafront	To facilitate flexibility and contribute to sea front ambience	1
33	Development of carnival skills centre	Whole of Sandown Bay	To develop 'home grown' talent and add to the resource base on the island	1
34	Upgrading and extension of Shanklin Theatre	Shanklin Theatre	Increase flexibility of use e.g. temporary cinema, and provide studio theatre	2
35	Development of small scale concession areas with potential uses to include arts and crafts	Sandown Bay Seafront and Revetment	Need to widen the product mix	1
NATURAL ENVIRONMENT				
No.	Project	Location/Area	Rationale	Phasing
36	Development of access routes to the beach and along the sea front to facilitate those with disabilities	Sandown Bay Seafront	Need for island to provide 'tourist friendly' routes particularly taking into consideration existing visitor profiles	1
37	Improvements to streetscape: tourist signage, lighting, street furniture	Sandown Bay Seafront and cliff top path	Need to improve the quality of the environment, facilitate movement, whilst creating a sense of excitement and showcasing scenery but also contributing to feeling of safety	1
38	Promotion of craft/curio markets in the evening along the seafront	Sandown Bay Seafront and cliff top path	Contribute to evening economy	2
39	Provision of tourist related infrastructure including: bird watching hides; stargazing points; beach safety post; refreshment kiosk; public toilets	Sandown Bay Seafront and cliff top path	Need to diversify from 'sea, sun, sand' image	1
40	Development of town trails and introduction of heritage plaques	Whole of Sandown Bay	Promote greater knowledge of area and understanding of heritage	1
41	Development of council owned beach huts	Sandown Bay Seafront and Revetment	Improved quality within the existing provision	1

6.3 Transport

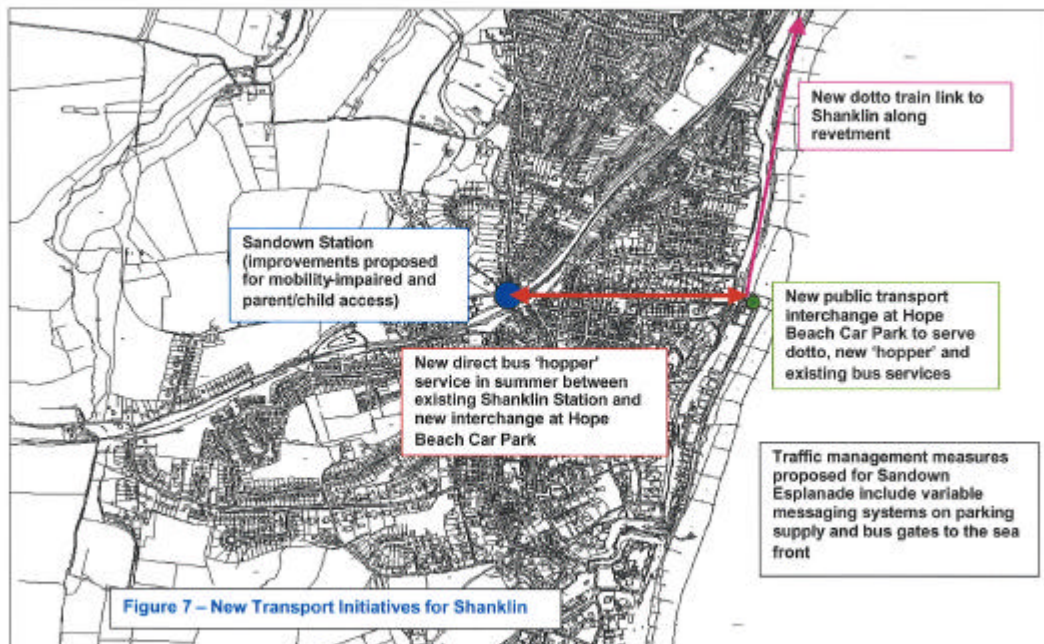
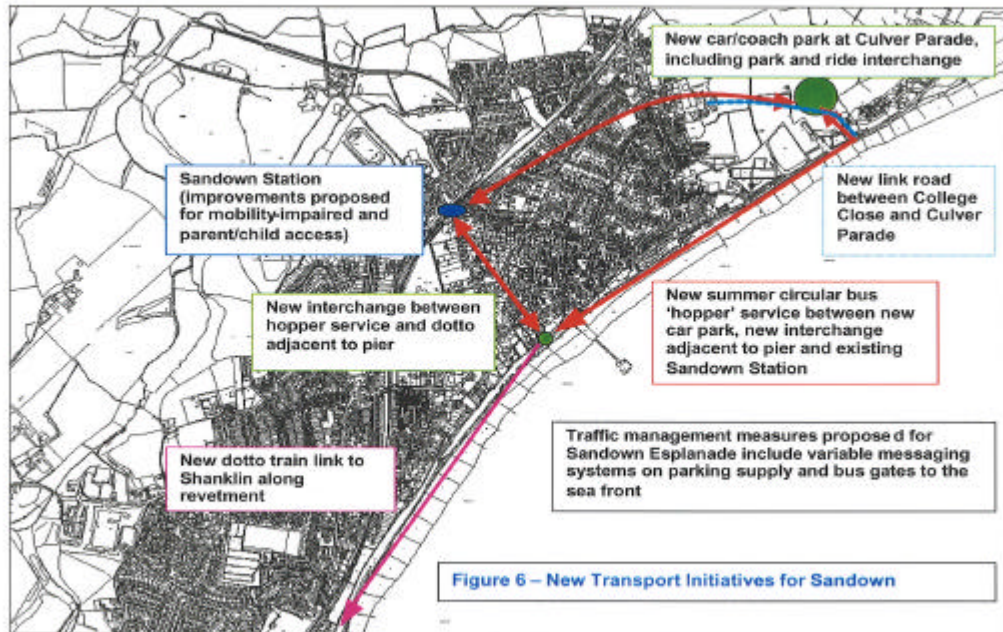
This section outlines a range of proposed transport projects that will aim to ensure that the accessibility of the Bay area is maximised as far as possible, to the benefit of both residents and tourists alike. They are divided into seven broad categories, and are in addition to the site-specific projects outlined in Sections 4.2 to 4.5. The five sub-headings are:

- Seafront linkages
- Bus service improvements
- Rail service improvements
- New public transport initiatives
- Infrastructure improvements

SEAFRONT LINKAGES				
No.	Project	Location	Rationale	Phase
42	An affordable circular 'hopper' bus service during the summer season linking Sandown Station with park and ride' site Culver Parade as well as Sandown Esplanade and Pier	Sandown	The proposal will help to take vehicles away from Sandown during congested summer months, whilst offering a quick, efficient and more sustainable alternative in return (using a low-floor minibus-style transport). The development of Culver Parade together with the other associated public realm improvements proposed for the Sandown seafront as a whole will help to make the area increasingly 'pedestrian friendly'. Will also increase transport-related local employment	1
43	An affordable 'hopper' bus service during the summer season linking Shanklin Station with Shanklin Esplanade	Shanklin	Increase the accessibility of the Esplanade, an important consideration given the difference in level between the Esplanade and the rest of town. It would also provide a sustainable means of transport as a realistic alternative to the car, in conjunction with the proposed management of traffic on the Esplanade (proposal no. 50). Service would terminate at new public transport interchange (also serving the new dotto service, no. 44) at Hope Beach Car Park. Transport-related local employment will also be increased.	1
44a	Review viability of extending Dotto train to run along revetment between Sandown and Shanklin during the summer	Sandown Bay Seafront	The nature and scale of the train make it ideal as a link along the revetment between the two resorts along the seafront to improve accessibility, because at present, one does not exist. Transport-related local employment would also be increased. The highway order acting as the northern-most limit to traffic half way along the revetment would need to be removed by the Council to allow this to happen, and other necessary engineering works (for example, widening) required would need to be assessed.	1
44b	Implement scheme to extend Dotto train service to run along	Sandown Bay Seafront	Dependant on the outcome of Proposal 44a (assessing the viability of the proposal), scheme would involve the implementation of all works	2

	revetment between Sandown and Shanklin during the summer	Seafront	required to enable dotto trains to run along the revetment	
BUS SERVICE IMPROVEMENTS				
No.	Project	Location	Rationale	Phase
45	Review revenue support already provided by Council for local public transport services Target and apply for Government funding to help reduce bus fare levels	Sandown Bay	High level of bus fares highlighted as a major concern to residents, acting as a constraint to the bus services being a consistently viable alternative to the car in the Bay. It is recognised, however, that most funding is not available for revenue support	1
46	Increase the amount and variety of discount fares (such as travelcards) on offer as well as reviewing the potential for 'deals' with other transport operators	Sandown Bay	Increase the financial viability of the existing bus services in order to make them a realistic alternative to (and to reduce dependency on) the car. Deals with other operators will help to improve the attractiveness of the entire Bay tourism 'product'. It is recognised that increasing revenue or subsidy will be required to deliver this proposal	2
47	Review options for improving bus circulation and efficiency, including bus priority measures around the Bay, such as demand responsive services, bus-only routes and selective vehicle detection at traffic lights	Sandown Bay	Improve the speed and efficiency of the existing and proposed services on offer in and around the Bay area, and to reduce congestion on the roads, particularly in peak season and at congestion hotspots. Improves reliability of services therefore encouraging greater use of public transport services	2
48	Increase the frequency and hours of operation of existing local services, especially in the evenings and at weekends	Sandown Bay	Improve the scope of the existing bus services in order to make them a realistic alternative to (and reduce dependency on) the car, in particular extending the service to the benefit of the tourism/evening economy of the whole Bay. It is recognised that increasing revenue or subsidy will be required to deliver this proposal	1
RAIL SERVICE IMPROVEMENTS				
No.	Project	Location	Rationale	Phase
49	Review options for increasing the rail	Sandown Bay	The Bay benefits greatly from the railway acting as a reliable, direct link to the mainline via the	3

	network's capacity		hovercraft/ferry terminals at Ryde, of which more could possibly be made in terms of increased services. The line relies heavily on SRA subsidies, however, and with equipment/rolling stock requiring replacement in the near future, together with the end of the line's franchise in 2007, the long-term viability of the line could be in doubt	
NEW PUBLIC TRANSPORT INITIATIVES				
No.	Project	Location	Rationale	Phase
50	Review and implement measures to selectively manage traffic on the seafront	Sandown and Shanklin Esplanade	To create more pedestrian/visitor-friendly environments by restricting vehicles from the seafront at peak times, in conjunction with the new car park at Culver Parade and two new hopper services that will improve accessibility to/from both esplanades. The use of variable messaging systems on parking supply and bus gates to the sea front would assist the management of traffic along the seafront	1
51	Improve signage to existing and new parking facilities	Sandown Bay	To improve linkages to, as well as traffic and pedestrian circulation generally throughout the seafront area	2
INFRASTRUCTURE IMPROVEMENTS				
No.	Project	Location	Rationale	Phase
52	Undertake accessibility improvements to the Stations, in particular in relation to mobility-impaired and parent/child access	Sandown and Shanklin Stations	To enhance the attractiveness and accessibility of the existing service on offer, in conjunction with the Gateway Station initiative that has recently been set up (in the case of Sandown Station). It is recognised that increases in revenue or subsidy will be needed to deliver this proposal	1
53	Review scope and undertake improvements to bus infrastructure.	Sandown Bay	To enhance the attractiveness of bus travel for all groups of people. Specific upgrades would be to bus stop environments, such as to lighting, bus boarders, kerbside treatments and shelters. It is recognised that increases in revenue or subsidy will be needed to deliver this proposal	2
54	Undertake improvements to cliff top path (lighting, seating, signage)	Sandown Bay	To enhance the walking environment of the path, taking advantage of the stunning views offered, to create a more visitor/resident-friendly link between Sandown and Shanklin	1



6.4 Urban Design Principles

The future implementation of the Regeneration Strategy for Sandown and Shanklin is dependant on the inclusion of sound urban design principles or codes. Both towns show some degree of loss of urban structure and quality, and it is vital that all future development should be directed towards strengthening the urban form, improving quality and expressing the particular qualities that make each place unique.

A set of urban design principles should therefore be established, to which all new development should conform. These might be expressed as a Design Code or as Special Planning Guidance that could be used as a working tool for planners and developers alike. This code would incorporate a number of elements listed below:

6.4.1 Sense of Place

Each place has its own special qualities and combination of qualities. Those features that make both Sandown and Shanklin unique should be identified, and conserved. New development should be encouraged to respect and emphasise these qualities, and these should have bearing on all other urban design features listed below.

6.4.2 Density

Higher densities of development adjacent to town centres creating efficient mass to justify higher levels of public services including retail and public transport.

6.4.3 Rich Mix of Land Uses

To avoid dead and lifeless single use residential, employment and retail areas, etc. For example lifeless employment areas outside working hours will be enlivened by residential development.

6.4.4 Public Realm Network, Connectivity and Street Typologies

There should be a hierarchy of streets and spaces that are legible, and easily 'read' by pedestrians and that foster a sense of confidence, security and activity. Permeability is important, providing a variety of routes. The cul-de-sac reduces permeability and legibility, promoting isolation not integration.

6.4.5 Key Views and Landmarks

Key views should be maintained and landmark sites identified, where singular buildings are encouraged to improve orientation and recognition of routes and spaces within the urban area.

6.4.6 Building Lines and Frontages

Building lines should be consistent to maintain or create enclosure, shelter and general homogeneity of development form.

6.4.7 Building Heights

The heights of buildings should reflect the scale of spaces overlooked and the scale of adjacent buildings.

6.4.8 Design Theme

- Palette of building materials
- Palette of paving materials
- Consistent theme to street furniture

6.4.9 The Cliff Interface

Developing against the base of cliffs will need a particular design response that preserves their landscape qualities and recognises the physical and safety constraints.

6.4.10 The Seafront Aspect

How to make the most of the opportunity of seafront locations, particularly where (Sandown Esplanade) there is a major level change. Here stepped or tiered development will be encouraged.

6.4.11 Servicing

Servicing and parking for development should be discrete and kept away from important frontages.

The extent to which the above principles apply will vary from place to place and codes for Sandown will be different from Shanklin. The above list of possible issues is not exhaustive and will initially need to be generally scoped and developed in detail as appropriate.

The following is a suggested list of wider area proposals that acknowledge and build upon the principles outlined above.

BUILT ENVIRONMENT				
No.	Project	Location/Area	Rationale	Phasing
55	Development of a detailed design guide	Whole of Sandown Bay	To create a degree of uniformity of image building on the distinctiveness of the two resorts	1
56	Provision of CCTV in appropriate areas	Whole of Sandown Bay	Increase perceptions of safety, whilst helping to reduce crime/vandalism and the fear attached to it	1
57	Preparation and implementation of planting strategy	Sandown Bay seafront and cliff top path	Opportunity to 'green' areas of Shanklin/Sandown Bay	2
58	Commissioning of public art	Sandown Bay Seafront, Revetment and cliff top path	Addition of excitement and distinctiveness to the public realm	1

In addition to the need to develop a detailed design guide acknowledged by proposal no. 55, it may be appropriate to develop separate design guides for each of the four site specific development areas outlined in Section 4.

7 Action Plan

7.1 Introduction

A central theme of the development of the Regeneration Strategy for Sandown Bay has been the appreciation of the funding options available to ensure the realisation of the vision and objectives and ultimately their relationship with the proposals that underpin them. This section matches the proposals outlined within Sections 4 and 6 against the funding options available to ensure their implementation and delivery.

The Bay has suffered from a lack of investment from both the public and private sectors, which has accelerated its overall decline. An important aspect of 'reverse in fortunes' will be securing the implementation of proposals that act as 'early wins', raising the profile of the Bay and acting as a catalyst for its overall regeneration by increasing its attractiveness to private developers. Consequently, the majority of the short term (Phase 1) proposals are heavily reliant on external funding to enable delivery. SEEDA 'single pot' funding is seen consistently as a crucial enabling tool, but it will be important to supplement this wherever possible, as funding money alone will be insufficient to facilitate most proposals (as reflected within the funding options identified).

The implementation of the short term (Phase 1) 'early wins' proposals will then lever in the implementation of the medium and long term (Phase 2 and 3) proposals, which are subsequently more reliant by nature on private sector funding.

7.1.1 Phasing

As described above, the proposals are divided into three broad timescales, as follows:

1. Short term = essential 'early win' required to immediately increase the attractiveness of the Bay to potential investors, time scale of up to 2 years to complete from adoption of strategy (2004-2006)
2. Medium term = important project designed to capitalise on the impact of the short term proposals in order to raise the profile and image of the area, time scale of up to 5 years to complete from adoption of strategy (2004-2008)
3. Long term = future project designed to capitalise/build upon the success of the short/medium projects, time scale of up to 10 years to complete from adoption of strategy (2004-2014)

They are also divided into either one of the four site-specific development areas, or included as wider-area proposals, as appropriate. This reflects the structure of the tables within Sections 4 and 6.

7.1.2 Delivery

The establishment of a dedicated, co-ordinating **Strategy Manager** is vital to ensure the realisation of the entire strategy. This would be an internal appointment of an existing officer for a minimum of two years with a well-developed knowledge of the principal issues within the Bay. It would also be advisable for the appointed manager to establish a steering group or key contacts list to assist the implementation of the strategy. Members of this steering group would most likely be identified within the agencies responsible for delivering the funding within the Action Plan.

Whilst the remit of the post would be based around the idea of overseeing the implementation of the proposals and ensuring that the key agencies deliver, it will also be important for the appointed manager to champion the strategy and raise its profile generally amongst colleagues and departments. The monitoring and review of the strategy would also need to be undertaken by the appointed manager, with targeted funding options and agencies (and individuals) responsible revised, as appropriate.

Without a dedicated Strategy Manager, the strategy will be in danger of becoming 'lost' within the internal bureaucracy of the participating agencies. In many ways, the agencies/individuals assigned

with the responsibility of delivering the funding for the proposals (as a central component of the Action Plan) is the principal means of ensuring that action is taken.

The concept of the strategy manager 'driving forward' the strategy proposals could be taken further by the establishment of a strategy 'champion' at executive level to act as a patron, in order to raise the political profile externally as well as internally.

Phase 1 – 2004-2006

SANDOWN – CULVER PARADE/YAVERLAND					
No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
4.	Grand Hotel site, Sections of Brown's Golf Course and land at rear of boating lake	Transport Infrastructure – new link road from Culver Parade to College Close, with associated pedestrian/cycle track	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority to secure a sustainable transport network)	• IOW Economic Partnership
			• Private developer	• Developer contribution (S106 agreement)	• IOW Council
5.	Section of Brown's Golf Course	Transport Infrastructure – New car park, including provision for coaches and a 'park and ride' interchange	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority to secure a sustainable transport network)	• IOW Economic Partnership
			• Private developer	• Developer contribution (S106 agreement)	• IOW Council
11.	Culver Parade (road)	Pedestrian crossings	N/A	N/A	• IOW Council
14.	Dinosaur Isle	Retention and upgrade of existing facilities to include outdoor events space, classroom/small meetings space, food & drink facilities, increased sales space and links to potential 'dinosaur stockade'	• Countryside Agency	• Market Towns Initiative	• MTI Sandown Community Partnership
			• Private developer	• Developer contribution	• IOW Council

SANDOWN PIER AND ESPLANADE					
No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
18.	Open space (and toilets) in front of Sandown Pier	New piazza/urban space in front of pier	<ul style="list-style-type: none"> SEEDA 	<ul style="list-style-type: none"> Single Pot Funding (in accordance with SEEDA's priority to achieve an urban renaissance by making towns and cities work) 	<ul style="list-style-type: none"> IOW Economic Partnership
			<ul style="list-style-type: none"> Shell 	<ul style="list-style-type: none"> Shell Better Britain Campaign 	<ul style="list-style-type: none"> IOW Council
BATTERY GARDENS, THE HEIGHTS AND LOS ALTOS PARK					
No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
22.	Los Altos Park	Small-scale community/leisure facility – new skateboard park, relocation of tennis courts and bowling green from Sandham Grounds, and golf course from Browns	<ul style="list-style-type: none"> SEEDA 	<ul style="list-style-type: none"> Single Pot Funding (in accordance with SEEDA's priority to support development of community infrastructure and services) 	<ul style="list-style-type: none"> IOW Economic Partnership
			<ul style="list-style-type: none"> Countryside Agency 	<ul style="list-style-type: none"> Market Towns Initiative (related project with matched funding underway) 	<ul style="list-style-type: none"> MTI Sandown and Shanklin Community Partnerships
			<ul style="list-style-type: none"> Sport England 	<ul style="list-style-type: none"> Green Spaces (through the New Opportunities Fund) 	<ul style="list-style-type: none"> IOW Council (through Wight Leisure)
			<ul style="list-style-type: none"> Heritage Lottery Fund 	<ul style="list-style-type: none"> Public Parks Initiative 	<ul style="list-style-type: none"> IOW Council (Wight Leisure)
			<ul style="list-style-type: none"> Shell 	<ul style="list-style-type: none"> Shell Better Britain Campaign 	<ul style="list-style-type: none"> IOW Council

WIDER AREA PROPOSALS					
No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
32	Seafront	Development of 'string' of mini performance areas along the sea front	• Countryside Agency	• Market Towns Initiative	• MTI Sandown and Shanklin Community Partnerships
			• Arts Council England	• Grants for the Arts	• IOW Council (through IOW Tourism and Wight Leisure)
			• National Lottery (Community Fund)	• Awards for All	• IOW Council (through IOW Tourism and Wight Leisure)
33	Whole of Sandown Bay	Development of carnival skills centre	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority to build skills for prosperity) and Regional Selective Assistance	• IOW Economic Partnership,
			• National Lottery	• Awards for All	• IOW Council, (through IOW Tourism) and Tourism South East
34	Shanklin Theatre	Upgrading and extension of Shanklin Theatre	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority of supporting development of community infrastructure and services)	• IOW Economic Partnership
			• National Lottery	• Community Fund (for medium-sized projects)	• IOW Council
35	Sandown Bay Seafront and Revetment	Development of small scale concession areas with potential uses to include arts and crafts	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority of supporting development of community infrastructure and services)	• IOW Economic Partnership,
			• Countryside Agency	• Market Towns Initiative	• MTI Sandown and Shanklin Community Partnerships
36	Sandown Bay Seafront	Development of access routes to the beach and along the sea front to facilitate those with disabilities	• Countryside Agency	• Market Towns Initiative	• MTI Sandown and Shanklin Community Partnerships
37	Sandown Bay Seafront and cliff top path	Improvements to streetscape: tourist signage, lighting, street furniture	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority of achieving urban renaissance by making towns and cities work)	• IOW Economic Partnership
			• Shell	• Shell Better Britain Campaign	• IOW Council
			• Countryside Agency	• Market Towns Initiative	• MTI Sandown and Shanklin Community Partnerships

WIDER AREA PROPOSALS (continued)					
No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
39	Sandown Bay Seafront and cliff top path	Provision of tourist related infrastructure including: bird watching hides; stargazing points; beach safety post; refreshment kiosk; public toilets	<ul style="list-style-type: none"> • Countryside Agency 	<ul style="list-style-type: none"> • Market Towns Initiative 	<ul style="list-style-type: none"> • MTI Sandown and Shanklin Community Partnerships, IOW Tourism
40	Whole of Sandown Bay	Development of town trails and introduction of heritage plaques	<ul style="list-style-type: none"> • Countryside Agency 	<ul style="list-style-type: none"> • Market Towns Initiative 	<ul style="list-style-type: none"> • MTI Sandown and Shanklin Community Partnerships
			<ul style="list-style-type: none"> • Heritage Lottery Fund 	<ul style="list-style-type: none"> • The Local Heritage Initiative (partnership between Countryside Agency and Heritage Lottery Fund) 	<ul style="list-style-type: none"> • IOW Tourism, (through Wight Leisure)
41	Sandown Bay Seafront and Revetment	Development of Council-owned beach huts	<ul style="list-style-type: none"> • Countryside Agency 	<ul style="list-style-type: none"> • Market Towns Initiative 	<ul style="list-style-type: none"> • MTI Sandown and Shanklin Community Partnerships
42	Sandown	An affordable circular 'hopper' bus service during the summer season linking Sandown Station with park and ride' site Culver Parade as well as Sandown Esplanade and Pier	<ul style="list-style-type: none"> • SEEDA 	<ul style="list-style-type: none"> • Single Pot Funding (in accordance with SEEDA's priority of securing a sustainable transport network) 	<ul style="list-style-type: none"> • IOW Economic Partnership
			<ul style="list-style-type: none"> • Department for Transport 	<ul style="list-style-type: none"> • Rural Bus Subsidy Grant, Rural Bus Challenge 	<ul style="list-style-type: none"> • IOW Council
43	Shanklin	An affordable 'hopper' bus service during the summer season linking Shanklin Station with Shanklin Esplanade	<ul style="list-style-type: none"> • SEEDA 	<ul style="list-style-type: none"> • Single Pot Funding (in accordance with SEEDA's priority of securing a sustainable transport network) 	<ul style="list-style-type: none"> • IOW Economic Partnership
			<ul style="list-style-type: none"> • Department for Transport 	<ul style="list-style-type: none"> • Rural Bus Subsidy Grant, Rural Bus Challenge 	<ul style="list-style-type: none"> • IOW Council
44a	Sandown Bay Seafront	Review viability of extending Dotto train to run along revetment between Sandown and Shanklin during the summer	<ul style="list-style-type: none"> • SEEDA 	<ul style="list-style-type: none"> • Single Pot Funding (in accordance with SEEDA's priority of securing a sustainable transport network) 	<ul style="list-style-type: none"> • IOW Council, IOW Economic Partnership

WIDER AREA PROPOSALS (continued)					
No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
45	Sandown Bay	Review revenue support already provided by Council for local public transport services. Target and apply for Government funding to help reduce bus fare levels	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority of securing a sustainable transport network)	• IOW Economic Partnership
			• Department for Transport	• Kickstart	• IOW Council
48	Sandown Bay	Increase the frequency and hours of operation of existing local services, especially in the evenings and at weekends	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority of securing a sustainable transport network)	• IOW Economic Partnership
			• Department for Transport	• Kickstart	• IOW Council
52	Sandown and Shanklin Stations	Undertake accessibility improvements to the Stations, in particular in relation to mobility-impaired and parent/child access	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority of securing a sustainable transport network)	• IOW Economic Partnership
			• Countryside Agency	• Gateway Stations Initiative (for Sandown)	• MTI Sandown Community Partnerships
			• Network Rail	• TBC	• IOW Council
50	Sandown and Shanklin Esplanade	Review and implement measures to selectively manage traffic on the seafront (in particular, variable messaging services)	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority of securing a sustainable transport network)	• IOW Economic Partnership
54	Sandown Bay	Undertake improvements to cliff top path (lighting, seating, signage)	• Countryside Agency	• Market Towns Initiative	• MTI Sandown and Shanklin Community Partnerships
			• Shell	• Shell Better Britain Campaign	• IOW Council
55	Whole of Sandown Bay	Development of a Detailed Design Guide	• Heritage Lottery Fund	• The Local Heritage Initiative (partnership between Countryside Agency and Heritage Lottery Fund)	• IOW Council (through IOW Tourism and Wight Leisure)

WIDER AREA PROPOSALS (continued)					
No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
56	Whole of Sandown Bay	Provision of CCTV in certain areas as appropriate	<ul style="list-style-type: none"> • Countryside Agency 	<ul style="list-style-type: none"> • Market Towns Initiative 	<ul style="list-style-type: none"> • MTI Sandown and Shanklin Community Partnerships
			<ul style="list-style-type: none"> • Home Office 	<ul style="list-style-type: none"> • Crime Reduction Programme 	<ul style="list-style-type: none"> • IOW Council
58	Whole of Sandown Bay	Commissioning of Public Art	<ul style="list-style-type: none"> • National Lottery (Community Fund) 	<ul style="list-style-type: none"> • Awards for All 	<ul style="list-style-type: none"> • IOW Council (through IOW Tourism and Wight Leisure)

Phase 2 – 2004-2008

SANDOWN – CULVER PARADE/YAVERLAND					
No	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
1.	Yaverland Car Park and Boatyard, and the unused Tiger Tavern	Mixed use, predominantly tourism/leisure - New centre for extreme sports, including clubhouse, sales point, changing facilities, equipment storage facilities, incorporating food/drink/retail facilities. Land-based sports (skateboard park, basketball court, adventure playground) on the Tiger Tavern site	• Sport England	• Community Capital	• IOW Council (through Wight Leisure)
			• National Lottery	• New Opportunities Fund	• IOW Council
			• Private developer	• Developer contribution	• IOW Council
2.	Section of Browns Golf Course, existing Dinosaur Isle Car Park, other land at rear of this	Flagship, mixed-use development, predominantly tourism/leisure – based around new wet-weather facility (aquadome/waterpark), with associated food/drink/retail	• Private developer	• Developer contribution	• IOW Council
3.	Land at rear of the zoo	Tourism/leisure development – Creation of 'living museum' with heritage aspects as extension to/expansion of Zoo	• National Lottery	• Heritage Lottery Fund – Townscape Heritage Initiative	• IOW Council (through IOW Tourism)
			• Private developer	• Developer contributions	• IOW Council

SANDOWN – CULVER PARADE/YAVERLAND (Continued)					
No	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
6.	Land in between Sandham Grounds and College Close Industrial Estate	Mixed use development, predominantly leisure – New multiplex cinema with other associated leisure uses, with access from the new link road	<ul style="list-style-type: none"> Private developer 	<ul style="list-style-type: none"> Developer contributions 	<ul style="list-style-type: none"> IOW Council
7.	Fort Street Car Park	Mixed use development, predominantly retail with office and residential	<ul style="list-style-type: none"> Private developer 	<ul style="list-style-type: none"> Developer contributions 	<ul style="list-style-type: none"> IOW Council
8.	Land beside (to the south of) the boating lake	Small-scale tourism/retail development – new boardwalk stretching out over the boating lake, together with new food/drink/retail facilities	<ul style="list-style-type: none"> Private developer 	<ul style="list-style-type: none"> Developer contributions 	<ul style="list-style-type: none"> IOW Council
9.	Land at the rear of the boating lake, and stretching out to land further north, towards to the River Yar	Small-scale tourist development – Creation of a nature trail, starting at the boating lake and stretching inland to the RSPB nature reserve	<ul style="list-style-type: none"> Private developer 	<ul style="list-style-type: none"> Developer contributions 	<ul style="list-style-type: none"> IOW Council
			<ul style="list-style-type: none"> English Nature 	<ul style="list-style-type: none"> Wildspace Fund 	<ul style="list-style-type: none"> IOW Council

SANDOWN – CULVER PARADE/YAVERLAND (Continued)					
No	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
10.	Sandham Grounds – bowling greens, tennis courts and gardens/open space	Redevelopment of public open space/community facilities – New modern, adaptable public open space including new performance areas and public realm improvements that building upon the 'dinosaur theme'	• SEEDA	• Single Pot Funding (in accordance with SEEDA's priority to achieve an urban renaissance by making towns and cities work)	• IOW Economic Partnership
			• Countryside Agency	• Market Towns Initiative	• MTI Sandown Community Partnerships
			• National Lottery	• Heritage Lottery Fund – Public Parks Initiative	• IOW Council (through IOW Tourism)
13.	Boating Lake	Retention and Restoration/upgrade of lake for use by pedaloes/rowing boats	• Private developer	• Developer contribution	• IOW Council
			• Shell	• Shell Better Britain Campaign	• IOW Council
15.	Isle of Wight Zoo	Retention and upgrade of existing facilities to include the removal of the car park in front of the fort (to be replaced within the new car park development)	• Private developer	• Developer contribution	• IOW Council
SANDOWN PIER AND ESPLANADE					
No	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
16	Derelict Site adjacent to Napoleon's Landing	New residential development, with small scale tourism/leisure./retail at ground level	• Private developer	• Developer contribution	• IOW Council
17.	Trubshaw's site	New hotel accommodation development – contemporary 'town house' style holiday let provision	• Private developer	• Developer contribution	• IOW Council

BATTERY GARDENS, THE HEIGHTS AND LOS ALTOS PARK					
No	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
20.	Derelict site adjacent to Battery Gardens/ Broadway	Mixed use development - New public house/restaurant development (Gastro pub) at ground floor level with residential flats above	<ul style="list-style-type: none"> Private developer 	<ul style="list-style-type: none"> Developer contribution 	<ul style="list-style-type: none"> IOW Council
21.	Battery Gardens	Small-scale food/drink/retail development, increased visitor attractions taking account of the historic status as former barrack battery (information boards, display real/replica associated historic artefacts). Associated upgrade of public realm, including seating areas	<ul style="list-style-type: none"> English Heritage 	<ul style="list-style-type: none"> Heritage Grant Fund Programme, The Local Heritage Initiative 	<ul style="list-style-type: none"> IOW Council (through IOW Tourism)
			<ul style="list-style-type: none"> National Lottery 	<ul style="list-style-type: none"> Heritage Lottery Fund – Public Parks Initiative 	<ul style="list-style-type: none"> IOW Council (through IOW Tourism)
			<ul style="list-style-type: none"> Countryside Agency 	<ul style="list-style-type: none"> Market Towns Initiative 	<ul style="list-style-type: none"> MTI Sandown Community Partnership
SHANKLIN ESPLANADE, INCLUDING THE SPA SITE					
No	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
23.	Spa site car park	Flagship, mixed-use development, predominantly hotel accommodation - 4 star spa hotel with associated conference, health & fitness and quality food/drink facilities, new retail facilities and new car park at rear, adjacent to cliff	<ul style="list-style-type: none"> Private developer 	<ul style="list-style-type: none"> Developer contribution 	<ul style="list-style-type: none"> IOW Council

SHANKLIN ESPLANADE, INCLUDING THE SPA SITE (Continued)					
No	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
24.	Section of spa site and Shanklin Esplanade (area in front of Spa Site), adjacent to clock tower	New urban space/piazza with performance areas (some partially-covered), associated small-scale food/drink/retail facilities and other supporting public realm infrastructure	<ul style="list-style-type: none"> SEEDA 	<ul style="list-style-type: none"> Single Pot Funding (in accordance with SEEDA's priority to achieve an urban renaissance by making towns and cities work) 	<ul style="list-style-type: none"> IOW Economic Partnership
26.	Hope Beach Car Park, and surrounding areas (sailing club car park/boat enclosure, areas adjacent to pumping station)	New public transport interchange/set down area, (including dotto train) and new public house/restaurant development (Gastro pub)	<ul style="list-style-type: none"> SEEDA 	<ul style="list-style-type: none"> Single Pot Funding ((in accordance with SEEDA's priority of securing a sustainable transport network) 	<ul style="list-style-type: none"> IOW Economic Partnership
			<ul style="list-style-type: none"> Private Developer 	<ul style="list-style-type: none"> Developer contribution 	<ul style="list-style-type: none"> IOW Council
WIDER AREA PROPOSALS					
No	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
28	Shanklin Esplanade/ Sandown High Street	Develop a 'Boutique' style hotel	<ul style="list-style-type: none"> Private Developer 	<ul style="list-style-type: none"> Developer contribution 	<ul style="list-style-type: none"> IOW Council
29	Whole of Sandown Bay	Development of a 'Hospitality Training Academy'	<ul style="list-style-type: none"> SEEDA 	<ul style="list-style-type: none"> Single Pot Funding and Regional Selective Assistance 	<ul style="list-style-type: none"> IOW Economic Partnership
			<ul style="list-style-type: none"> National Lottery 	<ul style="list-style-type: none"> New Opportunities Fund 	<ul style="list-style-type: none"> IOW Council

WIDER AREA PROPOSALS (Continued)					
No	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
30	Whole of Sandown Bay	Development of food trails and associated promotional literature	<ul style="list-style-type: none"> • Countryside Agency 	<ul style="list-style-type: none"> • Market Towns Initiative 	<ul style="list-style-type: none"> • MTI Sandown and Shanklin Community Partnerships, IOW Council (IOW Tourism)
31	Sandown Bay Seafront	Provision of a network of multi-use play/games areas	<ul style="list-style-type: none"> • Countryside Agency 	<ul style="list-style-type: none"> • Market Towns Initiative 	<ul style="list-style-type: none"> • MTI Sandown and Shanklin Community Partnerships, IOW Council (Wight Leisure)
			<ul style="list-style-type: none"> • National Lottery (Community Fund) 	<ul style="list-style-type: none"> • Awards for All 	<ul style="list-style-type: none"> • IOW Council
38	Sandown Bay Seafront and cliff top path	Promotion of craft/curio markets in the evening along the seafront	<ul style="list-style-type: none"> • Countryside Agency 	<ul style="list-style-type: none"> • Market Towns Initiative 	<ul style="list-style-type: none"> • MTI Sandown and Shanklin Community Partnerships, IOW Council (IOW Tourism)
			<ul style="list-style-type: none"> • National Lottery (Community Fund) 	<ul style="list-style-type: none"> • Awards for All 	<ul style="list-style-type: none"> • IOW Council
44b	Sandown Bay	Implement scheme to extend Dotto train service to run along revetment between Sandown and Shanklin during the summer	<ul style="list-style-type: none"> • SEEDA 	<ul style="list-style-type: none"> • Single Pot Funding (in accordance with SEEDA's priority of securing a sustainable transport network) 	<ul style="list-style-type: none"> • IOW Economic Partnership
46	Sandown Bay	Increase the amount and variety of discount fares (such as travelcards) on offer as well as reviewing the potential for 'deals' with other transport operators	<ul style="list-style-type: none"> • SEEDA 	<ul style="list-style-type: none"> • Single Pot Funding (in accordance with SEEDA's priority of securing a sustainable transport network) 	<ul style="list-style-type: none"> • IOW Economic Partnership
			<ul style="list-style-type: none"> • Department for Transport 	<ul style="list-style-type: none"> • Kickstart 	<ul style="list-style-type: none"> • IOW Council
47	Sandown Bay	Review options for improving bus circulation and efficiency, including bus priority measures around the Bay, such as demand responsive services, bus-only routes and selective vehicle detection at traffic lights	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • IOW Council
51	Sandown Bay	Improve signage to existing and new parking facilities	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • IOW Council

WIDER AREA PROPOSALS (Continued)					
No	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
53	Sandown Bay	Review scope and undertake improvements to bus infrastructure.	<ul style="list-style-type: none"> • Countryside Agency 	<ul style="list-style-type: none"> • Market Towns Initiative 	<ul style="list-style-type: none"> • MTI Sandown and Shanklin Community Partnerships, IOW Council
57	Sandown Bay seafront and cliff top path	Preparation and Implementation of Planting Strategy	<ul style="list-style-type: none"> • Countryside Agency 	<ul style="list-style-type: none"> • Market Towns Initiative 	<ul style="list-style-type: none"> • MTI Sandown and Shanklin Community Partnerships, IOW Council

Phase 3 – 2004-2014

SANDOWN – CULVER PARADE/YAVERLAND					
No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
12.	Area at rear of boating lake	Mixed use development, predominantly retail (possible 'drive thru' restaurant adjacent to/fronting the new link road)	<ul style="list-style-type: none"> Private developer 	<ul style="list-style-type: none"> Developer contribution 	<ul style="list-style-type: none"> IOW Council
SANDOWN PIER AND ESPLANADE					
No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
19.	Sandown Pier	Mixed-use development, predominantly tourism/leisure - new live performance/music venue with food/drink/retail	<ul style="list-style-type: none"> SEEDA 	<ul style="list-style-type: none"> Single Pot Funding (in accordance with SEEDA's priority of) and Regional Selective Assistance 	<ul style="list-style-type: none"> IOW Economic Partnership
			<ul style="list-style-type: none"> Private developer 	<ul style="list-style-type: none"> Developer contribution 	<ul style="list-style-type: none"> IOW Council
SHANKLIN ESPLANADE, INCLUDING THE SPA SITE					
No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
25.	Car park and putting greens, Shanklin Esplanade	Mixed-use development, predominantly tourism - multi-use flexible indoor space for tourism/community/leisure use, incorporating retention of putting green in some capacity	<ul style="list-style-type: none"> SEEDA 	<ul style="list-style-type: none"> Single Pot Funding (in accordance with SEEDA's priority of supporting the development of community infrastructure and services) and Regional Selective Assistance 	<ul style="list-style-type: none"> IOW Economic Partnership
			<ul style="list-style-type: none"> Private developer 	<ul style="list-style-type: none"> Developer contribution 	<ul style="list-style-type: none"> IOW Council

SHANKLIN ESPLANADE, INCLUDING THE SPA SITE (continued)

No.	Area/ Current Use	Proposal Elements	External Funding Bodies to Target	Funding Options Available	Agencies Responsible for Delivery
49	Sandown Bay	Review options for increasing the rail network's capacity	<ul style="list-style-type: none">• Strategic Rail Authority	<ul style="list-style-type: none">• TBC	<ul style="list-style-type: none">• IOW Council