



island futures



## **The islandfutures partners are:**

- **The Isle of Wight Council**
- **The Isle of Wight Economic Partnership**
- **Hampshire Constabulary**
- **Isle of Wight Primary Care Trust**
- **Isle of Wight Healthcare NHS Trust**
- **Local Learning Partnership**
- **Learning and Skills Council**
- **Isle of Wight College**
- **Portsmouth University**
- **The Connexions service**
- **Housing Associations**
- **The Quality Transport Partnership**
- **Southern Vectis plc**
- **Wightlink**
- **The Island Tourist Industry Association**
- **The Voluntary Sector Forum**
- **The Rural Issues Group**
- **Young people**
- **Business representatives**
- **Rural Community Council**
- **Chamber of Commerce**
- **Government Office for the South East (GOSE)**
- **Country Land and Business Association**
- **South East Economic Development Association**
- **Environment Agency**
- **Countryside Agency**
- **National Farmers' Union**
- **Age Concern**



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This is the first ever community strategy for the Isle of Wight. It meets the Government's requirement that all areas of the country have a vision for their future and a plan of action to bring this vision into reality.

### Our vision is for:

*'A happy prosperous and contented Island, where each member of the community enjoys the highest quality of life and where we work together to ensure that the Island's natural beauty and cultural heritage are passed undiminished to future generations'*

The Island Futures Partnership, supported by the Isle of Wight Council, has produced this strategy. It is the result of extensive consultation over the last 18 months. It builds on other reports, plans and consultations, most notably the Local Agenda 21 process. The strategy contains seven broad themes in the priority order

indicated by these consultations.

- Guaranteeing the Quality of Life and Sustainability
- Improving Access to Services and Facilities
- Promoting Equality
- Supporting Jobs and the Local Economy
- Developing Learning and Skills
- Developing Tourism
- Ensuring Quality in the Built Environment

The timescale is long; the strategy intends to improve Island life over the next decade by taking action under each of the seven themes. Some early suggestions for action are included in this document. The strategy will only be achieved if all organisations, communities and individuals on the Island give it their support and turn the aspirations into action. In some cases assistance from other organisations, such as the Government, will be required and we need to work together as an Island to obtain this.

If you have any questions about the Community Strategy, please contact the Policy and Communications Team at the Isle of Wight Council, County Hall Newport, telephone 01983 823110

### Background

The Government requires each council to see that a community strategy is produced for its area. Each strategy should:

- Promote or improve the economic, social and environmental well-being of the area
- Contribute to the achievement of sustainable development in the United Kingdom (UK)

Community strategies must cover economic, social and environmental well-being in a truly integrated way. They should emphasise linking services and tackling issues that cross over the responsibilities of a number of agencies and departments. Community strategies must be based on what local communities have to say. They will be used to steer the activities of local public, private and other agencies to meet these needs and wishes in a strategic and balanced way. They will emphasise co-ordinated activity and developments that contribute to well-being locally and beyond, for years to come.

Four key components have been identified for a community strategy:

- A long-term vision that involves outcomes
- An action plan with shorter term priorities
- Obtaining a shared commitment to moving forward
- Monitoring progress and reporting to local communities

Community strategies have to be developed and taken forward by a local strategic partnership (LSP). These bring together all the main public, private, voluntary and community bodies or their representatives in an area. Work began in 2000 on the Island and our LSP, the Island Futures Partnership, was launched on 18 January 2002 and more details are given in Appendix two

The Government has emphasised

the importance of working together to develop and deliver community strategies. There is already some good experience on the Island that can be built upon to achieve the Island Futures agenda. The process by which the community strategy was produced was important in getting agencies and local people involved and “signed up” to this important plan for the future of the Island. The process of engaging the public and organisations Island-wide will continue and is very important in securing a co-ordinated commitment necessary to make progress on some major issues.

### The Island Futures Partnership - the purpose and cost of this strategy

There is a shared local commitment in the Island Futures Partnership to work together to build on the Island’s potential, and to speak with a common voice to win greater recognition for the Island as a place to live, work & visit, and to attract more resources. Whilst the Island is an attractive place to live and remains a popular holiday destination, its separation from the mainland makes it distinct and can bring unique problems and issues. The aim of this strategy is to take the broad consensus about what the Island should be like in 10 years time and move towards it by addressing those issues that have been highlighted through consultation. This is the sort of time-span needed by members of the Island Futures partnership and the community at large to achieve their aspirations in key areas such as jobs, education, health, crime and the environment.

This strategy identifies seven of main themes or priority areas. Each theme has a number of aspirations that are drawn from the various consultation processes that have been completed. Some initial actions are also identified to

show how the aspirations could be achieved. These actions are primarily drawn from existing budgets or plans and are therefore not costed separately. When more new ideas emerge from the Island Futures partnership or its individual members these will need to be costed. Equally the current action plans are not exhaustive lists. Further details and many more actions are given in the various specific plans that are referred to in this strategy and in Appendix one

## Key Facts

In mid-2000 the Island had a population of 129,448. It covers 147 square miles. It is a predominately rural area with the principal town of Newport at its centre and a number of other towns each playing a role in the economy of the Island. The key towns are Ryde, Cowes, East Cowes, Sandown, Shanklin, Ventnor, Freshwater and Yarmouth. In 1991 the population of these towns were:

Ryde	26,152
Newport	25,033
Cowes	13,028
Shanklin	8,055
East Cowes	6,891
Ventnor	5,978
Sandown	5,299
Freshwater	5,267
Yarmouth	885

**Area of Outstanding Natural Beauty**  
Approximately 50% of Island

**Total length of coastline**  
65 miles (104 km)

**Length of Heritage Coast**  
28 miles (45 km)

**Visitors to the Island (1999/2000)**  
2.7 million people

**Staying visitors (1999/2000)**  
1.5 million people

**Principal Roads**  
76.0 miles (122 km)

**Other Classified Roads**  
167.5 miles (270 km)

**Unclassified Roads**  
248.5 miles (400 km)

**Rights of way network**  
517 miles (827 km)

## Overall Vision

The partners on the Island have agreed the sort of place the Island should be in 10 years time:

- Distinct but not isolated - a confident, optimistic place that likes to celebrate success and plays to its niche markets
- With skilful and knowledgeable people and organisations including the voluntary sector
- Sustainable in its population and environment
- Healthy, at least comparable to the European average
- A place which promotes opportunity for all, but especially young people
- A just society, especially in access to jobs, housing, income and services - at least comparable to the average of the South-east of England
- Taking full advantage of the Information Age, technology and innovation
- Safe for everybody
- With high standards and expectations, and envied as a place to live and work
- With confident communities able to fulfil their roles in local governance and democracy

In short the Island is committed to becoming a model, sustainable and environmentally-conscious community with conserved, bio-diverse landscapes, a vibrant economy and a network of communities with strengthened relationships. We will continue to explore what this means in detail, but the Agenda 21 Strategy for the Island sums the vision up as:

‘ A happy, prosperous and contented island, where each member of the community enjoys the highest quality of life and where we work together to ensure that the Island’s natural beauty and cultural heritage are passed undiminished to future generations. ‘

## Your views

In the Spring of 2002, the public were asked if they agreed with this vision. 58% of those who replied said that they did. A number of alternative wordings were suggested. The vision statement will be reviewed as part of the ongoing development of Island Futures.

## Challenges and Opportunities

The public, business & community leaders, local politicians and staff from the Isle of Wight Council & other public sector agencies have developed this community strategy. Ten public road shows were held in towns across the Island involving over 2,000 people. Over 8,000 questionnaires were distributed and more than 1,300 were returned. A number of major challenges for the Island, its people and organisations emerged from these discussions and these are listed below under the relevant theme. The list may not be complete and could be added to as the Island Futures process develops.

### Guaranteeing the Quality of Life and Sustainability

- The Island is beautiful. However its sensitive environment is under pressure.
- The Island is a safe place in which to live, work and visit, but more can be done to correct the local perception that crime is disproportionately high
- Maintaining the Island’s mainly rural way of life focused on market towns and villages.
- The Island faces challenges over coastal erosion and ground instability, particularly with the predicted impacts of climate change in mind.





## Improving Access to Services and Facilities

- The Island benefits from many goods and services from its town centre shops, but local demand cannot support as wide a choice as on the mainland.
- We need to cut car use in imaginative ways as our road capacity is limited and there are congestion hot spots at peak times.
- Other methods of travel need to be promoted so economic growth and rising car ownership do not necessarily mean more car journeys.
- A suitable transport system should be developed to improve access to jobs, healthcare, education, training, etc.
- Public transport is seen as expensive but it is also subsidised. We need to do more to secure adequate services, increased use and value for money.
- Ferry connections with the mainland are better than ever but are seen as expensive. More needs to be done by the operators before they are seen as competitive and offering choice and value for money to Islanders and visitors alike.
- We need to do more to improve accessibility to education for those over 16.
- The Island's population size means a full range of specialist medical and social care services cannot be provided here, and people have to travel to the mainland for some services.
- Retail developments are increasingly being centralised in Newport

## Promoting Equality

- Older people make a major contribution to Island society, but their rising numbers mean a growing demand for care, support and health services.
- Traditionally resources are directed at curing illnesses but there is a lot more that could be done to prevent illness happening in the first place.

- Rising homelessness on the Island has to be addressed.

## Supporting Jobs and the Local Economy

- The chances of closing the gap between the Island's economic fortunes and the rest of the South-east have never been better.
- Although unemployment has fallen considerably it remains well above regional and national averages.
- A narrow and fragile economic base depends too much on the seasonal tourist trade, but new businesses continue to be attracted to the Island.
- Low wages and seasonal employment are coupled with high levels of benefit-dependency.
- Local businesses may be closing as national organisations open branches cutting local control and money kept on the Island.
- Cutting dependency on external finances by increasing local support and funding for projects.

## Developing Learning and Skills

- Skill shortages and recruitment problems may be restricting businesses.
- Higher levels of education and training are needed to produce skilled and qualified people for local jobs and to maximise employment prospects and living standards.
- It can be difficult to recruit medical, nursing and therapy staff to the Island.

## Developing Tourism

- The benefits to the Island of Tourism need to be appreciated.
- The Island is 'full' in summer and needs more and better quality hotels and guesthouses as well as holiday, caravan, camping and touring parks to meet the full range of visitor needs.
- The Island continues to increase its range of facilities but more major attractions are needed to encourage visitors all year-round.
- Tourism needs to be sustainable, conserving the Island's environment and social fabric

## Ensuring Quality in the Built Environment

- Housing provision does not currently meet the range of needs of local residents. There is a need for more mixed housing, including provision for older and disabled people.
- The infrastructure of the Island would benefit from on-going investment and there are environmental and financial costs and benefits in maintaining coastal roads, property and other assets at risk from erosion and instability.
- Design and planning for rural areas and towns needs to consider local identity and distinctiveness as well as development capacity, to avoid 'creeping uniformity'.

## The views of young people

These were drawn from over eight hours of video footage shot during the Island Futures initial consultations in November and December 2001.

## Guaranteeing the Quality of Life and Sustainability

- I would like the Police to do something; you see them going around on Friday nights & they don't actually get to the core of the problem. They need to liaise with young people, get them involved. Don't just pick people off the streets, don't just do it on the seafronts, get right into the problem where drug dealers are.
- Somewhere for young people to go so they are not told off by Police all the time.
- People need to become more aware their houses are not safe, so they know what action to take.
- More stuff for youth, like more youth clubs.
- We mostly hang around the streets because there isn't anywhere to go, so more youth places to go with your mates, so we're not on the streets.
- The main thing about the Island is there is a lot of trouble on the buses and we all get it. They should be more lenient in some cases, we are not all bad.

- Too much vandalism, graffiti on the walls, rubbish everywhere, especially fags. Increase the Police Force.
- The Island contains everything it can possibly contain & if you add anything to it, you will destroy the ambience it has.
- Make it a cleaner, better place to live, a better environment around us.
- Beaches are littered; so the Council should take more people on to help clean up. There should be more bins around the place.
- Lower prices for leisure activities.
- Skate parks with lights.
- A café for teenagers to take us off the streets so we are not hanging around & so no one can complain about us.
- Not much to do out of towns, more things to do in different places.
- More student prices so we can afford them.
- More music culture, a smart place for bands to play in.
- The music industry should recognise the Island.
- More facilities for young people so they have fun & don't have to keep going to the mainland all the time.
- People under 18 need somewhere to go, sit down, have a drink or a laugh without people telling them what to do. Need somewhere at night after 8.00 where we can sit.

#### **Improving Access to Services & Facilities**

- The community needs art centres, cafes, skate parks, community centres for people of the Island to unite.
- More community spirit, more things for the community.
- Have teenagers help out on Councils, sort stuff out instead of doing it for us, & they should ask us what we want.
- We should involve young people a lot more in certain issues to do with the Island.
- Young people should be more involved, councils should target young voters.

- If a wide audience is spoken to, & you ask what improvements need to be made, it's the only way you will find out what to do.
- The Council should spend its money on something useful like football indoors & indoor skate park for kids, so kids don't get into trouble.
- More sports centres & more football pitches.
- There should be a train running from one end of the Island to the other, they would make an awful lot of money that way.
- More double-deckers, as the buses are full sometimes, which means we miss school because we have to wait for the next one.
- They keep changing the schedules and prices so this should be a major priority.
- We should have a Island Discount Card for use on the buses.
- More discounted fares not only for the young but older people as well, pensioners, because they have to use the buses as well.
- Shouldn't pay full fare until you are 18.
- Train service to Newport.

#### **Promoting Equality**

- Not enough hostels for the homelessness to go to during the day.
- More properties should be bought specifically as homeless hostels.

#### **Supporting Jobs and the Local Economy**

- The Island is always classed as separate from the mainland, so if we buy something mail order, we have to pay more for postage & pay more if we send something over there.
- We are not 'just' an Island, we are part of the UK, we are just privileged.
- Better shops for young people.
- More jobs available, more companies to come over & take on Island employees. We should get good companies & skilled jobs for Islanders who haven't left the Island.

- Loads of places to go shopping & cheaper things to buy.

#### **Developing Learning & Skills**

- There should be more facilities in education to help me go further in my life. More money into the college.
- Education can be strict but the teachers have got to make it fun.
- More mental support & counselling for students on a one-to-one basis, so they can talk to someone about issues other than education.
- More strictness in schools so you don't have people messing around in lessons and disturbing everything.
- More revision clubs.
- More clubs where we can have fun, learn new skills and things.

#### **Developing Tourism**

- A theme park on the Island like Alton Towers.
- More tourist attractions are needed.

#### **Ensuring Quality in the Built Environment**

- The most important thing is the streets should be kept clean & spacious because that's the way it's gotta be.
- The place looks kinda run down, we could do with some more regeneration to tidy the place up.

The community's search for a higher quality of life may be frustrated by certain urban or rural factors. To combat these there are national urban funding programmes such as Neighbourhood Renewal and the Single Regeneration Budget. Equally, the Government expects policy decisions to be checked to counter adverse impacts on the countryside and there are funds like the Market Town Initiative. National programmes are welcome but should not be used to treat the whole Island, or its diverse communities, in exactly the same way. The local needs and priorities shown below should be considered as well.

### Crime and Disorder - a safer society

Most people consider the Island is a safe place. Unlike the UK, overall crime has fallen on the Island although assaults, burglaries and criminal damage have gone up over the last 3 years. A recent poll showed anti-social behaviour and drug-related offences are priority issues. The fear of crime is usually disproportionate to the actual risk; the lower the risk the higher the fear. To try to cut the fear of crime, information will be given to the community on actual crime rates compared with the national picture. This will show how relatively safe the Island is. The built environment can also affect peoples' fears. By providing planners & architects with advice at the design stage, it is possible to cut factors that might contribute to crime, like dark alleys, some footpaths that provide access to and from properties for burglary & damage or premises that attract problems due to design or use.

### The Rural Island

The Island is mainly rural and is renowned for its landscape and quality of life. These depend on land management involving

agriculture and other sectors like leisure, recreation & tourism. The importance of these sectors to the Island and the impact of land management on rural areas highlight the need for a diverse and vibrant environment of high quality. If rural areas are to stay as places where people live and work, then the links between land management, businesses and local communities and their impact on each other has to be recognised. Similarly the relationship between the Rural Development Area and Newport & Ryde needs to be better understood. Appropriate approaches to issues in rural areas may differ from practice in these other areas. Issues are likely to include services and access to them, housing, transport, telecommunications infrastructure and population imbalance. Viability and vibrancy are key to communities, but these are not easy to maintain in smaller, scattered rural populations. The capacity of local communities to help themselves may be limited. Targeting specific needy groups can be more challenging in rural areas and while partnerships & funding should include the private sector, this is often more difficult to broker. Rural areas have few brown field sites to accommodate development and release pressure on green-field sites or open countryside. New developments should be sensitive to the natural environment and incorporate opportunities to improve the quality of the local environment

### Sustainability

Biodiversity is crucial to the Island's environment and the lives of its communities. Bio-diversity concerns all living things and the habitats on which they depend, not just rare or threatened species. It is widely recognised as a key indicator in monitoring and reporting on sustainable development. Half the

Island is designated an Area of Outstanding Natural Beauty (AONB), a national asset whose landscape value is highly regarded by visitors & local communities. The 517-mile network of public rights of way provide access to the countryside from urban areas, aids travel between settlements and opens up recreational opportunities for walkers, cyclists and horse-riders.

The Island wants to retain its attractive shoreline and rural areas. The bio-diverse rich environment is of scientific and ecological importance with several nationally protected species and habitats and many sites designated for nature conservation. AONB Management and bio-diversity action plans have been produced and will be followed by habitat action plans. Land-based industries such as agriculture, forestry, fishing & mineral-extraction, have an important impact on the landscape, environment and biodiversity. Land management practices should seek to minimise the impact of these industries on water-courses & quality, soil structure & fertility, biodiversity and landscape.

There is significant tourism, residential and commercial development close to some parts of the Island's coastline. These assets will be protected against the hazards of coastal erosion and instability. This is being achieved in harmony with the natural environment through long-term coastal defence strategies.

### Leisure

The Island has over 250 parks and gardens, and these green corridors to the countryside ensure a consistent rural feel at most Island locations. Over 10 miles of coastline is managed to give safe public access, and the Island's beaches are well-established areas for public exercise.





The Island's rich and diverse heritage contributes to its strong sense of identity and to the perception of the high quality of life. The importance of recording the Island's history and the collection, display and care of its artefacts should not be overlooked. The Island benefits greatly from having a wide range of leisure facilities and attractions, far more than would normally be expected for an area of its size. Such attractions give the Island community unprecedented choice.

### Key facts

- Crime rates on the Island are all below the national rates.
- The Isle of Wight is in the top 25% of safe places to live in England and Wales.
- 50% of the Island is a designated AONB, with 28 miles of Heritage Coast.
- Agriculture and horticulture take up 80% of the land area.
- The Island is one of a number of areas collecting Government 'quality of life' indicators.
- For its size, the Island is one of the richest areas for bio-diversity in England.
- The Island is the only area in England whose rights of way network meets national targets.

### Consultation

Cutting crime and creating a safer society is a key issue locally. 90% of the Island's citizens' panel consider the Island a safe place to live, but give crime as the safety issue of most concern particularly domestic burglary, anti social behaviour and drugs. 84% support extending CCTV schemes. There is a high degree of satisfaction with the Fire Service and retaining a separate Island service. 87% of those questioned for a Best Value survey consider waste collection is good but fewer people, (64%), are satisfied that public land is generally kept clean.

The environment is a key priority. There has been wide ranging consultation on the development of sustainable coastal & estuary strategies. 93% of those consulted during the preparation of the UDP felt that protecting the environment, including the undeveloped coast, should be given priority in planning policies. 91% wanted to see greater protection for open spaces. However, 55% supported the creation of large scale but carefully planned developments for recreation and 33% for tourism developments. The environment did not feature as highly as expected in responses to the Island Futures questionnaire. However, it was the most significant issue raised outside the questionnaire at the road shows. Key words used to describe the Island of the future were safe, clean, beautiful, peaceful and green.

In answers to the Island Futures questionnaire, support was given to tackling crime, disorder and anti social behaviour even if costs increased (85%), closer working between the police and the Council even if this meant changing priorities (71%) and providing more things for young people to do to cut crime and anti-social behaviour, even if this needed more money (82%). Opinion was divided about promoting rural business if this meant affecting the environment, but spending money to improve access to services and information for people in rural areas was supported (76%), as was giving priority to activities for young people, even if this meant changing what we do now (58%). In contrast, there was a small majority against (46%) a new venue for large events, exhibitions or meetings if this meant developing a green-field site. At the third annual Wight 2B Heard conference in March 2002, 101 of 110 young delegates felt that an under 18s' nightclub / live music venue would be popular amongst 13-16 year olds.



### Better access to transport

Transport is crucial to access services and take part in community and social life. Availability and cost are key factors in deciding how to travel. Public transport gives choice to residents and also to visitors not using a car. In 1991 nearly 30% of Island households did not have access to a car, rising to over 50% when the car was elsewhere during the working day. Such households are likely to be isolated without public transport. However, increasing congestion can hinder traffic flow and may cut the attractiveness of bus services for some.

Those on low incomes or with mobility problems have particular difficulties. Five rural Island wards are in the worst 20% nationally for access to essential services. Many people find the Island's public transport expensive and feel bus services to some rural areas are poor. However, journeys are short and traffic & transport issues are primarily local ones. The aim is to achieve a more innovative & integrated transport system that meets a variety of needs, ensures "value for public subsidy", and is more attractive & more widely used. People also need to travel easily between the Island and mainland UK, particularly for education, jobs & health and social care. The cost & availability of ferries are major factors. Operators have put in major investment in recent years to the number and size of craft as well as to timetables and facilities either side of the Solent.

### Better access to leisure and culture

Culture and leisure opportunities contribute to an individual's feeling of wellbeing. For some activities, like young people's use of parks, the use depends mainly on the quality of the facility. For others however, participation is

hindered by a lack of transport. Young people feel there is a shortage of leisure facilities, but the island has many local facilities that are important to communities. For instance, each month, 60% of Islanders will visit a library and 36% take part in a sports centre / activity. While involvement in leisure is great; the Island suffers from a lack of strategic facilities that can, for instance, host major touring shows. Therefore access to 'national' activities across the leisure spectrum is limited.

### Better access to health and social care

Journeys to health and social care facilities are generally short when compared to other mainly rural areas. However a lack of the right local transport services can make it difficult and expensive to get to appointments or visit people in hospital at the right time. The Island has a shortage of NHS dentists able to provide regular review and treatment. The Island's small population means it is unable to give a full range of specialist health and social care services and there will always be a need for some people to travel to the mainland.

### Better access to jobs and training

The Solent crossing and a limited public transport infrastructure often mean opportunities to improve, like evening classes, are not accessible without a car. The feasibility of work on the mainland or even beyond the local area is low. Many benefit-dependent groups, like the long-term unemployed, cite transport as the main barrier to starting work. A local wheels-2-work project 'Wight Wheels' exists to help those on benefits or low incomes to take up job offers or training places. Those living in rural areas are particularly

disadvantaged. Even if travel is possible, work offering low pay rates may not be attractive. Better access is also included under the supporting jobs & the local economy and developing learning & skills themes of this strategy.

### Information and communications

Access to goods and services do not always require people to travel. Technological developments over the past decade have brought large amounts of information and commercial opportunities into homes, local shops, schools, libraries and places of work. This explosive trend seems likely to continue and may significantly improve access for rural residents and businesses. Poor information on health and social care services was identified in the HIMP consultation and Social Services best value reviews conducted by the Isle of Wight Council as one way in which people were excluded.

### Key Facts

- In 2000 the cross-Solent ferry market was one of the UK's most intensive with over 8.6m passengers, 1.5m private & 0.246m commercial vehicles and 0.25m coaches.
- There are presently over 200 crossings a day.
- There were 6.1 million bus journeys on the Island in 2000.
- 97.2% of Island journeys were made on Southern Vectis buses.
- Almost 50% of non-car owners are single pensioners.
- 3,628 families with dependent children do not have a car.
- A recent TAS audit showed the Island enjoys one of England's best rural bus services.





### Consultation

Extensive consultations confirm transport's importance to all communities & ages. Such views have shaped statutory plans like the Unitary Development Plan (UDP), Local Transport Plan (LTP) & the Local Agenda 21 Strategy (LA21). According to the Council's citizens' panel, 67% of people do not believe public transport is effective. A separate survey in November 2000 indicated that 26% are dissatisfied with bus services. Daily bus use is below average compared to similar council areas. Lower bus fares and late night services are important, especially for the young people surveyed by Wight2Bheard. At the third annual Wight 2B Heard Conference in March 2002, 139 young people voted 72% in favour of improving ferry prices / provision. The LA21 consultation confirmed that costs are a central concern - with ferry fares a top priority for change. Successive surveys show strong opposition to a fixed link.

The citizens' panel also felt the Council's top priorities for spending should be supporting public transport & alternatives to car use. Expanding the rail system, developing safe routes to school & cycle-ways, and reducing dependence on cars were supported in UDP & LTP surveys. In addition, 65% of respondents to the UDP consultation supported more pedestrian areas. Consecutive citizen panel surveys opposed increased parking charges but individual surveys have supported more money for new roads (to ease congestion),

road & pavement repairs. Support has also been given for speed enforcement, park & ride schemes and subsidies to encourage increased competition in public transport. A recent review highlighted the high standard of the Island's rights of way network

Contrary to previous indications, the recent Island Futures consultation found people disagreed that 'to reduce pollution and congestion we need to reduce car use. One way to achieve this would be to limit parking in certain locations', but supported 'cash raised from parking charges being used on improving public transport, road safety schemes, cycle-ways, bus priority schemes and similar transport projects'. The public backed improving road safety by better enforcement and lowering speed limits where appropriate.

The LA21 consultations showed leisure facilities as an issue Islanders would most like to change. According to the UDP process 64% of the public support more leisure facilities and there was 75% support for more recreation facilities for the young. Satisfaction levels with sports/leisure (59%) and library services (73%) are above the national average whilst for museums/galleries (45%), theatres & concert halls (56%) they are below. Young people & parents feel there is a gap in provision for 14-16 year olds. Young people consulted by Wight2Bheard feel housing benefit limitations restrict any incentive for them to seek training or a better job.



### Including people

Some people are excluded from the facilities and benefits of mainstream life due to poverty, discrimination, the way in which society makes these facilities and benefits available, or due to their own life choices. This exclusion extends beyond that caused simply by material deprivation and includes the absence of opportunities due to social circumstances and life events.

### Equality in health and social care

There is strong evidence to show that people who are better off, live longer, have fewer disabilities and fewer illnesses. Health inequalities represent a significant social injustice that has a major impact on quality of life. Lifestyle and conditions at home and work impact upon people's health status. It is now widely recognised that the promotion of good health and wellbeing is a wider issue than either the NHS role of commissioning and providing healthcare services, or that of Social Services in providing care services.

The Council has sought to make more of its leisure facilities available to people who may be seen as 'missing out' by bringing in a leisure access scheme offering helpful pricing and rates. The scheme has also become popular with agencies working with such groups to encourage them towards healthier lifestyles.

Generally the level of health on the Isle of Wight is better than average for England and Wales but not as good as elsewhere in the South-east, and this may be due to lower income levels. The Island has recently been designated as Associated Health Action Zone recognising deprivation in some areas. The Community Strategy offers chances to link health,

regeneration, employment, housing and anti-poverty programmes to improve health, reduce health inequalities and promote social inclusion.

### Equality in housing

Young people should have the choice of staying on the Island and bringing up their families but the reality is many will find it impossible to afford their own homes. Fewer job chances and lower wages than the South-east average put home ownership beyond some young families. House prices are affected by the demand for second homes and inward migration of relatively affluent mainland homeowners. The private rented sector is limited in size and cannot cope with the demand. There is insufficient social housing to meet demand

There is a backlog of homeless people in temporary accommodation and the Council has to make extensive use of bed and breakfast accommodation. The numbers of homeless households in bed and breakfast on the Island significantly exceeds Government targets. Homelessness is particularly acute in Ryde, Newport and Sandown / Shanklin.

### Key facts

- The Island has half the affordable social housing found in areas of similar population.
- 65% of Housing Association tenants get some form of state benefit (55% nationally).
- 38% of the household population are retired - this group typically owns their own homes, have lower than average incomes, tend to under-occupy their housing and have the highest incidence of special needs.

- Nearly half of heads of households are unemployed and economically inactive.
- 2.6 persons per 1,000 are homeless (double the shire county average).
- There are currently 450 homeless applications per year & 70 to 75 families in bed & breakfast.
- The Island only just meets its statutory requirements to house homeless people.
- The Island's infant mortality rate was 5.3 per 1,000 live births in 1999 compared to national average of 5.8, with peri-natal mortality at 9.6 per 1,000 compared to 8.2 national average.
- The rate of stillbirths was 7.0 per 1,000 in 1999 compared to 5.3 for England and Wales.
- Levels of dental decay in children are above regional averages.
- Mortality rates from coronary heart disease are lower than the national average but well above the regional average.
- Breast, colorectal and prostate cancer levels are higher than national levels (however, levels in the South-east are generally higher). The Island's death rates for these causes are close to the national average.
- 2.5 people per 1,000 with mental health problems ( age 18 - 64 ) are helped to live at home, compared to 2.2 for England.
- Suicide rates are well above national averages - 15 per 100,000 compared to 9.4 for England and Wales between 1997 and 1999.
- In 2000, 22.5% were of retirement age or over, the highest figure in the country.
- 31,720 residents (25% of total population) are in receipt of means-tested benefits.
- The Island has a lower Gross Domestic Product (GDP) than any county in England (67% national average in 1998) by previous comparisons.
- Wages are 22% below the national average.



- In 2000, 15 of the 48 wards were in the worst 20% nationally, 2 are in the most deprived 10%.
- There are more children in public care on the Island than in comparable authorities.

### Consultation

Health and social services concerns raised during consultation have included a lack of information on services, calls for more joint working between health and social care, shorter waiting times and fewer cancelled operations. There is support for more services to help people - especially older people - stay independent in their own homes. Concerns were also expressed about the falling numbers of residential and nursing home beds and lack of access to NHS dentists. There was support expressed for General Practitioner (GP) and other Primary Care services on the Island, with people wanting services close to their homes where possible, although many indicated they preferred to travel to the mainland for specialist services, despite the cost.

People agreed there is a need to promote healthier lifestyles by increasing smoke free public places on the Island and bringing in programmes to encourage exercise and healthy eating. Health questions got a high number of votes during the Island Futures consultation exercise. There was 74% agreement that health and social services would serve people better if they had common points of contact. 72% of those asked agreed more money should be spent on older people enabling them to stay in their own homes rather than go into residential care, and 53% agreed the importance of promoting good health, including making the Island 'smoke free'

According to the 2001 Housing Needs Survey, 90% of all potential new households have an annual

income below the level (£20,000) needed to achieve home ownership. In addition 375 affordable rented homes are needed in each of the next five years to meet the current shortfall.

Housing issues were important to the public who took part in the Island Futures work. The Unitary Development Plan process had already shown that there was support for restricting housing development to land already allocated, providing more low cost housing and building mainly on small sites that do not impact on the countryside. The Island Futures survey confirmed opposition to more houses being built, even if it meant developing green-field sites, but confirmed support for the building of smaller, affordable homes, even if this meant changing planning policies. The spending of more money on affordable homes rather than on bed and breakfast accommodation for homeless people was also supported. Equally the public felt more people should be able to attend leisure and cultural events by improving transport, prices and opening times even if this meant raising money in other ways.





### The creation of jobs, investment and wider prosperity

The Island is part of the wealthiest region in England and the local economic outlook has rarely been better. Unemployment has halved in the past five years, existing businesses are growing and new investment is being attracted. Despite this generally positive outlook, concerted action is needed to close the “gap” between the economic fortunes of the Island and the more widespread economic prosperity in the rest of South-east England. Success should address the net migration of young people, skill shortages, recruitment difficulties and poverty while raising wages, increasing motivation and self-esteem.

The vision for the future is twofold: to establish the Island as one of the fastest-growing economies in the South-east by creating sustainable new jobs and investment opportunities; and secondly, to ensure all residents share in the benefits of increased prosperity. Achieving this vision inevitably involves consideration of the Island’s environment and landscape, which are highly valued, increase the attractiveness of the Island as a place to do business and underpin many jobs.

The Island’s economy continues to be dominated by a limited range of activities that are generally not areas of forecast growth. The manufacturing base is particularly vulnerable and there are signs that the Island’s economy is being affected by the national downturn in manufacturing. To meet these challenges the potential of key business sectors such as composites, electronics and ICT will continue to be exploited. It is imperative that there is a ready supply of sites / premises for new and existing businesses, as well as an available, skilled workforce. It is essential the necessary physical infrastructure is present to support business growth and

job creation. Statutory plans such as the UDP and AONB Management Plan provide the essential planning framework within which such demands are assessed.

The Island has hosted and indeed inspired many great artists and workers in the cultural field. It is felt this rich history can be built on to encourage more creative businesses / industries to relocate to the Island. The development of e-commerce has cut the need for such people to be located next to their main distributor or audience, allowing them to work in the surroundings suited to their needs. Tourism remains a key industry and changes are required if its potential is to be maximised. The Tourism Development Plan will detail the changes necessary to develop a stronger mixed economy for the Island while conserving its natural assets.

If these actions are pursued, the prospects for economic growth on the Island are excellent. The UK economy remains buoyant, local investor interest is high and there is a strong commitment to partnership working. These factors combine to provide a high potential for a strong and prosperous economic base on the Island in future.

### Key Facts

- The Island’s Gross Domestic Product (GDP) in 1998 (latest available figures) was only 67% of the national average, the lowest of any County in England.
- At 4.5% unemployment at November 2001, remains above South East (1.6%) and UK (3.1%) levels.
- 30% unemployed people out of work for over 12 months.
- 8,696 individuals defined as employment deprived.
- Long term unemployment (12months+) accounts for 30% of the total.
- 24 of the Island’s 48 wards are in the worst 20% employment

deprived nationally.

- Average earnings are 26% below regional and 22% below national levels.
- Some 4,000 businesses employ over 41,000 people - 95% of firms less than 25 people.
- Only 14 firms employ more than 200 people, five of which are public sector.
- Key sectors by volume are retail/hotels 31%, agriculture 3%, finance and business services 8% and manufacturing 17%.
- Tourism accounts for 20% employment and 24% GDP.

### Consultation

Recent consultation exercises have shown the importance of job creation to the local community. Over 90% of those asked during the Unitary Development Plan process believe more jobs are needed, but 62% disagreed with making more land available for industrial or office developments. According to the 2002 Housing Need survey about 9,000 households move each year, 34% (3,000) moving off Island. Of these, 39% say employment is the reason for their move, but figures are not available for other areas of the country to put this figure in context.

During the recent Island Futures consultations the public ranked work and employment as the third most important overall theme of nine identified. 58% of those asked agreed more jobs should be created, even if this meant spending more money for new investment and releasing more land when current allocations have been used up. 75% agreed the Island’s key towns and rural communities need regenerating to support job creation and tourism.





### Education, learning and skills for people of all ages

A Local Learning Partnership was set up on the Island in 1999 to encourage individuals, employers and local groups to take part in learning, and help promote social and economic regeneration. Three main aims have been chosen.

- To secure effective partnership between providers, the community and individuals that promotes and helps community and lifelong learning.
- To promote and secure high quality and cost-effective provision.
- To achieve increased participation and progress in learning aims.

These aims are supported by six key objectives.

- To match skills with the demand of Island businesses.
- To promote and develop a partnership between education and business.
- To set up a learning culture on the Island that values and rewards learning.
- To ensure the Island becomes more self sufficient in management and entrepreneurial skills.
- To promote lifetime learning.
- To promote social inclusion through learning.

Leisure and cultural services have always supported peoples' learning through libraries, museums and galleries. Recently, these and other leisure services have also been seen as a catalyst to encourage people back to learning - initially for pleasure, and then for business and work purposes. On the Island, schemes have been developed using Ventnor Botanic Garden, the arts (especially carnivals) and libraries to give people skills they can translate into the workplace or further learning.

### Key Facts

- 33% of the adult population lack basic numeracy skills
- 15% of the adult population lack basic literacy skills
- 1 in 8 ( 13%) have no formal qualifications
- 6% of 16 year olds leave school without formal qualifications
- 24% of businesses report skill shortages and recruitment difficulties
- Despite a positive year-on-year trend, educational attainment on the Island remains on or just below the national average.

### Consultation

There is support in the education community for the strategic themes of raising achievement, developing community learning, ensuring social inclusion, and achieving best value. In a best value survey, 56% of residents expressed satisfaction with the Education Authority. Key issues raised by young people through the Wight2BHeard consultation, were the availability of advice and guidance, and greater flexibility in post-16 programmes and opportunities.

The Island Futures consultation showed strong support for all educational issues. 72% of those who answered agreed action is needed to ensure pupils achieve higher standards year-on-year. 89% agreed more money should be invested in employment and skills training to help young people find work. 84% agreed there should be more investment to improve the quality of training for all ages, while 80% felt young people should be encouraged to take part in more community projects, by including them in the school curriculum.



### Providing quality holidays

Being an island presents challenges and opportunities for tourism. Separation from the mainland has led to relative underdevelopment and preserved a superior environment, as reflected in AONB status for 50% of its landmass, and 28 miles of Heritage coast. It has also slowed economic development, and being an attractive retirement destination has resulted in a higher than average-aged population. Tourism benefits the Island in a number of ways. It boosts the economy, generates employment, creates a positive image, sustains local facilities and supports a better environment. The Tourism Partnership Limited is committed to creating a Tourism Development Plan that maps out a future for the Island's main industry over the next 10 - 15 years.

The Island is a distinctive destination that combines rural countryside, diverse coastline with traditional seaside resorts, towns and villages. Tourism has been part of island life for more than 200 years. However, in the 1970s, decades of growth began to change with the development of foreign package holidays. But, despite global changes in holiday patterns, over 2.7m people visited the Island in 1999 / 2000. The Island is closer to markets in London, the South-east and the Midlands than many of its rival UK destinations. Concerns over journey times, ease of travel connections and costs have curtailed growth in short-break markets, but the reality is that there are three car ferry routes and three high speed passenger services

Sandown, Shanklin, Ventnor and Ryde are the Island's most established tourism areas with excellent beaches and a concentration of hotels and guesthouses as well as holiday, caravan, camping and touring

parks. The Island is the only UK destination to be 100% committed to exclusively promoting graded and inspected accommodation. However all resort towns on the Island are in need of major regeneration. Ryde is an important gateway town and the current Single Regeneration Budget (VI) programme will seek to revitalise its tourism role. Ventnor has an established regeneration scheme and has recently won Market Town Initiative funding. The next priority is the Sandown Bay area, most of which has recently been included in the Rural Development Area and also awarded Market Town Initiative funding.

### Balancing the needs of local people & visitors

Leisure and cultural services generally underpin tourism on the Island. Clean beaches, attractive and well-maintained parks and gardens, a range of quality & interesting leisure facilities and attractions, all contribute to the visitors' enjoyment of the Island and influence their decision to visit or return. The needs of Island residents are paramount in planning these services but it is imperative that the needs of visitors are not overlooked. It is also necessary to improve information-sharing between sectors to encourage better service planning and delivery, including the simple services such as toilets, seats, shelters, lighting and signage.

### Delivering benefits for all

The Island should build on strengths such as the world reputation of Cowes Week, a quality landscape & an environment suitable for walking, cycling and sailing, peace and tranquillity, ease of access, quality accommodation and Island status. The stimulation of a stronger mixed economy should retain the Island's bio-diversity, landscape and quality of life. Tourism

development should also aim to ensure economic benefits are not made at a cost to the social fabric or the environment. Wherever possible it should deliver real benefits for all.

### Key facts

- The Island is the most tourism dependent economy in the UK
- Tourism occurs throughout the year ranging from 34,000 visitors per week at the lowest point to 100,000 per week during the peak season.
- Annual bed occupancy in catered accommodation was 47% but ranged from 15% in January to 82% in August (1999/2000).
- 20% of the Island's workforce is employed in tourism.
- 24% of the Island's Gross Domestic Product (GDP) is generated by tourism.

### Consultation

During the preparation of the Unitary Development Plan, 90% of people supported the maintenance and promotion of tourism, but consultation on the Council's budget showed ambivalence over supporting more spending. The citizens' panel showed strong (96%) support for managing beaches and esplanades.

The Island Futures survey gave support for the following propositions: that the Island should be less dependent on peak periods and become a year-round destination, even though this could involve some businesses changing and investing money and time; and secondly, that tourism should be central to economic development because improvements for visitors will also improve the quality of life for Islanders. However opinion is divided about investing in our main resorts, even if this were to mean diverting money away from other activities.



Both Planning and Transport have an impact on the quality of the built environment. The quality of new buildings and new land uses need to be addressed as do, modernising the railway, repairing roads, improving the housing stock and upgrading port facilities. Island towns and villages have characters that are jealously guarded locally, so it is essential change does not diminish special local qualities.

### Development

Many towns and villages were originally built around farming or fishing communities. The legacy of this early building and the later Victorian period is evident today. The intense growth of the Victorian era produced much of the coastal resorts including, Ryde, Shanklin and Ventnor as well as the industrial towns of Newport and Cowes. Over the last 20 years the Island has experienced significant suburban development. This has meant the loss of countryside, limited investment in towns and villages and a greater reliance on cars to get services.

While many areas have maintained their special character, some historic parts of Island towns now have run down buildings and poor environments. These contribute to social and economic problems, which are experienced by the wider community but are also an aesthetic issue. Accommodating motor vehicles and moves towards standardised design and construction has helped produce a bland, often uniform design and layout more often associated with mainland suburbs.

The current planning process is based on principles of sustainable development, running through all government guidance. The process deals with day-to-day development issues, but also provides the strategy for how the Island will change over the next 10-15 years through the UDP. This

aims to help growth whilst ensuring the quality of the built and natural environment is maintained and enhanced. The main objectives are to achieve a balanced population with better employment chances, improved services and a higher standard of living, whilst maintaining and enhancing the Island's special qualities.

This will be done through creating quality buildings and refocusing development back into existing settlements where the majority of island services, jobs, facilities and investment take place. Design and landscaping need to be sympathetic to local identity. This approach provides economies of scale, makes development more viable and is an efficient use of resources and infrastructure. It also reduces development pressures on the countryside particularly areas of particularly high quality landscape and natural environment such as the Area of Outstanding Natural Beauty and along the Island's Heritage Coast.

The Island can be divided into 3 broad regions. Ryde, Newport and Cowes have been the main area of residential and commercial development and provide jobs, housing and communication links with the mainland. The three towns have the greatest concentration of services, infrastructure and facilities. Ryde, Sandown, Shanklin and Ventnor are central to the tourism industry and remain popular. However, it is recognised that additional resources will be needed to bring them more in line with visitors' expectations, to upgrade holiday accommodation and ensure they remain quality places to live and work. The rest of the Island is characterised by open countryside, small villages and the quieter settlements of Freshwater, Bembridge and Yarmouth where agriculture, small-scale enterprises and rural tourism are important economically.

### The transport system

The Council is seeking improvements in the Island's transport infrastructure. The car brings benefits but also creates local problems like congestion, accidents and pollution "hot spots" whilst increased traffic and perceived vehicle speeds make streets less inviting and more threatening to pedestrians, those with mobility problems and cyclists. Road maintenance spending accounts for almost half the Highways and Transport budget. This money is being targeted on the main highway corridors, whilst other investment aims to increase highway safety, assist those with mobility problems, cut car use and raise chances to use public transport, walk or cycle. Cycle-ways such as Newport to Cowes benefit from the contributions of many local and national individuals and groups such as the Environment Agency.

The Council is looking to improve major transport interchanges and is working with transport operators and others to maintain and improve bus and rail services and infrastructure. After a wide-ranging public consultation, a range of options has been produced to improve the transport interchange at Ryde Esplanade. The LTP includes a programme to improve other transport interchanges including Newport, Cowes, and Yarmouth.

### Key facts

- There are 24 Conservation Areas on the Island, and approximately 1,930 Listed buildings of which 25 are Grade1 and 60 are Grade2\*.
- There are approximately 70,000 homes on the Island.
- 3,500 dwellings (6%) have been identified as unfit for human habitation.





### Consultation

The UDP is founded on the widest possible consultation that took place over a 5 years and allowed individuals and groups to have their say, and hear it debated and considered in public by an independent arbiter. As a result the UDP has a legitimacy that few other plans can claim, and many of the findings of Island Futures reflect those from the lengthy and detailed UDP exercise.

There is broad support for the Island's approach to the built environment through both the UDP and Island Futures process, in line with advice from government and relevant agencies. 75% of the public asked want to see our settlements regenerated, 40% want investment in our main resorts, 41% don't want to see the countryside compromised by economic development and 77% don't want new housing on green field sites. In addition the Island Futures process showed strong support for promoting better quality design, and asked for local communities to have a greater say in design and planning processes.

The public has consistently raised road maintenance and condition of Island roads as the main areas of concern. This relates primarily to the lack of investment in maintaining the infrastructure and the resulting poor state of roads and pavements. The increased amount of money now available to spend on transport infrastructure is allowing the Island to deal with its maintenance backlog and introduce new transport schemes. The consultation carried out as part of the preparation of the LTP showed over 90% supported the Council's highway maintenance strategy, with 88% in favour of the approach to the maintenance of the strategic road network.







**Guaranteeing the Quality of Life and Sustainability** Page 30

**Improving Access to Services and Facilities** Page 39

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**Supporting Jobs and The Local Economy** Page 55

**Developing Learning and Skills** Page 59

**Developing Tourism** Page 64

**Ensuring Quality in the Built Environment** Page 69

The following tables list the Island's aspirations for the future and examples of the initial actions that will be taken to bring these aspirations closer to reality. More actions will be added over the ten years of the Island Futures programme as the early actions are achieved. These tables are not an exhaustive list of the actions. The full picture on any particular issue will be given in one of the more detailed plans or strategies referred to in the tables or in Appendix one.

Where the information is available, the tables that follow identify which organisation will lead a particular action, if the action is part of another more detailed plan or strategy, and a target date for completion. This information is particularly important so the Island Futures partnership and Island people can understand how the aspirations are to be delivered and by whom. Clear delivery mechanisms are crucial to the long-term success of the community strategy. Progress towards achieving the vision for the Island's future will be monitored and individual contributors held to account.

**OUR ASPIRATIONS ARE**

**Crime and Disorder**

- To cut levels of crime and disorder, including anti social behaviour.
- To cut the fear of crime.
- To empower and support the victims of domestic violence and to inform and educate the public.

**A Safer Society**

- To promote physical activities such as walking and cycling, whilst promoting safety on the roads.
- To cut accidents in the home and at work.
- To cut substance, drug and alcohol misuse.

**The Rural Island**

- To encourage integrated rural development.

**Sustainability**

- To cut congestion, noise and air pollution on Island roads.
- To ensure the countryside, open spaces, coasts, beaches and marine environment are free of pollution and remain rich in wildlife and natural beauty.
- To improve the natural and built environment and promote further development of local quality environments.
- To cut the risk to people and property from coastal erosion and instability.
- To ensure agriculture is based on healthy and environmentally-sensitive methods of production, that build upon local and Island-specific markets and create local jobs.
- To cut the amount of waste produced, and view it as a resource, fully exploring income generation from renewable resources.
- To be efficient in energy use and use renewable resources to generate electricity.
- To secure the protection of the Island's heritage and natural environment, and raise awareness of their importance to the Island's communities.
- To maintain and protect the local environment, culture, heritage and civic pride of Island towns and villages.

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
<b>Crime and Disorder</b>			
1.1 Supporting and encouraging initiatives to combat rural crime and disorder	Crime & Disorder team (C&DT)	Crime & Disorder Strategy	2002 and ongoing
1.2 Increasing the number of Neighbourhood Watch Schemes and enhancing existing schemes	Neighbourhood Watch	Neighbourhood Watch	2002 and ongoing
1.3 Implementing 'Problem Orientated Policing ' which focuses on the root causes of crime, incidents and criminal activity	Hampshire Constabulary	Crime & Disorder Strategy (C&DS)	From 2002
1.4 Investigating anti-social behaviour which meets agreed criteria and bringing about effective solutions to the behaviour	C&DT	C&DS	From 2002
1.5 Providing a 'target hardening' scheme for victims of domestic burglaries - a van will visit victims and assist with extra security measures, within days of the burglary	Crime & Disorder Partnership (C&DP)	C&DS	From 2002
1.6 Involving the local community in identifying community safety issues and working with them to create a safer environment	C&DT	Crime & Disorder Strategy	2002 to 2005
1.7 Cutting domestic burglaries by 25%	C&DP / Hampshire Constabulary	PSA	By 2005/06
1.8 Achieving 100 young people directly involved in Crimebeat activities	The High Sheriff	C&DS	By 2005
1.9 Consulting and involving young people in community safety activities	C&DT	Crime & Disorder Strategy	2002 to 2005
1.10 Encouraging young people away from offending	Youth Offending Team		

## THEME 1: GUARANTEEING THE QUALITY OF LIFE AND SUSTAINABILITY

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
1.11 Producing annual reports on tackling anti-social behaviour	C&DT	C&DS	Beginning in 2002
1.12 Expanding the use of the Isle of Wight mobile police station	Hampshire Constabulary / C&DT	C&DS	From 2002
1.13 Training and information to help communities understand controlling crime is everyone's responsibility	Hampshire Constabulary C&DT	C&DS	From 2002
1.14 Using the media to report crime statistics regularly	Hampshire Constabulary/ C&DT		From 2002
1.15 Communicating realistic expectations of the Police	Hampshire Constabulary		From 2002
1.16 Conducting at least one survey a year to gauge community concerns on crime	C&DS		From 2002
1.17 Ensuring 'Crime Prevention through Environmental Design' (CPTED) and the Police 'Secure by Design' are promoted on the Island	C&DT	Crime & Disorder Team	2002 to 2005
1.18 Continuing to look at how the Police can increase their visibility	Hampshire Constabulary	C&DS	From 2002
1.19 Developing an Islandwide media campaign to encourage reporting and raise awareness of domestic violence and the support available for victims and their families	Domestic Violence Forum (DVF)	C&DS	From 2002
1.20 Providing domestic violence training for Magistrates	DVF	C&DS	From 2002
1.21 Developing a signposting package for victims of domestic violence	DVF	C&DS	From 2002

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
1.22 Delivering two training sessions to raise awareness of domestic violence	DVF	C&DS	Oct 2003

### *A Safer Society*

1.23 Programmes such as Health Walks, 'Walking Buses', Home Zones and traffic calming measures	Primary Care Trust (PCT) & IWC	HIMP, LTP and Rights of Way Strategy	0-3 Years
1.24 Cutting road accidents via speed checks at accident hotspots	Hampshire Constabulary	C&DS	From 2002
1.25 Cutting numbers killed or seriously injured in road accidents by at least 40%	C&DS		By 2010
1.26 A co-ordinated a multi-agency range of programmes including falls prevention schemes for older people, home safety checks and smoke alarms for families with new babies	PCT / IWC & Voluntary sector	HIMP	0-3 years
1.27 Taking forward a range of Trading Standards workplace programmes with Island businesses	IWC		
1.28 Cutting accidental fires in dwellings on the Island by 30%	IWC	PSA	2005/06
1.29 Continuing with the Arrest Referral scheme	Drugs Action Team (DAT)	C&DS	From 2002
1.30 Enhancing drug education, prevention and intervention services for young people	Hampshire Constabulary	C&DS	From 2002
1.31 Targeting the enforcement of alcohol laws	C&DP	C&DS	From 2002
1.32 Cutting access to drugs, particularly heroin and cocaine, by 25%	C&DS		By 2005

## THEME 1: GUARANTEEING THE QUALITY OF LIFE AND SUSTAINABILITY

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
1.33 Developing a range of drug and alcohol misuse prevention and treatment services, including links with education, housing providers, the criminal justice system and the community safety programme Cutting access to drugs, particularly heroin and cocaine, by 25%	Drug Action Team (DAT)		0 - 3 years
1.34 Increasing the proportion of young people assessed as in need of substance misuse intervention, and that receive a service, by at least 30%	DAT	PSA	By 2005/06
<b><i>The Rural Island</i></b>			
1.35 Promoting whole farm plans	IWC	UDP	Ongoing
1.36 Promoting rural diversification through rural buildings' re-use	IWC	UDP	Ongoing
1.37 Supporting the proposal for a Rural Centre, to provide information, advice, training courses and support for rural businesses and communities.	IWRIG		By end 2002
1.38 Supporting the retention and viability of existing services and facilities in communities	RCC	Parish and Town plans / Rural strategy	Ongoing
1.39 Ensuring "Rural proofing" is undertaken on all policies	IWRIG		From 2002
<b><i>Sustainability</i></b>			
1.40 The introduction of Employer Travel Plans	IWC, IWEP and Chamber of Commerce	LTP	2002 to 2005

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
1.41 Cutting car use for short journeys and 'school runs', by bringing in safe routes to schools and school travel plans	IWC, school governing bodies	LTP	2002 to 2005
1.42 Improving coach facilities, routing and signing	IWC	LTP	2002 to 2005
1.43 Designating and maintaining freight routes to cut the impact of HGVs on the environment and the economy	IWC	LTP	2002 to 2005
1.44 Cutting carbon dioxide emissions by 1% a year	IWC		Up to 2010
1.45 Producing and implementing a community bio-diversity action plan	Bio-diversity action plan steering group	Bio-diversity action plan 2002 - 2012	2002 to 2005 initially
1.46 Ensuring development is focused towards our towns as promoted by the UDP	IWC	UPD	
1.47 Integrating bio-diversity into the delivery of relevant services	IWC		
1.48 Producing the AONB Management Plan and securing its implementation	IWC / Countryside Agency	AONB Management Plan	2004 (5 yearly reviews)
1.49 Having regard to the purposes of AONB designation when carrying out operations or activities	All public bodies	AONB Management Plan	From 2002
1.50 Developing sustainable coastal and Estuary Management Strategies (EMS) which support the UDP	IWC	EMS and NE Coastal, Sandown Bay and West Wight Coastal Strategies/ AONB Management Plan	
1.51 Developing and implementing sustainable policies for managing the Island's coastline, ensuring the protection of people and property from coastal erosion and land instability	IWC	EMS and coastal strategies	From 2002

## THEME 1: GUARANTEEING THE QUALITY OF LIFE AND SUSTAINABILITY

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
1.52 Preparing and implementing the IW coastal shoreline management plan and complete coastal strategy studies and coast protection schemes	IW Centre for the Coastal Environment	IWSMP	Ongoing
1.53 Improving the quality of watercourses	EA / Island 2000	River restoration project	2002 - 2007
1.54 Reducing the Island's footprint, and factoring quality of life and environmental issues into decisions	IWC / IWEP		
1.55 Promoting agri-environmental schemes across the whole Island	IWRIG		Ongoing
1.56 Continuing to promote the Farmers' Markets and Sunshine Fair, and the development and marketing of Island products	IWC / Island 2000 / IWEP	LA21/AONB Management Plan	
1.57 Promoting home composting	IWC / Biffa	LA21	
1.58 Considering possible actions in the absence of a national waste reduction strategy.	IWC		
1.59 Increasing the percentage of household waste that is recycled and / or recovered to 56%	IWC		2005/06
1.60 Continuing to explore alternative sources of energy through such projects as Altener	IWC		
1.61 Improving the number of homes that are insulated			
1.62 Education programmes for the public and landlords on insulation benefits			



INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
<b>Leisure</b>			
1.63 Preparing a strategy for the management and development of parks, gardens and open spaces	IWC		By 10/04
1.64 Completing a feasibility study into the restoration of Northwood Park as an historical site	IWC		By 10/03
1.65 Preparing a strategy for the management and development of beaches and esplanades	IWC		By 10/03
1.66 Completing a feasibility study into the creation of an all Island heritage centre to include a new County Record Office	IWC		By 10/03
1.67 Providing new, and building on existing programmes of activity, like carnivals, to bring together communities to achieve common goals	IWC		By 3/03
1.68 Preparing a programme of cultural and leisure activities to be delivered in communities that will involve the majority of the community	IWC		By 10/03
1.69 Enhancing the Ryde Arts works carnival programme to encourage greater participation of people in its organisation and implementation	IWC and Ryde Artworks		By 9/02
1.70 Undertaking a baseline audit of the current state of parks and gardens, and preparing an improvement plan	IWC, Gardens Trust, NPFA		By 10/03
1.71 Completing the preparation of a play strategy for the Island	IWC, NPFA		By 3/03

## THEME 1: GUARANTEEING THE QUALITY OF LIFE AND SUSTAINABILITY

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
1.72 Preparing and completing an application for 'green flag' status for one Island park - to be used as a model for good practice for the management of all major Island parks	IWC, Gardens Trust, NPFA		By 3/03
1.73 Appointing beach and esplanade managers to ensure the care of visitors	IWC		By 04/05
1.74 Establishing five blue flag beaches no later than April 2005	IWC		By 4/05
1.75 Completing the refurbishment of the Council's leisure facilities	IWC		By 3/07
1.76 Delivering an Isle of Wight Music festival by June 2002	Wight Leisure		By 6/02
1.77 Ensuring year-round opening of the maximum number of attractions and leisure facilities	ITIA/IWC		By 10/05
1.78 Completing an extension of the Dinosaur Isle attraction	IWC		By 10/05
1.79 Investigating the potential for a national glasshouse collection at Ventnor Botanical Gardens	IWC		By 3/03
1.80 Preparing parish plans and using parish transport grants to improve the quality of life	RCC/CA		

### YOUR VIEWS

In the Spring of 2002 the public were asked if they agreed with a summary of these aspirations and actions. A very small number responded, but 92% of those who did agreed with the aspirations and 75% agreed with the actions.

### OUR ASPIRATIONS ARE

#### Better Access to Transport

- To develop a transport system, which is attractive, safe and convenient for all users.
- To ensure transport is accessible for all sectors of the community including those with mobility problems.
- To have public transport services which work together to form an integrated system and allow easy access between transport modes.
- To ensure value for money and cost-effective transport is available to all users.

#### Better Access to Leisure and Culture

- To promote the use of parks as community recreation centres.
- To encourage physically and / or mentally stimulating activities as a route to staying healthy and a foundation for a full and active life.
- To ensure everyone has equal and greater access to sporting and recreational facilities.

#### Better Access to Health and Social Care

- To develop the range of services offered by GPs and Primary Care Teams.
- To cut waiting times for services and ensure prompt access to emergency care.
- To improve the quality of national priority services in line with the National Service Frameworks and the NHS Plan.
- To keep an appropriate balance between services provided on the Island and mainland.
- To increase access to services for people with mental health problems.
- To increase opportunities for health and social care professionals to work together to provide integrated care for vulnerable people.
- To develop the NHS and social care workforce to help provide high quality services.
- To develop the range of services supporting older people and their carers.
- To see that Social Services and health service agencies continue to safeguard a range of residential and nursing home provision for Island residents.

#### Information and Communications

- To promote community involvement and access to services and information.
- To ensure public transport information is made widely available to encourage public transport use.
- To increase the use of modern technology in health & social services to improve communication, including booking of appointments and transfer of test results.

## THEME 2. IMPROVING ACCESS TO SERVICES AND FACILITIES

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
<i>Better access to transport</i>			
2.1 Making the best use of the existing transport network, ensuring the best possible facilities are available for all modes of travel and increasing the provision of bus and rail services to ensure easy travel and change of travel mode.	IWC, Transport operators	LTP /UDP	Ongoing
2.2 Establishing rural transport and bus partnerships to identify measures to improve access in rural areas, particularly for the young, disabled and elderly.	IWC, Transport operators	LTP /UDP	By October 2003
2.3 Using of rural transport grants	RCC/Countryside Agency		From 2002
2.4 Working in partnership with transport operators, encouraging the introduction and further development of easily accessible vehicles and facilities.	IWC	LTP/UDP	Ongoing
2.5 Making travel by bus more attractive through low floor buses, real time information at bus stops and other public places	Transport operators, Social Services and Housing	HIMP	0-3 years
2.6 Increasing Dial a Bus patronage by 15% between 2000/01 and 2005/06	IWC	PSA	2005/06
2.7 Providing destination information such as availability of car parks, parking spaces and diversion / congestion details	IWC, Transport operators	LTP/UDP HIMP	Ongoing
2.8 Improving transport integration by co-ordinating timetables, improving and promoting through ticketing and travel card schemes	IWC, Transport operators	LTP/UDP HIMP	Ongoing

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
2.9 Promoting competition between transport operators and encourage the availability of advantageous fares for all those who wish to travel	IWC Transport operators	LTP /UDP	Ongoing
2.10 Establishing partnerships with ferry operators to maximise the advantages of cross-Solent competition, negotiate advantageous fares and ensure the needs of all sections of the community are met	IWC Transport operators	LTP /UDP	Ongoing
2.11 Instigating travel to work programmes for Council staff and seeking to extend them in partnership with other major employers such as the NHS Trust	IWC		
2.12 Reviewing travel to school provision	IWC		
2.13 Adopting measures to make walking more convenient and safer, by the provision and upgrading of pedestrian routes and cutting conflicts with other road users through design and segregation	IWC	LTP/ UDP Rights of Way Strategy	Ongoing
<b>Better Access to Leisure and Culture</b>			
2.14 Undertaking improvements to school sports facilities through the NOF programme, and increasing community access to school sports facilities	IWC		By 3/05
2.15 Completing a bid for Sport Action Zone Funding for the Island as a means of extending the range of sporting and leisure facilities	IWC		By 9/02

## THEME 2. IMPROVING ACCESS TO SERVICES AND FACILITIES

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
2.16 Undertaking a review of the opening hours of the libraries, compared to minimum library standards, and identifying the potential for increased weekend and evening opening	IWC		By 10/03
2.17 Developing new exhibition and gallery spaces at the Guildhall to better display heritage collections	IWC		By 10/03
2.18 Opening up the IWC collection at Cothey Bottom as an educational museum store	IWC		By 3/04
2.19 Completing the collections' database for the museums service and the Record Office, and making this available online	IWC		By 10/05
2.20 Extending the provision for exercise on prescription to GP surgeries in the Newport area.	Wight Leisure		By 3/03
2.21 By extending the availability of the 'One Card' leisure access scheme to certain target groups	Wight Leisure		By 4/03
2.22 Ensuring all IWC supported leisure and recreational services are compliant with the Disability Discrimination Act regulations.	IWC		By 4/04
2.23 Developing a programme of outreach activities to overcome transport barriers to leisure participation.	IWC, Wight Leisure, voluntary sector		By 3/04

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
<i>Better Access to Health and Social Care</i>			
2.24 Developing healthcare assistants and specialist GP roles in primary care and extending the range of preventative and support services in general practice and close to peoples homes.	Primary Care Trust (PCT)	HIMP	0-3 years
2.25 Working to improve waiting times for all types of NHS and social care, particularly cancer and coronary heart disease. ● Specifically to a maximum wait of 6 months for inpatient hospital treatment and 3 months for outpatient treatment. ● Establishing an urgent call centre and one point of access to accident, emergency and other out-of-hours services.	PCT, IW Healthcare Trust, Social Services & Housing	HIMP	by 2005  by 2003
2.26 Continuing to work to improve emergency care in line with national standards, including cutting waits for treatment in the Accident and Emergency Department and for ambulances responding to category A calls	IW Healthcare Trust & PCT	HIMP	0-3 years
2.27 Health and Social Services working to improve services in line with the national standards. This will include developing mental health services and improving care for older people and people with learning difficulties. The focus will be on 'person-centred' care and offering more support to help people live independently in their chosen community. People will be given more choice of services and opportunities to take control	PCT, Social Services & Housing	HIMP	0-3 years

## THEME 2. IMPROVING ACCESS TO SERVICES AND FACILITIES

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
2.28 Continuing to develop links with specialist mainland centres of health care excellence while providing an increasing range of health and social care services close to where people live or at the local hospital	PCT, IW Healthcare Trust, Social Services & Housing	HIMP	0-3 year
2.29 Continuing to develop mental health services offering a wider range of support in the community to avoid admissions to hospital where possible - to include support teams in primary care and access to crisis support and outreach services 24 hours a day, 7 days a week	PCT, IW Healthcare Trust, Social Services & Housing	HIMP	0-3 years
2.30 Developing joint services in areas such as equipment provision for disabled children and adults, integrating health and social care assessments, and linking services for people with learning disabilities more closely	PCT, IW Healthcare Trust, Social Services & Housing	HIMP	0-3 years
2.31 Developing health and social care workforce policies that introduce a new range of roles to support more person-centred approaches to care, and promoting recruitment and retention of staff through flexible working	IW Healthcare Trust, PCT, Social Services & Housing	HIMP	0-3 years
2.32 Aiming to provide a stable workforce, including the introduction of a new range of roles to support a more flexible, person-centred approach to care	IW Healthcare Trust, PCT, Social Services & Housing	HIMP	0-3 years



INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
2.33 Continuing to develop flexible support services for carers that help them maintain their health and well being	IW Healthcare Trust, PCT, Social Services & Housing	HIMP	0-3 years
2.34 Continuing to develop services for older people which help them maintain health and remain independent in their own homes as long as possible	Social Services & Housing, PCT	HIMP	0-3 years
2.35 Providing high quality pre-admission and rehabilitation care for older people, to help them live independently by cutting preventable entry to hospital and cutting to 8 the number of people aged 75 and over who encounter delays in leaving hospital when they have recovered	Social Service, Healthcare Trust	PSA	By 2005/6
2.36 Establishing an integrated falls service to cut the risk of older people suffering permanent injury and disability due to falls	Social Service, Healthcare Trust	HIMP	By 2005
2.37 Developing an Island-wide mental health home treatment and crisis resolution service	Social Service, Healthcare Trust	HIMP	By 2004
2.38 Working with the private sector to maintain a healthy mixed economy of care so places are available when people are not able to live in their own homes	Social Services and Housing, PCT, IW Healthcare Trust	HIMP	0-3 years
2.39 Agreeing to increase the number of private sector health intermediate care beds	Social Services and Housing, PCT, IW Healthcare Trust	HIMP	2002/03

## THEME 2. IMPROVING ACCESS TO SERVICES AND FACILITIES

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
<i>Information and Communications</i>			
2.40 Developing the Isle of Wight Rural Centre	IWRIG		
2.41 Promoting the continued development of local help centres	IWC		
2.42 Considering how mobile / outreach services could be extended.	PCT / NHS Trust		
2.43 Improving access to information about health and social care, including telephone advice from NHS Direct and helping people get faster access to treatment	PCT & IWC	HIMP	0 - 3 years
2.44 Increasing the percentage of IWC frontline services with access to electronic documents to 50%	IWC	PSA	2005/06
2.45 Increasing the proportion of planning applications received and processed on line to 90%	IWC	PSA	2005/06
2.46 Working with transport operators to encourage the use of the most appropriate information technology, providing up-to-date and reliable information, both at the point of departure and before a journey	IWC, Transport Operators	LTP/UDP HIMP	Ongoing
2.47 Developing information systems linked to GPs, hospitals and social care agencies, supporting a better quality of care such as faster test result transfer between hospital and GPs, as well as booking of appointments	IW Healthcare Trust, PCT, Social Services and Housing	HIMP	0 - 3 years
2.48 Implementing the 'Peoples Network' internet link up in all Island libraries	IWC		By 10/03

## **YOUR VIEWS**

In Spring 2002 the public were asked if they agreed with a summary of these aspirations and actions. A very small number responded, but 81% of those that did, agreed with the aspirations and 76% agreed with the actions.

### OUR ASPIRATIONS ARE

#### *Including People*

- To develop and implement a co-ordinated programme of action to promote awareness and cut the extent of poverty, including lack of fuel and food.
- To promote the inclusion of people with disabilities in communities.
- To promote positive parenting skills among vulnerable and excluded parents.
- To maximise the life chances of 'looked after' children.
- To support the independence and inclusion of older people in communities.
- To encourage and improve the involvement of young people in communities and local democracy, and have communities positively welcome their inclusion.
- To ensure every individual has the chance to take part fully in Island life.

#### *Equality in Health and Social Care*

- To cut inequalities in incidence and mortality from cancer, coronary heart disease, suicide and accidents.
- To promote the mental health and well-being of Island people.
- To cut oral health inequalities.
- To continue to extend smoke-free environments on the island.
- To achieve the national target for reducing teenage conception and pregnancy.
- To develop education and learning chances which promote healthy living and life skills.
- To protect the health of people who care for relatives and friends.
- To provide care services which promote good health and prevent illness, ill health or deterioration in health.

#### *Equality in Housing*

- To ensure everyone living on the Island has access to affordable housing appropriate to his or her needs.
- To address pressing housing needs, particularly homelessness and concealed housing need.

INITIAL ACTIONS <i>Including people</i>	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
3.1 Promoting access to welfare benefit entitlements	IWC & Voluntary sector	HIMP	0-3 years
3.2 Considering establishing a fuel advisory support team (FAST) to help those experiencing fuel poverty	RCC/ IWHAC		During 2002
3.3 Developing the anti poverty initiative	RCC		From 2002
3.4 Increasing education, employment and leisure programmes for disabled people, to help them get jobs and play an active role in their community.	IWC & PCT	HIMP & Welfare to work for disabled people joint investment plan	0-3 years
3.5 Implementing comprehensive local plans to develop work and housing chances for people with learning disabilities	IWC & PCT	HIMP & Welfare to work for disabled people joint investment plan	March 2003
3.6 Implementing programmes such as Surestart in Ryde to provide information and support for parents experiencing exclusion	Surestart	Surestart delivery plan	0-3 years
3.7 Increasing recruitment of foster carers	IWC	Children's Services Plan	0-3 years
3.8 Providing comprehensive health checks for "Looked After" Children	IWC	Children's Services Plan	0-3 years
3.9 Working with older people to develop and implement a healthy aging programme, helping maintain their health and independence as long as possible, including promotion of volunteering and learning in older age, and exercise programmes such as health walks and tea dances	PCT & IWC	HIMP	0-3 years

## THEME 3. PROMOTING EQUALITY

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
3.10 Encouraging the involvement of everyone, particularly young people, in local committees and local democratic processes	IWC / Town & Parish Councils Association	Market Towns Delivery Plan	March 2003
3.11 Developing a network for all Island agencies involved with young people	IWRIG/ W2B Heard/ Connexions/ Town and Parish Councils Association/		
3.12 Rolling out the active sport programme across the Island to promote school / club links	IWC		By 10/03
3.13 Creating a network of 'hang out centres' linked to leisure facilities	Wight Leisure		1st centre in 2002
3.14 Developing a 'model' of young people 'managing' community facilities for their own needs	IWC		By 3/05
3.15 Developing the information and advisory role of the library network as central to the life of the community	IWC	Library Development plan	By 10/03
3.16 Ensuring there are clear policies for providing support and access to facilities and services for excluded target groups on the Island	All		By 3/03
3.17 Supporting activities to promote a multicultural community	IWC	Corporate Strategy	Ongoing
3.18 To progress through the equality standard for local government.	IWC	Best Value Performance plan	2002 - 2007

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
<i>Equality in Health and Social Care</i>			
3.19 Implementing programmes such as: ● the Healthy Eating on a Low Income project (HELI), ● increasing the consumption of fruit and vegetables, ● promoting the “One Card” concessionary leisure scheme and targeting smoking cessation programmes	Primary Care Trust (PCT), IWC, Rural Community Council (RCC)	HIMP  Anti Poverty Strategy	0-3 years
3.20 Cutting the number of deaths from suicide and undetermined injury by at least 20%	PCT, IWC, RCC	HIMP	By 2010
3.21 Healthy Schools and Healthy Workforce initiatives to address mental health and well-being, as well as promote good health and prevent illness, ill health or deterioration in people’s health	IWC & PCT	HIMP	0-3 years
3.22 Oral health initiatives including: ● working with parent and toddler groups to provide free toothbrushes and toothpaste, and advice about healthy eating and ● promoting healthy eating policies in schools	PCT & Surestart	HIMP & Surestart Delivery Plan	0-3 years
3.23 Supporting an increase in smoke free public facilities through the provision of smoking cessation services and advice about workplace smoking policies.	PCT & IWC	HIMP	0-3 years
3.24 Cutting the number of people smoking to 26% by 2005	PCT & IWC	HIMP	0-3 years

## THEME 3. PROMOTING EQUALITY

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
3.25 Providing sexual health and relationship education programmes in schools	PCT & IWC	Teenage Pregnancy Strategy	0-3 years
3.26 The provision of appropriate contraceptive services for teenagers and other support services	PCT & IWC	Teenage Pregnancy Strategy	0-3 years
3.27 Cutting the rate of conception in women under 18 by 15% by 2004	PCT & IWC	Teenage Pregnancy Strategy	0-3 years
3.28 Implementing the Healthy Living Centre Network funded by the New Opportunities Fund, programmes include working with young people at the Foyer in Ryde and West Wight Healthy Living Lifestyle project	Healthy living centre network	HIMP	0-3 years
3.29 Continuing to develop a range of flexible social services and health care to support carers, helping them maintain their own health and well being	IWC	Promoting Independent carers plan	0-3 years

### *Equality in Housing*

3.30 Using planning policies to increase the pool of affordable housing across tenures	Planning, Social Services and Housing	Housing Strategy/UDP	
3.31 Levying full Council Tax on second homes to produce additional resources for investing in low cost / affordable rent housing	IWC		
3.32 Developing policy to promote affordable housing through sale of land at, or below, market value and maximising the contribution made via the planning process to affordable social housing	IWC	UDP	Ongoing



INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
3.33 Promoting the setting up of development companies by Housing Associations, to cross-subsidise new affordable housing	HA		
3.34 Developing low-cost home ownership, shared ownership and other low-cost forms of tenure, particularly in the development of the Council's own land holdings	IWC/HA		
3.35 Increasing the number of social housing units for rent by 50	IWC		
3.36 Starting six shared ownership homes	IWC		
3.37 Promoting 'rent a room' arrangements to owner-occupiers, highlighting income tax exemptions	IWC	HIP	
3.38 Using Government funding to increase the supply of new build affordable units	IWC	UDP	
3.39 Ensuring the development control process delivers a range of smaller units to meet needs	IWC		
3.40 The Council using its land assets to bring forward the development of a range of type and tenure of housing units	IWC	UDP	
3.41 Promoting the conversion of buildings into smaller units, including single persons accommodation	IWC		
3.42 Implementing the Council's homelessness action plan, including its policy for bringing empty homes back into use	IWC		During 2002/03

## THEME 3. PROMOTING EQUALITY

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
3.43 Bringing 25 empty properties into private letting	IWC		
3.44 Developing models of 'very' sheltered housing with extra care and support. <ul style="list-style-type: none"><li>● pilot initial scheme with IW Housing Association</li><li>● develop proposals for the Polars, Newport</li><li>● explore options for new housing developments</li></ul>	Social Services and Housing		
3.45 Developing a service for disabled and older people, offering practical assistance with home maintenance, improvement and adaptations	Social Services and Housing		
3.46 Promoting schemes for releasing equity to enable owner-occupiers to sustain their independence	Social Services and Housing		

### YOUR VIEWS

In Spring 2002 the public were asked if they agreed with a summary of these aspirations and actions. A very small number responded, but 76% of those that did, agreed with the aspirations and 66% agreed with the actions.

**OUR ASPIRATIONS ARE**

- To build a competitive business base attracting new investment and job opportunities.
- To create a culture of innovation and entrepreneurship.
- To focus skills and education to better support business competitiveness.
- To ensure all residents share in our improving economic prosperity.
- To promote the Island as a ‘place of expression’ that can support the creative and cultural industries.

<b>INITIAL ACTIONS</b>	<b>LEAD BY</b>	<b>FORMAL PLAN (if applicable)</b>	<b>TARGET DATE</b>
<p>4.1 Establishing Cowes as the No. 1 Yachting Centre in the world through:</p> <ul style="list-style-type: none"> <li>● co-ordinating development proposals and achieving the development of 8 hectares of riverside sites for industrial units, marinas, leisure and hotels</li> <li>● improving marina facilities and increasing the number of visiting yachts by 5% a year</li> <li>● ensuring the necessary infrastructure is in place</li> <li>● supporting the British America’s Cup team</li> </ul>	<p>IWC / Isle of Wight Economic Partnership (IWEP) Local partners</p>	<p>Island Regeneration Strategy / UDP</p>	<p>By 2008</p>
<p>4.2 Developing the Island as a regional centre of excellence for high technology industry through:</p> <ul style="list-style-type: none"> <li>● improving ICT infrastructure</li> <li>● bringing forward new sites / premises</li> <li>● marketing the Island</li> <li>● creating 500 new jobs and 120,000 sq. metres of new industrial / commercial space</li> </ul>	<p>IWEP South East Economic Development Agency (SEEDA)</p>		<p>By 2006</p>
<p>4.3 Supporting the growth of the existing business base through a comprehensive range of support and advisory services. Promoting local business and commerce where possible</p>	<p>Chamber of Commerce Business Link IWEP</p>	<p>UDP</p>	<p>By 2006</p>

## THEME 4. SUPPORTING JOBS AND THE LOCAL ECONOMY

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
4.4 Promoting the growth of new business start-ups through training and business advice	Chamber of Commerce		
4.5 Ensuring sufficient land is available for employment development	IWC		
4.6 Ensuring the provision of infrastructure to support sustainable business growth e.g. housing choice, education facilities, transport network, ICT infrastructure etc	IWC		
4.7 Putting business in touch with environmental information and advice	Environment Agency		Ongoing
4.8 Developing an Island Ambassadors scheme for key business and public figures to promote available economic opportunities	IWEP		Ongoing
4.9 Developing the Isle of Wight as a centre of excellence for the composites industry including: - supporting research and development - developing customised training programmes - developing industry networks and supply chain links - by creating 80 new composite jobs	IWEP		By 2003
4.10 Developing the Island's Enterprise Hub at St Cross as the focus for an innovation network targeted at key growth sectors	IWEP		
4.11 Developing plans for alternative energy initiatives, including giving consideration to setting up a wind farm			

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
<p>4.12 Implementing the post-14 review for education and training provision on the Island, through:</p> <ul style="list-style-type: none"> <li>● securing the future of the Isle of Wight College and completing the Development Plan</li> <li>● improving the school / work transition</li> <li>● improving attainment levels</li> <li>● increasing the number of college students from Island businesses by 8% a year</li> </ul>	<p>Learning and Skills Council (LSC) IW College IWC Local Learning Partnership</p>		<p>By 2005</p> <p>By 2010</p>
<p>4.13 Ensuring that sufficient good quality affordable accessible child care places are developed for families that wish to take jobs or training opportunities</p>	<p>Early Years Development &amp; Childcare Partnership (EYDCP)</p>	<p>EYDCP Plan</p>	<p>By 2004 and ongoing</p>
<p>4.14 Increasing the number of unemployed people trained per year to 1,000, through LSC work-based learning, and Jobcentre+ programmes</p>	<p>LSC /Jobcentre</p>		<p>By 2005</p>
<p>4.15 Developing a partnership approach to the delivery of education and training provision, through:</p> <ul style="list-style-type: none"> <li>● developing the role of the Islands local learning partnership</li> <li>● securing the maximum levels of European Social Fund and other resources to support learning initiatives</li> </ul>	<p>Local Learning Partnership</p>		
<p>4.16 Regenerating the most disadvantaged areas of the Island, through:</p> <ul style="list-style-type: none"> <li>● delivering the Single Regeneration Budget programmes</li> <li>● supporting the Island's Social Inclusion strategy</li> <li>● promoting healthy living initiatives</li> </ul>	<p>IWEP Local partners</p>		

## THEME 4. SUPPORTING JOBS AND THE LOCAL ECONOMY

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
4.17 Regenerating rural communities through: <ul style="list-style-type: none"> <li>● support for sustainable communities including community services and village shop grants, and via parish plans</li> <li>● diversifying and growing the rural economy by creating 30 new businesses per annum</li> <li>● promoting 'green' tourism</li> <li>● delivering the Leader+ and Rural Development Programme programmes</li> </ul>	IWEP Local partners/ RCC/CA		By 2010
4.18 Developing appropriate and focused business support	Business Link		
4.19 Completing an information leaflet on the Island's links with historical luminaries and events, which can be used to encourage the relocation of modern day cultural industries	IWC		BY 3/03
4.20 Sourcing the development of a cultural quarter on the Island which includes space to rent for relocating, aspiring and new cultural industries	IWC		BY 3/05

### YOUR VIEWS

In Spring 2002 the public were asked if they agreed with a summary of these aspirations and actions. A very small number responded, but 81% of those who did, agreed with the aspirations and 61% agreed with the actions

**OUR ASPIRATIONS ARE**

- To help in the provision of learning opportunities that match skills-supply to the demand of the local economy and businesses.
- To promote and develop effective partnership between those providing learning opportunities and the local community, including business and voluntary organisations.
- To set up and promote a culture that values, rewards and invests in learning.
- To set up and promote lifelong/community learning through vocational and non-vocational opportunities.
- To help in the promotion and attainment of social inclusion and equality of opportunities.
- To provide each individual with the chances to achieve their full potential.
- To provide people with learning and recreation opportunities to realise the full potential of their creative skills and abilities.
- To ensure high quality education, learning and training is available and accessible to all in the community.

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
5.1 Facilitating the work of the Isle of Wight Local Learning Partnership as a forum for local providers and learners to engage and ensure that learning opportunities are relevant to local needs in raising the skills and qualifications of the labour force	Local Learning Partnership and the Hampshire and Isle of Wight Learning and Skills Council	Local Learning Partnership Business Plan and the Isle of Wight Council Adult Learning Plan.	April 2002 and ongoing with annual review and revision.
5.2 Achieving a 10% rise in participation in Basic Skills Education programmes	Local Learning partnership, IW College, Independent Training providers, IWC		By 2005
5.3 The Local Learning Partnership continuing to use its business planning process to audit local need and provide co-ordination of partnership arrangements. The Local Learning Partnership has representation on its board from the main providers and interest groups	Local Learning Partnership.	Local Learning Partnership Business Plan and the Isle of Wight Council Statutory Plans for learning.	April 2002 and ongoing with annual review and revision.

## THEME 5. DEVELOPING LEARNING SKILLS

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
5.4 The Local Learning Partnership and local providers seeking to establish an environment of continuous improvement and achievement for Island learners. This will be achieved through the co-ordination of supply-to-demand for learning opportunities and the development of quality assurance procedures with the Local Learning and Skills Council	All constituent members of the Local Learning Partnership and the Local Learning and Skills Council	Local Learning Partnership Business Plan and Isle of Wight Council Statutory Learning Plans	April 2002 and ongoing with annual review and revision
5.5 The Lifelong Learning Partnership working with all its provider partners to establish a range of vocational and non-vocational learning opportunities and programmes. These are detailed in the business plan of the partnership and the individual provider delivery plans. Much of this work is made possible by close partnership with the Local Learning and Skills Council	Local Learning Partnership in collaboration with learning providers	Local Learning Partnership Business Plan and the plans of providers, principally the Isle of Wight College, the Local Education Authority and Independent Training Providers	April 2002 and ongoing with annual review and revision
5.6 Increasing participation in family learning programmes by 20%	Schools, Local Learning partnership		By 2005
5.7 Achieving a 10% increase in the participation in Adult Learning Programmes	Local Learning partnership, IWC, IW College & Independent Training providers		By 2005
5.8 Extending the range of adult and community learning activities available into community establishments	IWC, Learning providers & LSC		Starting April 2004
5.9 Implementing formal plans to extend and enhance adult learning	Local Learning Partnership, Learning Providers, IWC and Isle of Wight College	Local Learning Partnership Plan, Adult Learning Plan	



INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
5.10 Implementing collaborative arrangements between schools, Isle of Wight College and independent training providers	IWC, IW College, independent training providers, schools and Hampshire and IOW Learning and Skills Council		
5.11 Encouraging those involved in education and training provision to work to reduce disaffection among young people, and promote inclusion of vulnerable individuals and groups. This to be reflected in the plans, policies and practices of partner funders	All partner providers of the Local Learning Partnership	All plans and policies of provider partners	April 2002 and ongoing with annual review and revision
5.12 Increasing educational support to help children in care achieve good academic standards	IWC	Children's Services Plan	0-3 years
5.13 Providing support services to help young people in care move towards independence	IWC	Children's Services Plan	0-3 years
5.14 Increasing the proportion of 19 year olds leaving care who are in education, training or employment to 64%	IWC	PSA	By 2005/06
5.15 Increasing the proportion of children leaving care with a GCSE or GNVQ qualification to 75%	IWC		By 2003
5.16 Increasing the level of inclusion of young people in education	IWC		
5.17 Making full provision for early years education, and achieve continuous improvement in attainment and achievement in full-time and part-time education and training	IWC - through the Local Education Authority IW College independent training providers	All statutory plans and provider plans.	April 2002 & ongoing with annual review and revision.

## THEME 5. DEVELOPING LEARNING SKILLS

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
5.18 Increasing the percentage of 14 year olds at or above the national standard for numeracy, literacy, science and ICT for their age, by an additional 1% over existing targets to 76%, 74%, 73% and 76%	All provider partners of the Local Learning Partnership	PSA	By Summer 2005
5.19 Extending the support programme for Basic Skills learning in primary and middle schools by 2% and 4%	IWC and local schools	PSA	By summer of 2005
5.20 Raising achievement of individual pupils by enhancing study support and pupil mentoring	IWC and local schools		By summer 2003
5.21 Achieving Government targets for the number of early years places	IWC and local schools		By 2005
5.22 Achieving 5% increases in the numbers of 16 year olds achieving five A*-C and five A*-G	IWC		By 2005
5.23 By achieving a 5% increase in the number of 19 year olds achieving level 2 qualifications (five A* - C or its equivalent)	Early Years Development and Partnership, Schools, IW College, Connexions Service and Local Learning partnership		By 2005

### YOUR VIEWS

In Spring 2002 the public were asked if they agreed with a summary of these aspirations and actions. A very small number responded, but 86% of those that did, agreed with the aspirations and 82% agreed with the actions.



**OUR ASPIRATIONS ARE**

- To get the Isle of Wight recognised as a world class destination and appreciated as one of the UK’s leading quality tourist and leisure destinations.
- To ensure residents recognise the benefits of tourism and feel ownership over how the industry will be shaped in the future.
- To maintain the Island’s distinctiveness and character by tourism development that is sensitive, sustainable, and in line with visitor and residents’ aspirations.
- To make planned tourism development sensitive to the Island’s unique rural and coastal areas, and where possible to deliver environmental benefits.
- To champion local produce in the tourism industry, benefiting residents and visitors alike.
- To seek to support and promote inward investment across all industry sectors through tourism development.
- To consider ways of cutting the dependence of visitors on their cars, in a way that brings sustainable environmental improvement whilst not affecting visitor numbers.
- To take positive action to promote the Island as a year-round destination by emphasising its range of attractions - walking, cycling, heritage, sailing, landscape and environment - as well as the more traditional attractions of the seaside.
- To enhance the quality and range of leisure attractions and recreation provision and increase the attractiveness of the Island as a visitor destination.
- To upgrade and regenerate the main resort areas.
- To ensure a range of better quality tourist accommodation.

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
<p>6.1 Creating a Tourism Development Plan (TDP) with particular attention to:</p> <ul style="list-style-type: none"> <li>● raising the profile of the Island as a distinctive destination</li> <li>● broadening the market base and lengthening the season</li> <li>● enhancing the status of tourism on the Island</li> <li>● improving the range and quality of accommodation</li> <li>● improving the quality of the visitors experience</li> <li>● improving employment prospects within the industry, through quality jobs and employees</li> <li>● look at growth markets and what needs to be done to attract these markets</li> <li>● ensuring a prosperous future for tourism</li> </ul>	Tourism Partnership	TDP	December 2002

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
<p>6.2 Developing plans for the key gateway and resort towns including:</p> <ul style="list-style-type: none"> <li>● establishing a brand / identity for each town i.e. Ryde as the indoor leisure centre, Cowes as the yachting centre</li> <li>● upgrading the infrastructure and physical environment</li> <li>● identifying and realising commercial development opportunities e.g. new hotels, casino, indoor leisure facilities</li> </ul>	Tourism Partnership	TDP	
<p>6.3 Undertaking research to:</p> <ul style="list-style-type: none"> <li>● quantify existing tourist accommodation and facilities</li> <li>● evaluate the existing contribution tourism makes to the Island economy</li> <li>● quantify the number of full and part-time jobs the tourism industry creates</li> <li>● confirm who the Island currently attracts and</li> <li>● investigate future growth markets and their value to the Island</li> </ul>	Tourism Partnership		
<p>6.4 Investigating alternative ways of securing long-term funding for the promotion of tourism and the administration of Isle of Wight Tourism</p>	Tourism Partnership		
<p>6.5 Liaising with SEEDA and consulting with other parties involved in the merger of regional tourism boards</p>	Tourism Partnership		
<p>6.6 Following national guidelines for sustainable tourism and consulting with planning officers, Island 2000 and other environmental bodies in the preparation of the TDP</p>	Tourism Partnership/ Sustainable Tourism Forum and Countryside Agency	TDP	

## THEME 6. DEVELOPING TOURISM

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
6.7 Seeking funding from the market towns initiatives, neighbourhood management budgets, and the single regeneration budget	IWC	IWEP	
6.8 Implementing the Tourism Development Plan	IW Tourism	Tourism Strategy	
6.9 Bringing forward re-development proposals for Ventnor, Shanklin, Sandown, Ryde and Newport	IWC		2003
6.10 Protecting and promoting the main hotel areas	IWC	UDP	Ongoing
6.11 Developing the Green Island Award scheme and extending the pilot to all sectors to promote and accredit environmentally responsible businesses	IWC / Environment Agency	LA21 AONB Management Plan	

### YOUR VIEWS

In Spring 2002 the public were asked if they agreed with a selection of these aspirations and actions. A very small number responded, but of those that did, 68% agreed with the aspirations and 63% agreed with the actions.

## **OUR ASPIRATIONS ARE**

### **Development**

- To see that commercial and residential development enhances the social and economic life of the Island, and respects and protects the natural environment.
- To ensure all new development is good quality and promotes and protects the character of Island settlements, through good design.
- To ensure the supply of housing of all types and tenures in appropriate locations.
- To empower local communities to become more involved in making local decisions.
- To ensure the layouts of major new housing development promote access to services, amenities and alternatives to the car.

### **The Transport System**

- To improve the physical quality of the Island's transport network by appropriate investment.
- To cut the need to travel by car, especially for short journeys, by encouraging more people to travel by cycle, walk etc.



## THEME 7: ENSURING QUALITY IN THE BUILT ENVIRONMENT

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
<i>Development</i>			
7.1 Ensuring high standards of design is a requirement of the planning process	IWC	UDP	Ongoing
7.2 Producing development briefs for major sites	IWC	UDP	Ongoing
7.3 Developing Supplementary Planning Guidance (SPG) for design, buildings in rural areas etc	IWC	UDP	Ongoing
7.4 Considering plans for the green-field development in Pan and decide on the development scheme	IWC		
7.5 Redeveloping brown-field sites and promoting the use of higher densities in new development	IWC	UDP	Ongoing
7.6 Ensuring new development reduces energy requirements, and encouraging the best use of new construction methods using environmentally sustainable materials	IWC / Environment agency (EA)		EA advice - April 2003
7.7 Lobbying Government to amend the financial regime applied by the Housing Corporation on social housing developments on the Island	IWC		2002
7.8 Undertaking consultation with local communities, through VDS, planning briefs & SPGs	IWC/CA	UDP/AONB	Ongoing
7.9 Master plans and design briefs for major new green-field housing allocations	IWC	UDP	Ongoing
7.10 Involving the community in assessing the quality of new design, through regular surveys, etc	IWC/ Architects Panel		



INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
7.11 Delivering sustainable and suitably-designed development through implementation of the UDP	IWC	UDP / AONB Management Plan	Ongoing
7.12 Involving local communities in their locality through village design statements (VDS)	IWC/IWEP	UDP/VDS	Ongoing
7.13 Implementing UDP policy to ensure redevelopment and change involves the protection and enhancement of the built environment	IWC	UDP	Ongoing
7.14 Ensuring quality design through the planning process, and understanding countryside management activities and encouraging improvement projects	IWC/Island 2000/ Countryside Agency	UDP Management Plans	Ongoing
7.15 Developing parish plans and via the Market Towns initiative	RCC/CA/ IWEP		

### *The Transport System*

7.16 Building a computer model of the Island's traffic flows, to predict and influence the development of transport use	IWC		
7.17 Improving provision for travel on foot, by cycle and on horseback, by: <ul style="list-style-type: none"> <li>● Providing and upgrading pedestrian routes</li> <li>● Linking cycle-ways and cycle tracks to provide an Island network</li> <li>● Providing bridleway crossing points and road verge horse-ways</li> <li>● Reducing conflict with other road users by design and segregation where possible</li> </ul>	IWC	Rights of Way Strategy LTP	

INITIAL ACTIONS	LEAD BY	FORMAL PLAN (if applicable)	TARGET DATE
7.18 Increasing the number of trips made on foot			
7.19 Ensuring travel by cycle is safe and convenient, by working with cycle groups and others to ensure the ongoing development of a network of cycle-ways and improvement of facilities	IWC/ Cyclewright / Environment Agency	LTP	Ongoing
7.20 Increasing the length of cycle-ways, amount of cycle parking at work and other public places	IWC/ Cyclewright / Environment Agency / Employers	UDP	
7.21 Carrying out a works programme to improve the quality of the major roads between Ryde, Newport, Cowes and East Cowes and to the West Wight	IWC		
7.22 Working with partners to establish park and ride facilities to provide easy access to public transport for car users	IWC		
7.23 Carrying forward the objectives of the Altener programme for the Island and work with partners to explore the possibilities of vehicles powered by renewable or alternative fuels	IWC		
7.24 Implementing in-situ recycling of materials for all road construction	IWC		2002 onwards
7.25 Implementing the Military Road improvements and re-opening the road main South Coastal road	IWC		

INITIAL ACTIONS	LEAD BY	FORMAL PLAN ( <i>if applicable</i> )	TARGET DATE
7.26 Completing the Ryde Interchange and improving interchange facilities at all Island entry ports to provide integration between ferry, bus, train and other operators	IWC/ Transport operators		
7.27 Improving passenger facilities at interchanges, bus stops, shelters, ferry terminal facilities and stations	IWC/ Transport operators		

## YOUR VIEWS

In Spring 2002 the public were asked if they agreed with a summary of these aspirations and actions. A very small number responded, but of those that did, 75% agreed with the aspirations and 68% agreed with the actions.

The Island's Voluntary Sector Forum is a non-membership group of all voluntary and community organisations on the Island, as well as interested individuals involved in the voluntary sector. Each year, the Forum elects a Cabinet, a Chair and a Vice Chair. The Cabinet represents the views and interests of the Forum and of the voluntary sector at large. It also takes forward prioritised issues and responds to consultations on the Forum's behalf. The Cabinet and Forum are promoted by the Rural Community Council and have been involved successfully in a series of consultation exercises including the Isle of Wight Council's programme of Best Value Reviews and Comprehensive Performance Assessment. This mechanism ideally lends itself to securing the involvement of the voluntary and community sectors in the development of the Community Strategy on the Island.

Further consultation and feedback is intended through town and parish councils as well as through local community partnerships and forums. These are of great significance allowing citizens to feel the area in which they live actually belongs to them. They may also be able to access funding denied to County, Town or Parish councils.

There are about 2,000 voluntary or community groups on the Island, which show the desire of the public to get involved in their communities. It is hoped members of the Island Futures Partnership will act as the fountainheads for their own communities of interest, both drawing in ideas and comments to the community strategy process as well as feeding back successes and explanations. Major events such as the County Show in July and the annual Garlic Festival in August provide ideal opportunities to involve the public and plans will be made for Island summits

to provide more formal opportunities for individuals and organisations to make their voices heard.

### New Ideas

The consultation events that led to this strategy also produced many fresh ideas to improve the Island over the next decade. Some of these are listed below:

- Provide sponsorship to high achieving Islanders (e.g. sportspeople) to promote the Island.
- Extend support for small / micro businesses beyond the current IW Lottery and other existing schemes.
- Introduce a comprehensive programme to rejuvenate the appearance of the seaside towns; signs, fencing, pavements, lights, etc.
- Develop a new / fourth port of entry on the Island.
- Promote an Island wide speed limit of 40mph.
- Establish a fleet of environmentally sensitive 'battery powered' cars for public use.
- Develop residential accommodation for the College.
- Develop a programme to bring talented people back to worthwhile jobs on the Island once they have qualified.
- Provide more 'apprenticeships' to solve specific local skills shortages, and cut commuting off and onto the Island.
- Build the Island's own 'Eden Project', a distinctive, international standard, major all weather attraction.
- Manage water resources in a sustainable way to reduce the chances of shortages and avoid any more environmental damage.
- Action to clean up contaminated land and to achieve healthier soils.

The ideas will not be lost. They have been passed to the relevant organisations. They will be considered and used in the future development of the strategy.

### Future Contacts

In the months ahead the Island Futures Partnership will be looking at ways to:

- \* provide more information on progress towards the Island's aspirations and vision,
- \* seek your views on the issues, and what should be done about them and
- \* spread the word about Island Futures and involve more groups and individuals, particularly those who have not yet been involved in the process.

These may include use of the County Press, the Council's Wight Insight magazine and pages on the Island's website [www.iwight.com](http://www.iwight.com). The Partnership will hold its annual general meeting early in 2003 when membership will be considered along with ways in which future meetings can be publicised and made more open to the public.

If you want to know more about the Island Futures strategy or partnership please contact:

The Policy and Communications Team  
Isle of Wight Council  
County Hall  
Newport

Tel: 01983 823110

Or you can drop it into any of these Council information points where the summary of the strategy will be available:

All libraries including mobile libraries: Social Services HQ, Fairlee Road, Newport; Cowes Neighbourhood Office, JS Whites, Cowes; Ryde Neighbourhood Office, Lind Street, Ryde; Sandown Neighbourhood Office, The Barracks, Broadway, Sandown; Newport Neighbourhood Office, High Street, Newport; Housing Department, High Street, Newport; Customer Services Centre, County Hall, Newport, Education Reception, County Hall, Newport; St Nicholas House, St Johns Road,

Newport; Planning Department,  
Seaclose Offices, Seaclose, Fairlee  
Road, Newport: Highways  
Department, Jubilee Stores,  
Newport; Civic Centre, Broadway,  
Sandown; Ryde Help Centre, High  
Street, Ryde; Wootton Help Centre,  
Brannon Way, Wootton: Shanklin  
Help Centre, Regent Street,  
Shanklin; Sandown Help Centre,  
East Yar Road, Sandown: West  
Wight Information Centre, Madeira  
House, Avenue Road, Freshwater.

The strategy is available in Braille,  
large print, tape and community  
languages. Please contact Heidi  
Marshall Tel: 823250 for details.  
Typetalk calls welcome

## APPENDIX ONE

### The wider context

There are already a vast number of plans and strategies for the Island that are produced locally. These include the Education Development Plan, The Island's Regeneration Strategy, Unitary Development Plan, Social Inclusion Strategy, Local Agenda 21 Strategy, Local Transportation Plan and the Health Improvement plan. This Community Strategy is the very first attempt to pull all these plans together and provide a cohesive framework. However, there are many regional, national and even international plans and programmes that also have some bearing on the Island. This Appendix is an attempt to list the main ones.

### Global:

The Earth Summit (1992), set out a plan of action for the 21st century (Agenda 21), aiming to meet the needs of the present without compromising the ability of future generations to meet their needs.

### National:

The Local Government Act 2000 made a power of 'well-being' available to Councils to allow closer/more effective joint working to ensure economic, social and environmental well-being.

The Modernising Government programme is aimed at improving all public services, introduced Best Value and includes e-government (i.e. all public services should be on-line by 2005).

The New Commitment to Neighbourhood Renewal / Social Inclusion is a particular range of Government initiatives mainly aimed at urban areas.

There are new organisational structures being introduced including Learning and Skills

Councils, Job Centre Plus & Primary Care Trusts while at the same time Health Authorities are reconfigured.

Government Department Strategies/Plans/Priorities and Public Service Agreements are all focusing on 'narrowing the gap' between the most deprived and the rest of the country in terms of education, employment, health, crime and housing.

Examples include:

- Towards Full Employment in a Modern Society - increasing employment levels among people currently supported on benefits related to economic inactivity)
- National Crime Reduction Strategy/Crime & Disorder Act (1998)
- Urban & Rural White Papers
- Transport 2010 - the 10-year plan

National Guidance is regularly issued on Planning; Housing; Education; Transport; Health. Examples for Health include the NHS Plan, Modernising the NHS, the National Service Frameworks etc).

The enactment of major legislation e.g. The Human Rights Act.

Other strategies and plans such as:

- A Better Quality of Life: A Strategy for Sustainable Development for the UK
- UK Bio-Diversity Action Plan

### Regional influences include:

Regional Government - Government Office for the South East (GOSE)

Regional Development Agency - South East Economic Development Agency (SEEDA) has its own Regional Economic Strategy/Agenda for Action

Regional Planning Guidance - existing (2011); emerging (2021)

Spatial Strategy  
Regional Sustainability Action Framework

Regional Transport Strategy

Regional Cultural Strategy (2001/6)

Regional Crime Reduction Framework

The South-east Social Inclusion Statement

### Sub-regional influences include:

Learning and Skills Council strategic plan

Local Plans - The major local plans listed overleaf are available from the following sources:

<b>Unitary Development Plan</b>	Planning Section, Seaclose Offices, Fairlee Road, Newport, PO30 2QS.
<b>Biodiversity Action Plan</b>	Countryside Section, Seaclose Offices, Fairlee Road, Newport, PO30 2QS.
<b>Rights of Way Strategy</b>	Rights of Way Section, Jubilee Stores, The Quay, Newport.
<b>Local Transport Plan</b>	Traffic & Transportation Section, Jubilee Stores, The Quay, Newport.
<b>Shoreline Management Plan</b>	The Coastal Visitors' Centre, Salisbury Gardens, Dudley Road, Ventnor.
<b>Education Development Plan</b>	Directorate of Education and Community Development, County Hall, Newport.
<b>Lifelong Learning Development Plan</b>	Directorate of Education and Community Development, County Hall, Newport.
<b>Youth Services Plan</b>	Directorate of Education and Community Development, Guildhall, High Street, Newport.
<b>Social Inclusion Strategy</b>	Policy and Communications Team, County Hall, Newport.
<b>Library Service Plan</b>	Library HQ, Parkhurst Road, Newport.
<b>Museums Service Plan</b>	Directorate of Education and Community Development, Guildhall, High Street, Newport.
<b>Crime and Disorder Strategy</b>	Crime & Disorder Office, South Street, Newport.
<b>Local Agenda 21 Strategy</b>	Policy and Communications Team, County Hall, Newport.
<b>Island Regeneration Strategy</b>	Isle of Wight Partnership, The Innovation Centre, St Cross Business Park, Newport, PO30 5WB.
<b>Health improvement and modernisation plan</b>	Isle of Wight Primary Care Trust, Whitecroft, Sandy Lane, Newport, PO30 3ED.
<b>Housing Strategy</b>	Housing Section, 7 High Street, Newport.
<b>Isle of Wight Rural Strategy</b>	Isle of Wight Economic Partnership, The Innovation Centre, St Cross Business Park, Newport. PO30 5WB.
<b>AONB Management Plan</b>	AONB Unit, Seaclose Offices, Newport, PO30 2QS.

**MAJOR LOCAL PLANS ( often statutory ) AND WHERE THEY CONTRIBUTE MOST TO THE COMMUNITY STRATEGY**

<b>PLAN</b>	<b>THEME</b>	Quality of Life and Sustainability	Access to Services and Facilities	Promoting Equality	Supporting Jobs and the Local Economy	Developing Learning and Skills	Developing Tourism	Ensuring Quality in the Built Environment
Unitary Development Plan (adopted May 2001)								
Biodiversity Action Plan								
Rights of Way Strategy								
Local Transport Plan 2001 - 2006								
Shoreline Management Plan								
Education Development Plan								
Lifelong Learning Development Plan								
Youth Services Plan								
Social Inclusion Strategy								
Library Service Plan								
Museums Service Plan								
Crime and Disorder Strategy								
Local Agenda 21 Strategy								
Island Regeneration Strategy								
Health improvement and modernisation plan								
Housing Strategy								
Isle of Wight Rural Strategy								
AONB Management Plan								



## APPENDIX TWO

### Delivering the strategy through the Island Futures Partnership

The Island Futures Partnership has a main board from which a smaller core group has been selected. Membership of both will be re-considered periodically. For 2002/2003 the chair of the partnership is the Leader of the Isle of Wight Council. The vice-chair is the Chair of the Primary Care Trust.

The partnership will co-ordinate the production of this strategy across all sectors of the Island community, identifying opportunities for joint working and strategic work that will add value and contribute to the overall vision for the Island. The partnership will also set up a process for monitoring and measuring achievement against the aspirations.

Individual partners are responsible through their own organisations for the delivery of specific actions that contribute to a better future for the Island, using this strategy as one guide. The partnership will act as an umbrella for other partnerships across the Island, fostering strong, multi-agency working, and seeking to avoid duplication.

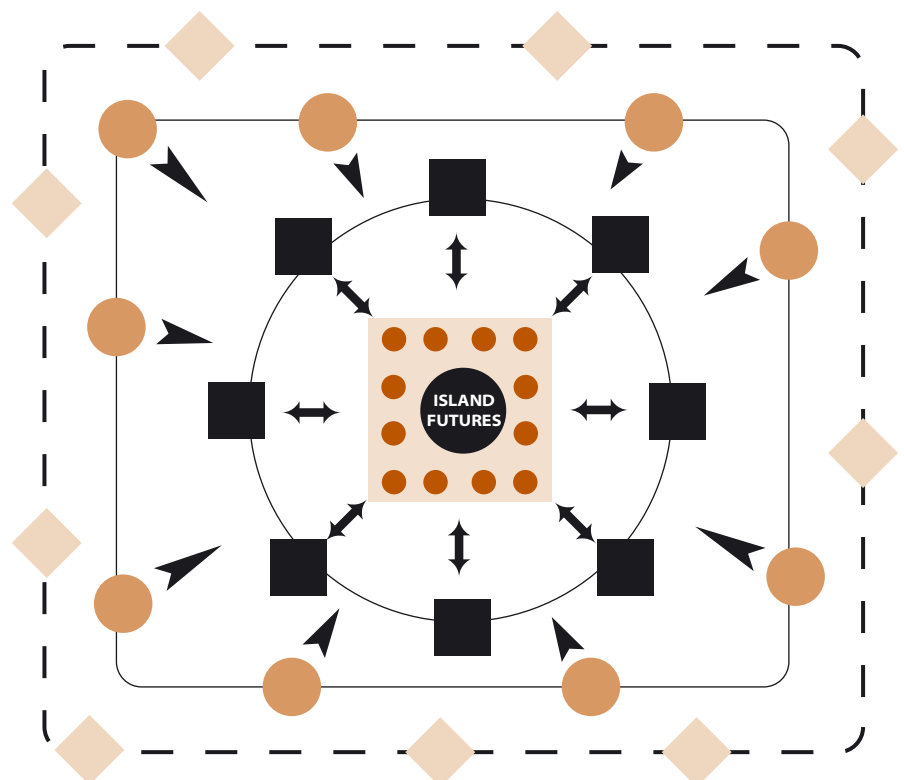
In order to support the strategy, build a wide public ownership and demonstrate accountability for its activities, the partnership will agree a number of ways in which the public and the broader membership of the various sectors and networks can participate in the Island Futures process. These will include annual meetings and reports, regular reviews of action, periodic reviews of the strategy, consultation processes and the use of events such as the Garlic Festival to secure opinions from the public and provide information on progress. A process for openly assessing success will be developed.

The partnership will also provide a focus for any appropriate cross-sector funding bids and Government initiatives, assisting and advising partners as needed. Two such activities could be the development of a Public Service Agreement (PSA) by the Isle of Wight Council and an Area

Investment Framework (AIF) by the Isle of Wight Economic Partnership. Whilst much of the work will be for individual partners to undertake or co-ordinate, the Community Strategy and Partnership itself will lend its weight to such multi agency activities, particularly with regional and national bodies.

### The Island Futures Partnership

- CORE DECISION MAKERS: Chairs and Chief executives of lead partner public private and voluntary organisations. This is the partnership as a working body, it meets regularly to co-ordinating actions and resources, make recommendations and develop the community strategy
- ISLAND FUTURES BOARD: (up to 45 members) using LSP guidance and local knowledge as a guide.
- ◆ ISLAND SUMMIT: Meets collectively as the Island Futures Partnerships once or twice a year. The organisations and interest groups could include Rural and Community Forums, Youth Organisations, SRB Partnerships, Voluntary Community Organisations, CAB, Churches and Faith Groups, Statutory Organisations, Probation Service and Benefits Agency
- REGIONAL PARTNERS: Regional and national organisations with an interest in the Island e.g. the GOSE, SEEDA, SEERA, Learning and Skills Council, the Environment Agency and the Countryside Agency.



The local partners are:

**The Isle of Wight Council**

Councillor S Smart and  
Councillor H Rees  
Mr A Kaye and Mr C Waddicor

**The Isle of Wight Economic Partnership  
Hampshire Constabulary  
Isle of Wight Primary Care Trust**

Mr J Fisher OBE  
Superintendent D Kilbride  
Mrs V Anderson and  
Mr D Crawley

**Isle of Wight Healthcare NHS Trust**

Mr A Munds and  
Mr G Elderfield

**Local Learning Partnership  
Learning and Skills Council**

Ms J Wareham  
Ms L Ovnik  
Mr W Grady and Mr R Smith

**Isle of Wight College  
Portsmouth University  
The Connexions service**

Dr P Creamer  
Mr D Pettitt

**Housing Associations  
The Quality Transport Partnership  
Southern Vectis plc  
Wightlink**

Mr J Iles  
Mr P Tuck  
Mr S Linn  
Mr R Willegers  
Mr S Dabell  
Ms C Sibley, Mr R Vetcher and  
Mrs P Lee

**The Rural Issues Group  
Young people**

Dr J Wibberley  
Mr A Clough and  
Councillor A Mellor

**Business representatives  
Rural Community Council  
Chamber of Commerce  
Government Office for the  
South East (GOSE)**

Mr B Friend & Mr P Rudling  
Ms M Blamey and Mr M White  
Mr K Smith and Mr D Charteris  
Ms C Evans

**Country Land and Business Association  
South East Economic  
Development Association  
Environment Agency**

Mr D Langford  
Mr P Lovejoy  
Mrs M Ransom

**Countryside Agency  
National Farmers' Union  
Age Concern**

Mr M Chessell  
Mr C Clarke  
Ms F Booker



## APPENDIX THREE JARGON BUSTER

Jargon	Explanation
( Local ) Agenda 21	An action plan for achieving sustainable development in the 21st century agreed, by over 180 world leaders at the Rio Earth Summit in 1992.
Acceptable Behaviour Contract	An alternative to Anti-Social Behaviour Orders, which is not legally binding. Forms a written agreement between an individual, the police & a community safety partnership, setting out the terms of acceptable behaviour.
Access Card Scheme ('One' card)	A 'frequent user' card scheme for the Council's Leisure Centres.
Area Investment Framework (AIF)	A strategic framework that seeks to match 'needs' against 'current resources' as a consistent basis for bidding to the Government.
Altener Project	A source of funds from the European Commission to develop renewable-energy sources.
Anti-Social Behaviour Order	A court procedure to impose legally binding constraints on anti-social behaviour by named individuals. May include, for example, the imposition of a curfew. Failure to comply with the terms of an order may result in a prison sentence.
Area of Outstanding Natural Beauty (AONB)	Areas of nationally important landscape designated by the Countryside Agency. Approximately 50% of the Island is so designated.
Arrest referral Scheme	A procedure by which, when the police arrest an individual they offer assistance to address any drugs misuse they may have, including referral for treatment or other services
Associated Health Action Zone (AHAZ)	An area that has poor health and significant pressures on services where partnership working and small amounts of national funding are intended to reduce health inequalities.
Best value	A Government programme of service improvement in local authorities.
Brown-field ( site )	Previously developed land.
Business Link	Government-funded agency responsible for business support services. The Island service is from the Wessex Business Link agency.
CAB	Citizens' Advice Bureau - an independent network of agencies providing welfare rights and consumer advice.
Category A calls	Calls to the ambulance service relating to cases of life threatening illness or injury.
CCTV	Closed Circuit Television - often used in town centres to help combat crime.
Chamber of Commerce	Business-support organisation, representing the voice of Island business.
Citizens' Panel	Approximately 1,500 individuals on the Island whose views are sought by the IWC through a regular programme of questionnaires.
Community	The whole population of the Island. This consists of many smaller individual areas, be they towns, villages, neighbourhoods, estates or individual streets as well as communities of interest i.e. groupings of people who may be spread across the Island but have shared concerns or interests such as older people, business people, environmentalists, volunteers or sailors.
Community Strategy	A programme of action developed by local people and organisations to improve the 'quality of life'.
Connexions	A Government programme aimed at young people aged 13 - 19. Aims to ensure they gain the information, advice, guidance & support to reach their potential, and make the transition into further education, training or employment.
Conservation areas	Locally defined areas of special architectural historic significance worthy of protection and enhancement.
Council Tax	The method by which councils raise money locally.
Countryside Agency	A national statutory body working to conserve and enhance the countryside.
Credit Union	A community-run savings and lending scheme.
Crime & Disorder Partnership	A multi-agency Island partnership responsible for co-ordinating community safety and crime and disorder issues.

<b>Crime and Disorder team</b>	A team offering information and advice on crime and disorder issues, and which co-ordinates the delivery of the crime and disorder strategy and any other requirements of the Crime and Disorder partnership under the Crime and Disorder Act 1998.
<b>Cyclewright</b>	An interest / pressure group working on behalf of local cyclists.
<b>Domestic Violence Forum (DVF)</b>	A forum that identifies services for all those experiencing domestic violence, including encouraging perpetrators to take responsibility for their actions and change their behaviour. This work applies equally to male victims and those in same sex relationships.
<b>Employment Deprived</b>	A term used in the Government's Index of Deprivation - refers to those people who want to work but who are unable to do so through unemployment, sickness or disability.
<b>Enterprise Hub</b>	An area / centre of businesses that are enterprising. The intention is that these, often starter businesses, create a climate of ideas and grow.
<b>ESF</b>	European Social Fund - a source of funding from the European Union.
<b>FAST</b>	Fuel Advisory Support Team.
<b>Foyer</b>	Accommodation for young single people linked to employment and/or training as a condition of occupancy.
<b>GCSE</b>	General Certificate of Secondary Education - state examination for 16 year olds.
<b>GDP</b>	Gross Domestic Product - a statistical measure of an areas economic wealth and performance.
<b>GOSE</b>	Government Office for the South-east (of England) - regional office responsible for co-ordinating the delivery of Government policy in this region.
<b>GP</b>	General Practitioner - a 'family doctor'.
<b>Healthy Living Centre / Programme</b>	A series of projects which aim to reduce inequalities in health through innovative means not normally provided for in mainstream government funding to the NHS.
<b>Healthy Schools Initiatives / Standards</b>	A national programme that gives schools practical support in teaching pupils about health issues.
<b>Healthy Workforce Initiatives</b>	A range of programmes being developed by national employers such as the NHS / IWC which maintain and improve the health of their workforces. Healthy Living on low incomes forum (HELI) A network of around 45 people with an interest in healthy and affordable nutrition convened by the RCC.
<b>Heritage Coast</b>	Areas of nationally important undeveloped coastline defined by the Countryside Agency.
<b>HIMP</b>	The Health Improvement and Modernisation Plan.
<b>Housing Needs Survey</b>	A five yearly survey undertaken by a council to determine the need for, amount, type, tenure and location of new housing.
<b>ICT</b>	Information & Communications Technology - a term used to refer to "high tech" information handling and communications.
<b>IWIHAC</b>	The Isle of Wight Independent Housing Advice Centre.
<b>Island Futures Partnership</b>	The local strategic partnership for the Isle of Wight.
<b>IWC</b>	The Isle of Wight Council.
<b>IWEP</b>	Isle of Wight Economic Partnership - agency responsible for co-ordinating economic development & regeneration on the Island.
<b>IWRC</b>	Isle of Wight Rural Centre.
<b>Leader+</b>	A European Union funding programme for rural areas.
<b>Listed Buildings</b>	A structure of architectural and/or historical importance designated by English Heritage.
<b>LLSC</b>	Local Learning & Skills Council - Government agency that replaced the previous national network of Training & Enterprise Councils in April 2001. Charged with co-ordinating the delivery of post-16 training and education services. The Hampshire & Isle of Wight LLSC serves the Island.
<b>Local Learning Partnership</b>	Government-funded Island partnership responsible for strategic co-ordination of skills and learning issues. Brings together all the relevant agencies including those providing training services.
<b>Looked After Children</b>	A term used in the Children's Act to describe children who are accommodated by, or on behalf of, a local authority whether the accommodation is provided voluntarily or compulsorily.

<b>LTP</b>	Local Transport Plan - 5 year plan setting out the Council's transport proposals for the Island (including parking, highways, public transport, etc).
<b>LSP</b>	Local Strategic Partnership.
<b>Market Town Initiative</b>	Funding for market towns provided by SEEDA.
<b>National Health Service Trust</b>	The Isle of Wight Healthcare NHS Trust is the local provider of many health care services on the Island, including St Mary's Hospital and other community services, including ambulances.
<b>National Health Service</b>	Government-funded healthcare in the UK.
<b>National Health Service Direct</b>	A 24 hour, nurse-led confidential help line, providing advice and information for people who are feeling ill.
<b>Neighbourhood Renewal Fund</b>	Government programme to support local community-regeneration initiatives.
<b>National Service Framework</b>	A series of Government documents that set standards and targets to be achieved via improved services for specific client groups or diseases.
<b>Neighbourhood Watch</b>	A voluntary group of residents who keep a watchful eye on their street and may report suspicious incidents to the local police.
<b>New Opportunities Fund (NOF)</b>	Lottery programme aimed at supporting health, education and environmental projects.
<b>One Card</b>	A paid-for card that provides access to various sport and leisure facilities on the Island, often at concessionary rates.
<b>PCT</b>	Primary Care Trust - Island agency responsible for improving the health of the Island community, securing high quality health services and integrating health and social care services locally. Funded via the Hampshire and Isle of Wight Health Authority.
<b>Primary care</b>	Services that are provided at home, in residential homes, workplaces and local clinical premises e.g. doctors surgeries.
<b>Primary health care teams</b>	A group of staff, usually working from a health centre or doctors' surgery, that includes the doctor (GP), community nurses, health visitors etc.
<b>Public Service Agreement (PSA)</b>	An agreement between the Government and the IWC that provides limited extra finance and other benefits to the Council in return for services performing exceptionally well. The first agreement is planned to be signed in October 2002 and will run for three years.
<b>Quality Transport Partnership</b>	Formed in 1998, the QTP is an independent transport strategy and consultative body made up of a broad range of transport providers and users.
<b>RCC</b>	Rural Community Council - Island "umbrella" agency representing the interests of the voluntary sector.
<b>Rural Development Area</b>	The Island excluding Ryde and Newport that has been designated as a depressed area by SEEDA.
<b>RDP</b>	Rural Development Programme - Government-funded programme on the Island to provide grant support for social, economic and environmental initiatives in rural areas.
<b>Rural Issues Group (IWRIG)</b>	A non statutory strategic planning body for rural areas linked to the Isle of Wight Economic Partnership.
<b>SEEDA</b>	The South East Economic Development Agency.
<b>Shoreline Management Plan (SMP)</b>	The Isle of Wight SMP was completed in 1997 and is reviewed every year. It establishes sustainable defence policies for the whole of the Island's coastline for the next 50 years.
<b>Supplementary Planning Guidance (SPG)</b>	Additional to the UDP - may take the form of design guides, area development briefs or supplement other policies in the UDP.
<b>SRB</b>	Single Regeneration Budget - Government funded programme to support local regeneration.
<b>Surestart</b>	Surestart Ryde is one of 60 Government-funded projects across the country aimed at helping an area's youngest children gain the best possible start in life.
<b>TAS report</b>	An annual audit of bus services in England.
<b>Tourism Partnership Limited</b>	A limited company, with Directors representing the Isle of Wight Council and The Island Tourist Industry Association, which oversees the running of Isle of Wight Tourism and sets strategy for future marketing and promotion.
<b>UK</b>	United Kingdom.
<b>Unitary Development Plan (UDP)</b>	A planning document planning policies to encourage and guide development on the Island's and to protect and enhance the environment.



<b>Village design statement (VDS)</b>	An advisory document, usually produced by a village community, suggesting how development might be carried out in harmony with the village and its setting. May be given weight by being approved as supplementary planning guidance.
<b>Wight2Bheard</b>	A new project that brings young people on the Island together with those making important decisions on the community, environment and life opportunities on the Island.
<b>Wight Wheels</b>	Voluntary sector project providing transport solutions to help people access jobs or training. Includes the lending of mopeds and grants towards the first month or two of public transport costs.
<b>Youth offending team</b>	This co-ordinates youth justice services locally and carries out the functions assigned to the team under the Youth Justice Plan.

#### **APPENDIX 4**

### **HOW WE GOT HERE - THE CONSULTATION PROCESS**

Over the last 18 months the IWC has used its unique position as the prime democratically-elected body on the Island to ensure a true community strategy is developed through an inclusive process. The process has been built on the firm foundations of:

- Existing partnerships, such as Quality Transport and Crime & Disorder,
- Current plans & strategies, such as the award-winning Island Voices ( LA21) strategy, the Unitary Development Plan, the Local Transportation Plan as well as the plans of partners such as the Health Improvement and Modernisation Plan.

The production of the strategy and the creation of the Island Futures Partnership have proceeded in parallel.

- In early 2001, 6 brainstorming sessions were held for business and local community leaders on such topics as transport, the environment etc. These were run by private consultants and were attended by over 125 people and representatives of some 30 organisations.
- Outline proposals for a local strategic partnership were discussed at a day-long conference in Cowes in March 2001 along with the outcomes from the brainstorming sessions. Some 80 people attended the conference.
- Following the initial

commitments made at that meeting, task groups were set up to examine critical issues for the Island's future. The task groups addressed the following issues: transport, social inclusion, lifelong learning, housing, health and social care, jobs and regeneration, and tourism.

- The convenors of the task groups included the Chief Executive of the Primary Care Trust, a Housing Association Chief Executive, the Chairman of the Tourist Industry Association and the Council's Director of Education and Community Development.
- An ongoing briefing programme was provided to Town and Parish councils and other partners such as the health and economic development partnerships.
- Members of the new Council were briefed on the Island Futures process after the election in June 2001, and in October 2001 agreed to promote the creation of the Island Futures partnership (LSP).
- A consultation document on the role of the Island Futures partnership was circulated in November and the partnership was launched in January 2002.
- Organisations such as Connexions were contacted separately to broaden the groups involved in the Island Futures process.
- The task groups completed their work, which was used in a formative consultation programme during November/December 2001. Ten Saturday roadshows

were held in towns across the Island. These featured local musicians, street artists etc. and were visited by over 2,000 people. The consultation document was widely available via council offices, village stores in medical centres, the local hospital etc and electronically on the web. Over 1,300 responses were received. A roving video team toured rural areas and more than eight hours of interviews were recorded primarily with young people.

- High school students entered into the Island Futures process enthusiastically and designed their own consultation process, culminating in an arts showcase in March 2002 attended by 250 people in the Medina theatre. Prizes were presented by famous Islanders for the best depiction of the future in art, dance/drama, song, photography and poetry.
- Individual schools such as Solent and Nodehill used Island Futures information for pupils in their own lessons and development days.
- The results of the formative consultation exercise were written up into a draft upon which the public / partners were formally consulted between May and July.
- The strategy was formally published in late summer 2002.



