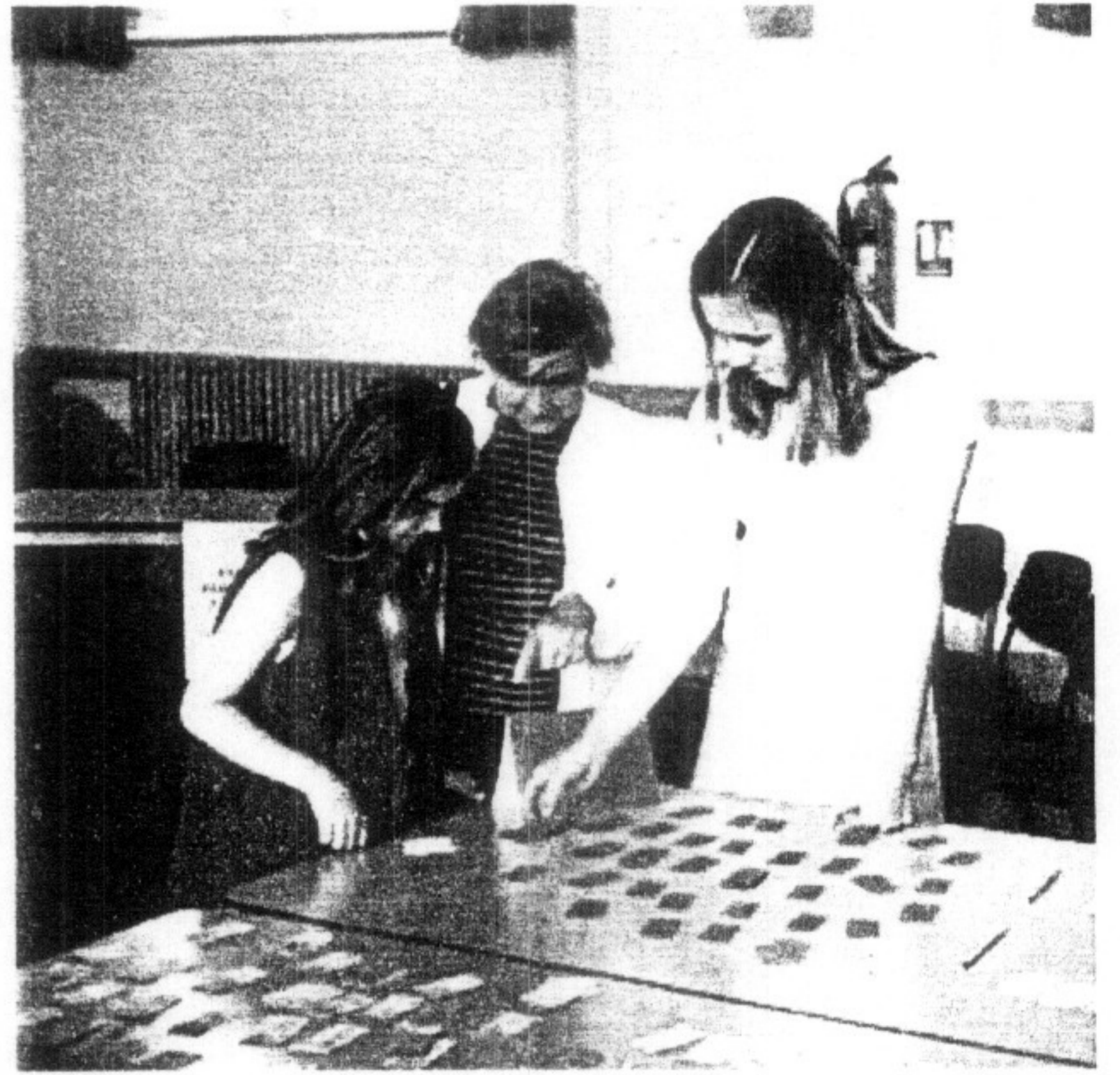


**EAST COWES TOWN PLAN
SEPTEMBER 2004**



**SUPPORTED BY THE COUNTRYSIDE AGENCY AND
THE RURAL COMMUNITY COUNCIL**

**Members of the East Cowes Community Action
Group supported by the Business Association
produced the Town Plan**

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INTRODUCTION FROM CHAIRMAN

Mrs. Nora Wray

In March 2004 I was asked to attend a Town Planning meeting to obtain the views and wishes of as many Residents as possible, in order that their opinions and suggestions could be forwarded to SEEDA for consideration in the East Cowes Waterfront Project.

As I listened to what was being said I realised that this Town plan could work...so many people interested in East Cowes at last.

For my sins I was selected as the Chairperson for this steering group.

At the next meeting 20 or so people attended and it was agreed to produce a questionnaire, and proceed with a Town Centre survey.

On a lovely spring day in April the survey commenced, the response was amazing, with us running out of questionnaires. More were quickly produced.

Over the next four weeks we were all kept busy delivering the questionnaires. The interest was fantastic, the Town Hall letterbox had never been so busy, and it even turned red! We were all very impressed by the Residents' interest in the survey. Our task was made easier by all of you.

The information has been collated and will be forwarded to the Urban Town Planners, with a copy to SEEDA.

I wish to thank you all on behalf of myself and the group for your assistance and support in providing this information.

We are looking forward to the next stage of the project.

We will keep you informed of developments, so PLEASE stay interested, and supportive of us. With everyone working together, lets help to create a better place for all.


Nora Wray

FORWARD TOGETHER

Location

East Cowes is situated on the north coast of the Isle of Wight overlooking the Solent waterway and on the east bank of the River Medina. The north east of the Town is bordered by the adjoining private properties of Norris Castle, Springhill farm, with the Convent of St Holy Cross and Osborne House. The Esplanade has views of the Solent to the north and Cowes to the west. Open farmland and industrial premises share the southern boundary with the small community of Whippingham just beyond

The Primary and only road into East Cowes is the A3021, which is a spur off the A3054 Newport to Ryde. The only other methods of entering or leaving the town are via the chain link ferry to Cowes or the car and passenger ferry to Southampton. A regular bus service operates from the town to Newport and Ryde.

East Cowes is the home of probably the largest employer on the Island GKN Aerospace currently employing some 800 people. Unfortunately, about 75% of this workforce resides out of the town and therefore contribute to a large traffic flow twice a day. The traffic flow in and out of the town increases on an hourly basis due to the arrival and departure of the Red Funnel Ferries. This traffic, complete with juggernaut lorries, continually congests the two main roads within the town.

East Cowes residents became very concerned after GKN Aerospace announced that it would be reducing it's workforce and selling a large area of the industrial site (North Site) for re-development. A second announcement followed a few months later that the Sports and Social Club would be closed under the GKN Aerospace closure package. The Town Councillors had the foresight to realise that these closures would have a dramatic affect on the Town.

At this point it was agreed that the Council would take the initiative and invite residents to form a working committee, to obtain views on how best to re-generate East Cowes.

During the spring of 2004, the Rural Community Council (RCC) in Newport was asked to offer advice and assistance in the formation of a working group.

The first meeting was held on Thursday 18th March 2004, in the Town Hall, East Cowes. The RCC gave a presentation outlining the rationale behind the production of a Town Plan and the need to work in

conjunction with SEEDA and the Urban Town Planners for the benefit of the Community.

The Town Clerk explained that funding sources were available to the group, and that an application had been submitted to the Countryside Agency. Many residents discussed the pros and cons of forming yet another committee. Discussions took place on the advantages of future developments and the need to assist in upgrading the Town Centre.

A group of residents with the backing of the Town Council decided to form a working committee. With the advice from the RCC a working group was duly constituted. Mrs. Nora Wray was elected Chairman. A second meeting convened on 1st April 2004, in the Town Hall to discuss the contents of the Survey, and the logistics of its distribution to the residents.

Various questions were asked and discussed, and the broad line of the survey took shape.

Meetings were held every two weeks up to the final draft of the survey, and its distribution in early May 2004.

Prior to distribution, advice had been sought from a number of professional agencies on the best way to obtain information.

At this point we wish to acknowledge the following organisations for supplying information from previous consultations

EAST COWES HERITAGE CENTRE

EAST COWES ENTERPRISE

As previously stated a grant form was submitted through the Town Council to the Countryside Agency in January 2004, which was approved. Money was received in April 2004.

HOW DID WE GET THE MESSAGE ACROSS?

The Working Committee's first step was to consult members of East Cowes Business Association, Head Teachers, and Directors of the North Medina Community Development Trust Ltd (NMCDDT) and members of the Cowes Waterfront Project.

At the same time a notice was placed in County Press 'Village Talk' inviting residents to attend the first meeting and take an active part in the proposed plan.

It became clear that a higher profile was needed to generate support for the project.

Posters and leaflets were strategically placed in the Library, Community Shop Meadow Rd, Health Centre and the Town Hall.

By the end of April residents were aware of the forthcoming survey and a large number of volunteers, under the guidance of Mrs. Nora Wray, offered to distribute the survey forms.

On Saturday April 24th the team set up survey tables around the town and started face-to-face discussions with residents. "Tell us what you want to see in the Town"

In May we started distributing the survey forms to residents homes. From the early stages the demand exceeded the supply, and more forms were hastily prepared and delivered for distribution. By the end of June the working committee had hand delivered over 2,400 copies. By mid July 1059 responses had been received. A phenomenal response by any standard (survey report enclosed)

Saturday 10th July 2004, the "Open day" meeting took place. It was an excellent day with almost 200 residents visiting the Town Hall. Residents were invited to take part in the "Planning for real exercise" and to express their views on the SWOT (Strengths Weakness Opportunities and Threats) relating to the town. Some excellent suggestions were offered and incorporated in the town plan. Local Planning Officers and members of the Town Council were in attendance to offer assistance.

The following schools:

East Cowes Primary, Holy Cross First School and Whippingham Primary produced paintings showing the needs of the younger generation.

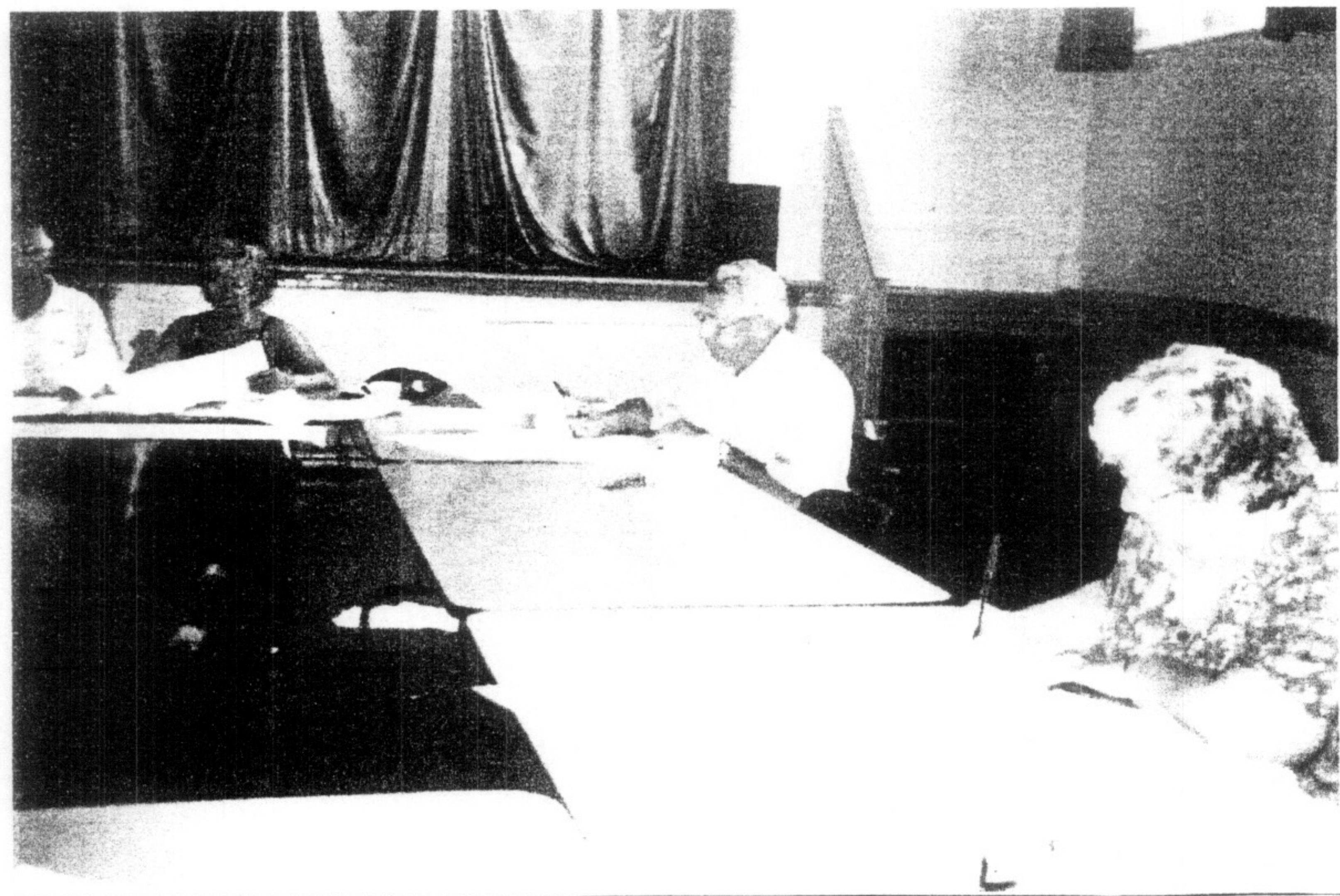
Prizes were given to all participating schools (Children's comments included in the report.)

Osborne Middle School provided additional written comments, which are also included in this report.

The youth groups in the Pavilion produced a series of photographs highlighting the good and bad aspects of the town; these pictures were placed on display in the hall.

Prior to the Open Day the team of volunteers spent three consecutive Monday mornings doing the analysis report. The total time spent on this task exceeded 35hours. Thank you all for your support.

**MEMBERS OF THE SURVEY TEAM
REVIEWING YOUR COMMENTS**



	A	B	C	D	E	F	G	H	I
1	EAST COWES TOWN PLAN SURVEY								
2									
3									
4	FEMALES RESPONSES					POST CODE AREA			
5									
6	AGE GROUPS					Number			
7	UNDER 15					8			
8	15-25					46			
9	25-40					88			
10	40-55					150			
11	55-65					173			
12	OVER 65					245			
13						Total 710			
14	BUILDING DEVELOPMENT								
15				YES		NO		DON'T KNOW	
16	Affordable housing to rent			342		413		29	
17	Affordable housing to buy			376		85		20	
18	Free housing market			144		151		82	
19	Flats			137		245		42	
20	Second Homes			34		380		24	
21	Mobile home park			69		335		37	
22	Other			10		21		7	
23									
24	TRANSPORT / ROADS								
25				YES		NO		DON'T KNOW	
26	More parking spaces			421		50		7	
27	speed ramps			171		213		4	
28	speed limits			323		114		13	
29	cycleways			344		72		13	
30	indoor car park			154		242		36	
31	additional street lights			277		120		33	
32	extra yellow lines			80		280		25	
33	other			1		6		12	
34									
35	COMMERCE/BUSINESS								
36				YES		NO		DON'T KNOW	
37	Improved shopping facilities			475		15		7	
38	Light Industry			366		72		19	
39	Bank			478		13		4	
40	New Supermarket			395		81		4	
41	Butcher/Baker/ clothes shops			489		81		4	
42	other			12		0		9	
43									
44									
45									
46									
47									

	A	B	C	D	E	F	G	H	I
48	TOURISM								
49				YES	NO			DON'T KNOW	
50	Bed/ Breakfast			391		57		17	
51	Hotel/ restaurant			365		67		14	
52	additional caravan sites			67		388		21	
53	major tourist attraction			251		198		19	
54	Upgrade Esplanade			478		98		16	
55	Other			7		2		4	
56									
57									
58	WOULD YOU SUPPORT THE FOLLOWING?								
59				YES	NO			DON'T KNOW	
60	Licensed Town Hall			520		57		16	
61	Nature reserve			447		55		19	
62	Theatre facility			300		153		35	
63	Duck pond			282		126		31	
64	Swimming pool			507		59		14	
65	Bowling green			435		43		24	
66	Creche facilities			325		75		39	
67	Cinema			278		127		25	
68	Doctors' surgery improvement			433		36		24	
69	Other			0		0		0	

	A	B	C	D	E	F	G	H	I	J	K
1	EAST COWES TOWN PLAN SURVEY RESULTS										
2											
3											
4											
5											
6	MALES RESPONSES										
7						Numbers					
8	AGE GROUP					1					
9	under 15					6					
10	15-25					10					
11	25-40					41					
12	40-55					78					
13	55-65					78					
14	over 65					135					
15	Total					349					
16	Building Development										
17				YES		NO				DON'T KNOW	
18	Affordable housing to rent			177		95				21	
19	Affordable housing to buy			190		72				14	
20	Free housing market			90		89				44	
21	Flats			74		140				24	
22	Second homes			22		204				17	
23	Mobile home park			45		184				15	
24	other			10		15				20	
25											
26											
27											
28											
29	Transport/Roads										
30				YES		NO				DON'T KNOW	
31	more parking spaces			242		36				10	
32	speed ramps			164		149				12	
33	speed limits			181		83				11	
34	cycleways			215		43				5	
35	indoor car park			142		141				34	
36	more street lights			171		99				15	
37	extra yellow lines			56		181				12	
38	other			10		9				9	
39											
40	COMMERCE BUSINESS										
41				YES		NO				DON'T KNOW	
42	Improved shopping facilities			265		5				7	
43	Light industry			210		35				18	
44	Bank			287		9				6	
45	New Supermarket			223		54				12	
46	Butcher / baker/ clothes shops			226		4				10	
47	other			39		2				6	

	A	B	C	D	E	F	G	H	I	J	K
48											
49	TOURISM										
50				YES			NO			DON'T KNOW	
51	Bed/breakfast			195			47			15	
52	hotel/ restaurant			201			42			19	
53	additional caravan site			30			192			23	
54	major tourist attraction			123			94			22	
55	upgraded esplanade			358			44			21	
58	other			6			4			7	
57											
58											
59											
60	WOULD YOU SUPPORT THE FOLLOWING?										
61				YES			NO			DON'T KNOW	
62	Licensed Town Hall			195			34			123	
63	Nature reserve			234			30			11	
64	Theatre			177			71			22	
65	Duck Pond			153			69			24	
66	Swimming Pool			202			53			21	
67	Bowling Green			211			30			19	
68	Creche Facilities			164			40			41	
69	Cinema			153			83			34	
70	Doctors' Surgery Improvement			201			19			23	
71	Others			21			6			10	

ANALYSIS OF RESPONSES:

The following table provides a detailed breakdown of the number of replies received under the heading of :

WHAT PROJECTS WOULD YOU LIKE TO SEE UNDERTAKEN IN THE TOWN?

East Cowes Town Plan Survey	numbers
More Police + More law enforcement/active police response/More security at night time	53
Improve Red Funnel parking/move away from centre of the town/resolve red funnel traffic congestion/pedestrian crossing at Red Funnel. Restrictions on future development of Red Funnel/less domination/ Ferry traffic blocks roads/ Fares too high/ Relocate red funnel/Restrict Red Funnel/Concessions for islanders on Red funnel/Vests buses/concession fares/Long term impact of Red funnel Traffic to be considered/better traffic scheme to handle red funnel traffic/Access from Red funnel to Coast Guard cottages	53
Youth sports centre/amenities for young people/Youth Clubs/Youth Hostel	39
NHS Dentist	32
Leisure centre gymnasium	26
More facilities for young people + proper sports/activity centre + club house/gym for all ages	23
Clean up beach/clear seaweed/Remove stinking seaweed at beach/marina development/Improve beach	23
Banks/ to attract more businesses	22
Rapid development GKN site/GKN workers to blame for litter from cars/hogging parking places lunch time/Make GKN club into community club/retention of coops areas around GKN site/GKN employees wishes to have an opinion/GKN to use car park/GKN car park to be used as long stay parking	21
Shops/local shops/encourage small shops/improve shops/more help to keep small shops open	20
Restaurants/Bars/Hotels/Café/Coffee bar/high quality hotels/restaurant on seafront/Pubs	18
Chemist/Pharmacists	16
Esplanade paving needs improvement/seafront development/More lighting esplanade Pavement on Esplanade needs repair to castle point - dangerous/play area on esplanade	16
Improve infrastructure for new homes/Halt new development	14
Retain existing nature reserve	14
Incorporate theatre/town hall/Town hall upgrade/Theatre and town hall combined	13
Activities for children's + toddlers/evening activities for kids	12
New Dr. Surgery- What is wrong with the one we have off York Ave IDr's surgery open 6 days and parking area/ surgery extended /New doctors surgery at Whippingham	12
Cheaper bus service/Local free mini bus	11
Green grocers	10
More and clean toilets open all year at esplanade	9
Seating areas/Seating areas at sea front	9
Parks with picnic areas/Park area/more green spaces	9
Less traffic using York Avenue/speed breakers at York Avenue/time restrictions on parking at York Avenue/Turn Well Rd. and York Ave. outside fire station into a roundabout	9
Fixed bridge from East to West Cowes	9
Upgrade town centre	8
Road system to be overhauled completely	8
Parking revision/ Parking permits/More parking	8
More access to riverside	8
Angel Radio Base/Community radio	8
Yellow lines not York Avenue	7
Residential/Nursing homes/Elderly homes	7

VI OSBORNE MIDDLE SCHOOL COMMENTS

Osbourne Middle School set a comment sheet for pupils to complete. It read simply "when East Cowes is developed, I would like to see....."

122 responses were received, covering a multitude of topics. Some highlighted what children would like NOW, while others looked to the future and included things that adults might want too.

Top of the list was a SWIMMING POOL (40%) some offering extra comments, like water slides.

IMPROVED PLAY facilities came next with 28% of the responses asking for better/ new/improved facilities in the town

24.5% would like to see a leisure/sports centre

11.5% thought that a cinema was a good idea

12% wanted to see some form of Theme Park/ funfair

14% would like to see some form of fast food outlet

SHOPS were high on their list with 19% wanting a new supermarket and 12% wanted a shopping mall/ centre.

Various types of shops were mentioned (see separate list) but overall, 57% wanted bigger, better or just MORE shops (This figure was achieved by adding together all of the responses asking for a shop of any sort)

CHILDRENS PAINTING COMPETITION
EAST COWES

Ideas submitted by

EAST COWES PRIMARY SCHOOL

Swimming pool

Swings

Fast Food Outlets

Museum

Better Library

Ice Rink

Shops Various Individual (shoes Clothes etc)

Football pitch

More Police

Disney Store

Dentist

Hospital

Wild life Centre

Matalan and Toys R' Us Stores

HOLY CROSS FIRST SCHOOL

Matalan, Asda and Toys R'Us Stores

Swimming Pool

Museum

Seafront Water Slide

Clubs for all ages

Football Club

Cleaner Paddling Pool

Walking Trails

Extreme Play park

Natural Trails

Crazy Golf

Peter Pan Playgroup

Mini Butlins

Jungle Jims

WHIPPINGHAM PRIMARY

Swimming Pool

Play park Seafront

Covered in Paddling Pool

Pond

Clean Seafront

ENVIRONMENT

Fewer houses
Build a bridge
More bins
Nicer buildings near ferry
More sand
Wildlife park

Improved toilets
More grass/fields
Coastal footpath
Clean beach
Bridle paths
Improve sewage system

LEISURE

Bowling Alley
Hotel
Seaside Attractions
Better youth club
Children's gym
Disco Hall
Museums
More clubs for kids
Improved skate park
Bistro
Fast food outlets

Arcade
BMX/scooterpark
Ice rink
Mini golf
Horse riding
Night club (kids)
New paddling pool
Restaurant(s)
More pubs
Somewhere to hang out after school

SPORT

Rugby Club
Tennis Court
Pitch painted regularly
Goal posts on Rec
Circuit for remote cars/planes
Swimming pool

Basketball net
Astro turf
Football stadium
Dirt tracks for bikes
Leisure Centre

HEALTH

More doctors
Hospital

Dentists
Smokers' bar

CRIME AND DISORDER

Police Station
Better crime and vandalism watch

SHOPPING

Shopping centre/mall
WH Smith
Virgin
MK1
Skate shop
Clothes shop
Toy shop
Bike accessories
Nail Bar
Sweet shop
Sports shop
Market

toys r us
Woolworths
Skintrade
Tammy/Etam
Shoe shop
Arts & Crafts
Game/model shop
Music store
Video shop
Book Shop
Ice cream parlour
Supermarket

FOOD OUTLETS

Asda
Burger King
Pizza Hut
Chinese Take away
Coffee House

McDonalds
KFC
Indian Take away
Bars/Bistro

SURVEY RESULTS & ANALYSIS WHAT HAPPENS TO THE INFORMATION FROM THE SURVEY?

The next course of action is to discuss the key issues with the working committee, and members of the Town Council. The bulk of the information will be passed to the newly appointed Urban Design (LDA) head master planners for the East Cowes project.

Initial consultation has taken place and LDA have requested details of the survey report as soon as possible.

Members of the Town council and the working committee members are prepared to pass all information correlated , and the same time discuss their ideas with the Urban Town Planners.

East Cowes SWOT Results

STRENGTHS

seafront could be really wonderful if tidied and flowers planted - more seats
unique seafront
beautiful town hall but it needs a facelift
current regeneration
interesting range of housing
relaxing seafront
2 recreation grounds
good, friendly local shops
nautical heritage
community spirit
regular bus services (x2)
the people (x3)
victorian heritage
ferry port
gorgeous seafront
smart riverside housing

THREATS

too many negative objectives
apathy x 6
think of East Cowes as a whole
no long term thinking/ lack of forward thinking
negativity
red funnel x 10
lack of cohesive plan
take over by yachtsmen
not enough community spirit
parochialism
opposition to change
bring back discipline
failure to grasp the nettle
money and support
money
people involved in everything
volunteers help
if the need to get money into the town becomes more important than
what the residents need and want there must be a balance between
businesses and residents' needs

OPPORTUNITIES

this can be a good opportunity to shape our town but it needs support
knowing what we want
project cowes
make gkn clubhouse into community sports centre

use westlands for community not car park or housing
use westlands social club for community and parking NOT housing
much more community involvement to make your voice heard
sponsors money
raise the seats on esplanade so you can see over the wall
revamp the centre to encourage tourists to visit not
just drive through
social club (x4)
health, leisure, social club
sponsorship or money
community spirit
revamp bowling green and use the building

WEAKNESSES

road structure needs sorting to give a good flow
dog mess
not enough shops
no bank (for older folk who can't travel easily x2)
more facilities for people of all ages
swimming pool
no banks (x5)
no butchers
no veg shop
infrastructure - roads health facilities
inadequate for future growth
red funnel taking over
lack of restaurants/ nice pub
false negative image
woodland walks have become dog walkers paradise
need a variety of shops why should we always
have to go to Newport? (spending a fortune on the bus)
what aren't east coves shortcomings?
why is the town plan just for a few roads? Surely everyone
who has east coves address should be considered
library facilities need improving
we need more parks and open spaces
more shops not estate agents
more dog bins
roads in and out of east coves
one road in and one road out
only one road in and out in emergency access may be blocked
somerfield shop front
no noticeable town hub
lack of good bar.....for young people (21-35) why should

ACTION PLAN

Policing

	<u>By Whom</u>	<u>By When</u>	<u>Cost to TC/CP</u>
1. Invite Police Superintendent to talk to Residents on Public Order Issues	T.C	Oct.2004	Nil
2.Consider appointing a Town Warden	TC/E.C.C.P	Nov. 2005	Precept

Leisure

1. Support the Community Partnership in Obtaining a Bandstand on Esplanade.	E.C.C.P	Dec. 2004	Medium. Costs
2. Purchase Hangout shelter for Teenagers. Victoria Recreation	T.C	July 2005	£9000.00
3.Support the need to re-establish Green bowls facility	E.C.C.P	Sept. 2005	Significant

Transport/Traffic

Request a full traffic management plan be carried out within the Town	T.C	April 2005	Nil
Discuss Traffic calming/ parking York Ave.	C.C/T.C	April 2005	Nil
Re-instate yellow lines/No Parking opposite Pelican crossing	C.C/T.C	Dec.2004	Minimal
Review Wells Rd.Parking Loading with Somerfields Superstore	C.C/T.C	Dec 2004	Nil

Environment

Volunteers to hold Beach Clean Up Twice a year led by Town Cllrs	T.C/E.C.C.P	April 2005	Nil
Work closely with RCC to obtain Project funding	T.C/E.C.C.P		Nil
Discuss possibility of Cycle Path	C.C.	Dec.2005	Significant

Communications

Continue to work and support Volunteers	T.C/E.C.C.P	Ongoing	£500.00 pa.
To support the Community Partnership	CC/TC/ECCP		£3000.00pa

Environmental Group in providing Flowers and street planting	CC/TC/ECCP	ONGOING	£3000pa
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Support Local Magazine (Beacon) Free delivery to every house	T.C/NMCDT		£500.00 pa
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Key

CCCounty Council

T.C..... Town Council

E.C.C.P.....East Cowes Community Partnership

NMCDT.....North Medina Community Development Trust Ltd

Acknowledgements

East Cowes Town Council would like to thank the following for their help in the production of this Town Plan

The Mayor Peter Lloyd

Chairman Nora Wray

R.C.C Rural Services Manager Estelle Thomas

Town Councillors Margaret Prior. Margaret Webster

Harry Eaglestone

Muriel Miller

VOLUNTEERS

Paul & Gail Ebbatson

Jennifer Lea

Jan Elliott

Muriel Bridson

Grace Brooks

David & Sarah Burdett

Olive Parsons

David & Marlene Chester

Madge Smith

Eileen Adsett

Nick Day

Gill Norris

Dorothy Hughes

Sharon Lake

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