

# oneIsland

Your magazine from the  
Isle of Wight Council  
Issue seventeen  
July 2008  
[www.iwight.com](http://www.iwight.com)

Flying the sporting flag  
Young athletes star at world games





Welcome to the July issue of the council's magazine, which this month celebrates the achievements of our young sportsmen and women at the recent Youth World Island Games in Guadeloupe.

They proudly flew the Island's sporting flag at the games and many, no doubt, will be playing a major part when the Isle of Wight hosts the Island Games in 2011.

Also in this edition we look ahead to Skandia Cowes Week, and provide useful information about many of the onshore arrangements organised by the council for the regatta.

A few months ago we heard about the Island's success in securing major investment for our roads through the government's Private Finance Initiative. In advance of this we are carrying out a significant resurfacing programme on our highways, details of which can be found in this issue.

During the summer, as throughout the rest of the year, we will be involved in numerous projects to improve services and facilities for Island residents and visitors. Many of these are part of our One Island programme, which linked with our Eco Island vision, will continue to bring the improvements which the Island deserves.

**Councillor David Pugh,  
Leader of the Isle of Wight  
Council**

**One Island** is published each month, except for September and January – these editions are combined with those of the previous month. If you have community news to share with other readers or would like to advertise in *One Island*, we would like to hear from you.

We also welcome your letters – you can contact us by post, email or telephone.

**Post** One Island, Communications, County Hall, Newport  
PO30 1UD

**Email** Onel Island@iow.gov.uk

**Telephone** 823105

## makingcontact

### USEFUL CONTACTS

Isle of Wight Council, County Hall,  
Newport PO30 1UD

**Fax** 823333

**Email** customer.services@iow.gov.uk

**Website** www.iowight.com

### TELEPHONE SERVICES

**Call centre** 821000

Mon to Fri: 8am to 6pm

Saturday: 9am to 1pm

For telephone assistance we recommend you contact the call centre directly where we aim to answer as many enquiries as possible at this first point of contact.

#### Popular numbers

Automated telephone payments	559310
Council tax	823901
Education	823455
Environmental health	823000
Housing benefits	823950
Libraries	203880
Licensing	823159
Planning	823552
Refuse collection	823777
Roads and highways	823777
Tourism	813813/813818
Trading standards	823396
Consumer Direct	08454 040506
Leisure services	823828
Wightbus	823782
Dial-a-bus	522226

#### Adult and children's services

Adult services	823340
Children's services	525790
Local centres:	
Cowes	291144
Newport	823340
Ryde	566011
Sandown	408448
Headquarters	520600
Housing	823040

### EMERGENCY NUMBERS

#### In an emergency dial 999

Fire and rescue control centre (24hrs)	525121
Out of hours:	
Highways	525121
Waste disposal	0800 3283851
Wightcare	821105



### FACE TO FACE SERVICES

#### Newport Help Centre

**Tel** 821000

County Hall, Newport PO30 1UD

Mon to Fri: 8am to 6pm

Sat: 9am to 1pm

#### Ryde Help Centre

**Tel** 812678

Ryde Library, 101 George Street, Ryde PO33 2JE

Mon to Fri: 9am to 5pm

#### Brading Help Centre

**Tel** 401770

West Street, Brading PO36 0DR

Mon and Fri: 9am to 12 noon, Tues, Wed, Thur: 9am to 4.30pm

#### Shanklin Help Centre

Falcon Cross Hall, Falcon Road, Shanklin  
Mon only: 10am to 4pm

#### West Wight Information Centre

**Tel** 821000

Freshwater Library, School Green Road, Freshwater PO40 9AP

Mon: 9am to 5.15pm,

Tues and Wed: 9.30am to 5.15pm, Thur: (closed), Fri: 9.30am to 4.45pm. Closed for lunch (1pm to 2pm each day)

#### Wootton Bridge Centre

**Tel** 884361

Joanne's Walk, Brannon Way, Wootton Bridge PO33 4NU

IW Council desk – Mon, Tues, Thurs, Fri: 9.15am to 1pm

#### Cowes Help Centre

Beckford Court, Beckford Road, Cowes  
Fri (mornings): 9am to 12 noon



## councilmeetings

Unless otherwise stated, all meetings are in public at County Hall. Call 823200 24-hours before a meeting to ensure it is going ahead and to check if any items are likely to be held in private session.

#### Council

(council chamber)

16 July (6pm)

#### Cabinet

29 July (6pm) Wroxall Community Centre

19 August (6pm) venue to be confirmed

#### Audit Committee

(committee room one)

5 August (6pm)

#### Planning Committee

(council chamber)

22 July (4pm)

#### Licensing Committee

(committee room one)

14 July (4pm)

11 August (4pm)

#### Licensing (Determinations)

##### Sub-committee

(committee room one)

14 July (10.30am)

#### Scrutiny Committee

(committee room one)

31 July (6pm)

#### Ethical Standards Committee

(committee room one)

21 July (6pm)

#### Policy Commission for Care, Health and Housing

(committee room one)

20 August (6pm)

#### Policy Commission for Business and Infrastructure

(committee room one)

23 July (6pm)

#### Policy Commission for Children and School Results

(committee room one)

6 August (6pm)

#### Policy Commission for Safer Communities

(committee room one)

17 July (6pm)

#### Island Strategic Partnership Board

(committee room one)

15 July (5pm)

A comprehensive listing of all the council's services and contact numbers can be found in our A to Z booklet. It is designed to make it easier for residents to access all our services, across every council directorate, from abandoned vehicles to the youth service.





## NEWS DESK

- 4** Council and community news

## FEATURES

- 8** Skandia Cowes Week 2008  
Preview of onshore arrangements
- 10** A green and vibrant Island  
Promoting tourism
- 12** Flying the Island's sporting flag  
World Island Youth Games round-up
- 14** £5 million for roads  
Major resurfacing project

## REGULARS

- 15** Coast and country  
Rural and coastal news
- 16** Trailers  
Events and activities

Cover picture: Charlie Occomore, Ryde High School, a member of the Isle of Wight team (athletics) at the Youth World Island Games in Guadeloupe



ONE ISLAND is published by the Isle of Wight Council. The council does not accept responsibility for goods or services offered by advertisers. Additional copies are available from the Customer Service Centre at County Hall, libraries and other council facilities. Typetalk calls welcome.

Written, designed and produced by Corporate Communications, Isle of Wight Council.

ISSN 1752-8038

© COPYRIGHT 2008

Isle of Wight Council,  
County Hall, Newport,  
Isle of Wight PO30 1UD.  
Printed on recycled paper by  
Engage Group.



When you have finished with this magazine please pass it on or recycle it

# Islandimage



Picture by Mrs Doreen Gazey: Carnival celebrations

One Island is available on request as an audiotape, in large print, in Braille and in other languages. For further details, please contact One Island on 823105. The magazine is also available online at [www.iwight.com](http://www.iwight.com)





## School reforms - consulting on the final proposals

Consultations on the council's final formal proposals for school reorganisation are now underway.

Meetings are being held to explain what stage the council has reached in the reorganisation process; how it arrived at its current position; what happens next; and how people can make their views known during the formal consultation period.

The council has published a list of meetings - some of which have already been held - for parents of schools that are proposed for either closure, federation or amalgamation. Meetings at other schools will be held in September, and parents will be invited by their child's school.

Two public meetings were also due to be held in July, and diocese-maintained schools are holding their own separate meetings. The representations made during the parent and public meetings will be considered as part of the formal consultation.

Separate meetings are being organised for staff and governors at individual schools.

A full list of meetings is available via the council's website [www.iwight.com](http://www.iwight.com) or at [www.eduwight.iow.gov.uk](http://www.eduwight.iow.gov.uk).

The formal consultation period began on 23 June and lasts until 26 September at 5pm.

Representations can be made in writing to Alex Moffat, School Reorganisation Project Manager, Isle of Wight Council, County Hall, Newport PO30 1UD or via email to [moving.forward@iow.gov.uk](mailto:moving.forward@iow.gov.uk)

In the 27 June edition of *One Island*, two schools were omitted in error from our school-by-school listing for the Cowes area under the final reorganisation proposals. The schools' details were:

**Cowes Primary** - to continue on existing site, but addition to site required.

**Gurnard Primary** - to relocate to Solent Middle site.

## Fewer councillors likely after 2009 elections

The number of councillors elected to the Isle of Wight Council looks set to be reduced from 48 to 40.

The Boundary Committee has also recommended a reduction in the number of wards from the current 48 to 39. It means all wards will be represented by a single councillor, except for a new large ward covering St Helens, Brading and Bembridge, which will have two members.

The final recommendations will now go to the Electoral Commission to make the necessary legislation to bring about the changes.

It is expected the new arrangements will come into effect for the 2009 local elections.

Full details on the changes and a final opportunity to comment can be found at [www.boundarycommittee.org.uk](http://www.boundarycommittee.org.uk)

## Summer spoilers - booze, sunburn and salmonella



Summer is with us - but so are those hot weather perils of booze, sunburn and salmonella. Health experts are reminding us of some simple measures to help avoid the misery of the terrible trio.

**Booze** Remember how much is too much; men three to four units a day and women two to three units a day (bottled beer, ordinary strength is 1.3units, and a red or white wine, 250ml, is 3.3units).

**Sunburn** Seek shade between 11am and 3pm; make sure you never burn; cover up with a hat, t-shirt and sunglasses; take

extra care of children and keep babies out of the sun; use a 15-plus sunscreen and apply generously and often.

**Salmonella** Always make sure you cook chicken, pork, burgers, sausages and kebabs until they're piping hot all the way through, none of the meat is pink and any juices run clear. Also make sure frozen food is properly thawed before you cook it; turn the food regularly to cook it evenly.



## Veterans' Day marked at Northwood House

Around 150 veterans gathered in the grounds of Northwood House, Cowes on 27 June for third annual Veterans' Day event.

There was a traditional military Drum Head Service and march past with the salute taken by Lord Lieutenant Major General Martin White.

It was the third Veterans' Day to be celebrated on the Island following its introduction in 2006 by the then Chancellor of the Exchequer, Gordon Brown. Veterans Day celebrates the contributions made by all those who have served in the armed forces, while raising public awareness of veterans' issues.

Council chairman, Councillor Arthur Taylor, said: "It was wonderful to see so many of our veterans taking part in the service and parade."

## Blue Flag accolade for three Island beaches



Three Isle of Wight beaches have been awarded Blue Flag status in the latest list announced by the Keep Britain Tidy Group. And ten beaches in total have been given Quality Coast Award (QCA) accreditation.

Blue Flags – which are awarded in Europe, the Caribbean, South Africa and the USA – are only given to coastal destinations which have achieved the highest quality in water, facilities, safety, environmental education and management.

Sandown and Shanklin beaches have retained their Blue Flag status while for the first time since 2003, Ventnor has been given the prestigious award. The beach at Ryde East has not retained its Blue Flag status. The council did not enter the beach into the awards as an Environment Agency test had indicated it did not meet the

criteria for water quality in 2007.

In 2007, the council made funding available to provide lifeguards at Ventnor between May and September each year, which helped towards its qualification for a Blue Flag.

The Island beaches that have achieved QCA status are: East Cowes, Springvale, Cowes, Seagrove, Totland, Colwell and Gurnard, together with the Blue Flag beaches at Sandown, Shanklin and Ventnor.

Director of environment and neighbourhoods, Stuart Love, said: "We know the Isle of Wight has some of the best beaches in the UK when it comes to quality both on and off the sand. This is very good news just as we head into the main tourism season, and it further enhances the Island's reputation as a top holiday destination."

## Cycling to stay healthy



Children and adults on the Island were encouraged to get healthy through cycling, under two initiatives promoted by the council in June.

During National Bike Week from 14 to 22 June, pupils were encouraged to cycle to school for a week. A similar initiative in November last year saw more than 500 children cycle to school every day for a week, and the number was expected to be even greater this year as more schools had registered.

To encourage adults to cycle to work, a special Bikers' Breakfast scheme was run from 23 to 25 June, with a free breakfast on offer to those who arrived by bicycle at the Floating Bridge, Cowes at Fairlee Road, Newport (the entrance next to Island Harbour) and at Newport fire station. The initiative was organised in partnership with Cyclewright.

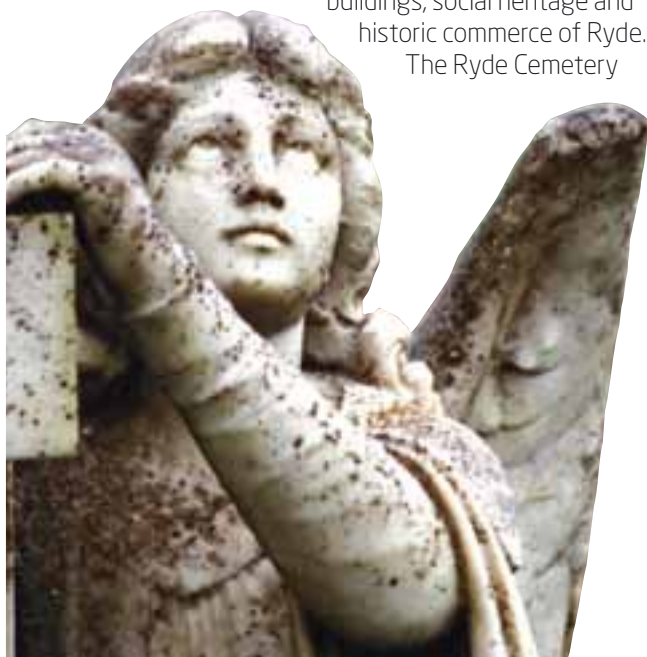
## Renovation for historic cemetery

Work will soon be underway to help restore Ryde's historic town cemetery to its former Victorian and Edwardian glory.

The 12-acre cemetery, between West Street and Pellhurst Road, will benefit to the tune of almost £500,000 from the Heritage Lottery Fund, under a project led by the council and supported by the Friends of Ryde Cemetery and Ryde Social Heritage Group.

The cemetery site is rich in Victorian and Edwardian architecture and holds an abundance of monumental gravestones, tombs and vaults commemorating historic events and significant local families who helped shape the buildings, social heritage and historic commerce of Ryde.

The Ryde Cemetery



Restoration Project has already been contributed to enormously by the friends' group and social heritage group, through volunteering, historical research, mapping and grave restoration.

One of the main aims of restoring the cemetery is to encourage local residents and the wider community to have an active involvement in the site through restoration, conservation and heritage related activities. The project is working with schools to give youngsters the chance to engage with a range of activities.

Restoration begins in the next few months and is scheduled to take around 18 months. Signs will be erected at both cemetery entrances showing details of the development.

Features of the project, include:

- the restoration and repair of the three chapels, brick entrances and archway gates;
- the restoration of iron railings and gateway in Pellhurst Road;
- general clearance, cleaning and restoration of selected headstones;
- development of a heritage learning centre within the existing north chapel;
- conservation work to existing trees, shrubs, climbing plants and lichens.

There will also be restoration of brick and natural stone boundary walls; mapping and indexing of plots and graves; restoration and repair of paths and driveways; activity days to raise awareness of the cemetery and provide information for volunteering opportunities; and an information signage area for a heritage trail.



## Recycling computers to help Ryde community



Old computers and related equipment are being recycled at a shop in Ryde to help raise funds for the town's Park Centre.

The Park Centre is a community-based project, and the Ryde East Community Association has set up Park Computers in the High Street to boost the centre's finances.

The rented shop was opened in May and recycles old computers and computer peripherals by cannibalising, rebuilding and redistributing them.

The project also helps families on low incomes in the Oakfield and Elmfield area, who are given the chance to buy the recycled computers, and are also offered technical support.

Project manager, Barry Kemp, said: "Many of our users were asking for advice on where they could purchase good quality, second hand computers at a reasonable price. We had already been receiving some donations of used computer parts from the community, and realising there was this need to be filled, Park Computers was created."

The shop is located at 65 High Street, Ryde, tel: 811813.

## Don't miss this year's Big Day Out!



The Island's annual Big Day Out event, which last year attracted more than 5,000 people, will take place this year on Sunday 5 October.

The event, now in its sixth year, is aimed specifically at children, young people and their families, bringing together services, organisations and agencies that work in this area.

The event has been developed by the Isle of Wight Children's Fund, and organisations working in this area that are keen to take part should register with the council's

events team.

The event is open to the public from 10.30am to 3.30pm on 5 October (venue to be confirmed), with tickets available in September from public libraries, youth centres, Connexions Centres and children's centres across the Island.

To register your organisation for a stand at the event please contact: Claire Critchison, Events Officer, Fifth Floor, County Hall, High Street, Newport PO30 1UD, tel: 823070, email: [Claire.critchison@iow.gov.uk](mailto:Claire.critchison@iow.gov.uk) (before Friday 29 August 2008).

## Encouraging young people into sailing



One of the UK's leading yacht clubs – Sea View Yacht Club – is helping set the standard when it comes to encouraging the involvement of young people in sailing.

The club is a Royal Yachting Association training centre with a professional team who provide a broad range of sailing courses for ages eight to 80. The club is particularly keen to get children involved in sailing and so many of the courses focus on the young, whatever their experience.

Many of the club's 1,600 members keep their boats by the club on swinging moorings, with easy access from a slipway – and many own and race Sea View One Design Dinghies, clinker built boats that are still made in the village.

If you are interested in joining the club or making use of its fine facilities, enquiries would be welcomed by the secretary, Andy Barrett, or any current member. More information can be found on the club website at [www.svyc.co.uk](http://www.svyc.co.uk) or by calling 613268.

Sea View Yacht Club was founded in 1893 and is one of a small number of yacht clubs in the country to own its own fleet of racing keelboats. The 'Sea View Mermaid' Class was founded in 1907. The current fleet is keenly used by members as well as being available for charter to outside organisations. The club, located on a promontory close to the centre of Seaview, has a busy social and sailing programme and offers extensive bar and dining facilities, available for private functions.

## Positive lessons for young motorcyclists

Police and the Freshwater and Totland town centre manager have been working with young motorcyclists in the area to give them a fast track lesson in road safety and the law.

As part of the initiative, around 20 youngsters who use the wasteland off Colwell Common for scrambling and riding mini-moto bikes were taken to watch the Wightlink Islanders at a recent

speedway meeting.

The trip was organised by the local police Safer Neighbourhoods Team and the council's Safer Neighbourhoods Partnership, which in recent months have been speaking to the young riders.

It follows complaints from local residents that the riders were using public highways and footpaths to ride to the scrambling site.

Bob Nelson, town centre manager, said: "We have come to know these youngsters through talking to them over many weeks and have explained to them the need to make sure they abide by the law and keep safe.

"We hope that by working closely with them we will be able to effectively get them to take seriously the issues of road safety and the law."

### Visit the carnival website



The Island's new Carnival Learning Centre at Westridge, Ryde, which opened its doors in April, has its own special website, developed by the council.

The website can be found at [www.thecarnivallearningcentre.org](http://www.thecarnivallearningcentre.org) and includes information about courses, workshops, events and exhibitions on offer at the centre.

The centre provides a range of carnival-themed activities and it is hoped it will become a beacon of excellence for teaching carnival skills in the UK.

This year's carnival season on the Island was due to start in July with the Arts Parade at Ryde, followed by the Ryde Arts Festival. Visit the carnival centre website to find out more.

### Get set for annual cycling festival



The popular annual Isle of Wight Cycling Festival is due to take place from 13 to 21 September this year.

The festival will feature events including *Cycle the Wight*, a 70 mile road race around the Island's spectacular coastline with start points at Ryde, East Cowes, Yarmouth and Blackgang – as well as *The Hills Killer*, a challenging orienteering ride against the clock.

Helping launch the festival is the Sink or Swim competition, with homemade pedal-powered craft attempting to cross the River Medina. The launch will also include a free cycle show and mountain bike stunt display.

Other highlights for the week include an event especially for single cyclists along the scenic sunshine trail to Godshell, and the West Wight Triathlon, an event for novices and first timers. The cycling stage of the triathlon begins at West Wight Sports Centre, Freshwater and continues along the coastal Military Road. The run takes place along the River Yar and ends with a 600 metre pool swim.

On Saturday 20 September there will be the Go Ride Cycle Skills Day, hosted by the British Cycling Federation, with coaches on hand to help with riding and race skills.

To find out more about the festival, visit the website [www.sunseaandcycling.com](http://www.sunseaandcycling.com) or pick up a programme from a tourist information centre.

ADVERTISEMENTS

## Summer Holiday Sports Fun

Ryde Sports Centre

4 to 21 August  
10am to 2pm

### Activities for ages 8 to 13

cricket  
football  
athletics  
basketball

golf  
dance  
table tennis  
trampolining

Stay fit and have  
fun in a safe  
environment

**£5**  
per day, per child

Call the Sports Unit on 823818 for a booking form

## A University Degree in Business

### It's not beyond your reach

Our part-time Business & Management Degree is designed for busy working people and is available one evening a week from the Isle of Wight College, commencing September 2008. It is open to those who may not have formal qualifications but whose work experience will have prepared them to succeed.

For an informal chat call Kate Tibbett on **023 9284 4212**, email her at [fdabus-enquiries@port.ac.uk](mailto:fdabus-enquiries@port.ac.uk) or visit [www.port.ac.uk/businessandmanagement](http://www.port.ac.uk/businessandmanagement)

ISLE OF  
**The Wight  
College**

**University of  
Portsmouth**



All the spectacle, entertainment and fun of Skandia Cowes Week will soon be with us - and once again the council will be working extra hard to ensure the whole week runs smoothly. Here we give details of the important back-up support we provide

### Sailbus

The special park and ride service (Sailbus) is in operation from Saturday 2 August to Saturday 9 August.

Follow the AA signs for the car parks, located in Ward Avenue, and pick up the Sailbus courtesy service which runs from there every five minutes or so. Within minutes you will be dropped off on the Parade.

The return journey is via Prince's Green and Gurnard Esplanade.

Services start at 9.30am and continue until 6pm - but please note that there is a reduced service on the last day, Saturday 9 August.

### Parking your car

Follow the AA signs for the temporary event car parks (including at Cowes High School off Crossfield Avenue).

The car parks will be open from Friday 1 August to

Saturday 9 August from 8am to 6pm. The charge is £5 per day/stay. A weekly pass is also available at a reduced rate and available on arrival from car park staff. All charges include the free Sailbus travel to Cowes Parade which can be caught from these car parks.

Cowes Football Club and the Isle of Wight Community Club both situated off Park Road will also be used on fireworks' night.

All temporary car parks will be clearly signed. East Cowes offers extra car parking facilities at Victoria Grove Recreation Grounds for fireworks' night only, with buses provided down to the seafront.

### Using the floating bridge

Pedestrians and motorists can get to Cowes from East Cowes using the floating bridge across the River Medina.

Extra overnight services are being provided from Friday 1 August to Saturday 9 August, with the usual back and forth operation extended from shortly before midnight to 2am. After this there will be each-way services at about 2.20am, 2.40am and the last one at

3am. The service then resumes at 5am.

On fireworks' night (8 August) the only vehicles that will be carried at peak times will be emergency vehicles. All times are subject to tides, weather and navigation.

Restrictions are in place on the number of people that can be carried for fireworks' night - so the advice is not to use the floating bridge unless essential, as there could be long delays.

- For more information contact the ferry office on 293041.

### Cowes tourist information centre

Visitors to Cowes may wish to drop in to the council's tourist information centre (at Fountain Quay by the Red Jet terminal) for up to date information during the week on accommodation, where to eat, what's happening etc. Opening times are:

Saturday 2 August to Sunday 10 August, 9.30am to 5pm (except Sunday 3 August and Sunday 10 August, 10am to 3.30pm).



# Skandia Cowe



### What's on ashore

The council plays a major role in ensuring the week is as much fun on shore as on the water, with a range of seafront entertainment.

The staged area on the Parade bandstand offers free entertainment both day and night, with a line-up including live bands, aerobatics, comedians and magic shows. The Parade also offers prime viewing to watch the racing, catch up on the racing results, and soak up the atmosphere, while sitting in the decked garden or wandering through the Parade Village.

The traditional firework finale takes place as usual on the Friday night (starting at 9.30pm and lasting for half an hour), with tens of thousands of people lining the shore from Prince's Green to the marina at Cowes, as well as along the seafront at East Cowes. Further information is also available at [www.iwight.com](http://www.iwight.com) and [www.skandiacowesweek.co.uk](http://www.skandiacowesweek.co.uk)

### Entertainment at Northwood House

There will be open-air entertainment at

Northwood House to start the week.

The Illyria outdoor theatre company will be returning for the third year running, performing *The Merry Wives of Windsor* on Friday 1 August. Tickets are £10 for adults and £7 for children, with the entrance opening at 6.30pm and the performance starting at 7.30pm. The audience is encouraged to bring their own picnics and low-backed chairs or rugs to sit on.

There will also be a bar and refreshments available during the evening. More information on the event is available by calling 289842.

- Cream teas will be available in the grounds of Northwood House from Sunday 3 August to Friday 7 August.
- Cowes Open Bowls Tournament will be taking place again this year on the bowling green within the park.

### Red Arrows

On fireworks' night, Friday 8 August at 7.30pm, there will be a Red Arrows' display above the Solent, in full view of Cowes seafront and the Parade.

### Clean sweep

The council has arranged for the town centre streets to be cleansed and litter picked on a continuous cycle throughout the week. There will also be a dedicated roving team to carry out spot cleaning as required.

Litter bins will be supplemented by wheelie-bins in the High Street and Parade areas and will be emptied several times a day, and there will be a major clean up after the fireworks on Friday 8 August to return areas to tidiness by the next morning.

The four blocks of public conveniences in the town will be cleaned by a dedicated member of staff on a continuous rotational basis. This service will be extended for fireworks' night, with extra facilities provided on the Parade.



# es Week 2008



# Promoting a green, vibrant and relaxing Island





# vibrant

A series of high profile marketing campaigns are underway to promote the Isle of Wight as an ideal high quality destination...

Tourism on the Island is set to benefit from a triple marketing boost over the coming months.

Three major campaigns will raise the Island's profile as a visitor destination, and have been further bolstered with the appointment of a new commissioner of tourism for the Island.

Launched at the beginning of June was a £180,000 campaign which will see a specially created series of advertisements depicting the Island as a green, vibrant, relaxing and high quality destination. These advertisements will be placed in national newspapers, magazines and on 200 major websites. The campaign is being funded by the council, with Wightlink and Red Funnel Ferries also contributing.

As well as seeking to attract new visitors, the campaign also specifically targets groups of people identified in surveys as already thinking about visiting the Island, but yet to book.

The second campaign is timed and designed to react to current anxieties over the UK economy and portrays the Island as an easy-to-reach, high-quality yet value-for-money destination.

It will feature a series of advertisements mainly concentrated in the London area in newspapers such as *The Evening Standard* and *Daily Mail* as well as online in July and August. The £75,000 campaign is being funded entirely by the council.

And the third campaign – with South West Trains, Island Line, Wightlink and Red Funnel – will see all partners take a co-ordinated approach to marketing the Island widely throughout the extensive South West Trains' network.

As part of this agreement, an advertising campaign featuring images of the Island, as well as information on how to get here quickly and inexpensively, will be highly visible on posters and in the local media serving major towns serviced by the South West Trains' network including, Basingstoke, Guildford, Woking, and Kingston Upon Thames.

There will also be advertising across the network, while a pocket guide will be placed in key stations and the Island featured in South West Trains' bi-monthly magazine *e-motion*.

The total value of this campaign that will run between July and October – could reach £750,000.

Councillor George Brown, cabinet member with responsibility for tourism, said: "This is a considerable investment in national campaigns and shows how the council takes its responsibility for the strategic marketing of our Island extremely seriously.

"The images we are using show just what a special place the Island is and what unique things we offer to the visitor."

All the campaigns are in addition to the other extensive marketing carried out by the council, such as production of the successful visitor guides, the accommodation guides and work to promote the Eco Island vision.

Another key strand of marketing the Island as a destination is the support the council gives to major international events such as the Isle of Wight Festival and Skandia Cowes Week, as well as organising others such as the Island's annual walking and cycling festivals.

Meanwhile, a new group formed to boost the marketing of the Island as a place to visit is to be headed by the commissioner for tourism, John Metcalfe, who served as acting head of tourism for 18 months during 2003/2004. His responsibilities in his new role will include working with key partners to develop effective action plans to promote the Island and the industry.

He said: "I am delighted to take on this hugely important role. I am acutely aware of how important the visitor economy is to the Island and I believe that the Island is a first-class destination."



# Flying the Island's sport

**A team of talented young sports people from the Isle of Wight recently took part in the Youth World Island Games on the Caribbean island of Guadeloupe. Here we find out how they got on**

THIRTYTWO YOUNG athletes did the Isle of Wight proud when recently pitted against their counterparts from 15 other islands around the world.

The French island of Guadeloupe was the venue for the Youth World Island Games, and the Isle of Wight team came away with three medals and many positive experiences from their endeavours.

All of the Isle of Wight team members were under the age of 17, often competing against young people up to three years their senior and from islands with far larger populations.

The Isle of Wight has now taken part in five World Island Youth Games since being invited to take part in 2003. The games are mainly funded by the host island, with the council

and its partners contributing to the team travel costs. Ferry firm Wightlink sponsored the sailing team and the transport across the Solent.

The young Isle of Wight sports people competed in events including tennis, sailing, swimming, surfing and athletics.

Zoe Sheath secured a silver medal in the girls' under-17 surfing competition, and it was in athletics that the Isle of Wight brought home its other two medals. Aiya Abe and Lizzie Lovegrove won bronze in the 1500 metres and discus.

The Italian Island of Sardinia won the overall competition, with the Canary Islands second and Madeira third. The Isle of Wight finished three places higher than last year,

in 12th position overall, out of 16 competing islands.

The games are seen as an ideal opportunity for the Island's young sporting talent to gain international competition experience ahead of the Natwest Island Games, which is being hosted by the Isle of Wight in 2011.

This year's games had a Caribbean carnival theme, starting with a colourful and musical opening ceremony telling the story of Guadeloupe and how it has developed culturally over the years.

Some of the individual sports then followed this theme during the week with samba and dance to complement the sporting programmes.

Lee Matthews, Isle of Wight team manager, said: "This year's games provided a wonderful sporting and cultural experience for our young people."

"The Isle of Wight has now sent more than 100 young people to the games over the past five years, and with continued support I know many of them will be competing for places when the Island hosts the 2011 Natwest Island Games."





# ing flag

Council Leader, Councillor David Pugh, said: "Once again our young athletes have shown they have some amazing talent and have maintained the reputation of our Island on an international stage. The council is delighted to support our future sporting stars."





# £5 million for Island roads

In the last issue of *One Island* we brought you news of a major programme of road surfacing works planned to start in the coming year. Here are details of the schemes and where they will take place



Works to improve Island road surfaces to the tune of £5 million are to take place over the next three years.

The programme gets underway during the coming year, and is in advance of the Private Finance Initiative that will see unprecedented investment in the Island's highways network from 2011.

Roads across the Island will be resurfaced and improved as part of the three-year project starting this year, and the list has been compiled taking

into account criteria including the measured skid resistance and accident records of various stretches.

Councillor Tim Hunter-Henderson, cabinet member for environment and transport, said: "This level of investment will begin to make a real difference and all road users will benefit not just motorists but cyclists as well. It is also important for the Island's tourism industry that roads are of a good standard."

## List of schemes (with estimated costs)

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>Calbourne Road (Alvington Shute to Betty Haunt Lane), plane and overlay work, £310,000.</li> <li>Brading Road phase one (Tesco roundabout to Galley Horn Lane), plane and super elevation on the bend, £85,000.</li> <li>Niton Road phase one (Chequers Road to Leechmore Cross), plane and overlay work, £280,000.</li> <li>Niton Road phase two (Leechmore Cross to Southford Lane), plane and overlay work, £250,000.</li> <li>Whitwell Road/Ventnor Road phase one (section between Upper Ash Drive and about 400 metres from west of the junction of Upper and Lower Gills Cliff Road), plane and overlay work, £172,000.</li> <li>Whitwell Road/Ventnor Road phase two (section between Upper Ash Drive and about 400 metres from west of the junction of Upper and Lower Gills Cliff Road), plane and overlay work, £300,000.</li> <li>Forest Road, Newport (Gunville Road to west of Vittlefields Cross), plane widths and overlay work, £540,000.</li> <li>Fairlee Road (Halberry Lane to</li> </ul> | <ul style="list-style-type: none"> <li>Racecourse roundabout), patch and surface dress, £90,000.</li> <li>Whippingham Road (Racecourse roundabout to Alverstone Road), patch and surface dress, £57,000.</li> <li>Blackwater Hollow (Stenbury Trail to Oakdean House, Rookley Green), patch and surface dress, £73,000.</li> <li>Lushington Hill (Racecourse roundabout to Palmers Road), patch and surface dress, £41,000.</li> <li>Forest Road, Newport (Hampshire Crescent to Gunville Road), patch and surface dress, £34,000.</li> <li>Newport Road, Lake (Scotchells Brook to garden centre), patch and surface dress, £44,000.</li> <li>Yarmouth Road (Station Road to Cranmore Avenue), patch and surface dress, £32,000.</li> <li>Carpenters Road (Rowborough Lane to Upper Green Road), patch and surface dress, £23,000.</li> <li>Cowes Road (25 Cowes Road to Nodes Road, Northwood), patch and surface dress, £26,000.</li> <li>Briddlesford Road (Whiterails Road to Little Down Lane), patch and surface dress, £27,000.</li> </ul> | <ul style="list-style-type: none"> <li>Shanklin Road (Canteen Road to Victoria Avenue), patch and surface dress, £45,000.</li> <li>Cowleaze Hill, including Bonchurch Road (Shanklin Manor to Bonchurch Viewpoint), patch and surface dress, £48,000.</li> <li>Brading Road phase two (Westridge Cross to Tesco roundabout), deep patching and plane with inlay, £180,000.</li> <li>Bullen Road (Westridge Cross to Bullen Cross), reconstruction/recycling, £350,000.</li> <li>Cedar Hill, Newport (full length), plane and overlay, £20,000.</li> <li>Hill Lane/Colwell Road (Heathfield to Pixley Hill), reconstruction/recycling, £360,000.</li> <li>Rolls Hill (Thorness Lane to Rew Street), reconstruction/recycling, £350,000.</li> <li>Godshill Road (Cliff Bridge to Apse Manor Road), patch and inlay, £120,000.</li> <li>Clarence Road (West Street to urban limit), reconstruction, £90,000.</li> <li>Freshwater Road (Chessell Cross to Calbourne Mill), plane and overlay, £380,000.</li> </ul> |
|--|--|--|



## Nature notes

The lure of the beach is hard to resist on a hot summer's day - soaking up the sun's rays, followed by a cooling dip in the sea. This is the twice-daily, all-year-round routine for our hardy seashore dwellers like barnacles and limpets. The rocks and posts at the high tide mark are an extreme environment. When the tide recedes and the temperature rises, drying out and overheating are hazards. Add in gulls looking for a meal, then the crash of incoming waves, and the pressures of life on the shore begin to mount up.

Barnacles and limpets are found on bare rock surfaces, seemingly lifeless and immobile. Barnacles are crustaceans and related to crabs. Their outer covering is made up of a set of tightly fitting plates. When they are covered by seawater, the plates hinge open and the animal extends its long feathery limbs to feed by filtering out tiny plankton. Not as ferocious as a crab but no less fascinating!



Limpets are snails and they clamp their conical shells tightly to rocks to prevent dehydration when the tide recedes. As the tide turns and the sea covers them, they relax their grip and move slowly round the rock using their rasping 'tongue' to browse on the microscopic film of algae. They are such efficient grazers that larger varieties of seaweed are removed before they are able to grow into recognisable plants. As the tide ebbs, limpets return to their original place, where, over time (and they can live for several years), a depression in the rock surface develops that fits their shell exactly. Please don't kick the limpets off rocks - they have enough to cope with already!

Anne Marston  
assistant ecology officer



- There is a Rockpool Rummage at Bembridge on Friday 8 August (10am to 12 noon) with the Hampshire and Isle of Wight Wildlife Trust. For full details see the Wight Summer programme at [www.iwight.com/walks](http://www.iwight.com/walks)

## Finding out about shoreline plans

A website has been created to keep people up to date about the Isle of Wight Shoreline Management Plan.

The website, at [www.coastalwight.gov.uk/smp](http://www.coastalwight.gov.uk/smp), will provide progress on the plan, which is being updated to look ahead for the next 100 years.

Work will take place during 2008 and 2009 on agreeing the policies for the plan - which will be led by the council, along with the Environment Agency, the Department for the Environment, Food and Rural Affairs, as well as

other organisations and coastal residents.

The website will grow as the project progresses and will include information on how the public can get involved. The final documents will be published in full on the site.

If you are affected by coastal change you can visit the website to sign up as a stakeholder, or provide information for the study.

Public consultations will also be held around the Island as the plan is reviewed, and will be advertised in the local media.



Lack of rain may cause the water level to drop rapidly in garden ponds. If possible, top it up from a water butt as this will not introduce extra nutrients, which can lead to rapid growth of algae.

## Summer activities

Anyone interested in the natural world should check out this season's edition of *Wight Summer*, the council's programme of countryside events and activities. From wildlife walks to star gazing, and bug hunts to nightjar watching, there's certain to be something of interest. Why not try geocaching, the hi-tech treasure hunting game (Tuesday 5 August, see the leaflet for details or visit [www.iwight.com/walks](http://www.iwight.com/walks))?



Advertisement

**Buy your family a new AGA Cooker**

**Better food, a warm kitchen and happy meal times**

**Why not drive in and see us ?**

**Also Bathrooms, Color Gas and Heating and Plumbing Supplies**



**523041**

**28 Daish Way Newport ( off the St Mary's Roundabout )**



## ACTIVITIES

**Roman Voices Writing Competition**

(27 June – 23 August)  
Friends of Brading Roman Villa competition, prizes for winning poems or short stories about the Island's Roman heritage, adults £3 per entry, children free, details and entry form at [www.bradingromanvilla.org.uk](http://www.bradingromanvilla.org.uk)

**Canine Partners Puppy Training Open Day**

(23 July)  
Training puppies to become assistance dogs, Shorwell Village Hall, 10.30am to 12.30pm, contact Carol Court, tel: 07812 672702.

**Isle of Wight RSPCA Gala Day**

(27 July)  
Come and support your local RSPCA animal centre, at Bohemia Corner, Merstone Lane, Godshill, dog show, dog agility, many stalls, refreshments, 11am to 4pm, £2.50 adults, children free.



**Andrew Dowden Ceramic Designs, an exhibition at 29 Ventnor Road, Apse Heath from 18 to 21 July, see listing for times**

**Grand Book Sale**

(4-9 August)  
At Holy Trinity Church, Cowes, 10am to 4pm, grand book sale, bric-a-brac stall and light refreshments.

**Jigsaw Puzzle Festival**

(11-16 August)  
Hundreds of puzzles on display and for

sale, St James Church, East Cowes, 10am to 4pm (Weds and Thurs evening 6.30pm to 8.30pm).

## EXHIBITIONS

**Exhibition of Oil Paintings**

(1-29 July)  
Paintings by Patricia Jarratt, at Freshwater Library, usual opening

hours, works for sale, proceeds towards Macmillan Nurses.

**Island Art Society**

(17-24 July)  
Exhibition of members' work, Ventnor Botanic Garden, 10am to 5pm, admission free, paintings for sale.

**Andrew Dowden Ceramic Designs**

(18-21 July)  
As part of Open Studio Weekend view individually designed and carved ceramic wall plaques and ceramic forms, at 29 Ventnor Road, Apse Heath, on Friday 18 and Monday 21 July (10am to 1pm, 2pm to 5pm and 6pm to 8pm), on Saturday 19 July (10am to 1pm only), on Sunday 20 July (11am to 1pm and 2pm to 7pm), contact Lisa Dowden, tel: 867505.

**Ventnor Botanical Artists**

(26-31 July)  
Exhibition of original botanical art, Ventnor Botanic Garden, 10am to 6pm.

**Cowes Art Group Summer Exhibition 2008**

(2-9 August)  
Exhibition and sale on a variety of themes, St Mary's Church parish room, Northwood Park, Cowes, 10am to 4pm (not open on Sunday 3 August).

## FAIRS

**Book Fair**

(13 July)  
Book, postcard and ephemera fair, Village Hall, Bembridge, 10am to 3.30pm.

## MUSIC

**Bonchurch Village Singers**

(11 July)  
Summer concert, a varied programme with retiring collection for church funds, at St John's Church, Wroxall, 7.30pm.

**Music from the Movies**

(July and August)  
Ventnor Theatre Group presents songs from movies (on 15, 22, 29 July, and 5, 12, 19 and 26 August), Ventnor

Winter Gardens, 7.30pm, contact the box office on 857581 for tickets, or available on the door.

**Valerie Smith and Liberty Pike**

(20 July)  
Vaguely Sunny in partnership with Quay Arts presents the leading American bluegrass group, Memorial Hall, Freshwater, 8pm, tickets £15, tel: Quay Arts box office 822490.

**Marina Korneva in Concert**

(22 July)  
Classical fund raising concert with the international pianist, Medina Theatre, Newport, 7.30pm.

**Newchurch Male Voice Choir**

(25 July)  
Concert at St Thomas of Canterbury Church, Cowes, 7.30pm, tickets at door.

**Organ Music with Michael Neville**

(28 July)  
Featuring music by Elgar, Souza and Walton, Holy Trinity Church, Ryde, 7.30pm.

**A Cowes Week**

**Serenade** (4 August)  
Solent Gilbert and Sullivan Company and the Cowes Concert Band present pieces by Verdi, Puccini, Gilbert and Sullivan and brass band pieces, St Mary's Church, Cowes, 8pm, admission free, retiring collection.

## SHOWS

**Brighstone Summer Show**

(19 July)  
The 112th summer show, Warnes Lane playing field, Brighstone, 12.30pm to 4pm.

**Medieval Spectacular**

(26-27 July)  
Medieval siege societies, falconry, living history, Appuldurcome House, Wroxall, 10am to 4pm.

**Isle of Wight Fuchsia Show**

(26-27 July)  
At Bishop Lovett Middle School, Ryde, 2pm to 5pm (26 July), 10am to

4.30pm (27 July), adults £1, children free.

**Carisbrooke Show**

(10 August)  
Horticultural show with music, magic, stalls and activities, Carisbrooke CE Primary School, 1.30pm to 5pm.

## THEATRE

**Oliver!**

(18-20, 23-26 July)  
Trinity Theatre, Cowes presents Lionel Bart's musical, performances at 7.30pm (on 18-19, 23-26 July), matinees at 2.30pm (on 20 and 26 July), tickets £5.50 and £7, available from theatre box office (three for two on the first night), open 11am to 2pm daily (not Sunday), tel: 295229.

**All's Well That Ends Well**

(31 July – 1 August)  
Open air performances of Shakespeare's play, by Theatre Set-Up, Ventnor Botanic Garden, 7.30pm, tickets £9.50 adults, £8 concessions, £6 children (under 16), advance booking at tourist information centres, telephone credit card booking on 863151 or at the Jazz Festival Office, Ventnor, tel: 856206/856200, tickets also available on gate.

**The Secret Lives of Henry and Alice**

(2, 9, 16, 23, 30 August)  
Two's Company presents a comedy by David Tristram, Shanklin Theatre, 8.15pm, tickets £10, contact theatre box office, tel: 868000.

**A Midsummer Night's Dream**

(5 August)  
Quantum Theatre presents an open air version of Shakespeare's comedy, Northwood House, Cowes, 7pm (gates open 6pm), tickets £10/£7 (family £30), contact Quantum Theatre, tel: 0208 3179000.

## Trailers

These listings are provided free, as a public information service. Details must be submitted either by: **filling out this form, or emailing your details to [oneisland@iow.gov.uk](mailto:oneisland@iow.gov.uk)**

Please conform to the format shown. Entries are included at the editorial team's discretion.

**Deadline for the next issue: 21 July (8 August publication date).**

Title of event/activity:

Date:

Brief description:

Venue:

Time:

Contact name:

Telephone:

**Please return to:**

**Trailers, One Island, Publications Unit, County Hall, Newport, Isle of Wight PO30 1UD**

or email to [oneisland@iow.gov.uk](mailto:oneisland@iow.gov.uk) no later than 21 July