

# oneIsland

The community  
magazine for  
the Isle of Wight

Issue 28  
July 2010

## The colour of summer

A look behind the scenes  
at Haylands Farm

Plus: A new future for Island schools  
Record medal haul for young athletes





## Advertising in One Island

More than 43,000 copies of *One Island* are distributed throughout the Island every two months.

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# WELCOME

to the July issue of *One Island* magazine. In this edition

we look ahead to the exciting plans for the One School Pathfinder project at Cowes, together with the major

changes in the Island's education structure from September. We also turn the spotlight on how the personal budget scheme is being implemented at Haylands Farm, Ryde and reflect on the recent medal-winning successes of young Island athletes at the World Island Youth Games in the Azores.



Pictured: An artist's impression of Cowes secondary school

## USEFUL CONTACTS

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

**Fax:** 823333

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Registrars	823233
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### Community services

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(Adult duty, emergency)	534227
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Newport	823340
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Sandown	408448
Headquarters	520600
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All other council services **821105**

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### East Cowes Help Centre

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### Ryde Help Centre

**Tel:** 812678

Ryde Library, 101 George Street, Ryde PO33 2JE. Mon to Wed, Fri

### Sandown Help Centre

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### Ventnor Help Centre

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Joanne's Walk, Brannon Way, Wootton Bridge PO33 4NX.  
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## Partner contacts

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**(01983) 524081**

Police  
**0845 45 45 45**

Isle of Wight Rural  
Community Council  
**(01983) 524058**

## COUNCIL MEETINGS

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)  
22 September (6pm)

**Cabinet** (committee room one)  
27 July (6pm)  
14 September (6pm)

**Planning Committee**  
(council chamber)  
27 July (4pm)  
24 August (4pm)  
28 September (4pm)

**Audit Committee**  
(committee room one)  
21 September (6pm)

**Overview and Scrutiny Committee**  
(committee room one)  
9 September (6pm)

**Economy, Environment and Transport Scrutiny Panel**  
(committee room one)  
28 July (6pm)

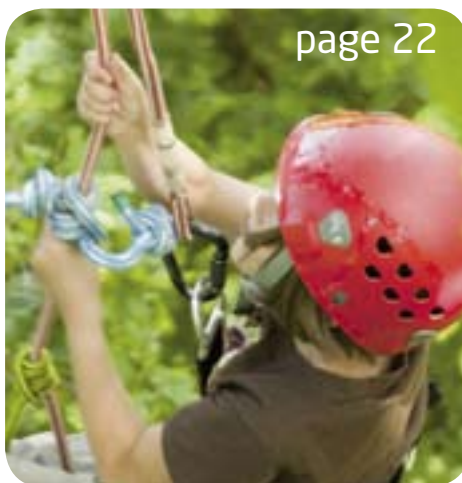
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**Cover picture:** Haylands Farm client Wayne prepares the marigolds for Ryde market

One Island is a community magazine produced by the Isle of Wight Council with its key public sector partners – NHS Isle of Wight, Isle of Wight Police (Hampshire Constabulary) and the Isle of Wight Rural Community Council. Working together through the Island Strategic Partnership, we are striving to create an Island that is *safe and well kept; healthy and supportive; inspiring; and thriving.*

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

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A complete review of the Island's library service is currently being undertaken by the council.

The review covers all the public and mobile libraries, and will also include help centres and tourist information centres.

As part of the exercise, library users and others will be asked their views on what they would like to see from the service in the future. The views received will be used to put together an action plan, which will then be circulated for further consultation.

Many of the services in Island libraries are now available electronically, via the internet and in library vehicles. The review will explore opportunities for bringing services together in combined locations.

The consultation for the review will include a questionnaire at [www.iwight.com/thelibrary](http://www.iwight.com/thelibrary), face to face discussions, and surveys with all age groups.

A dedicated email address, [libraryplusreview@iow.gov.uk](mailto:libraryplusreview@iow.gov.uk), has also been set up for people to send in their views electronically.

## Help us plan your library service

## Think before lighting up

Think of others before you light a bonfire. That is the message going out to Island residents to reduce nuisance summer fires.

As well as causing smoke problems for your neighbours, bonfires can quickly spread, particularly in summer, and lead to serious incidents.

Most people are sensible about when they light bonfires, taking account of their neighbours and the materials they burn. But if you get it wrong, it can be an offence, punishable by a fine, to cause a nuisance by smoke.

- If you are unsure about your bonfire rights and responsibilities, then information and advice are available from the council's environmental health service on 823000, email: [environmentalhealth@iow.gov.uk](mailto:environmentalhealth@iow.gov.uk), or visit [www.iwight.com/eh](http://www.iwight.com/eh) (see under environmental protection for bonfires).



## Respecting those who serve



British Armed Forces Day was marked by the council last month with a special flag-raising ceremony at County Hall, Newport.

Armed Forces Day was celebrated across the country at the end of June, and on the Island a special event was staged at Appley Park, Ryde.

The event featured displays from military associations, military vehicles, veterans and cadet parades, sea rescue displays and music throughout the day.

- Later this year, for the first time on the Island, a Field of Remembrance garden will be opened in the grounds of Carisbrooke Castle, for people to pay tribute to those who have lost their lives while serving their country.

A special service of remembrance will take place in the garden at 11am on 11 November led by the Venerable Caroline Baston, Archdeacon of the Isle of Wight.





## Sharpening up those driving skills

A new course has been developed by the council to provide advice to older drivers.

Developed with Age Concern and Wight Voices, the Older Driver course helps people to evaluate their driving skills and gain information about licence renewal.

The course includes a theory session beginning with a Highway Code quiz, followed by advice on how to decipher the codes on driving licences,

and guidance on how to renew a licence at 70. Common causes of road crashes are also discussed, before a question and answer session.

Anyone taking part in the course is also offered an optional driving assessment, aimed at developing strategies for coping with today's driving styles.

More information is available from Mervyn Goldring, road safety officer, tel: 823777, email: [mervyn.goldring@iow.gov.uk](mailto:mervyn.goldring@iow.gov.uk).



## Delving into Ryde's heritage

St James' Church at Ryde (pictured) is one of the Ryde landmarks featured in a new heritage audio-trail developed by Ryde Social Heritage Group with the county record office and a Heritage Lottery-funded programme called Living Links.

This picture, from the record office archives, shows St James as the building looked in

Victorian times. Alterations were made in 1968/1969.

The Episcopal chapel of St James, in Lind Street, was opened in 1827, and the audio-trail reveals that in the 1830s the chapel was attracting congregations in excess of a thousand for some services.

The audio-trail can be downloaded from [www.rydecemetery.org.uk](http://www.rydecemetery.org.uk)



## New course to improve transport access

**Pictured:** Tracey Harris, qualified travel trainer

A new training course has been launched to make it easier for people with learning disabilities to use different transport services.

The course will train carers, family members and support staff to teach those in their care about road

awareness and how to use various forms of transport.

It will focus on helping people to get to activities and employment on weekdays and at weekends.

Over the past year the council has been working with partner agencies and

the Isle of Wight College to develop the nationally accredited scheme. So far 40 people have been trained.

- To find out more about the scheme, please contact Maureen Sutton on 821000 or email: [maureen.sutton@iow.gov.uk](mailto:maureen.sutton@iow.gov.uk)

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## SPORTS UNIT ROUND-UP



# Record medal haul for young Island athletes

**Young Island athletes put in their best ever showing at the annual World Island Youth Games, recently held in the Azores.**

The 19-strong team returned with nine medals, including three gold, three silver and three bronze – almost double the five medal tally of 2009 in Majorca. A fine games for the Isle of Wight was capped with the swimming team producing 20 personal best times in 24 races.

Athlete Nicholas Percy (*pictured below right*) was the team's most successful member, with four medals, including gold in the shot-put and discus, silver in the hammer and bronze as part of the 4 x 100 metres boys' relay team.

Leon Phillips picked up a gold and a bronze in the long jump and 4 x 100 metres boys' relay, and Ryan Transwell won silver in the 400 metres and was part of the bronze medal-winning relay team.

Other medal successes were Charlotte Skeggs (silver in high jump), Eleanor Mitchell (bronze in discus), Charlie Occomore (bronze in triple jump) and Declan Leach (bronze in 4 x 100 metres boys' relay).

Special mention should also go to the sailing team, which finished fifth in a very strong field.

Team Isle of Wight was eighth overall in the medal table.

Lee Matthews, from the council's sports unit and also team manager, said: "When you consider the size of the some of the islands we were up against, to return home with nine medals was a fantastic achievement."

The cost of getting to the competition was met through the Youth Opportunities Fund and by ferry firm Wightlink, which sponsored the sailing team.



*"It is hard to put into words how I felt winning a gold medal in my main event, the long jump. This was just the best day of my life."*

**Leon Phillips**

*"Coming back from the World Island Youth Games last year with two medals was such a buzz, but there was added pressure to do even better this time."*

**Nicholas Percy**

*"It was a great experience and I had an amazing time. I made lots of new friends and am in touch with swimmers from Sardinia and Croatia."*

**Ella Hillier (swimming team)**



## National Play Day 2010

**Medina Leisure Centre at Newport is the venue for this year's National Play Day on the Island, taking place on Wednesday 4 August, from 1pm to 5pm.**

Island Play Rangers will be running the popular event, which last year attracted more than 800 children, their families and other members of the community.

All activities are free and the aim is to

promote the importance of play for young people.

This year's event will feature play activities including bouncy castles, water play, messy play, a beach play area, junk play, dance mats and various sports.

More details are available from play rangers Carly Bain and Sophie Biggs on 823818.



### More information

For further details on any sports unit initiatives please call 823818 or email: [sports.unit@iow.gov.uk](mailto:sports.unit@iow.gov.uk)



## The West Wight, from 425,000 years ago...

A new series of booklets has been produced recording the archaeological heritage of the parishes of the West Wight.

Produced by the West Wight Landscape Partnership, working with the county archaeologist, the booklets shed light on the pattern of human settlement from Palaeolithic times about 425,000 years ago when the Island and the mainland were still attached to Europe.

At this time, hunter-gatherers followed herds across the interglacial landscapes, and archaeological discoveries have indicated these people were the earliest inhabitants of the West Wight.

The booklets follow the



West Wight's archaeological heritage right up to 1485, when the medieval period came to a close.

The booklets are available to download from the resources section of the West Wight Landscape Partnership website at [www.wwlp.co.uk](http://www.wwlp.co.uk)

## The success story of islandbreaks

An incredible 500,000 visitors a year have been viewing the Island's official tourism website at [www.islandbreaks.co.uk](http://www.islandbreaks.co.uk) over the past four years, figures show.

More than 1,000 Island tourism businesses are registered with the site, which acts as a comprehensive information source for any potential visitor to the Island. In the summer the site attracts up to 60,000 visitors a month.

The *islandbreaks* site features a key booking online facility for accommodation providers and is recognised nationally as providing the quality of information to link to the 42 Visit Britain websites.



ADVERTISEMENT

## Morgan prompts better parking

A missed bus has led to better parking arrangements at Swanmore Middle School, Ryde, thanks to Year 8 pupil Morgan Sullivan.

Morgan, who sits on the school's council, had heard that a bus had driven past a stop by the school one day because the cars of waiting parents were blocking the area.

Morgan and the school council took action and looked into other parking sites. These were advertised in the school newsletter, and now parking has significantly improved.

Many parents are doing their bit to help with safety around the school gates, and Morgan herself has asked to be dropped off away from the school gates so she can walk the rest of the way each day.

Morgan (pictured below on the right) worked closely with the council parking and transport team on the improvements.



**Do other people's children live with you?**  
**Or do your children live with someone else?**  
**And is it for more than 28 days?**

If the answer is **yes**, then you could be entering into a **private fostering** arrangement and it's essential that you tell us.

For more information, advice or to notify us of a private fostering arrangement, contact the referral and assessment team on

**(01983) 525790**  
**[www.iwight.com/fostering](http://www.iwight.com/fostering)**





# Catch the second weekend of Open Studios 2010

One of the Island's biggest annual arts events, Open Studios, continues this weekend, with scores of local artists and crafts people opening their doors to the public.

Isle of Wight Artists' Open Studios 2010 began on 16 July, with artists in the south and west of the Island leading the way – and continues this weekend (23, 24 and 24 July) in the north, central and east of the Island.

The event gives people the chance to visit the homes, studios and workspaces of local artists for a behind-the-scenes experience of the work they create. There may also be the chance to buy works of art.

A brochure to accompany the event, featuring route maps of how to reach the various

workplaces, is available from libraries, tourist information centres and Quay Arts at Newport, or you can visit [www.isleofwightarts.com](http://www.isleofwightarts.com)

This year live art has been brought to the great outdoors thanks to backing from West Wight Landscape Partnership, which supported Open Studios in Freshwater.

There were attractions such as earth casting, origami and tree dressing in Totland, and the construction of a skylark-inspired installation and family beach workshops in Freshwater Bay.

**Main picture:** Live arts with Eccleston George. **Inset:** Peter Wright's studio, Bembridge; Joanna Burton, Shanklin



## August bank holiday kerbside refuse collection



### Refuse normally collected on: Will be collected on:

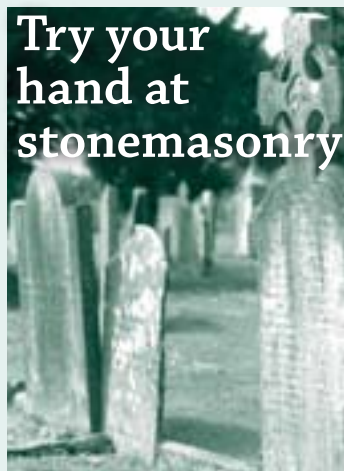
Monday 30 August	Tuesday 31 August
Tuesday 31 August	Wednesday 1 September
Wednesday 1 September	Thursday 2 September
Thursday 2 September	Friday 3 September
Friday 3 September	Saturday 4 September

Recycling services for the kitchen waste bucket and the kerbside recycling box will change in line with the dates given above.

Forest Road recycling centre will be closed on Saturday 4 September, with extended opening 7am to 7pm the next day. The recycling box is a fortnightly collection; if you are not sure of your week of collection please use any of the contact details given below. Refuse and recycling must be kerbside by 7am.

- Isle of Wight Council, tel: 823777, website: [www.iwight.com/waste](http://www.iwight.com/waste)
- Island Waste Services, tel: 821234, website: [www.islandwaste.co.uk](http://www.islandwaste.co.uk)

## Try your hand at stonemasonry



Free training sessions in stonemasonry are being held as part of a project to restore parts of Ryde Cemetery.

The first session, *An Introduction to Monumental*

Masonry, will be held on 24 and 30 July, and the second session, *Traditional Masonry and Craft Skills*, will take place on 23 and 31 July.

The cemetery project includes repairing and refurbishing buildings, perimeter fencing and existing walls, and is being funded by the Heritage Lottery Fund with support from the council and local conservation groups.

All the workshops take place at the cemetery between 9.30am and 4.30pm, with instruction provided by Wight Stonemasonry. Details are available by calling 885172 or emailing [janis.mundell@iow.gov.uk](mailto:janis.mundell@iow.gov.uk)



## Street pastors: spreading the word



**Pictured:** Sergeant Ken Crosby (left), PCSO Jo Vincent-White (centre) and PC Keith Haywood (right) with street pastors and Southern Vectis bus company staff in Newport town centre

The Island's crime-cutting street pastors' scheme has been extended to Newport this summer, after a year of success in Ryde.

The scheme involves church volunteers being trained to work with people in vulnerable circumstances through regular patrols on Friday nights.

Police have praised the scheme, which contributed to a 43 per cent cut in violent crimes reported in Ryde town centre on Friday nights between June and December 2009.

The extension of the scheme to Newport coincides with the start of the police summer anti-social behaviour campaign on the Island, supported by the Isle of Wight Community Safety Partnership.

Safer Neighbourhoods Inspector Terry Clawson said: "Street pastors are independent and do not work for the police, but their presence and contact with people on the street assists in preventing and calming situations where there is the potential for crime and disorder."

Isle of Wight street pastors' co-ordinator, Dave Ouston, said: "The street pastors aim to be a listening, caring, helping presence on the streets late at night. We are delighted the scheme is such a success in Ryde and are looking forward to more patrols in Newport."

• For more information about the scheme, visit: [www.iowstreetpastors.org.uk/](http://www.iowstreetpastors.org.uk/)



## Raising awareness of autism

A police officer from the Cowes Safer Neighbourhoods team has been thanked by parents for his initiative in improving support for families affected by autism.

PC Mark O'Sullivan is part of a project with the Cowes Autistic Spectrum Disorder (ASD) Support Group, which meets twice a month at the Cowes Children's Centre.

PC O'Sullivan said: "People with autism have difficulties with social situations and find it difficult to cope with unexpected changes in routine. They can come into contact with the police as a victim, witness, informant or someone who just needs help in an emergency. This can be daunting for anyone, but for someone affected by autism, it can be a stressful and frightening experience."

"Our work involves lowering the fear of police. Parents have identified reducing the risk of bullying as a priority, and we've produced a series of skills workshops to lower this fear."

Louise Cook, from the Cowes ASD Support Group, said: "By working with Cowes Safer Neighbourhoods team we have a powerful voice and will deliver much needed services more quickly, as well as strengthening the relationship between the police and the autistic community. I'm thrilled with how our first six months has gone."

A special fun day (*pictured above*) was held at the centre in May to mark the progress made by the police and parents in raising awareness of autism.

Plans to expand the concept to Newport are being discussed.

• For more information on the Cowes ASD Support Group, you should contact PC Mark O'Sullivan at Cowes Police Station.

## New insect species found at woodland event



An unusual species of insect, new to the Isle of Wight, was discovered during the recent Go Wild in the Woods event held at Firestone Copse, Wootton.

The Myrid bug, *Hallodapus rufescens*, was found by local insect enthusiast Dr David Biggs during the event, which identified 446 species in 24 hours.

To find out what the red and black bug was, Dr Biggs sought the assistance of top

bug expert, Bernard Nau, who used a book from 1923 to identify the find (*pictured*).

Council parks and countryside manager, Matthew Chatfield, said: "This is an uncommon species that has only been found in a few other places in the UK. We didn't expect to find this on the Island, as it is usually found on heathland."

• For a full report on Go Wild in the Woods, see page 22.





Photo: The Copenhagen Opera House

THE JOY OF CREATING



Photo: Museum of Liverpool

3R's School Project, Aberdeen.  
Pihl UK builds seven new primary schools, refurbishment of one primary school, refurbishment of a sports centre and new build of two academies.



Illustration: Isle of Wight School

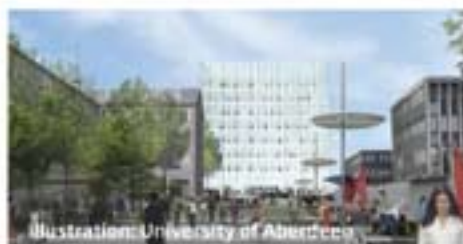


Illustration: University of Aberdeen



Photo: Aberdeen School Project



"Pihl UK Ltd is pleased to be working in conjunction with the Isle of Wight Council in the procurement of the new one school pathfinder in Cowes"



Illustration: University of Aberdeen



Photo: Aberdeen School Project



Illustration: Isle of Wight School



Illustration: University of Aberdeen



Photo: Aberdeen School Project

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# The way ahead for Island schools

This September sees the start of the most significant change in the Island's education structure for many years. Here we direct you to the latest information on the schools' reorganisation – and take a look at the exciting times ahead for one school site, at Cowes

## A new term, a new future...

The move to a two-tier education system for the Island is continuing to schedule, ahead of the new school year in September.

Under the reorganisation, more than 1,300 pupils will remain at their primary schools as Year 5 students from September, instead of moving on to middle schools as they had in the past.

Meanwhile, with middle schools due to be phased out under the changes, the Island's five former high schools will eventually become secondary schools for Years 7 to 11 and for Years 12 and 13 for pupils staying on in sixth form education.

Parents are being kept informed about the changes through newsletters distributed via schools – with the next edition due out before the end of the summer term.

If you have not received a copy of the newsletter or would like more information, please telephone 823458.

## A landmark project for Cowes

Plans have been submitted for a new Cowes Secondary School, providing a state of the art learning environment and also an asset for the whole community to use.

The idea of the new £30 million Cowes One School Pathfinder project on the existing Cowes High site is to create a building that will offer far greater uses than a traditional school.

Facilities such as an all-weather floodlit sports pitch, 650-seat conference centre/auditorium, multi-use games areas, a green gym, early years provision and outdoor amphitheatre will all be available for the community to enjoy when not in school use.

The plans for what will be one of the UK's most modern and innovative school buildings have been drawn up by Pihl UK – an international civil engineering and construction company – recently confirmed by the council as preferred bidder for the scheme.

As well as meeting educational and community needs, the landmark building project will also provide an economic boost to the Island as Pihl has committed to using local industries and companies to create the new school.

Due to open for the new academic year

in 2012, the school incorporates many green features in keeping with the Island's Eco Island aims. Not only will hot water and heating be provided by a new biomass plant, the school also makes maximum use of natural light and ventilation.

Many features – that also include a planted and landscaped roof to provide another natural area for teaching and socialising – have been developed through consultation with the community, the school's interim governing body and the trustees.

Innovative educational facilities include a central atrium providing an inspirational learning environment, external and internal courtyards and spaces offering both social and teaching areas, a living science garden, music recording studio and a working teaching-kitchen.

Students will be consulted over the colour schemes and furniture used in the new design. The project also includes facilities for activities including football, cricket, rugby and track and field athletics.

Project director for the council, Janet Newton said: "These ideas bring a new approach to delivering a building that will provide a truly inspiring learning environment."



*For close to 35 years, Haylands Farm at Ryde has shone as a beacon of co-operative endeavour for many Islanders with learning disabilities. Over the past year or so, while key aspects of its funding have changed, the farm has striven to maintain the vital role it plays in scores of lives.*

*Here we take a look at the farm in 2010 and how the new personal budgets scheme is being introduced into its operations*

There is something engagingly magical about the atmosphere that pervades Haylands Farm at Ryde.

For four decades the Isle of Wight Mencap-owned site at the foot of Salters Road has been a beacon of community industry and co-operative endeavour.

Step into the main courtyard at the farm and you are greeted by a relentless bustle of activity – from the rainbow procession of bedding plants wheeled out for Ryde market, to the rattle of drinks cans sorted for recycling.

All around, groups and individuals are busily getting to grips with their daily tasks – through a nearby gate a pair of micro-pigs are being fed, on another side of the courtyard the sound of woodwork machinery buzzes as bird and insect boxes are constructed.

Down a pathway vegetable patches are being tilled, flanked by two large glasshouses staffed by a mini-army of green-fingered enthusiasts. And off into the distance the avian murmurings of scores of chickens can be heard, watched over by their dedicated carers.

Charles Cook, the manager of Haylands Farm (pictured below), sums up the work ethos: "We try

not to see ourselves as offering day care services, more as work education. Most people who come here, come here to work."

Charles has been at Haylands for 27 years and his pleasure at the key community role the farm plays is clear to see.

Currently more than 40 clients with learning disabilities are part of the co-operative fabric that makes Haylands Farm a special place. The youngest is 20 and the oldest 67, and one client has been a regular since 1976.

The clients or 'students' as they are also called, are clearly the lifeblood of Haylands Farm – together with the staff and volunteers who provide the crucial support they need. The farm is open Monday to Friday each week, with about 20 clients there each day.

Haylands Farm was first set up to provide work and activities for adults with learning difficulties in 1976. Today, in 2010, it still fulfils that crucial role, against a backdrop of changing times, particularly in its funding.

Charles said: "The farm originally opened because some parents on the Island were unhappy with the opportunities for their children when they reached adulthood. They wanted to see them have the chance to find something to do outdoors and akin to work."

Today Haylands Farm offers a wide range of activities. The animals on the farm include 200 chickens, with their eggs sold to raise vital income; and there are also pigs, goats, guinea pigs, rabbits and a Shetland pony, to give the clients the experience of handling and learning about caring for animals.

The farm's gardens feature two



the  
magic  
of

Haylands  
Farm



## At the heart of Haylands Farm

**Main picture:** Brian checking on his runner beans

**Inset, top to bottom:** Ross with an insect box in the woodwork shop; Matthew tending the micro pigs; Colin quality testing the marigolds; a decorative wheel restored by Kevin; Wayne getting to grips with the chickens; and Simon and Mark on can-sorting duty

large glasshouses, producing flowers and vegetables for sale both at the farm and at Ryde market. There is also a range of vegetable plots, as well as allotments for the clients to grow their own vegetables to take home, or sell any excess.

Another hive of activity is the woodwork department, producing items for sale including rabbit hutches, bird tables, bird and insect boxes, and offering a wooden furniture repair and refurbishment service.

The farm also plays a key role in the Island's recycling efforts, through its contract with Island Waste to collect and sort all the waste cans from around the Island. The aluminium cans are sold to Island Waste for recycling, generating £14,000 of vital income for the farm each year.

Other activities at the farm include: IT tuition for clients, helping them to assist with the admin side of the operation; cookery groups, to assist clients to become more independent in caring for themselves; and a fund raising bric-a-brac shop.

Charles said: "If a client comes to us and tells us of an activity they would like to do, we will do our best to accommodate them. Two clients told us they wanted to learn to play the guitar, so we found someone to teach them."

Currently the farm generates close to 60 per cent of its income itself.

In the past, the farm received 30 per cent or so of its income in the form of a council grant. This then changed to contract funding from the council, and

today the farm is moving into the era of personal budget funding.

Charles explained: "We are now in a situation of the personal budget approach being phased in and the block contract source of funding phased out.

"In terms of what we do and the way we do things, our activities are as they have been in the past – determined by the needs of our clients.

"The change has come in the way we are funded, with the contract income replaced gradually by funding directly from our clients' own personal budgets."

Around 40 per cent of the farm's clients are now on personal budgets – directly paying the farm for the services they receive.

While the budgets are making a real difference to some lives, Charles stressed the new funding is still in a transitional stage.

"The personal budget aspect is a positive change in the way in which the service is funded, as the actual funding relates to the individuals," he said.

"But personal budgets are a new thing for us all and for some people the new approach has yet to fully settle down."

As it looks to the future, he said Haylands Farm remains committed to the wellbeing of its clients and the vital role it plays in their lives.

"We are here for our clients and it is to them we remain dedicated."

## More information

If you would like to find out more about Haylands Farm, please call 566038. To learn more about personal budgets, please contact the council's community services, tel: 520600, and ask for transforming social care.



# Haylands Farm



# Short breaks for disabled children



The Isle of Wight Council and NHS Isle of Wight are providing a range of planned short breaks for disabled children, thanks to funding provided by the Aiming High for Disabled Children scheme.

The breaks are designed to provide positive, enjoyable experiences to increase the opportunities to make friends and help with independence.

Under the initiative, parents and carers will be able to benefit from a well-earned break from caring for their disabled child.

To help make the project a real success, a range of new providers has been brought in. These include national specialist organisations with experience in working with complex disabilities, and local providers with innovative ideas.

Last year, two pilot play schemes were run to pave the way for new initiatives.

The new short breaks are for all disabled children, and in particular children and young people with Autistic Spectrum disorders, severe

learning difficulties and complex health needs.

If you are interested in accessing a short break for your disabled child, please contact either Moira Henderson, short term breaks implementation officer on 533523, email: [aiminghigh@iow.gov.uk](mailto:aiminghigh@iow.gov.uk) or the providers directly.

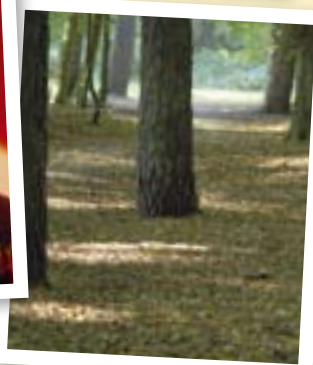
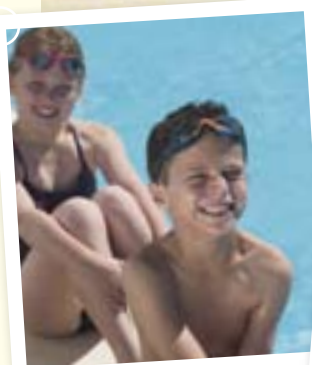
Lists of providers offering the short breaks will be advertised through the FIZ (Family Information Zone), Parent Partnership and the Aiming High websites. These can be found at: [www.wightchyps.org.uk](http://www.wightchyps.org.uk); [www.iwpp.co.uk](http://www.iwpp.co.uk); [www.iwight.com/council/aiminghigh](http://www.iwight.com/council/aiminghigh)

*"I want to thank you for organising such a wonderful play scheme. My child absolutely loved it and to be able to leave my daughter knowing she was going to be so well cared for by your superb team and she was having fun too, made our summer."*

*A parent's view on the summer 2009 pilot scheme*

## ACTIVITIES FOR YOUR DISABLED CHILD

### what's on offer?



- Ever reached the tree canopy? Climb a tree with GoodLeaf tree climbing
- Join the Saturday Lego Club for autistic children
- Try our youth club for teenagers
- Enjoy specialist swimming for SEN children at West Wight Sports Centre
- Learn to Sail with the UKSA – enjoy sunshine and the Solent
- Have fun with the play rangers
- Join in holiday day-camps with the YMCA
- Access playgrounds for all
- Sign up to James' Inclusive Football Club – open to new team members
- Play in the Gamezone for autistic teenagers
- Fun fishing days out for you and your family at Nettlecombe Farm
- Enjoy a short break in a caravan with your family
- Practise independent living in a mobile home
- Active days out on the Island – let our befrienders support you
- Specialist play groups for five and unders
- Join in specialist clubs during the week, at weekends and during holidays
- Try our new all-terrain wheelchairs – fossil hunt at Dinosaur Isle or explore Parkhurst Forest, Branstone Farm, Fort Victoria...

**Tell us what you'd like to do.**

**Call 821999 or email: [familyinfozone@iow.gov.uk](mailto:familyinfozone@iow.gov.uk)**

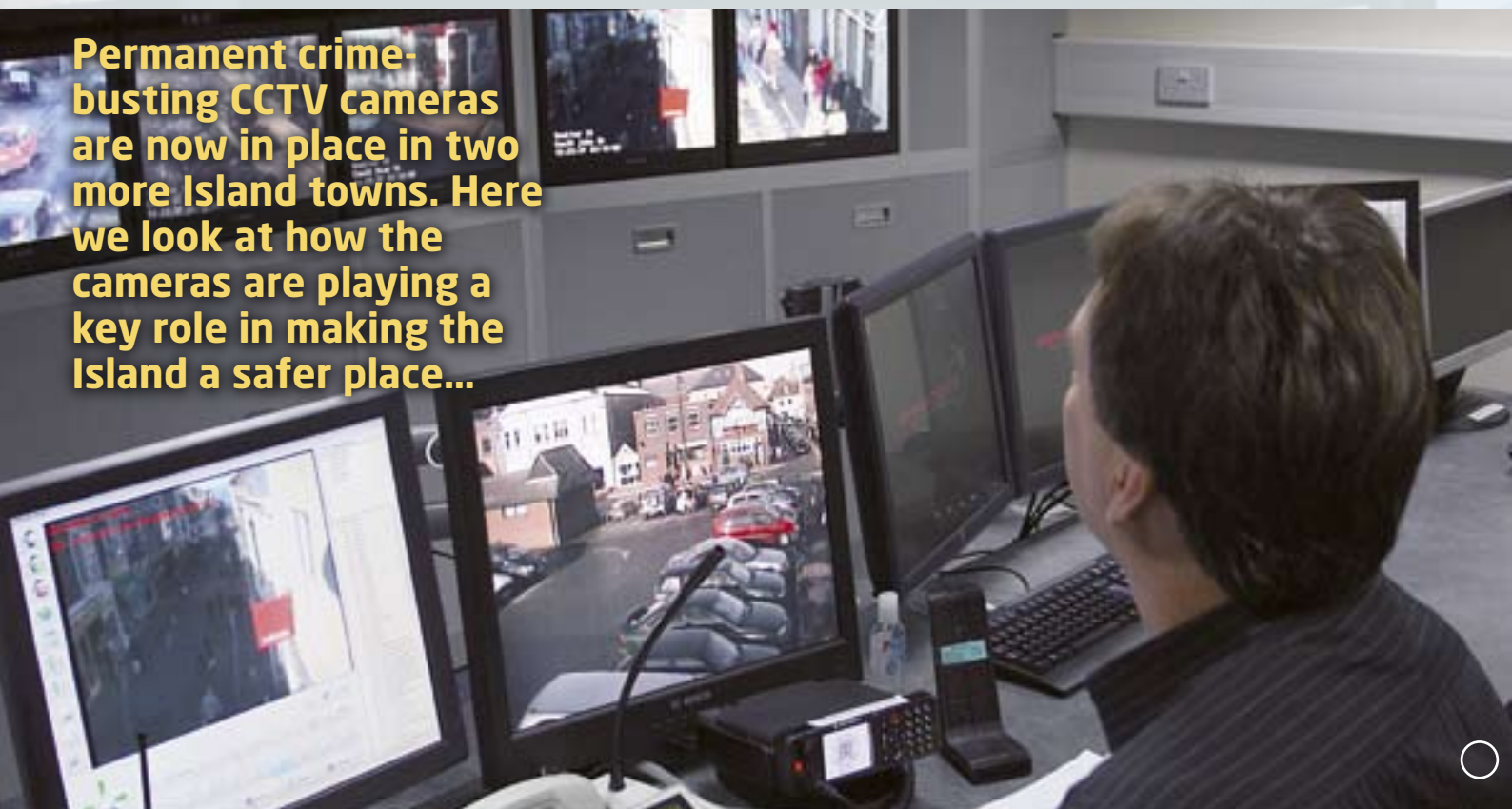


This project funded by Aiming High for Disabled Children



# CCTV network extended to Cowes and Shanklin

**Permanent crime-busting CCTV cameras are now in place in two more Island towns. Here we look at how the cameras are playing a key role in making the Island a safer place...**



The towns of Cowes and Shanklin now have better protection against crime and anti-social behaviour thanks to the installation of CCTV cameras in key locations.

The cameras are linked to the Island's CCTV control room (*pictured*) – recently upgraded with the latest recording and data storage equipment.

Cowes and Shanklin join Newport, Ryde and Sandown in the network, as well as the dedicated cameras covering St Mary's Hospital, Newport bus station and the dual carriageway at Newport.

The coverage for Cowes and Shanklin follows detailed discussions and months of planning involving the Isle of Wight Council and the town councils for both areas, who

funded the installations.

The busiest parts of both towns were chosen for the camera locations.

Tests were carried out on the newly-installed equipment, and Shanklin became operational at the end of May and Cowes at the end of June.

The expansion of the CCTV network is designed to deter those with criminal intentions, while helping police with investigations and other work such as searching for missing people.

Simon Dennis, community safety operations manager, said: "The importance of the crime-fighting role played by CCTV should not be underestimated.

"One significant objective of CCTV is to observe hotspots and make possible the

immediate deployment of police officers. It also helps with the sharing of intelligence between agencies, assisting with the exclusion of known offenders in areas such as shoplifting and alcohol crime."

## **FACTFILE**

- On average, 1,500 hours of CCTV footage are recorded for the network on the Island each year.
- From 1 January 2009 to the start of November 2009, police requested more than 600 recordings of CCTV footage.
- Camera operators monitored or assisted with more than 1,150 arrests between April 2008 and April 2009.

## Island CCTV helps in major investigation

**Evidence from Island CCTV cameras played an important role in a major police investigation which recently led to nine year jail sentences for two men from Sussex.**

The two men were sentenced by Portsmouth Crown Court in connection with a robbery at Benzie jewellers in Cowes in July 2009.

Various CCTV cameras on the Island, including a temporary unit at Cowes, helped to piece the investigation together.

Island CID led the investigation, and Detective Inspector Nick Heelan, said: "This was an unusual type of crime for the Isle of Wight that prompted one of the largest investigations I've ever known in my policing career.

"The co-operation of the Isle of Wight Council and transport operators was invaluable in capturing crucial CCTV evidence that allowed us to examine the suspects' movements before the crime and trace key witnesses through media appeals."



# Anti-social behaviour Minimum standards commitment

Setting the standards you can expect from us



**Anti-social behaviour is caused by a minority of people but can affect us all.**

We will work in partnership to improve the quality of life for those who live, work and visit the Isle of Wight by providing a better quality service.

We are committed to involving you in addressing issues to reduce anti-social behaviour and making people feel safer in all communities across the Island.

**We will:**

Ensure all reports are dealt with by the most appropriate agency.

Contact you as soon as possible and work with you to resolve your problems.

Ensure suitable action and support is offered.

Keep victims regularly updated and informed of progress.

Support all victims and witnesses until the case is closed and afterwards if appropriate.

Continue to work with the community to solve problems and deal with your concerns.

Take swift and appropriate action to tackle people committing anti-social behaviour.

Take robust action against people who breach their Anti-Social Behaviour Orders (ASBOs).

Members of the Isle of Wight  
Community Safety Partnership



**NHS**  
**Isle of Wight**

**Hampshire**  
Probation Trust  
*Working together to reduce offending*



If anti-social behaviour is affecting someone's quality of life, contact us.

<http://www.saferwight.org.uk/antisocialbehaviour.aspx>



# You said, we did...

The Isle of Wight Community Safety Partnership has acted on your feedback to tackle anti-social behaviour over the past year

## Operation Inferno

Extra police patrols and council CCTV helped to tackle noisy and nuisance motorists and drunken behaviour on Ryde seafront in 2009.

Appley Rise resident Christopher D'Arcy Ryan said: "I'm grateful this matter has been addressed. The police action has been successful and I believe the council's CCTV camera helped, as it was a deterrent. North Walk has been mainly free of disruption, improving the quality of life and sleep for residents."

## Free Thursday footie

With the support of Mayfield Middle School, a free weekly Thursday football club was run during the summer of 2009 to tackle perceptions of anti-social behaviour in Ryde.

Parent Julie Downer said: "It was good to have activities organised so we could be sure where our son was when he was out. People can get the wrong idea when they see children playing on the street, so I welcome the police doing something like this, which allows youngsters to enjoy themselves safely in the local neighbourhood and prove they're not going out to cause trouble."

## Sandown Bay clean-up

A project was organised to tackle damage and drink-related disorder in the Red Cliff area of Culver and Bembridge Downs, which is owned by the National Trust.

Police, council workers, National Trust staff, Sandown Observers, Lions' Club volunteers and local teenagers joined forces to clean up the area in 2009. This formed part of the community's efforts to reduce crime in the bay area.

## SK8 in Cowes

The partnership supports responsible activities for young people in Cowes. The latest SK8 event, organised by Cowes Youth Forum, took place in May this year.

Hundreds of children and teenagers have been involved in this event in recent years, enjoying themselves safely while demonstrating their impressive and intricate skills. Creating more facilities for young people remains one of the top three priorities for community safety in Cowes.

## Band Nite

Live music and other entertainments in Newport were staged for teenagers, combined with advice and support on personal safety issues. The events featured 'no alcohol or drugs' as a condition of entry.

Youth worker Peter Luther said: "Band Nite is an opportunity for us to connect with young people through music. It provides something positive and enjoyable to do and helps them to feel valued."

### Main picture:

Sgt Steve Goodier of the Ryde Town Safer Neighbourhoods team

### Pictured inset, from top:

Sgt Steve Goodier, town councillor Wayne Whittle and police community support officer (PCSO) Katie Ralphs on North Walk in Ryde, for Operation Inferno;

PC Caroline Woodgate (right) and PC Sue Gill (left) with some of the Thursday footballers at Mayfield Middle School's playing field;

PCSO Andy Brown of the Newport Safer Neighbourhoods team at Band Nite;

Culver clean-up, October 2009, with PCSO Stuart Woods of the Sandown Bay Safer Neighbourhoods team



# News from The Island's NHS

## 2009/2010 – a year of progress

NHS Isle of Wight is the Island's unique NHS organisation which both commissions and provides a diverse range of services. Our acute hospital, St Mary's at Newport, is serving a population of around 140,000 people. This is less than half that which experts estimate is required to sustain a general acute hospital such as ours and means we have higher overheads as a result. Nevertheless we achieved much during 2009/2010 which Islanders can be proud of, including:

- MRSA blood stream infections and *Clostridium difficile* cases have reduced by more than 50 per cent compared with 2008/2009;
- the Island's ambulance service is one of the best performing in the country, achieving response times for emergency calls of eight minutes or less in more than 75 per cent of cases;
- less than two per cent of patients waited in the emergency department for more than four hours between arrival and admission to a bed, transfer elsewhere or treatment and discharge;
- only six patients waited longer than six weeks for diagnostic tests;
- more than 98 per cent of patients waited no longer than one month from diagnosis to treatment for any form of cancer;
- improved privacy and dignity arrangements for patients.

The development of new facilities at St Mary's Hospital includes a new garden near the Chemotherapy Suite, the new Neonatal Intensive Care Unit, the Beacon Health Centre and the recently completed new Hospital Sterilisation and Decontamination Unit, as well as in partnership with Her Majesty's Prisons Isle of Wight, the new Prison Inpatient Healthcare Unit.

We also produced significantly better results than the national average for:

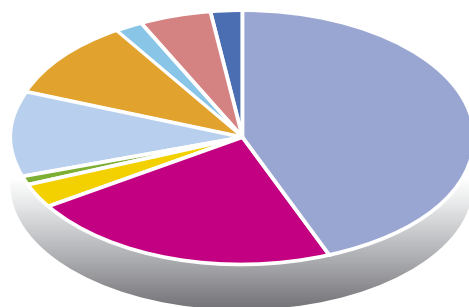
- fewer patients being referred to secondary care (646.4 per 1,000 residents – England average is 788.5);
- high quality of care for people with long term conditions (99.2 per cent score – England average is 97.8 per cent);
- ease of access and satisfaction with services in primary care (65 per cent of patients very satisfied with care at their GP practice surgery – England average is 56 per cent);
- more patients returned to their own homes after leaving hospital (79.2 per cent – England average is 74.3 per cent);
- fewer patients admitted to hospital (179.8 per 1,000 residents – England average is 218.6).

Our other achievements include:

- ranked in the top 20 per cent of NHS organisations nationally for some inpatient services;
- excellent and improved ratings from the Care Quality Commission and unconditional registration with the commission to provide health services;
- recognition in a variety of national and regional award schemes for excellence and innovation in our services;
- the opening of new dental practices in Freshwater and Ryde;
- extending the availability of breast screening to a wider age range of women.

## Sustainability

We are striving to achieve sustainable health services for the Island in a harsh economic climate. We saved £11.9 million in 2009/2010 and created a surplus of £2.4 million. The chart below shows where we spend our money:



Our staff have, as always, shown remarkable skill, dedication and determination in meeting the needs of those they care for. They are the backbone of the local NHS and without them the Island would be far worse off.

We are again asking everyone to look at where they can improve the way they work and, in an organisation with turnover in excess of £240 million per year, save money while improving quality and safety and redesign services so we can extract value from every pound we spend.

We would welcome your ideas too.







## New treatments for heart attacks

There's good news for heart attack victims on the Island. When you call 999, a paramedic will assess you at the scene – and depending on your condition, you could be transported by air ambulance to the mainland. This will allow treatment to be given more quickly, and could shorten your stay in hospital.

Of course, this new system can only work if you recognise the signs and call 999 immediately. Remember, doubt can kill – and chest pain is your body's way of telling you to call 999. More information at [www.iow.nhs.uk/chestpain](http://www.iow.nhs.uk/chestpain)

**NHS**  
**Isle of Wight**

### Pictured top to bottom:

I-Wish – winners of the 2009 NHS Isle of Wight Awards; Jan Williams and Jill Shead with breast screening equipment; ambulance service recognition for an Island youngster; Secretary of State for Health Andrew Lansley visits the Beacon Health Centre; chemotherapy garden opening



## Director of Public Health's report

The Director of Public Health's report for 2009/2010 has been published and provides an overview of the state of the health of Islanders. Data supporting the report can be found at [www.iow.nhs.uk](http://www.iow.nhs.uk) and at [www.eco-island.org.uk/information\\_observatory](http://www.eco-island.org.uk/information_observatory)

## Keep it or cancel it

Did you know that nearly 16,000 doctors' and hospital appointments were wasted last year? Not only did this cost the Island's NHS a million pounds, but it also stopped others from taking these unused appointments.

If you have an appointment you can't attend or you no longer need, make sure you cancel it – this will save money and will give others who need an appointment the opportunity to take yours.

As soon as you know you no longer need your appointment, or can no longer attend your allocated time, contact your surgery, clinic or the hospital immediately.

More information can be found at [www.iow.nhs.uk/keepit](http://www.iow.nhs.uk/keepit)

## Quality account

The first 'Quality Account' for health services provided by NHS Isle of Wight has been published and includes details of the quality improvements made during 2009/2010 and sets the direction for further improvements during the coming year. It also outlines performance in national clinical audit and provides information on the views of others such as the Care Quality Commission and commissioners on the quality of services provided.

### Want to know more?

You can read more about us on our website at [www.iow.nhs.uk](http://www.iow.nhs.uk), where you can also download reports and publications we have mentioned here. You can also request copies by emailing [comms@iow.nhs.uk](mailto:comms@iow.nhs.uk) or by telephoning (01983) 822099 ext: 6175.

## Where the little things make a difference...

The Mottistone Suite is a ten bed unit where patients stay in single private bedrooms which include their own ensuite bathroom with shower facilities.

Because we acknowledge the importance of maintaining a healthy, well balanced diet and providing high quality cuisine as an aid to recovery, the Mottistone Suite has two chefs who will prepare a range of imaginative and tasty dishes every day. This does include a vegetarian choice. If you have any special dietary requirements, please let us know. The chef will visit you each morning to discuss the day's menu and any special requests you may have. Family and friends are welcome to order a meal.

Sister Sally Cleary and her team will provide you with the highest standards of care. A waitress service is provided with hot and cold beverages being available throughout the day; a variety of drinks are also available for purchase with meals or for visitors.

- All rooms ensuite
- Extensive menu and refreshments list
- High standards of cleaning
- Television and radios in all rooms
- Unlimited visiting
- Freshly laundered linen

**Mottistone**  
The island's private healthcare provider

### The Mottistone

St Mary's Hospital, Parkhurst Road  
Newport, Isle of Wight, PO30 5TG

For more information please call...  
Mottistone reception 01983-534291  
E-mail [Mottistone@iow.nhs.uk](mailto:Mottistone@iow.nhs.uk)

Reception is open between 8am and 4pm



# HELPING THE ISLAND'S RECOVERY

**Pictured:**  
An artist's impression of the Pan Meadows development

An ongoing survey of local businesses has revealed signs the Island is holding up well in testing economic times. Here we look at some of the measures the council is taking to help companies to expand or set up on the Island

Like every other part of the country, the Island has felt the bite of recession in the past few years.

The council, within its range of duties, has been taking measures to assist and promote recovery where it can.

A major step has been the part played by planners in helping wind-turbine company Vestas with its successful planning application for a new research and development facility, now being built at Stag Lane, Newport.

Also in Stag Lane, a local company has been granted an option to buy land to develop a major biomass plant, with the potential to produce energy for thousands of Island homes.

Another key measure by the council was to recently make available a strip of land at Whippingham for aerospace firm GKN to expand to develop new wing-tip technology, to help make future aircraft travel more environmentally friendly.

Council strategic director for the economy and environment, Stuart Love, said: "These are examples of the kind of steps we have been taking as part of

our responsibility to the Island's economy.

"Each of these projects combines two of the key aims of the Eco Island vision of the council and its partners – to promote the green agenda and to encourage economic growth."

As part of this, the council is also working with Southampton

and training possibilities as well as opportunities to local suppliers and contractors.

"We are playing a supportive role behind many of these projects and last month major international companies in the renewable energy sector were targeted by an Island delegation at the annual Seawork maritime exhibition in

*"We are committed to supporting the Island's recovery"*

University to test the strength of tidal flows off Fort Victoria and St Catherine's Point with a view to the sites becoming locations for future tidal energy testing and power generation.

There are also other signs the Island's economy is moving ahead. Waitrose is progressing with its move to East Cowes as part of a wider housing and regeneration scheme and companies such as Cowes-based South Boats and Vikoma have also reported recent successes.

At Newport, the new Pan Meadows housing scheme is offering numerous employment

Southampton," said Stuart.

The council is also continuing to review its procurement policies to ensure local companies can maximise opportunities from council contracts.

"While this work and some of the successes mentioned do give grounds for optimism, there is much work still to do. The council needs to keep close to industry and commerce, which is one reason why it is conducting its survey of businesses throughout the year," said Stuart.

A recent survey of 388 Island companies conducted

in early May, found that in the three months to April, orders and sales were on the up, particularly in the retail and hospitality sectors.

Numbers employed had generally increased in the last three months and companies expected the trend to continue.

The survey showed the construction sector was the only major area experiencing employment contractions, with expectations of employment growth in the next three months remaining weak.

Stuart Love said: "This is a reason why the council is seeking to maximise opportunities for local industry through priorities such as the Highways PFI scheme, schools' reorganisation and also through the new Eneco offshore windfarm to be built to the south west of the Island."

The survey also showed a higher proportion of businesses are attempting to recruit than in January.

"Times are still testing for many businesses, but we remain committed to trying to do as much as we can to support the Island's recovery."





**Charity Classic Car Extravaganza, Newport Quay (18 September) and Ryde Esplanade (19 September)**

## ACTIVITIES

### Arts and Crafts on the Lawn (11 August)

Arts and crafts to buy and enjoy, Freshwater Library, 10am to 4pm.

### Family Fun Day (30 August)

At the pavilion and sports field, Watery Lane, Newchurch, stalls, games, refreshments, 10am to 4pm, visit: [www.newchurchevents.btik.com](http://www.newchurchevents.btik.com)

## EXHIBITIONS

### Ventnor Botanical Artists (24 July – 1 August)

Annual exhibition of work for sale, Echium Terrace Room, Ventnor Botanic Garden, 10am to 5pm.

### Cowes Art Group (31 July – 7 August)

Paintings on display and for sale, St Mary's Church Hall, Northwood Park, 10am to 4pm.

### Bembridge Art Society annual exhibition (1-7 August)

Exhibition of paintings by members, Bembridge Village Hall, 9.30am to 5pm.

### Classic Boat Museum, free entry open day (11 August)

View the collection of small boats,

maritime artefacts and memorabilia free of charge, Seaclose Wharf, Newport Harbour, tel: 533493.

## FAIRS & SHOWS

### Brook Village and Church Fete (24 July)

Traditional village fete, stalls and attractions, music, afternoon tea and cakes, Brook Green, 2pm to 4.30pm.

### Chillerton and Gatcombe Flower Show (31 July)

Annual show at Sheat Manor, Chillerton, 2.30pm to 5pm, show tent, stalls and other attractions.

### Isle of Wight Jaguar Regional Day (1 August)

Jaguar Enthusiast Club regional day, cars, stalls, music, Havenstreet Steam Railway, 10am to 4pm.

### RSPCA Isle of Wight Branch Gala Day (1 August)

Dog show, dog agility, stalls, refreshments, RSPCA Animal Centre, Godshill, 11am to 4pm.

### Jigsaw Puzzle Festival (9-14 August)

Hundreds of jigsaw puzzles on display and for sale, St James' Church, Church Path, East Cowes, 10am to 4pm daily (6.30pm to 8.30pm on Weds and Thurs).

### 60th anniversary Carisbrooke Village Show (22 August)

Horticultural and handicraft competition, activities and stalls, Vectis Corps of Drums, at Church of England Primary School, Wellington Road, 1.30pm to 5pm.

### Book, Postcard and Ephemera Fair (4 September)

Fair at the Masonic Hall, John Street, Ryde, 10am to 3.30pm.

### Wolverton Manor Garden Fair (4-5 September)

Garden fair in the grounds of an Elizabethan manor house, Island and mainland plant stalls, Wolverton Manor, Shorwell, 10am to 5pm.

### Charity Classic Car Extravaganza (18-19 September)

All types and categories of vehicles from veteran, vintage and classic to custom and retro, Newport Quay (18 September), Ryde Esplanade (19 September).

## MEETINGS

### British Airways Retired Staff Association (monthly)

Coffee morning, third Wednesday each month, at the White Lion, Arreton, 11am.

### Isle of Wight branch of the British Cactus and Succulent Society (monthly)

Second Saturday each month, Church Close Community Centre, Wootton, 7pm to 10pm.

### Vectis Branch of the Submariners' Association (monthly)

Fourth Wednesday each month, Camp Hill Prison Officers' Club, Newport, 7.30pm.

## MUSIC

### Newchurch Male Voice Choir, Summer Serenade (24 July)

Fund raising concert, Newchurch Community Hall, 7.30pm, tickets £4 at door.

### England My England (4 August)

Concert of words and music, work by Coates, Ireland, Whitlock and Finzi, and poet John Betjeman, at St Alban-

the-Martyr Church, Upper Ventnor, 7.30pm, retiring collection.

### Polperro Fishermen's Choir (11 September)

Concert with Newchurch Male Voice Choir, St John's Church, Sandown, 7.45pm.

### London Bridge Ensemble (18 September)

West Wight Arts Association presents a concert featuring music by Bartok and Dvorak, Memorial Hall, Freshwater, 7.30pm, tickets available from the Memorial Hall, tel: 752956.

### Newchurch Male Voice Choir, charity concert (30 September)

Concert in aid of Earl Mountbatten Hospice's Yellow Week, St Catherine's Church, Ventnor, 7.30pm.

## THEATRE

### I'll Be Seeing You (29 July – 1 August, 26-29 August)

Ventnor Theatre Group presents a wartime themed musical, Ventnor Winter Gardens, 7.30pm (29-31 July, 26-28 August), 2.30pm (1 and 29 August), for tickets contact box office, tel: 857581.

### The Merchant of Venice (5-6 August)

Theatre Set-Up presents William Shakespeare's play in the open air, in the style of an 18th century Venetian Carnival, Ventnor Botanic Garden, advance bookings in person at tourist information centres, or tel: 856206/856200, picnics welcome, bring own rugs or folding chairs.

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. Next scheduled edition: **17 September** (listings for period 17 September to 3 December).

Title of event/activity:

Date:

Brief description:

Venue:

Time:

Contact name:

Telephone:

**Please return (by 27 August) to:**

**Time & Place, One Island, Publications Unit, County Hall, Newport, Isle of Wight PO30 1UD or email to [oneisland@iow.gov.uk](mailto:oneisland@iow.gov.uk)**



# COAST & COUNTRY

## Go Wild in the Woods



**More than 250 people enjoyed a fascinating day of activities celebrating the Island's wildlife at Firestone Copse, Wootton last month.**

The 24-hour *Go Wild in the Woods* event was staged by the Isle of Wight Biodiversity Partnership to mark 2010 as International Year of Biodiversity.

The members of the public attending were joined by 53 volunteers and 32 experts from environmental groups for the action-packed programme organised by biodiversity projects officer, Tina Whitmore.

The event began at 5am with a dawn chorus walk followed by other wildlife activities and guided walks. There was also pond dipping, woodland crafts, wildflower and butterfly walks, tree climbing, canoe safaris and outdoor art. The event

finished with night time bat walks and moth trapping.

Also staged during the day was the Island's very first BioBlitz, one of many such events taking place throughout the country. National BioBlitz is about volunteers, scientists, naturalists, wildlife enthusiasts and members of the public working together to find as many species as possible in a 24 hour period.

At Firestone Copse a staggering 436 species were recorded – from lichens to spiders, and from beetles to underwater pond dwellers.

Among the more unusual species were: a nightjar, seen at dusk; wild service trees growing along the water's edge; red and black froghoppers and flounder and grey mullet in the creek.



**Main picture:** Tree climbing. Photo Paul Blackley

**Inset top:** Purple hairstreak butterfly caterpillar. Photo Paul Blackley

**Inset middle:** Cream wave moth at moth trap activity. Photo Ian Boyd

**Inset bottom:** Pond discovery session. Photo Paul Blackley

Go Wild on Wight  
**WOW**



# NATURE NOTES

Rocky shores at low tide are fascinating places – well worth exploring on a falling tide. The weed-covered rocks and pools provide a refuge for a variety of sea snails, shrimps, prawns, crabs and small fish. Animals can also attach themselves to the surface of seaweeds – look out for colonies of sea mats with their delicate patterning on wracks, or the tiny blue-rayed limpets in the knobbly root-like holdfasts of kelps.

There are more than 800 species of seaweed in the coastal waters of the British Isles. Though they may give the impression of dull uniformity, closer inspection reveals great beauty and complexity – indeed collecting and pressing seaweed was a Victorian pastime. They are classified into three broad groups – green, brown and red – based on the pigments they have to trap the sun's energy. Green seaweeds are usually found at the top of the shore, but further out are brown and red algae that can use the light which passes through the water.

Seaweeds are eaten as a delicacy in some cuisines but they have many other uses, from soil conditioners to sources of substances used for wound dressings and stabilisers for desserts.



Photo by Roger Herbert

The Island is home to a national rarity, peacock's tail, a small brown seaweed growing in the shape of a fan, with concentric silvery growth rings in its upper surface (*pictured*). This patterning gives rise to another name – 'turkey feathers'. It begins to grow in May when the rock pools start to warm up and is found in shallow waters at various places around the coast, including Bembridge ledges in the east and Colwell in the west.

Anne Marston, assistant ecology officer

## Explore the Island and its wonderful wildlife

Wight Summer Walks is a great way of finding out about wildlife walks and events happening across the Island this summer.

The booklet highlights species of interest to look out for and suggests other ways to explore the Island.

The council's parks and countryside section, which puts together the booklet, is working with the Isle of Wight Natural History and Archaeological Society to collect glow worm records this summer. July is the best month to see these amazing beetles.

You are most likely to see them in areas with long grass after dark, when the females emit their glowing green light. Email [Irc@iow.gov.uk](mailto:Irc@iow.gov.uk) with details of where, when and how many you saw.

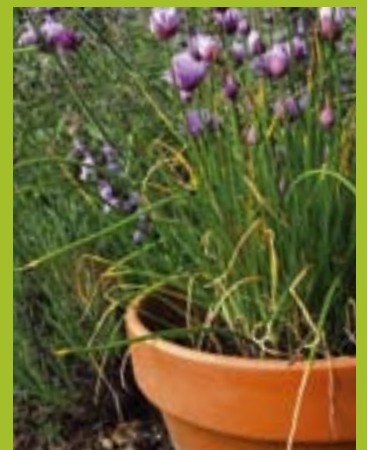
Wight Summer Walks is available at local libraries, tourist information centres and help centres and can also be downloaded from [www.iowight.com/walks](http://www.iowight.com/walks)



**Picture:** Female glow worm. Photo Tad Dubicki

## Seasonal guide to wildlife gardening

If you still have a space or two in a sunny border or patio, pots of herbs can be a great addition. In warm sunshine they will release a gentle fragrance into the air, and they are a favourite with visiting insects, as well as adding a special touch to your cooking.



## Enjoy the Island's coast and countryside

### Fort Victoria Foray 2010

See something different and learn something new at the 2010 Fort Victoria Foray, at Fort Victoria Country Park near Yarmouth on 19 August.

The annual event, now in its fifth year, is being staged by the council's parks and countryside section. It features a day of fun activities celebrating the Island's coast and countryside – and exploration of the beach and woods at the country park.

The event takes place from 10.30am to 4.30pm and admission is free.





# Telling the world about our Island

**Island residents now have the perfect chance to promote the virtues of the Isle of Wight to a global holiday market.**

As part of this year's *Just Add Water* tourism campaign, as more people turn to the internet to book their holiday, the council is placing greater emphasis than ever before on online marketing – particularly social media outlets.

It means there are Island pages on *Facebook* and *YouTube* as well as a presence on *Flickr* and *Twitter*. And as users of these sites will know, the success of each revolves around the public getting involved.

This gives both residents and visitors the chance to share their images and positive experiences of the Island and for those contributions to be seen all over the world.

Interest in the sites has already been strong and is growing. *Facebook* alone has accumulated 2,745 fans, there are 51 fan photos uploaded and there have been around 600 interactions.

**Twitter** [www.twitter.com/IWTourism](http://www.twitter.com/IWTourism)

**You Tube** [www.youtube.com/IOWTourism](http://www.youtube.com/IOWTourism)

**Facebook** [www.facebook.com/IsleofWightTourism](http://www.facebook.com/IsleofWightTourism)

**Flickr** [www.flickr.com/photos/isleofwighttourism/](http://www.flickr.com/photos/isleofwighttourism/)

**"All of us, whether we work in the tourism industry or not, have the perfect chance to become ambassadors for the Island."**

*John Metcalfe*  
deputy director of economy, tourism and leisure

## JUST ADD WATER...

This year's *Just Add Water* campaign also makes use of traditional marketing methods such as national newspaper and magazine advertisements – targeting regions such as the midlands, the south and London.

There has been a concerted effort put into advertising on London's tube network – and in the winter special back-lit advertising billboards positioned at strategic points on the roadside in London were in operation (*pictured*).

Another innovation has been a recent promotion with Wave FM and its 380,000 listeners, offering the chance to win a week's break on the Island.

