

SHAPING NEWPORT

The Shaping Newport Programme—A Place Plan for Newport based on over 15,000 comments from a survey of over 3000 residents, businesses and stakeholders

Objectives

A Place Plan for Newport was commissioned by Newport Parish Council, Newport Business Association, and the Isle of Wight Council.

It was intended to deliver:

- Better perception of trust and commitment by residents and commerce
- Public awareness of the new (IWC) regeneration programme and its aims
- A better understanding of local issues to help shape future service delivery and a more co-ordinated way of working with the resources available
- New, mutually beneficial, partnership ways of working between the Newport Area and the Council

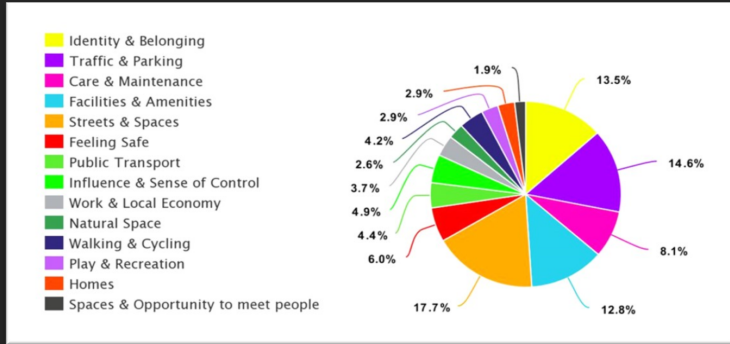


Background Data

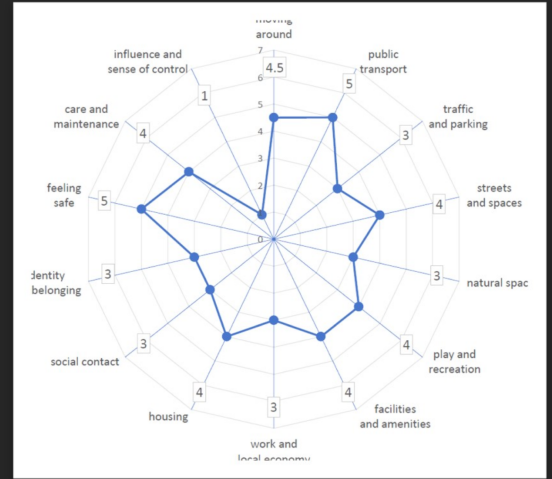
- 7 WARDS, 16 LSAOs (Lower Super Output Areas), 25,000 population
- Parish area 20 sq miles, 14% total IW land surface
- Parish budget 2018/19 £369,641
- Urban centre 1.5sqm, 50% protected for its built environment
- Parish is 90% rural
- 350 listed buildings and monuments
- A castle and a minster
- 3 Roman villas
- 3 rivers
- The Island’s largest Country Park
- The Island’s largest forest
- The Island’s only Field Studies Centre
- A 13th Century town with an intact Medieval street layout
- 50 protected wildlife areas
- 3840 acres of nationally important landscape
- 2 National Cycleways
- A town centre with a rateable value of £4M
- 30 pubs
- 4 theatres and cinemas
- An internationally famous music festival
- 65 restaurants, cafes and takeaways
- 20 schools, colleges and learning centres
- 25 civic service centres (council offices, emergency services, clinics and surgeries etc.)
- The source of 35% of the Island’s drinking water

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From the Survey of 15,000 Responses chart 1. shows Topic Frequency in Text Answers

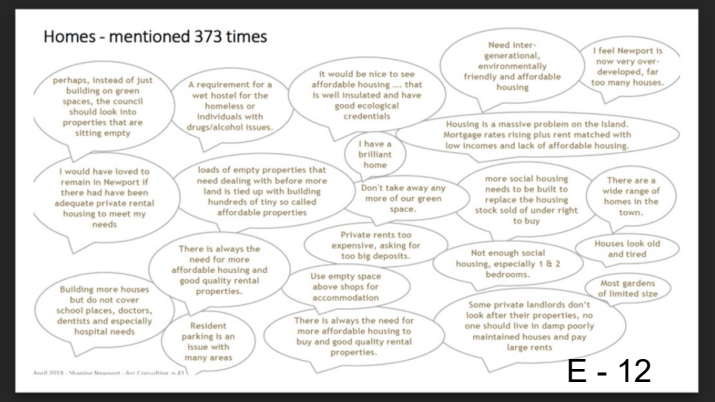
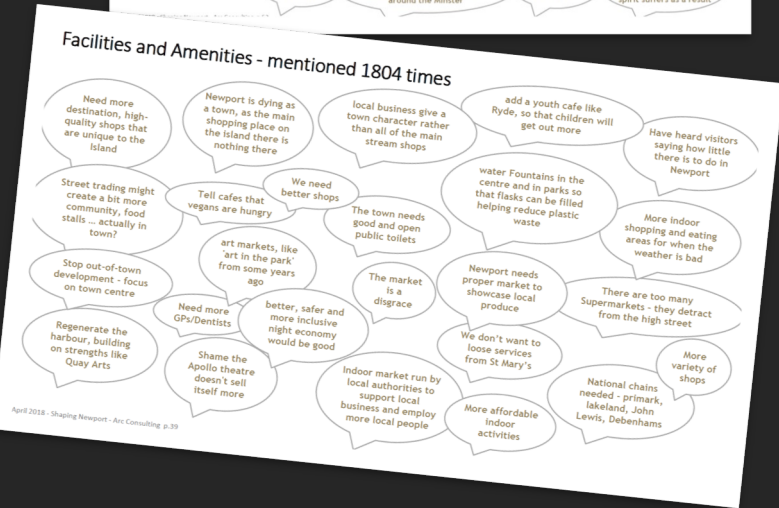
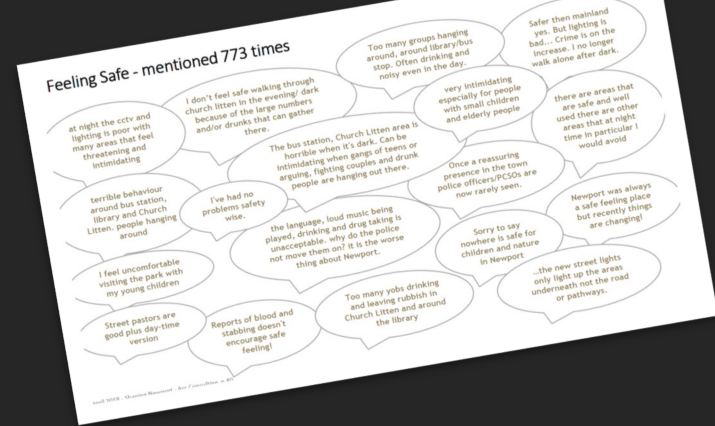
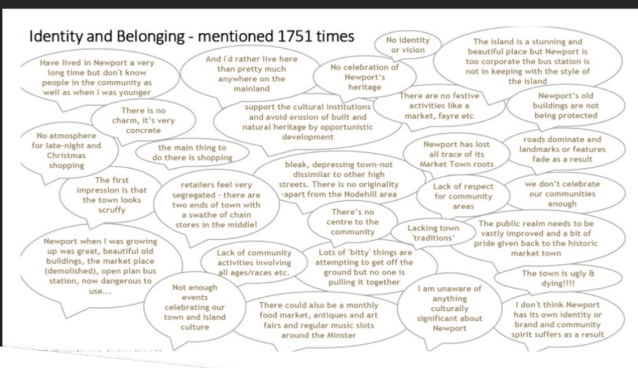


Place Standard Numerical Results



- 46 stakeholder discussions (e.g. Isle of Wight College, IWC officers, Vectis Housing, Southern Vectis, Island Roads, Joint Utility Group)
- Over 15,000 comments were captured from approximately 3000 people (plus extended target group members represented by stakeholders)

From the thousands of individual comments and opinions we can find common themes and ideas and hopes for positive change...



SHAPING NEWPORT

Core Work Programmes

- **Destination** - Rediscovering and celebrating Newport's identity, in its built and natural heritage, in its social and cultural stories, taking pride in its pedigree and future potential as the Island's capital; creating compelling and distinctive reasons to visit, invest, stay and return.
- **Navigation** - Making it easy to get into the town, and out again, to find a place to park and to safely cross the town on foot, or by bike; marking safe, appealing and coherent town routes for visitors to explore and linger over.
- **Association** - Building better, more useful and more constructive connections between the people who live and work in Newport and the decision-makers and service-providers who run the civic 'machinery' of the town.

- **Public Space Review (Streets and Spaces)** design a programme of small-scale improvements to Newport's 20 public open spaces, enhancing their appeal, aiding their differentiation from one another and improving their connectivity. Each site should have at least one achievable point of difference planned and budgeted for.
- **Brand Identity and Promotion (Identity and Belonging)** begin the process of re-identifying Newport with its historic, cultural, technological and environmental content, using facts, locations and stories consistently on all channels of communication and social media platforms.
- **Pro-active Licencing (Streets and Spaces)** improve the vibrancy and diversity of Newport's daily life in the quality and quantity of performance, spectacle, presence and engagement that exists in its public spaces.
- **Events Calendar (Streets and Spaces)** extend the previous recommendation and curate a programme of free public events in Newport, in its squares, parks and public buildings, as well as its civic hubs and campuses and its districts and neighbourhoods.
- **Finding and using Car Parks (Traffic and Parking)** design and install simple and effective road signage directing to the nearest car park according to the route travelled into town.
- **The Lanes (Streets and Spaces / Moving Around)** bring together the 9 lanes of Newport, 7 north-south (Cockrams Yard, Chain Lane, St. Cross Lane, Castlehold Lane, Post Office Lane, Grays Walk, Chalmers Way) and 2 east-west (Scarrots Lane, Bowling Green Lane), together comprising one of the most distinctive features of the town. Use lighting, signage, street art, and better connections with public toilets, public squares etc. to recreate safe pedestrian thoroughfares, many of which were first in use as part of the medieval street plan.
- **Networked Signage and Interpretation (Streets and Spaces)** install visible, distinctive signage that provides clear orientation, and encourages exploration, defining routes and options, using public spaces, the lanes, the named district and neighbourhood identities and destination/arrival points.
- **Bus Station Interchange (Public Transport)** make better use of the bus station travel centre as a shared service centre, connecting the interchange, library and Church Litten areas more usefully as a large central civic space.
- **Traffic Scheme Budgets (Traffic and Parking)** ensure that the £9M spend on Newport traffic schemes in 2018/19 is used to extend into the consequences of layout changes, on public spaces, pedestrian and cycle access, air quality for residents, workers and visitors.
- **The Core and the Districts (Identity and Belonging)** rediscover and celebrate Newport's component neighbourhoods: Pan, Barton, Fairlee, Little London, Hunnyhill, Forestside, Kitbridge, Gunville, Carisbrooke, Mount Joy, Nine Acres, St. Johns, Nodehill, Shide.
- **Town Centre Champion (Influence and Control)** establish a single point of contact, a charismatic and publicly recognisable figurehead, with the brief to drive positive change.
- **The County Capital (Influence and Control)** Newport is functionally the Island's nerve-centre, congregating public and emergency services, education, public health, banking, and legal advice. Concentrate this, do not dilute by separating or distancing key services.
- **Local Civic Partnerships (Care and Maintenance)** create a sense of visible participation and positive activity through collaborative public projects with local organizations.
- **Landlord Forum (Facilities and Amenities)** use regulation and policy compliance and civic obligation to encourage the owners of Newport's key commercial property to meet together with other town stakeholders and deliver better engagement in the shared project of regeneration.
- **Urban development policy (Influence and Control)** draft an SPD for the town centre that supports travel balance and which actively advocates mixed and 'meanwhile' use of empty premises and dormant development land.