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Agenda

Name of meeting	POLICY AND SCRUTINY COMMITTEE FOR NEIGHBOURHOODS AND REGENERATION
Date	THURSDAY 4 MAY 2023
Time	5.00 PM
Venue	COUNCIL CHAMBER, COUNTY HALL, NEWPORT, ISLE OF WIGHT
Members of the committee	Cllrs J Lever (Chairman), J Medland (Vice-Chairman), M Beston, R Downer, C Quirk, N Stuart and I Ward

Democratic Services Officer: Sarah Philipsborn
democratic.services@iow.gov.uk

1. **Apologies and Changes in Membership (if any)**

To note any changes in membership of the Committee made in accordance with Part 4B paragraph 5 of the Constitution.

2. **Minutes** (Pages 5 - 12)

To confirm as a true record the Minutes of the meeting held on 5 January 2023.

3. **Declarations of Interest**

To invite Members to declare any interest they might have in the matters on the agenda.



Details of this and other Council committee meetings can be viewed on the Isle of Wight Council's Committee [website](#). This information may be available in alternative formats on request. Please note the meeting will be audio recorded and the recording will be placed on the website (except any part of the meeting from which the press and public are excluded). Young people are welcome to attend Council meetings however parents/carers should be aware that the public gallery is not a supervised area.

4. **Public Question Time - 15 Minutes Maximum**

Questions may be asked without notice but to guarantee a full reply at the meeting, a question must be put including the name and address of the questioner by delivery in writing or by electronic mail to Democratic Services at democratic.services@iow.gov.uk, no later than two clear working days before the start of the meeting. Therefore the deadline for written questions will be Friday 28 May 2023.

Members of the public are invited to make representations to the Committee regarding its workplan, either in writing at any time or at a meeting under this item.

5. **Progress on outcomes and recommendations from previous meetings**
(Pages 13 - 14)

The Chairman to report.

6. **Annual Waste and Recycling Survey** (Pages 15 - 24)

The committee to review how the survey is utilised to improve services and to ensure the results are open, transparent and fed back to the general public.

7. **Coastal Works** (Pages 25 - 26)

The committee to receive an overview of the coastal works taking place in Ventnor, Shanklin, Yaverland and Bembridge.

8. **Local Cycling and Walking infrastructure Plans (LCWIP's)** (Pages 27 - 36)

To consider the Local Cycling and Walking infrastructure Plans to enable working with key local, regional and national stakeholders on securing resources to deliver infrastructure improvements, prior to decision at Cabinet on 11 May 2023.

9. **Adoption of new Planning Enforcement Strategy** (Pages 37 - 38)

Following a consultation exercise involving Town, Parish and Community Councils, the committee to review the draft strategy before it goes to Cabinet on 11 May 2023.

10. **Isle of Wight Cultural Strategy** (Pages 39 - 72)

The committee to review the draft strategy of the new Isle of Wight Cultural Strategy which was developed in partnership with the Island Collection, after extensive consultation with relevant stakeholders.

11. **Committee's Work Plan** (Pages 73 - 76)

To consider the Workplan for comment.

12. **Members' Question Time**

To guarantee a reply to a question, a question must be submitted in writing or by electronic mail to democratic.services@iow.gov.uk no later than 5pm on Tuesday 2 May 2023. A question may be asked at the meeting without prior notice but in these circumstances, there is no guarantee that a full reply will be given at the meeting.

CHRISTOPHER POTTER
Monitoring Officer
Tuesday, 25 April 2023

Interests

If there is a matter on this agenda which may relate to an interest you or your partner or spouse has or one you have disclosed in your register of interests, you must declare your interest before the matter is discussed or when your interest becomes apparent. If the matter relates to an interest in your register of pecuniary interests then you must take no part in its consideration and you must leave the room for that item. Should you wish to participate as a member of the public to express your views where public speaking is allowed under the Council's normal procedures, then you will need to seek a dispensation to do so. Dispensations are considered by the Monitoring Officer following the submission of a written request. Dispensations may take up to 2 weeks to be granted.

Members are reminded that it is a requirement of the Code of Conduct that they should also keep their written Register of Interests up to date. Any changes to the interests recorded on that form should be made as soon as reasonably practicable, and within 28 days of the change. A change would be necessary if, for example, your employment changes, you move house or acquire any new property or land.

If you require more guidance on the Code of Conduct or are unsure whether you need to record an interest on the written register you should take advice from the Monitoring Officer – Christopher Potter on (01983) 821000, email chris.potter@iow.gov.uk, or Deputy Monitoring Officer - Justin Thorne on (01983) 821000, email justin.thorne@iow.gov.uk.

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If you wish to record, film or photograph the council meeting or if you believe that being filmed or recorded would pose a risk to the safety of you or others then please speak with the democratic services officer prior to that start of the meeting. Their contact details are on the agenda papers.

If the press and public are excluded for part of a meeting because confidential or exempt information is likely to be disclosed, there is no right to record that part of the meeting. All recording and filming equipment must be removed from the meeting room when the public and press are excluded.

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Minutes

Name of meeting	POLICY AND SCRUTINY COMMITTEE FOR NEIGHBOURHOODS AND REGENERATION
Date and Time	THURSDAY 5 JANUARY 2023 COMMENCING AT 5.00 PM
Venue	COUNCIL CHAMBER, COUNTY HALL, NEWPORT, ISLE OF WIGHT
Present	Cllrs J Lever (Chairman), J Medland (Vice-Chairman), M Beston, R Downer, C Quirk and I Ward
Also Present (Non voting)	Ian Griffiths, Will Myles
Officers Present	Christopher Ashman and Oliver Boulter, Sarah Philipsborn, Paul Thistlewood and Melanie White

25. **Apologies and Changes in Membership (if any)**

None received

26. **Minutes**

RESOLVED:

THAT the minutes of the meeting held on 7 July 2022 be approved.

THAT the summary of the meeting held on 6 October 2022 be noted.

27. **Declarations of Interest**

Cllr Beston declared a non-pecuniary interest in Item 6, stating that his wife was a Director of Visit Isle of Wight.

Cllr John Medland declared that he was Chairman of the Planning Committee and involved in the LGA Peer Review. Item 10

28. **Public Question Time - 15 Minutes Maximum**

There were no public questions received

29. **Progress on outcomes and recommendations from previous meetings**

It was stated that there was the need to chase up the Housing Strategy Update and report back to the Committee

The Cabinet Member for Infrastructure, Highways PFI and Transport explained that there was a draft report regarding the Local Transport Plan, coming to the Committee in the spring, with consultation in the summer and potential implementation in 2024. It was explained that the reason it was still in draft mode was due to the fact that they were waiting for guidance from Government to advise on some of the regulations that needed to be integrated into the plan.

It was stated that although Southampton was unsuccessful in its bid for City of Culture, work was continuing to develop links of cultural importance between the Island and Southampton, and that a cultural strategy was on schedule for the spring. An informal meeting of the committee would be set in the late spring to begin the scrutiny of the strategy.

30. **Isle of Wight Tourism**

30a **Visit Isle of Wight**

The Managing Director and the Chairman of Visit Isle of Wight presented an update on the 2022 tourist season and the marketing plans for 2023.

The update showed that 2022 had been positive for visitor numbers to the Island. There had been a 2% increase of visitor numbers when comparing figures before Covid and total visitor spend was up 45%.

Visit Britain had also had a positive year in 2022 which had a 6% knock on benefit for the Isle of Wight. It was stated, however, that 2023 was likely to be a tough year.

A new advertising programme 'Say Yes' had been launched, with network advertisements that had been bought in bulk across the various internet sites. This had resulted in 84,635 clicks from August to October 2022.

There were now 2 Walking Festivals per year, one in May and the other in October which generated participation from both Islanders and visitors.

It was stated that it was important to continue targeting the UK accessibility travel market and encourage more businesses to become involved with training.

It was commented that although The Tour of Britain did not come to the Island in 2022, there was the beneficial factor that tour operators were now putting the Island forward as a cycling destination.

In terms of television advertisement, a huge project was launched, on going from Boxing Day until 22 January 2023 with Sky Adsmart. It was hoped that the TV advertisement campaign would challenge perceptions that the Island was stuck in the 1950's as some people would believe.

There was also a targeted mail drop and work with travel operators to offer discounts and prize competitions where trips to the Island could be won. A bid had just gone into Central Government regarding advertising campaigns on UK inbound Ferry Companies with the aim to target the French market.

Visit Isle of Wight was also going to be working with the Mermaid Atlantic Challenge, Greatest Hits Radio and Sainsbury's as well as looking at various expos including the Camping and Caravan Road Show at the NEC in Birmingham.

RESOLVED:

THAT the Report of Visit Isle of Wight be noted.

30b **Sustainable and Accessible Tourism Campaign**

Progress was reported on the sustainable and accessible tourist campaign indicated in the Corporate Plan with the intention to focus on regenerating the High Street and the visitor economy.

It was explained that the 'Purple pound' was linked to regeneration as this market was underserved and that there was also large market potential in accessibility tourism. It was highlighted important to broaden awareness of this amongst stakeholders and to identify what further support was needed in making the Island a good place to visit in terms of accessibility.

RESOLVED:

THAT the update on the Sustainable and Access Tourism Campaign be noted

31. **Survey of Regular Users of Cowes Floating Bridge**

An update was given on the Floating Bridge Saver Card Holders survey which was undertaken during summer 2022.

The Survey was closed on 7 September 2022 and 1,188 responses had been received which equated to 23.17% of card holders.

The key findings showed that 43.98% of card holders used the service at least once a week with 79.43% of people making return journeys. The top 3 reasons for using the service were leisure (56.9%), shopping (38.8%) and commuting (31.14%). Foot passengers made up 57.52% of saver card users and car drivers (68.58%)

In order to help Saver Card holders better plan their journeys, the majority of respondents put forward suggestions on how to improve the service which included text/email updates regarding the service, the introduction of a Floating Bridge App, advising Red Runnel if the Floating Bridge service was suspended (so they could advise floating bridge users), and operating to a reliable timetabled service.

An action plan had been devised from the key findings of the survey focusing on the areas of operation, media and communications, staffing and fees/payments. The plan would be implemented in accordance with the timescales set against the individual actions, with the objective of improving the service across all the categories. It was agreed that the survey would come back to the committee annually in order to be able to monitor any trends or service improvements.

Questions were raised if other users should be canvassed for their opinions rather than just Saver Card Holders.

RESOLVED:

THAT the responses from the Saver Card User Survey be noted

THAT the Action Plan be carried out within its set timescales.

THAT the survey returns to scrutiny annually alongside the Action Plan so to monitor trends and service improvements.

32. **Place and Neighbourhood Planning**

A report was presented to the committee regarding the promotion of people-oriented place planning for town centres with the objective that the committee could gain an understanding of Place and Neighbourhood Plans and their use on the Island. It was a important to look feedback on impact and resources and funding, when investigating experiences of places on the Island.

Five areas on the Island had a Neighbourhood Plan- Bembridge, Brading, Brighstone, Freshwater and Gurnard. The cost of developing a Neighbourhood Plan varied from a minimum of £20,000 though actual plan production averaged between £40k - £50k.

A range of other methods to achieve place making and sustainable development existed as alternatives to the time and cost associated with the development of a Neighbourhood Plan and included 'Place Plans'.

Place Plans were described as a process just as much as an output as they brought together local stakeholders, town or parish councils, local businesses community groups to work together with the Isle of Wight Council to identify key issues of concern using data and consultation and the development of an action orientated plan to address the issues.

Three areas on the island had Place Plans and included Newport, Ryde and Cowes/Northwood. Three further councils in The Bay area had also recently committed to work together to develop a Place Plan.

A Place Plan normally takes about 3 months to develop with an average cost of £20,000. It was highlighted that Ryde and Newport had successfully bid for UK Government funds referencing their Place Plans as their evidence base.

The Committee sought clarification that the information contained in the report had been circulated to all town and parish councils to highlight the importance of these plans in shaping the needs of the local area.

RESOLVED:

THAT the Report on Place and Neighbourhood Planning be noted.

33. **The Development of a New Records Office**

The Committee was presented with a vision document regarding the development of a new Records Office.

It was a long-held ambition to develop a new Records Office on the Island, but it was acknowledged that the ideas and vision were unfortunately hamstrung by lack of funds.

The vision document saw the incorporation of a new Records Office within a cultural centre. It was hoped that the building would hold a cultural exhibition area along with other amenities.

It was stated that there needed to be a bid for public funds and that the Council to prioritise these types of projects.

RESOLVED:

THAT the vision document be noted.

34. **Planning**

34a **LGA Planning Peer Review Action Plan**

The Committee received an update on implementing the recommendations from the Local Government Association Peer Review into Planning Services.

It was stated that a planning Services Improvement Steering Group had been established with agreed terms of reference to do drive the improvements that needed to be implemented in response to the report recommendations.

The Steering Group identified 4 key areas to prioritise action-
Progressing the local plan
Improving pre- application advice offer
Improving development management function
Improving enforcement function

Improving trust, learning and customer service were to be at the core of how the issues were to be tackled.

The next steps for the steering group were identified as to continue work on the Road Map Document, and the Improvement Delivery Plan.

Progress would be continued to be publicly shared with regular updates to councillors through this committee and the Corporate Scrutiny Committee and it was agreed that there be six monthly updates on the Action Plan to monitor progress against actions.

RESOLVED:

THAT the LGA Planning Peer Review update be noted.

THAT there be six monthly updates on the Action Plan to enable a regular review against actions.

34b **Planning Enforcement Strategy**

An update was given on the progressing a new Planning Enforcement Strategy and the introduction of a new approach to delivering planning enforcement.

It was stated that the next steps in progressing this strategy were to finalise the new Enforcement Strategy to enable Planning Services to undertake targeted engagement with parish, town and community councils interested in generating capacity to deal with local priorities. Thereafter, the strategy could be brought to Cabinet for consideration.

RESOLVED:

THAT the update on the Planning Enforcement Strategy be noted.

35. **Parking**

35a **Annual Parking Report 2022**

The Annual Parking Report was presented to the Committee. It was stated that parking was a complex issue which was part of the broader policy on transport that provided revenue. It was, however, reiterated that parking was not just for revenue generation.

RESOLVED:

THAT the Annual Parking Report be noted

35b **Parking Charges and Permits**

Part of the parking strategy was looking at further introduction of residents permits in certain areas and exploring the necessity to look at the introduction of tradesmen's permits.

RESOLVED:

THAT the parking permit issue for residents and tradesmen in certain areas be further investigated.

35c **One Hour Free Parking in Newport**

It was reported that the one hour free parking in Newport, subsidized by Newport Community Council was deemed as a success as it generated £62,500 in transactions. The need to be flexible was highlighted as beneficial and this local flexibility showed the art of the possible.

Once further data on resulting footfall became available, it was agreed that this merited further investigation to see if the project should be trailed in other towns on the Island.

RESOLVED:

THAT the reported one hour free parking be noted and that once further footfall data became available, the committee would revisit the topic to determine whether it should be trailed in other towns on the island.

36. **Committee's Work Plan**

The Committee's work plan and scoping documents were considered.

37. **Members' Question Time**

Cllr Ward asked about the timeline on the Peer Street Toilets in Newport, Sandown Town Hall, and Dinosaur Isle. He requested a written response.

CHAIRMAN

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Policy and Scrutiny Committee for Neighbourhoods & Regeneration - Progress on Actions & Outcomes

Meeting Date	Agreed Action	Responsibility	Update	Actioned
Outstanding Actions				
Actions Completed (Since Last Meeting)				
18 November 2021	Housing Strategy Update Details of proposed tenancy training would be circulated to the Committee by the Assistant Director of Regeneration (Housing).		Advised that no tenancy training details are available but if members would like to review the virtual platform which is made available to residents then they can provide their email addresses to the scrutiny officer and this can be arranged.	Jan-23
5 May 2022	Local Transport Plan The main phases for the development of the Local Transport Plan 4 were noted and accepted as realistic and consideration of the draft be included within the Committee's workplan	Cabinet Member for Infrastructure, Highways PFI and Transport	A verbal update was provided at the 5 January 2023 meeting where the committee were advised that a finalised draft plan would come to scrutiny later in the year.	Jan-23
	Cultural Strategy The bid for Southampton to be the City of Culture was unsuccessful. The Director of Regeneration indicated that it would be appropriate to take time to review the Council's position regarding the strategies before reporting to the Committee.	Cabinet Member for Levelling Up, Regeneration, Business Development and Tourism	The cultural strategy is to go to Cabinet in June 2023. Scrutiny will review at the 4 May committee meeting.	Jan-23
5 January 2023	Member's Questions An update was requested on the aim and timescale of: Sandown Town Hall Dinosaur Isle High Street Regeneration Task Force	Cabinet Member for Levelling Up, Regeneration, Business Development and Tourism	A response has been provided	Jan-23

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Agenda Item Introduction

Committee	POLICY AND SCRUTINY COMMITTEE FOR NEIGHBOURHOODS AND REGENERATION
Date	4 MAY 2023
Topic	ANNUAL WASTE & RECYCLING SURVEY

BACKGROUND

The survey is conducted on an annual basis and aims to gather residents' views and ideas on how the Island can recycle more and reduce its waste.

The service provider must then use the results to inform their annual service improvement plan.

FOCUS FOR SCRUTINY

- Do the surveys prove successful?
- What are the biggest challenges faced with the surveys?
- What happens with the data after the surveys have been completed?
- Do the public get to see results of the survey?
- Who monitors the service improvement plan?
- How do the Isle of Wight Council and the service provider work together to achieve service improvements?

APPROACH

Committee to receive a presentation.

APPENDICES ATTACHED

Waste Annual Survey Presentation

Contact Point: Melanie White, Scrutiny Officer, ☎ 821000 ext 8876
e-mail melanie.white@iow.gov.uk

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Annual Waste and Recycling Survey

Neighbourhoods and Regeneration and Scrutiny

Background

- The annual waste service partner prepares an annual Customer Satisfaction Survey for the Local Authority aimed at understanding the perception of the recycling and waste service we are providing to our communities.
- The survey is available digitally through the Authority's website and physically at Authority run libraries and leisure centres.
- The survey forms part of the Authority's existing feedback mechanisms received such as customer enquiries, comments, complaints, compliments and online polls.
- The Waste and Recycling Team uses the feedback to work with its waste service partner to identify service improvement areas and reasons to be proud.
- Results are analysed by our waste service partner, to provide a survey analysis report, we also promote these results to the general public.



Comparison 2021 and 2022

	2021 (%)	2022 (%)
Non-Recyclable Waste Collection Service Very Satisfied or Satisfied	78	85.5
Non-Recyclable Waste Collection Service Very Dissatisfied or Dissatisfied	9.1	7.35
Recyclable Collection Service Very Satisfied or Satisfied	82.5	88.3
Recyclable Collection Service Very Dissatisfied or Dissatisfied	5	4.3
Food Collection Service Very Satisfied or Satisfied	79.7	83.6
Food Collection Service Very Dissatisfied or Dissatisfied	4.1	4.5
Collection Crew Very Satisfied or Satisfied	84.6	88.9
Collection Crew Very Dissatisfied or Dissatisfied	5.8	3.4
Information Booklet Very Informative or Quite Informative	82.5	87.9
Information Booklet Not Informative	9.2	0.8
Garden Waste Service Very Satisfied or Satisfied	73.3	80
Garden Waste Service Very Dissatisfied or Dissatisfied	7	5.3
Assisted Waste Collections Very Satisfied or Satisfied	31.5	40
Assisted Waste Collections Very Dissatisfied or Dissatisfied	9.3	10
Collection Plus Very Satisfied or Satisfied	44.4	42.8
Collection Plus Very Dissatisfied or Dissatisfied	5.5	14.3

You said, we listened



- In 2021, 69.7 % of respondents had not used the kerbside textile recycling service

In response a focused #TackleTextiles campaign was launched in August 2022 to flag awareness of kerbside textile recycling service and alternative options to reuse and recycle, such as donations or upcycling.

- In 2022, 38.59% used the textile recycling service.
- This was borne out in textile tonnage monitored by our waste service provider, following the campaign.
- In September 2022, 1.34 tonnes of textiles were collected at the kerbside. This is compared to 0.7 tonnes in the same period the year before.

You said, we listened

- Previous year's survey results (2021) saw 74.5% of respondents say they would use a kerbside battery service if it was introduced.

As a direct result from the survey feedback, in May 2022, we introduced a kerbside battery collection service, collected approx. 2 ½ tonnes of batteries in its first two months and saw reduction of battery related fire instances impacting crew and waste facility.

Awareness raising news releases issued throughout 2022ar focusing on the effects of placing batteries inside bins.





Looking to the future...

- Inclusivity and accessibility: aim to be a waste and recycling service used by all of the community
- Increasing public desire for a smartphone app
- Less uptake of physical surveys seen at Libraries and leisure centres – increasing focus for digital options
- Focus on lobbying businesses to cut down on packaging
- Increasing waste education and knowledge through our Waste Education activity and soon to open Waste education center at Forest Park

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Agenda Item Introduction

Committee	POLICY AND SCRUTINY COMMITTEE FOR NEIGHBOURHOODS AND REGENERATION
Date	4 MAY 2023
Topic	COASTAL WORKS

BACKGROUND

Some of the existing coastal defences along the east coast of the Isle of Wight are in poor condition and need to be improved, to withstand extreme weather caused by climate change, in order to protect homes and businesses on the island from the risk of coastal erosion and flooding.

The committee to receive an overview of the coastal works taking place in Ventnor, Shanklin, Yaverland and Bembridge.

FOCUS FOR SCRUTINY

- To consider the ongoing works and investigations taking place to improve the islands coast
- To consider the working relationship between the Isle of Wight Council and the Environment Agency
- What are the challenges being faced with the works required?
- What successes have already been achieved?
- What lessons learned can be taken away for future improvement works or projects?

APPROACH

Committee to receive a presentation.

APPENDICES ATTACHED

Contact Point: Melanie White, Scrutiny Officer, ☎ 821000 ext 8876
e-mail melanie.white@iow.gov.uk

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Agenda Item Introduction

Committee	POLICY AND SCRUTINY COMMITTEE FOR NEIGHBOURHOODS AND REGENERATION
Date	4 MAY 2023
Topic	PRE DECISION SCRUTINY - LOCAL CYCLING & WALKING INFRASTRUCTURE PLANS (LCWIP's)

BACKGROUND

In 2017 the Government published its first Cycling and Walking Strategy (CWIS), setting out an ambition to make cycling and walking the natural choice for shorter journeys, or as key stages within longer journeys.

In recognising that improvements to infrastructure are critical to increasing volumes of cycling and walking, the CWIS introduced local cycling and walking infrastructure plans (LCWIPs). An LCWIP is an evidence-based report which sets out a programme of prioritised improvements to enable more walking and cycling for everyday journeys.

The Isle of Wights LWCIPs are due to be considered on 11 May 2023 at Cabinet which provides the opportunity for scrutiny of the item before it goes for a decision. Cabinet will decide on whether to approve the plans.

In considering whether the decision is likely to be 'significant', the scrutiny committee should consider the strategic nature of the decision and whether the outcome will have an impact, for better or worse, on the amenity of a community or quality of service provided by the council to a significant number of people living or working in the locality affected.

FOCUS FOR SCRUTINY

The role of the committee is not to act as a shadow cabinet. Its function is to ensure that the principles of decision making have been complied with:

- taking into account all relevant considerations and ignoring those which are irrelevant
- compliance with finance, contract and all other procedure rules
- due consultation and proper advice is taken, and alternative options considered before decisions are reached
- impartiality and an absence of bias or pre-determination
- any interests are properly declared

- decisions are properly recorded and published
- decisions are proportionate to the desired outcome
- respect for human rights and equality impacts
- a presumption in favour of transparency and openness
- clarity of aims and desired outcomes
- due consideration of all available options
- reasons are given for decisions

OUTCOME

Do members wish to support the proposed recommendations or report any comment to Cabinet.

APPROACH

A Cabinet report to be submitted to the committee.

APPENDICES ATTACHED

LCWIPs Report to Cabinet 11 May 2023

Contact Point: Melanie White, Scrutiny Officer, ☎ 821000 ext 8876
e-mail melanie.white@iow.gov.uk



Purpose: For Decision

Cabinet Report

Date **11/05/2023**

Title **Endorsement of Local Cycling and Walking Infrastructure Plans**

Report of **CABINET MEMBERS**

EXECUTIVE SUMMARY

1. The purpose of this report is to seek member approval of three Local Cycling and Walking Infrastructure Plans (LCWIP) covering the following areas.
 - (a) Cowes, Northwood and Gurnard
 - (b) East Cowes and Whippingham
 - (c) Bembridge, Brading and St Helens
2. The completed and approved reports are published on our web pages <https://www.iow.gov.uk/libraries-leisure-and-heritage/recreation-and-leisure/leisure/isle-be-active/> Further LCWIPs are being developed in other areas of the Island and will be brought forward for approval once completed.

RECOMMENDATION

3. To approve all three LCWIPs in the respective areas of the Island outlined, and to work with key local, regional and national stakeholders to seek funding to deliver the proposed infrastructure improvements.
To instruct the Cabinet Member for Planning and Enforcement to undertake the required public consultation with a view to the council adopting all three LCWIPs as Supplementary Planning Documents (SPDs) that can then be used as a material consideration in planning decision making.

BACKGROUND

4. The Department for Transport (DfT) national *Cycling and Walking Investment Strategy* (CWIS), launched in April 2017, with aims to make cycling and walking the natural choices for shorter journeys, or as part of a longer journey. The strategy aims to double levels of cycling journeys by 2025, increase walking activity, reduce the rate of cyclists killed or seriously injured (KSI), and increase the percentage of school children walking to school.

5. The potential for investment in cycling and walking also supports the delivery of public health outcomes in relation to creating greener and more active communities, improving resident and visitor health and well-being.
6. Through the CWIS, local authorities were encouraged by DfT to prepare Local Cycling and Walking Infrastructure Plans (LCWIPs) in order to take a more strategic approach to planning walking and cycling networks and funding to support local authorities was made available.
7. The Isle of Wight Council (IWC) was successful in securing funding to support town and parish councils to develop LCWIPs. This support was granted on the basis of the islands successful track record in delivering DfT capital and revenue programmes and was only offered to a small number of local authorities.
8. It should be noted that it is likely that local authorities who have approved LCWIPs in place will have an improved chance of securing future DfT infrastructure funding. All LCWIPs have been developed in accordance with DfT Guidance, which set out clearly the steps required to develop such a plan.
9. Future phases of walking and cycling infrastructure proposals within or linking with the approved routes in the approved plans will need to be fully costed (revenue and capital) as and when finances become available. In some cases, infrastructure proposals may need to be jointly funded through a combination of government, council, and town and parish funding sources.
10. The stages of developing an LCWIP are as follows:

Stage 1 - Determining Scope

Key tasks are to determine the geographical scope, delivery model, governance arrangements, stakeholder engagement approach and timescales.

Stage 2 - Gathering Information

This stage involves reviewing policy and strategy, collating information and data on the existing walking and cycling network and trips, perceptions of existing facilities, and identifying trip generators (existing and planned). This includes some use of the Propensity to Cycle Tool (PCT).

Stage 3 - Network Planning for Cycling

This stage involves mapping trip origin and destination points, identifying desire lines, classification of desire lines, establishing network density, applying the Route Selection Tool processes, and establishing cycling infrastructure improvements.

Stage 4 - Network Planning for Walking

This stage involves mapping key walking trip generators, identifying Core Walking Zones, identifying Core Walking Routes, identifying barriers and funnel routes, auditing these routes / zones, and establishing walking infrastructure improvements.

Stage 5 - Prioritising Improvements

This stage involves developing timescales for delivery over short, medium and long-term scales, as well as high level appraisal, costing, and prioritising improvements considering effectiveness, cost and deliverability.

Stage 6 – Integration and Application

This is the final stage, involving signoff of the document as well as integration within policies, application for funding bids, and regular updating of the document.

CORPORATE PRIORITIES AND STRATEGIC CONTEXT

11. The LCWIP supports a number of activities set out with the corporate plan. In addition continued investment in cycling and walking infrastructure was one of the recommendations arising from the work of the Transport Infrastructure Task Force.
12. Design of public realm and transport infrastructure has a key role to play in regeneration and place shaping is a key element of the council's regeneration strategy.

Provision of affordable housing for Island Residents

13. A key function of an LCWIP is to ensure sustainable transport links are not only maintained within current towns and villages, but when new developments are being explored, the LCWIP can be used to demonstrate how developments can be better connected through good walking and cycling infrastructure. Creation of high-quality walking and cycling networks can help enable car-free and low-car affordable housing developments, particularly in major urban areas.

Responding to climate change and enhancing the biosphere

14. The improvement and introduction of new walking and cycling routes will be a key factor in enabling people to travel more sustainably and therefore contributing to the aims within the council's Climate and Environment Strategy.
15. Positive outcomes in relation to supporting walking and cycling are already being achieved through the council's DfT funded Transforming Travel programme which within a four year period (2017-2021) reduced carbon emissions by 4,368 tonnes, saved 1,621,000 car journeys, increased cycle trips by 79,300 and increased walking trips by 531,000 (2020/21 evaluation report).

Economic Recovery and Reducing Poverty

16. Providing affordable access to services, jobs and education is a key tool in poverty reduction. Active Travel is the most affordable transport option and can play a significant role in reducing access inequality. Providing improved active travel links can also help reduce household expenditure, through switching from more expensive modes of travel.
17. Active travel schemes will often deliver public realm improvements which will also have a positive economic impact, particularly in town centres.
18. Delivering a coherent active travel network in, and between, our key settlements will enable growth without an automatic increase in motor vehicle traffic, creating realistic sustainable travel options for new employment areas and new housing.

19. People walking and cycling for utility trips are more likely to use town centre shops and services, sustaining our town centres, while reduced expenditure on transport creates greater levels of disposable income to spend in the local economy.
20. Improved walking and cycling networks will also provide a boost to the tourism economy, enabling more people to enjoy leisure walking and cycling, improving the public realm in key visitor areas, and enabling the Island to provide a high-quality car-free tourism offer.
21. Adopting LCWIPs gives clear guidance for developers on the standards expected and priority routes and networks. This should enable delivery of significant parts of the future network through the development process, and ensure new developments are significantly more sustainable.

Impact on Young People and Future Generations

22. Schools are very often at the centre of our communities, LCWIPs are designed to enhance regular trips, which for many will involve school commutes. Accessing future funding to improve cycle and walking routes to schools, as well as the wider community will allow children to develop positive active travel experiences, and develop good transport habits for the future.
23. Walking and cycling can be key to enabling young people to be independently mobile, but safe infrastructure is critical to enabling this.

CONSULTATION

24. Consultation is a key element of developing robust LCWIPs, all three of these new documents were developed using a range of methods.
25. Stakeholder groups involved in the consultation events included; The Ramblers, members of CycleWight, Island Roads, Town and Parish Councils, and Rights of Way. Consultation groups reviewed and considered existing plans including, Rights of Way improvement plans, CycleWight Strategies, and emerging Regeneration Plans.
26. Consultation workshops focused on a number of key routes for each Town. Routes that focused on joining with Town Centre Central Walking Zones and key regeneration, economic, tourist and education zones.
27. Some routes used by local residents were identified through public surveys and considered in the scoping of the plan. Some routes have been identified to help school pupils move towards a more sustainable mode of transport, where others were aimed at connecting residential settlements with shops etc.
28. Routes identified were prioritised against a number of key criteria – scheme feasibility and design, road safety, accessibility and community benefit, value for money and potential to attract external funding (linking to existing regeneration plans).

29. In addition to the above, if individual schemes can access funding, detailed consultation with stakeholders and the local communities will be undertaken on more detailed design proposals.

FINANCIAL / BUDGET IMPLICATIONS

30. The cost of developing the LCWIPs has been funded from in-house staff time, external consultancy time provided partly by a grant secured from the Department of Transport and partly from local town and parish council funds.
31. To date the council has secured around £1m of infrastructure funding from DfT/Active Travel England for improvements identified in the LCWIP. The adopted Newport and Ryde LCWIP has already attracted funding including the Mews Lane route, and further funding is under consideration in Ryde.
32. Future phases of walking and cycling infrastructure proposals within or linking with approved routes will need to be fully costed (revenue and capital) as or when funding becomes available. There are no further financial implications directly arising from this report.
33. The Government has announced additional funding to support walking and cycling and these funding opportunities will be made clearer over time. The development of approved LCWIPs will support the council's bids for DfT funding.

LEGAL IMPLICATIONS

34. There are no legal implications associated with the Cabinet giving their approval to LCWIPs as recommend in this report. However, there will be a statutory and legal process to consult on the highway infrastructure improvements as and when they are identified, and scheme finances become available.

EQUALITY AND DIVERSITY

35. The council as a public body is required to meet its statutory obligations under the Equality Act 2010 to have due regard to eliminate unlawful discrimination, promote equal opportunities between people from different groups and to foster good relations between people who share a protected characteristic and people who do not share it. The protected characteristics are: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
36. Under the Equality Act 2010 we are required to have due regard to our equality duties when making decisions, reviewing services, undertaking projects, developing and reviewing policies. This must be done at the formative stage of your proposal, not retrospectively as justification for the recommendation.
37. The equality impact assessment looks at how a service promotes equality and diversity to ensure legal compliance and how the services we provide and the decisions that we make meet the needs of our local community. It should also identify methods for mitigating or avoiding any adverse impact (further information is available through the following link): http://wightnet.iow.gov.uk/equality_diversity/Default.aspx

38. An equality impact assessment (EIA) is more than a 'tick box' exercise and requires the council to view a range of information in relation to the local demographic profile. IW Facts and Figures in relation to local equality and diversity demographical information can be found on the following link:

http://wightnet2000.iow.gov.uk/staff/personnel_services/images/Diversitypages2011-12v2Apr2011.rtf

SECTION 17 CRIME AND DISORDER ACT 1998

39. Section 17 of the Crime and Disorder Act 1998 (as amended by Police and Justice Act 2006) provides that: '...it shall be the duty of each authority ... to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all it reasonably can to prevent, crime, disorder, antisocial behaviour adversely affecting the environment, and substance misuse in its area'.

40. The LCWIP documents set out possible infrastructure improvements, any schemes taken forward with available funding will require additional scoping, during this stage consideration will need to be given to section 17.

OPTIONS

Option 1

To approve all three LCWIPs and to work with key local, regional and national stakeholders to seek funding to deliver infrastructure improvements. In addition, Planning Services to undertake the required period of public consultation as set out in the relevant planning legislation with a view to adopting all three LCWIPs as Supplementary Planning Documents (SPDs) (that will be subject to a future Cabinet decision).

Option 2

To not approve the three LCWIPs. Future funding from DfT for cycling and walking infrastructure will be linked to council's having cycling and walking infrastructure plans in place.

Option 3

To adopt one or two of the selected reports and to work with key local, regional and national stakeholders to seek funding to deliver infrastructure improvements. In addition, Planning Services to undertake the required period of public consultation as set out in the relevant planning legislation with a view to adopting all three LCWIPs as Supplementary Planning Documents (SPDs) (that will be subject to a future Cabinet decision).

RISK MANAGEMENT

41. Future funding from DfT for cycling and walking infrastructure will be linked to council's having cycling and walking infrastructure plans in place. Not approving the LCWIPs would have a significant risk in not being able to secure future DfT highway infrastructure improvement funding (revenue or capital).

42. Each cycling and walking infrastructure project brought forward will be managed as a project in its own right. These projects should follow the corporate project framework, including project risk assessments and risk logs.

EVALUATION

43. The production of these LCWIPs have been supported by the methodology set out by the DfT.
44. Working with key stakeholders, a comprehensive review of routes was undertaken and then prioritised against several key criteria including LTN 1/20 the new cycling infrastructure standards.
45. Using DfT methodology officers will assess and develop further links with emerging planning and transport policy. There is potential to use this methodology on new geographical areas of the Island to improve and expand walking and cycling routes.

BACKGROUND PAPERS

46. [Department of Transport LCWIP Technical Guidance](#)
47. [LTN 1/20 infrastructure design](#)
48. [Department of Transport Cycling and Walking Investment Strategy](#)
49. All three LCWIPs being considered are publicly available on our [website](#)

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DIRECTOR'S NAME
Colin Rowland

(CLLR) CABINET MEMBER
Phil Jordan

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Agenda Item Introduction

Committee	POLICY AND SCRUTINY COMMITTEE FOR NEIGHBOURHOODS AND REGENERATION
Date	4 MAY 2023
Topic	PRE DECISION SCRUTINY - ADOPTION OF NEW PLANNING ENFORCEMENT STRATEGY

BACKGROUND

An item on the new Planning Enforcement Strategy went to 5 January 2023 Policy and Scrutiny Committee for Neighbourhoods and Regeneration that gave an overview on the background and approach the new strategy would take. However, there was no draft strategy available to consider as consultations were still ongoing with parish, town and community councils.

The finalised draft strategy is due to be considered on 11 May 2023 at Cabinet which provides the opportunity for scrutiny of the item before it goes for a decision. Cabinet will decide on whether to approve the strategy.

In considering whether the decision is likely to be 'significant', the scrutiny committee should consider the strategic nature of the decision and whether the outcome will have an impact, for better or worse, on the amenity of a community or quality of service provided by the council to a significant number of people living or working in the locality affected.

FOCUS FOR SCRUTINY

- What was the feedback from the consultations with parish, town and community councils?
- How has this feedback impacted on development of the draft strategy?
- Is the draft strategy sound, consistent, transparent and proactive? Does it align with the Council's corporate and strategic objectives?

OUTCOME

Do members wish to support the proposed recommendations or report any comment to Cabinet.

APPROACH

A Cabinet report to be submitted to the committee.

APPENDICES ATTACHED

No document provided.

Contact Point: Melanie White, Scrutiny Officer, ☎ 821000 ext 8876
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Agenda Item Introduction

Committee	POLICY AND SCRUTINY COMMITTEE FOR NEIGHBOURHOODS AND REGENERATION
Date	4 MAY 2023
Topic	PRE DECISION SCRUTINY – ISLE OF WIGHT CULTURAL STRATEGY

BACKGROUND

The Isle of Wight Council has been working in partnership with The Island Collection in development of a draft cultural strategy following an extensive consultation. The vision is to establish the Island as a significant cultural environment and destination, for all those who live here, and for those who visit.

The draft strategy is due to be considered on 11 May 2023 at Cabinet which provides the opportunity for scrutiny of the item before it goes for a decision. Cabinet will decide on whether to approve the strategy.

In considering whether the decision is likely to be 'significant', the scrutiny committee should consider the strategic nature of the decision and whether the outcome will have an impact, for better or worse, on the amenity of a community or quality of service provided by the council to a significant number of people living or working in the locality affected.

FOCUS FOR SCRUTINY

The role of the committee is not to act as a shadow cabinet. Its function is to ensure that the principles of decision making have been complied with:

- taking into account all relevant considerations and ignoring those which are irrelevant
- compliance with finance, contract and all other procedure rules
- due consultation and proper advice is taken, and alternative options considered before decisions are reached
- impartiality and an absence of bias or pre-determination
- any interests are properly declared
- decisions are properly recorded and published
- decisions are proportionate to the desired outcome
- respect for human rights and equality impacts
- a presumption in favour of transparency and openness
- clarity of aims and desired outcomes

- due consideration of all available options
- reasons are given for decisions

OUTCOME

Do members wish to support the proposed recommendations or report any comment to Cabinet.

APPROACH

A Cabinet report to be submitted to the committee.

APPENDICES ATTACHED

Culture Strategy Scrutiny Report
Island of Culture 3.5 DRAFT

Contact Point: Melanie White, Scrutiny Officer, ☎ 821000 ext 8876
e-mail melanie.white@iow.gov.uk



Committee

Committee report

Neighbourhoods and Regeneration Policy Scrutiny Committee

Date 4 May 2023

Title Draft Island Cultural Strategy

Report of Director of Regeneration

SUMMARY

1. The council's corporate plan identifies the cultural sector as a key area which can help drive regeneration and economic growth.
2. The council is supporting the development of a cultural strategy, led by the Island Collection, to identify the key objectives and actions in supporting the sector across agencies, stakeholders, and the wider community.
3. The final draft strategy is due to be considered at Cabinet in June and the document attached is an early draft produced via engagement with island stakeholders.
4. Members of the committee are asked to provide their comments on the draft to share with cabinet in its consideration of the strategy at its meeting on 8th June 2023.

BACKGROUND

5. Culture can be viewed as part of the glue that brings and keeps our communities together. A strong cultural sector and enriching cultural life can contribute to welcoming, distinctive, and attractive places. Used effectively, culture and the institutions and services of culture (museums, libraries, festivals, and dozens of other elements) can contribute toward the revitalisation of communities, the development of trust, improved health and wellbeing, and the possibility of a more positive future.
6. Having a cultural strategy in place as well as strategic partnerships with combined authorities or other independent cultural institutions increases the likelihood of securing funding, such as from Arts Council England(ACE). Development of an island cultural strategy is key element of the council's

place partnership agreement with ACE who designated the Isle of Wight as “priority place” needing investment in 2021.

7. This is because it is vital amongst stakeholders that councils that are seen as demonstrating a strategic commitment to culture and the role it can play for society. The inability to produce a cultural strategy not only results in a lack of a strategic cultural vision for the area, but also a lack of funding, which is already problematic against the challenging funding circumstances that most councils including the Isle of Wight are currently facing.

PROCESS AND CONSULTATION

8. Supported by the council “The Island Collection” CIC used the Local Government Association “Culture in a Box” framework to help development the draft strategy, ensuring connection with Island community needs. The strategy is a document that needs to be unique to the Island, not generic and off-the-shelf; that speaks to the Island’s unique aspirations, needs and challenges.
9. Desktop research combined with regular opportunities for sense checking, dialogue, and consultation with representatives from across a broad spectrum of stakeholders; engaging with over five hundred people in the process. It is recognised by all this is the start of the process of strategy adoption and conversations have really just begun. In order for it to remain relevant and dynamic it will be essential for the strategy to be reviewed, at least annually, and updated as dialogue continues to grow and new insights emerge once the strategy has been initially approved.
10. The Strategy recognises that each place on the Island has a distinct character which plays into its cultural offer and collectively there is:
 - a. Strong ambition for a sustainable mission zero together Island.
 - b. lack of opportunities and support for developing creative practice/ businesses.
 - c. real community appetite and momentum in time for culture and creativity to be a major catalyst for change on the Island, especially if it focuses on:
 - an aim of transforming the Island for new generations.
 - a desire to regenerate tired places.
 - build a reputation of the Isle of Wight as cultural island where creative people want to be – to study, to visit, to work.
 - Develop place-based ‘cultural clusters’ supporting Island-wide strategic initiatives.
 - introduce the idea of a distributed centre of natural and cultural heritage, linked by shared storytelling, audiences, collections, and heritage assets, working practices.

BACKGROUND PAPERS

11. Draft Cultural Strategy 2023

RECOMMENDATION

12. This paper seeks comments from policy scrutiny committee on the draft cultural strategy attached as Appendix 1 to enable further refinement of the plan before it is considered for adoption by cabinet.

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CHRIS ASHMAN
Director of Regeneration

Julie Jones-Evans (CLLR)
*Cabinet Member for Levelling Up , Regeneration
and Business development*

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A strategy and action plan for the transformation of the Isle of Wight, 2023-2033 as an Island of Culture

Vision

That by 2033, the Isle of Wight will be recognised as a place that celebrates its rich culture and creativity in shaping individual and community prosperity.

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FOREWORD

The Isle of Wight is a magical place. No home is more than a few miles from the sea or a few moments' walk into areas of outstanding natural beauty. As a large Island population with world-beating nature on our doorstep, we have an opportunity to acknowledge and share how culture and creativity helps us to work, live and play.

And yet the Isle of Wight is not economically sustainable as a community in our present form. Our population of 140,000 is getting older as more people move to the Island in later life and more young people leave. There are significant pockets of deprivation scattered across the Island and social and geographical mobility is low.

By contrast, the Isle of Wight cultural sector has a strong tradition of projects delivered on budget and on time – including Hidden Heroes, Lifting the Lid, Out on an Island, Supporting Young Minds and Creative Biosphere. This innovative work hints at the social impact possible with a united programme of cultural intervention for lasting economic impact.

Our strategy will increase collaboration and build an ambitious education plan to support arts, culture, and heritage. It seeks to work together with IW Community Action (including Equals IW), IW Youth Trust, IW Council, and other key Isle of Wight-focused public health and social impact providers to ensure success.

EXECUTIVE SUMMARY

On the Isle of Wight culture manifests itself in many, particular ways, from street festival and carnival to food, photography and performance. From music to poetry, writing, photography and filmmaking. We are creative in science and technology strong in sport, nature heritage (we are a UNESCO biosphere) and so much more.

However, the Isle of Wight must diversify its economy if it is to thrive. Most jobs are currently seasonal, in tourism, or in public sector organisations. It offers limited post-18 education opportunities relative to other parts of the UK, which constrains ambition around skills development unless employers already exist on the Island to support targeted initiatives.

The significant number of micro-businesses on the Island reflects an entrepreneurial spirit that embraces creative practice, but we can and must do more.

Over the next 3 years, Arts Council England is investing at least £2.25 million into the Isle of Wight cultural sector, to increase existing economic impact and support creative industries to develop skills and create jobs. This investment has the potential to kick-start new futures, but only if we become activists, practitioners, and influencers to lead social change across communities and business sectors.

This cultural strategy is therefore a call to action for placing culture and creativity at the heart of the Island's individual and collective prosperity based on the delivery on four transformational goals:

Ensure that the Isle of Wight is a place known for great creativity.

Nurturing creative talent.

Develop cultural audiences for prosperity and wellbeing.

Embed business resilience into our cultural and creative offer to ensure the strategy has longevity and thrives.

To be expanded to describe the process and leadership proposition

How we developed our strategy and what we learnt

We worked using the Local Government Association *Culture in a Box*¹ framework as a guide for this journey, whilst ensuring we connected with the widest possible Island community needs. We aspired to create a document unique to the Island, that speaks to the Island's aspirations, needs, and challenges. Desktop research combined with dialogue and consultation with representatives from across a broad spectrum of stakeholders, meant we engaged with over 500 people on this journey. Despite this, we understand these conversations have just begun, and it will be essential for the strategy to be regularly reviewed and updated as dialogue continues, and new insights emerge.

What we learnt and understand now has informed the development of our strategy with key insights including:

- Vibrant grassroots and enterprising culture is present in every part of the Island, with each town and village offering a distinct character that plays into the cultural offer.
- The Island has internationally important heritage covering eons of history.
- The island was recently made a UNESCO Biosphere, and there are strong ambitions for a sustainable net zero island.
- The Island is radically ageing demographically.
- Young people in particular struggle to find inspiration and aspiration on the Island. They are often vulnerable and focus on the basics with no support to dream.
- Mental health and wellbeing are significant issues across generations.
- Over 2.5 million people visit our Island every year to see family or come on holiday, for day and longer trips.

Why a Cultural Strategy?

There is a lack of cultural leadership, with an often fragmented and fragile ecology, both within places and cross-Island combined with a lack of opportunity and support for developing creative practice/ business.

By contrast, there is a real community appetite and momentum for culture and creativity to be a major catalyst for change on the Island, especially if it focuses on:

- Transforming the Island for new generations.
- Regenerating tired places and unique built heritage assets.
- Building a reputation for the Isle of Wight as a place where creative people want to study, visit and work.
- Working in tandem with Island-wide strategic initiatives and introducing the idea of sharing responsibility for audiences, collections and heritage assets.

Vision, Goals and Success

Our vision is that by 2033:

The Isle of Wight will be recognised as a place that celebrates its rich culture and creativity in shaping individual and community prosperity.

To achieve this, we will need to deliver on four transformational goals:

1. Ensure that the Isle of Wight is a place known for great creativity

This will involve:

A cultural offer rooted in the distinct place and heritage of our Island, whilst reaching out and connecting nationally and internationally:

- Culture providing opportunities for community spaces, personal wellbeing and prosperity on the Island.
- Grassroots creativity combined with regional, national and international partnerships for delivery.
- Local people are proud to showcase and share their cultural heritage with the world.
- Visitors come to experience and engage with this unique Island cultural destination.

Building a cultural network with the capacity, skills and support to thrive:

- People can experience and participate in quality experiences that celebrate and explore the deep natural and cultural heritage of our Island through its historic built environment, museums and archive collections as well as via the natural environment best expressed through the biosphere work.
- People can choose to develop their own practice with confidence in any cultural or creative area.
- Heritage buildings and other assets at risk are re-purposed as unique environments to support public and private business sector creative and cultural initiatives.

2. Nurture creative talent.

This will involve:

3. Placing youth voices at the heart of our *Island of Culture* experience.
4. Creating safe cultural spaces for young people.
5. Initiating workforce development programmes in schools and industry to create, support and communicate an ever-growing series of opportunities for young people.

3. Develop cultural audiences for prosperity and wellbeing.

This will involve:

- Increasing the quality and diversity of the Island offer, through regional, national, and international partnerships.
- Development of partnerships, including touring relationships for arts and heritage, supported by an Island network of Government Indemnified 'mini- galleries' including re-purposed heritage spaces.
- Island-wide audience data and insights framework developed and actively used by cultural organisations to contribute and analyse impact for decision-making.
- Confident programme of projects devised, developed, and delivered by currently hidden creative communities.
- Develop community library spaces as safe social hotspots for isolated adults and young families within communities.
- Develop and evaluate initiatives aimed at removing barriers to access for communities and visitors, including supporting campaigns to improve transport and mobility for local residents around the Island: e.g. discounted bus and ferry fares, extended timetables, becoming a 30mph electric vehicle (cars, scooters, bikes, mobility) Island.
- Build an Island-wide long-term recruitment campaign to showcase social and wellbeing benefits of volunteering in support of cultural activities at all ages.
- Use the opportunity of the Biosphere designation to engage new audiences nationally and internationally spreading the meaning of culture.

4. Embed business resilience into our cultural and creative offer to ensure the strategy has longevity and thrives.

This will involve:

- Build organisational resilience by partnering with regional, national and international initiatives and mimicking best practice
- Ensure there is long term funding from private and public sources to sustain the programmes for at least a decade.

Goal	KPIs to include
<p>Ensure that the Isle of Wight is a place known for great creativity by 2033</p>	<p>By 2033 The Isle of Wight will have celebrated Island of Culture Festivals and/or will have applied for UK City of Culture or similar</p> <p>National and international media coverage for the festival and any achievement</p> <p>A legacy programme to include:</p> <ul style="list-style-type: none"> Island of Culture narrative embedded into Visit IoW/ Wight BID/ Connected Island 500 new creatives based on the Island 8 vibrant cultural clusters with long term community cultural initiatives Benchmark current audiences for theatre, music and visitor numbers for key sites and organisations and look to double them by 2033 5 new major partnerships 7 nationally significant cultural organisations on Island Every year Island-based 100 additional YP and 50 adults study on Island Every year 50 YP and adult learners come to Island for study Significant reduction in NEETs on Island 90% of people engaging with cultural activities know about the Island's biosphere status Have a network of Cultural organisations supported and supporting the cultural offer of the Island With a minimum 3 completed major capital projects Min 8 heritage buildings re-purposed Solid body of audience impact data and insight Improved public transport linked to Mission Zero Sustainable touring partnerships Thriving biosphere with regional, national and international events and activities
<p>Nurture creative talent</p>	<ul style="list-style-type: none"> Link up comms and marketing so that small individual budgets can work better across a sector Isle of Wight regarded as major Solent cultural player Cross Island and cross sector communication and marketing initiatives that are well organised and financed and market tested for results Youth voices embedded in decision-making Safe YP cultural spaces are making real change Reputation for strong Youth offer Clear pathways for YP to explore creative career opportunities All CYP on Island experience XX cultural opportunities

<p>Develop cultural audiences for prosperity and wellbeing</p> <p>Embed business resilience into our cultural and creative offer to ensure the strategy has longevity and thrives.</p>	<p>Cultural organisations have free reserves equivalent to 6 months costs Clear Island wide managed volunteer network with DBS and training coordinated to share cost etc. Clear evidence of increased long term employment in cultural roles XX Island based sponsors XX National or international sponsors Clear income streams, funding and sponsorship to support the culture offer And benchmarking to show growth in income, employment, volunteering opportunities etc</p> <p>To follow</p>
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Securing Investment for Delivery

The Isle of Wight is a priority place for ACE and a range of government departments, which gives the Island a unique opportunity to leverage major investment from a variety of public, third sector and private sources. Arts Council England NPO investment of £2.25m will be supported by Isle of Wight Council match-funding. This will kickstart delivery of this cultural strategy and should support capital initiatives like Ryde Department, Newport Cultural Centre and East Cowes Marine Esplanade. Development of an Investment Group is recommended to support delivery of the strategy, led jointly by The Island Collection and Venture South.

Strategy Leadership and Governance

The cultural strategy will be approved by Isle of Wight Council and The Island Collection with the understanding that it is a living and breathing document with a developing wider group of Island stakeholders actively participating in driving its delivery. It is proposed that a cross-sector ‘Island of Culture Compact’ (oversight partnership) is worth exploring and for each sector to have goals and methods of measuring their impact and they should report back to the TiC

It is proposed that The Island Collection in its position as ACE NPO funded cultural development agency for the Island takes on the role of facilitating delivery of the cultural strategy as part of its ACE and Isle of Wight Council funded role, during the period 2023-2026.

Early Wins Supporting all 4 Goals

Initially the strategy requires a plan for delivery with plans for the 2023-25 period to begin to support goals.

Initial wins might include:

- An initiative in Late Summer/ Early Autumn 2023 to map existing cultural offer with contact info for activities and events on a rolling 5 year programme (with opportunities for sponsorship highlighted and promoted where possible). Organisations might pay a small fee to advertise on the central portal/database.
- Invite local communities to help plan and participate in an Island of Culture 2028³ campaign throughout that year that links existing community grassroots initiatives and has flagship events programme by ACE NPO organisations (Quay Arts, Shademakers, Ventnor Exchange, New Carnival Company) and cultural clusters .
- Support Island centre of natural and cultural heritage group to submit and ACE/HLF Historic England application for funding to enable their full engagement in this campaign.

What is *culture* on the Isle of Wight?

“Culture is everything.”
(Sandown Bay Youth Forum)

“Culture is who we are. It is our heritage and future. It is how we live our lives and express our identities. It is what defines us and how we are changing.”
(LGA, *Cultural Strategy in a Box*)

Isle of Wight culture is grassroots and ambitious, emanating from the rich tapestry of places and communities on the Island. The communities can be defined in different ways, but perhaps the simplest is to go by the 33 parishes. Things are happening all the time and though some people are well connected, others struggle to find community and connections, so may need help finding links and ways of joining in. The Cultural Strategy is, above all, a way of helping the Island make those connections, to grow and enjoy its talent, sharing the cultural offer far and wide in the world.

Island culture is national and international, punching above its weight on a world stage in areas that include music, festival, heritage and gaming. This cultural strategy is therefore looking to build on this and place culture and creativity at the heart of the Island’s individual and collective prosperity.

Key context data (see appendix A):

- 23 core cultural organisations on the Island engaging with at least 4 people each year
- More than 300 types of cultural experience across heritage, museums, arts for wellbeing, visual arts, music, theatre, reading, markets, gaming, storytelling, carnival, festival, gardens, walking, film, photography, writing, running, dance, comedy, cycling, food and drink, sailing, surfing, nature...
- DCMS Participation Survey 2021-22 found 88% of adults surveyed engaged with arts (broad definition including cinema and video games), 20% with libraries, 63% with heritage sites, 24% with museums, and 18% with live sporting events in person.

WHAT WE DID AND WHAT WE LEARNT

Methodology

In broad terms we followed the methodology as laid down in the LGA Culture in a Box framework, which recommends the following phases:

- Why a cultural strategy?
- Partnership approach
- Brief development
- Baseline mapping and literature review
- Consultation and engagement
- Benchmarking
- Prioritization, mission and vision
- Action plan and evaluation framework

The purpose and brief development for the cultural strategy was determined through discussion between The Island Collection and Isle of Wight Council, which were sense-checked with a wider cultural sector through networking events. We have engaged with over 500 people in preparing our strategy, supported by a cross-sector Advisory Group.

In addition we undertook:

- A desktop literature review of key historical documents and current policies/ initiatives, plus an initial mapping exercise and benchmarking review.
- A detailed cultural mapping exercise was undertaken in Autumn 2022 via 8 workshops held across the Island at Ventnor, Sandown, Central Wight, Cowes and East Cowes, West Wight, Ryde and Newport, including one with members of the IW Creative Network.
- Used analysis of feedback/ insights to develop a vision and priorities for goals and objectives to support delivery of vision
- A public review of the first draft of this document was shared for feedback online for comment and via 4 drop-in workshops held in Ryde, Sandown, Newport and West Wight.
- In the prioritization stage, the needs of children and young people on the Island were quickly recognised as central to development of the cultural strategy. 5 youth voices conversations were undertaken, working with existing youth forums/ panels active on the Island.
- A draft action plan and evaluation framework is now being shared with The Island Collection board, Isle of Wight Council and Arts Council England, before being issued into the public domain
- The final version of the cultural strategy is due to be approved by The Island Collection in May 2023, to be presented to IW Council for approval on 8th June 2023.
- The strategy will be launched and rolled out with a cultural conference in Summer/ early Autumn 2023.

Key Insights include:

- The Island is a beautiful part of the world and a UNESCO Biosphere, yet it is dying demographically.
- Island people are enterprising, adventurous and maverick – inspired by their surroundings.

- Young people struggle to find inspiration or aspiration on the Island. They feel/ are told the only way is to leave the Island and go to university.
- There is no university on the Island, and limited access to HE qualifications.
- Employment is seasonal and low wage.
- Vulnerable young people are concerned with the very basics of life – roof, food, job – they cannot even start to dream about what they want from life.
- An active older population is looking for things to give purpose beyond family and friends.
- There are hidden communities of diversity and isolation that miss social connection.
- Mental health and wellbeing is an issue across generations.
- A great vibrancy of culture and creativity is delivered by a strong entrepreneurial grassroots community on the Island yet there is a lack of strategic leadership, and larger cultural organisations (also mostly community grassroots and enterprising) are fragmented and fragile.
- It has an internationally important cultural and natural heritage to share with local residents and visitors, yet with the exception of fossils and dinosaurs, it is quite hidden/ disconnected. Audiences would welcome a joined up story-telling experience.
- Biosphere thinking and status is an important opportunity and USP.
- Over 2.5 million tourists visit the Island each year.
- External perceptions of the Island conjure up a seaside resort fossilized in the 1950s and most certainly not for a youthful or diverse generation (with notable exception of the Isle of Wight Festival).
- Local residents are excluded from engagement with cultural offer because of cost, limited public transport, relevance and interest to them.
- Quality cultural opportunities must be embedded into local communities, even if they are strategically delivered.
- Each place on the Island has a distinct character and this plays out into its cultural scene. Culture is present in each part of the Island.
- A strong emphasis on sustainability and climate action driven by Mission Zero Together.
- There is lack of opportunity and support for developing creative practice (across the creative industries) on the Island.

There is a real community appetite and moment in time for culture and creativity (in a broad sense) to be a catalyst for change, especially if it focuses on:

- Transforming the Island for new generations.
- Regenerating tired places.
- Building a reputation for the Isle of Wight as a cultural island where people want to be – whether as students, cultural tourists, or creative practices and businesses looking to flourish.

ACTION PLAN

Objective	2023	2024 – 2025	Costs	Key Results By 2033	KPIs 2033	Lead	Key Delivery
Goal One: Craft and Build our 'Island of Culture'							
2040 Destination: Isle of Wight seen as internationally recognised, dynamic and ambitious place to develop Biosphere-inspired creative practice and collaborations							
1a. Describe our Island of Culture	<p>Set up an Island of Culture Task and Finish Group</p> <p>Commission branding expertise</p> <p>Craft suite of descriptions, Island-wide and place-based, for variety of audiences:</p> <ul style="list-style-type: none"> • People who live here • Creatives who might move to live/ work/ study here • People who might visit here 	<p>Champion descriptions:</p> <ul style="list-style-type: none"> • Messaging at visitor/ community gateways • The Island Collection website transformed • Content pipeline for Naturally Connected • Island of Culture Festival 2025 campaign • UK/ international touring partnerships e.g. NHM Wildlife Photographer of the Year; RMG Astronomy Photograph of the Year 	<p><i>See section on investment below</i></p>	<p>Potentially develop Island of Culture Festival into biennial?</p> <p>Applied for UK city of culture, Island Games or similar benchmark</p> <p>Work with an organisation like Island Innovation on an international island of culture concept</p>	<p>500 new creatives based on the Island</p> <p>8 vibrant cultural clusters</p> <p>Minimum 8 heritage buildings re-purposed in place</p> <p>Audiences for cultural organisations doubled compared to 2023</p> <p>Cultural sector zero carbon footprint</p>	The Island Collection,	<p>Isle of Wight Council Connected Island Mission Zero Together Wight BID Visit Wight ACE NPOs Cultural organisations Creative practitioners Venture South</p> <p>Working with: Julie's Bicycle New European Bauhaus</p>

<p>1b. Build infrastructure, capacities and skills</p>	<p>Begin audit of infrastructure/ skills/ capacities requirements to develop <i>Island of Culture</i> clusters</p>	<p>Complete audit, finalise framework and roadmap for development of cultural clusters and distributed centre for Island natural and cultural heritage. Embed into IoW Council place plan reviews.</p> <p>Develop place- based cultural cluster identities. Develop distributed centre for Island natural and cultural heritage identity.</p> <p>Build professional skills programme via IW Creative Network (see Goal 4)</p>	<p><i>See section on investment below</i></p>	<p>Cultural clusters well-established within local communities</p> <p>Distributed centre for Island natural and cultural heritage established and building shared programmes of work</p> <p>Broader professional base to support Island activities and ambitions</p> <p>Cultural sector achieved zero carbon footprint, including off- setting</p> <p>Minimum 3 major capital investment</p>		<p>The Island Collection and Isle of Wight Council,</p>	<p>IW Council Parish and Town Councils ACE NPOs Cultural organisations Creative practitioners Mission Zero Together</p> <p>Working with: National partners – e.g. Natural History Museum, Royal Museums Greenwich Julie’s Bicycle New European Bauhaus</p>
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Objective	2023	2024 – 2025	<i>Costs and</i>	Key Results By 2033	KPIs By 2033	Lead	Key
<p>Goal Two: Nurture emerging talent</p>							
<p>2040 Destination: Future generations of Islanders equipped with creative skills and confident</p>							

2a. Place youth voices at the centre of ambitions	<ul style="list-style-type: none"> Set up Youth Voices Advisory Group with members connected into wider 'youth voices' networks 	<ul style="list-style-type: none"> Develop effective channels of active communication into 	See section on investment below	<ul style="list-style-type: none"> Youth voice embedded in all decision-making for Island of Culture 	Every year 100 additional young people on the Island pursue a creative career post-16, and 50 adults embark on creative lifelong learning	The Island Collection (IW CEP), supported	IW Youth Trust IW Community Action IW Youth Council ACE NPOs IW Museums and Schools Artwork
2b. Make cultural venues relevant, accessible, welcoming, and safe spaces for	<ul style="list-style-type: none"> Key aspect of audit in 1b. Develop a cross-Island young people safe cultural spaces initiative and 	<ul style="list-style-type: none"> Key aspect of audit in 1b. Secure funding 	See section on investment below	<ul style="list-style-type: none"> Cultural venues are considered safe and valued spaces for being and making by young people 		Safe YP Cultural Spaces Initiative	IW Youth Trust IW Council YMCA The Island Collection (IWCEP) ACE NPO
2c. Initiating a workforce development programme for educators to upskill teachers	<ul style="list-style-type: none"> Undertake audit of current creative curriculum practice/ offer on the Island, including supporting CYP wellbeing Review 	<ul style="list-style-type: none"> Develop a baseline menu of creative curriculum 	See section on investment below	<ul style="list-style-type: none"> All CYP on the Island have first-hand engagement with professional creative experiences as a regular part of their core 		The Island Collection (IW CEP), supported	Island schools IW Council ACE NPOs IW Museums and Schools IW Libraries Cultural organisations Creative
2d. Enabling young people to find clear and accessible creative pathways	<ul style="list-style-type: none"> Prepare an outline creative career pathways programme Pilot resource for one career area Pilot placement programme for 	<ul style="list-style-type: none"> Continue development of career pathways programme resources 	See section on investment below	<ul style="list-style-type: none"> All CYP and education providers on the Island identify creative careers as a key opportunity and have good knowledge of pathways available 		The Island Collection (IW CEP), supported by Goal 2	Island schools IW Council ACE NPOs IW Museums and Schools Cultural organisations Creative practitioners Artwork IW Youth Trust IW

	one geographic area						
2e. Develop and support bespoke and innovative Creative Industries education programmes at Post 16	<ul style="list-style-type: none"> Establish a post-16 creative education group Undertake audit of current provision and ambition on the Island Prepare 	<ul style="list-style-type: none"> Investigate business feasibility and comm encemple 	<i>See section on investment below</i>	<ul style="list-style-type: none"> CYP and adult learners have suite of opportunities available for study accessibly on the Island 		Post-16 Creative Education Initiative Group led by	The Island Collection IW Council IW College ACE NPOs IW Museums and Schools Cultural organisations Creative practitioners

Objective	2023	2024 – 2025	Costs and Funding	Key Results By 2033	KPIs By 2033	Lead Advocate	Key Delivery
Goal Three: Developing cultural audiences							
2040 Destination: The Island is known globally as a place where quality grassroots and partnership cultural activity can be discovered, accessible for all who live and visit							

<p>3a. Continue to build quality and diversity of offer through regional, national and international partnerships</p>	<ul style="list-style-type: none"> • Showcase existing quality offer as part of developing and presenting the Island of Culture • Audit existing and potential touring venues on Island • Support delivery of Open Studios 	<ul style="list-style-type: none"> • Develop new touring partnerships with regional, national and international arts and museum organisations • Catalyse these partnerships via the Island of Culture Festival 2025 • Open Island Autumn offer (see 1a) • Develop investment programme for new touring venues – e.g. 	<p><i>See section on investment below</i></p>	<p>Sustainable touring partnerships embedded into IoW cultural offer</p>	<p>Audiences for cultural organisations doubled compared to 2023</p> <p>5 new major national/international partnerships</p> <p>7 nationally significant organisations on Isle of Wight</p> <p>Every</p>	<p>The Island Collection, facilitating Goal 3 Task and Finish Group</p>	<p>ACE NPOs Island Heritage Group Cultural organisations Creative practitioners</p> <p>Working with: Regional, national and international partners</p>
<p>3b. Develop understanding of current and potential audience impact</p>	<ul style="list-style-type: none"> • Gather baseline data from cultural organisations and practitioners on the Island • Set up audience data collection and analysis framework aligned with 	<ul style="list-style-type: none"> • Start building body of evidence 	<p><i>See section on investment below</i></p>	<ul style="list-style-type: none"> • Solid body of audience impact data and insights accessible to all and closely informs future planning of cultural activity and investment 		<p>The Island Collection, facilitating Goal 3 Task and Finish Group</p>	<p>ACE NPOs Island Heritage Group Cultural organisations IoW Council Working with: ACE</p>

3c. Engage currently hidden Island communities in cultural practice, supporting wellbeing	<ul style="list-style-type: none"> • Audit hidden Island communities, and supporting gateway organisations 	<ul style="list-style-type: none"> • Fundraise and enable a programme of cultural initiatives shaped by hidden communities, including opportunities as part of the Island of Culture Festival 2025 • Develop Island library network as community hubs that support this activity, as part of wider place-based cultural clusters • Fundraise for and develop a volunteer recruitment 	<i>See section on investment below</i>	<p>No community on the Island is excluded from engaging in great creative cultural activity across arts, museums, heritage, sport, food etc.</p> <p>Great cultural activity enriches lives of all who participate</p>		The Island Collection, facilitating Goal 3 Task and Finish Group	<p>IW Community Action Equals IW IW Council including public health Libraries ACE NPOs Island Heritage Group Cultural organisations Artswork</p> <p>Working with: IW Youth Trust Energise Me HM Prisons NHS Trust</p>
3d. Remove barriers to access for visitors and communities	<ul style="list-style-type: none"> • Include in audience data and insights framework to build evidence base 	<ul style="list-style-type: none"> • Pilot projects: Introduce free 'try it out' days for cultural organisations targeted at local audiences • Experiment with 'pay what you can' approaches • Make the case to bus and ferry companies for subsidised fares and improved timetables for Island of Culture 2025 Festival events, temporary location of key bus stops outside 	<i>See section on investment below</i>	<p>Island of Culture narrative embedded into Visit Isle of Wight/ Wight Bid/ Naturally Connected campaigns</p> <p>Improved public transport connections, linked to Mission Zero Together, to support participation in culture</p> <p>Free 'try it out' experiences part of an annual calendar</p>		The Island Collection, facilitating Goal 3 Task and Finish Group	<p>ACE NPOs Island Heritage Group Cultural organisations</p> <p>Working with: IW Local Authority Government Bus companies Ferry companies Mission Zero Together</p>

3e. Leverage Biosphere designation to engage new audiences nationally and internationally	<ul style="list-style-type: none"> • Create a framework for integrating biosphere thinking into all engagement activity and evaluating impact 	<ul style="list-style-type: none"> • Build up evidence base for how engagement activity is building new audiences for biosphere thinking via project 	<i>Framework developed during Goal 1 audit. Evaluation costs included in activity funding</i>	Island cultural activities are known for their emphasis on biosphere thinking, with local and visiting audiences	90% of people engaging with cultural activities know about the Island's biosphere status	Goal 3 Task and Finish Group	Biosphere Steering Group Mission Zero Together IW Council ACE NPOs Cultural sector
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Objective	2023	2024 – 2025	Costs and Funding	By 2033	KPIs 2033	Lead Advocate	Key Delivery
Goal Four: Embed business resilience							
2040 Destination: Diverse funding base, across social impact, cultural and commercialisation opportunities; consortia working and economies of scale embedded; actively networked regionally							

4a. Support the cultural and creative sector to build resilience through innovation, working inclusively, developing shared ventures, and commercialisation	<ul style="list-style-type: none"> • Audit resilience of cultural sector infrastructure, capacities, skills and barriers • Audit status of creative industries 	<ul style="list-style-type: none"> • Devise improvement plan <i>Mentoring and networking Shared operations/ venue consortia</i> • Commercialisation ventures <i>Access to market opportunities (e.g. open studios, artisan markets)</i> • Event planning toolkits 	See section on investment below	Cultural and creative sector on the Isle of Wight is regionally, nationally and internationally connected; and strategically and financially robust	500 new creatives based on the Island Creatives receiving a decent living wage Cultural organisations have free reserves equivalent to 6 months operating costs	The Island Collection (including IWCN), supported by Goal 4 Task and Finish Group Venture South	Cultural organisations IW Council Skills Partnerships
4b. Become an active partner in regional Solent and national/ international Island initiatives	<ul style="list-style-type: none"> • Engage with cultural development agencies in Portsmouth/ Southampton/ Bournemouth/ Hampshire • Engage with Solent LIP cultural investment board • Engage with Island Games and Island Innovation initiatives 	See section on investment below			The Island Collection (including IWCN), supported by Goal 4 Task and Finish Group	Cultural organisations Solent LEP Portsmouth Creates Southampton 2025 Hampshire County Council/ Hampshire Cultural Trust Isle of Wight Council Bournemouth	

APPENDICES

Key context data (Appendix A):

- 50% of the Island area is designated of Outstanding Natural Beauty (191 sq km), compared to 18% average in England
- 1 of only 7 UNESCO Biosphere Reserves in the UK, 1 of only 3 in England, 1 of only 2 in the UK with population density greater than 1 person per hectare
- 1 of 63 Island-based Biosphere Reserves in the World; 10 of only 6 with population density greater than 1 person per hectare
- Between 2011 and 2021
 - o the Island's population grew by 1.6% compared to 7.5% South East average
 - o average age increased to 51 years compared to England average of 40
 - o number of people aged 65 to 74 years rose by 26.7%; people aged 35 to 49 years fell by 18.8%
- The Island lacks ethnic diversity with only 3% of population from ethnically diverse backgrounds.
- 21 ward divisions on the Island are in top 30% areas of multiple deprivation in England, with 3 in the top 10%. Key deprivation challenges are income, employment, education, access to services and living environment.
- Over 30% of year 6 age group on the Island are overweight.
- 938 children identified as 'in need' on the Island, March 2022, with 266 looked after fulltime and 152 on protection plans.
- In 2019, most Isle of Wight wards (with exception of Ryde) scored the lowest on perceived access to community and leisure facilities
- In education, the Isle of Wight recorded the worst examination results of any English county in both GCSE and A levels: 65.8% achieved Grade 4 and above in all GCSE examinations taken, over 10% below the national average; 71.2% of A level students aged 18 achieved a grade of C and above compared with 82.7% England average.
- Island average Attainment 8 score is 47% compared to 48.9% England and 51.8% Hampshire averages.
- 1.9% of 16-17 year-olds on the Island are not in education, employment or training.
- 2.6 million people visit the Island from the UK mainland and overseas each year.
- The Isle of Wight's total carbon emissions fell from 776,000 tonnes to 484,900 tonnes from 2005 to 2018.
- 1,464 homes on the Island are at medium or high risk of flooding.
- GDP per capita £22,383 (53rd of 59 unitaries in England) (2021)
- Average female salary £26,100 (£33,200 England) (2021)
- Average male salary £33,700 (£41,55 England) (2021)
- 5.8% unemployed (England average 4.48%) (2021)
- Analysis of 2021 census occupation and jobs data shows that:
 - o 4.8% of the Island adult population is employed in creative, arts and entertainment, libraries, archives, museums and other cultural, advertising and market research, publishing, motion picture, video and tv production, sound recording and music publishing, programming and broadcasting activities, architecture, computing.
 - o 15.4% if the definition of cultural and creative industries is extended to include sports and amusement and recreation, travel agency, tour operator, scientific research and development, architectural and engineering activities, computer programming and consultancy, accommodation, food and beverage services.
 - o Manufacturing represents 7.2%, retail 11.4%, education 8.5%, human health 10.2% and residential care/ social work 8.9%.
- 4.8% compares to 7% total employees in UK in creative industries (excluding creative occupations outside creative industries) (Deloitte 2021). Particularly below average in Architecture, Design, product, graphic and fashion design, media, IT and software, and publishing.

- In 2013, Nesta identified Isle of Wight as in the bottom 6 of 32 local authority areas in south England in terms of concentration of creative and high tech economies.
- XX of 2.5m tourists and 140,000 local residents visit xxx cultural organisations each year on the island, with an estimated economic impact of xxxx GDP
- Number cultural organisation employees – to follow

Appendix B

Distinctive Place Making

Inspire Island, the Isle of Wight Regeneration Strategy, groups the Island under 6 areas:

- West Medina (including elements of Newport and Carisbrooke)
- East Medina (including elements of Newport)
- Ryde (including surrounding area)
- The Bay (Sandown, Shanklin and Ventnor, including surrounding areas)
- West Wight
- Newport

These areas were used as a starting point for our cultural mapping workshops. It quickly became clear that from a cultural community identities perspective at least there is some need for modification when thinking about distinctive place-making opportunities.

Cultural mapping has helped develop the concept of a '**cultural clusters**' approach working in slightly different ways across the following places with suggested participants:

- Ryde town centre – linking Monkton Arts, Bus and Coach Museum, Ryde Library, Department, Ryde Town Hall, St Thomas (Network Ryde), Aspire and Museum of Ryde
- Newport – linking Quay Arts, the Guildhall, Apollo Theatre, Newport Minster, Independent Arts, market place, Lord Louis Library, Records Office, HTP, and eventually the new Newport Harbour Cultural Centre
- Cowes and East Cowes – linking across the water from Osborne House, East Cowes Heritage Centre, Classic Boat Museum, Medina Publishing, Cowes Library, Cowes Heritage Group. Building 41
- Ventnor – Ventnor Exchange, Peer Street Gallery, Ventnor Arts Club, Ventnor Heritage, Ventnor Library, Ventnor Arts Collective
- Sandown Bay – Dinosaur Isle, Artecology, Wildheart Sanctuary, Boojum & Snark, Shanklin Theatre, Sandown Library, Brading Roman Villa
- West Wight – Yarmouth CHOYT, Imaginarium and Fort Victoria, Yarmouth Castle, The Earth Museum, Freshwater West Wight Sports and Community Centre, Dimbola Museum and Gallery, Farringford House, West Wight Arts Association, Calbourne Watermill, West Wight villages, Freshwater Library
- Central Wight – centred on IW Steam Railway at Haven Street, museums/ creatives at Arreton Barns, IW Biosphere Visitor Centre, boutique food and farming, IW Libraries.

'Cultural clusters' will both develop their own identity and support Island-wide cultural strategy initiatives as defined in this document.

It is also proposed that an Island-wide 'centre of natural and cultural heritage' concept is developed which involves museums, heritage centres, the records office, Historic England, English Heritage, National Trust, and other heritage organisations coming together in a group that champions:

- A joint interpretation strategy for audiences telling stories about the Island's inter-woven natural and cultural history;
- Joint promotion of these stories;
- Shared heritage buildings and collections management; f
- Future development of museums/ heritage buildings/ archaeology infrastructure, capacities and skills, connecting in with wider cultural sector initiatives.

Appendix C

STRATEGY LEADERSHIP AND GOVERNANCE

This cultural strategy has been developed through the facilitation of The Island Collection and adoption by Isle of Wight Council. However, it is primarily a living and breathing vision and road map for ambition that can only be delivered if a much wider Island stakeholder community actively participates in driving its delivery.

It is proposed that The Island Collection in its position as ACE NPO funded cultural development agency for the Island takes on the role of facilitating delivery of the cultural strategy as part of its ACE and Isle of Wight Council funded role, during the period 2023-2026. Specifically, this means that:

The role of the Isle of Wight Council is to:

- o Champion, oversee and monitor delivery of the strategy through the Island of Culture Compact, and through regular reporting on progress to Council
- o Cabinet members for regeneration and heritage & environment to be members of body overseeing progress and work with TiC to regularly review the strategy
- o Provide funding for The Island Collection as per its ACE NPO match-funding commitments (2023-2026)
- o Support/ lead on practical delivery of elements of IW Cultural Strategy under its remit, as relevant
- o Actively seek and support opportunities for securing additional investment into delivery of IW Cultural Strategy
- o

The role of The Island Collection is to:

- o Facilitate delivery of the IW Cultural Strategy during at least the period (2023-26), subject to ACE NPO and IoW Council agreed match-funding: especially supporting administration of the leadership governance groups as described above, including the facilitation roles of IWCEP and IWCN
 - o Provide leadership and agreed ACE NPO/ IoW Council investment into delivery on aspects of IW Cultural Strategy described in Funding section above.
- Ensure the strategy achieves goals through partnership and yearly/twice yearly review of key areas of activity?⁵
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Appendix D

KEY RISKS AND MITIGATION

Key Risks

Key risks have been summarised as changing funding environment, complex partnerships working, changes in political context, uncertainties of global geopolitics, and fragility of capacities and skills on Island. Mitigation strategies will inform the final cultural strategy.⁶

Funding environment – cost of living; government debt etc. – reduces investment

- Arts Council England
- Local Government
- National Government
- Earned Income

Complex partnerships and collaborative working

- Cross-sector support for and engagement with Compact and Task & Finish Groups
- Support for Cultural Clusters

Changes in political context

- Local authority
- New Island MP arrangements
- Changes to Solent LEP
- National government

Global geopolitics

- Increased costs
- Reduced investment
- Organisational and community uncertainty

Relevant capacities and skills on Island

- Progress restricted by issues with recruitment
- Need for skills development within existing workforces

Appendix E Securing investment for Delivery

Arts Council England has identified the Isle of Wight as a priority place for strategic and funding support during the 2023-2026 investment period. In recognition of this status, ACE has already committed to investing £2.25 million in total over the next 3 years, channelled through 5 cultural organisations on the Island: The Island Collection, Shademakers, New Carnival Company, Quay Arts and Ventnor Exchange. The Isle of Wight is also providing an additional £xxx match-funding towards this investment. These once-in-a-generation investments will enable the Island community to kickstart culturally- driven transformation as outlined in this strategy. It is also an important opportunity to ensure leverage of significant additional investment from a variety of wider funding sources.

This requires a fundraising strategy which:

- Adopts a strategic cross-Island thematic approach, focused less on project-by-project schemes
- Targets larger-scale strategic applications for multi-year intervention programmes
- Ensures that business resilience and legacy are built in beyond the duration of funded programmes

It is recommended that the Island cultural sector collectively invests in commissioning strategic (major) fundraising expertise, overseen by an Investment Group facilitated jointly by The Island Collection and Venture South.

Summary minimum estimate investment target, 2023-26:

- £2-3 million including allowance for young people safe spaces pathfinder and library improvements (excluding major capital infrastructure development projects e.g. post-16 education provision and business resilience improvement projects requiring separate business cases for investment).
- Of which, at least £275,000 is secured via current ACE NPO/ IWC commitments (plus costs covered for The Island Collection ED, IWCEP Manager, and IWCN Manager).

Other key investment opportunities include:

- UK Shared Prosperity Fund
- Island connected sponsorship and support in kind
- Solent Local Enterprise Partnership
- Local Skills Investment Partnership
- DCMS/ DCLG and other government initiatives (including Justice)
- ACE Project Grants (including Unlocking Collections)
- ACE Capital Grants
- ACE Library Improvement Fund
- ACE/ DfE Museums and Schools
- Historic England
- NL Heritage Fund
- NL Community Fund
- Sport England

- NESTA
- Arts and Culture Impact Fund
- WightAid
- Visit Isle of Wight and Wight BID
- Chamber of Commerce
- Various small trusts and foundations
- Garfield Weston
- Esmee Fairbairn
- Paul Hamlyn Foundation
- Core Duffield
- Foyle Foundation
- Higher Education establishments
- UK Research Council including Innovate UK
- Regional, national, and international cultural partnerships
- Green environmental schemes
- Private investors and philanthropists

Policy and Scrutiny Committee for Neighbourhoods & Regeneration - Workplan 2022/25

The committee assists Cabinet in the development and implementation of key plans, policies and activities set out in the Corporate Plan relating to the delivery of relevant services, including:

Waste & Recycling
Highways &
Transportation
Regeneration

Economic Growth
Housing
Local Enterprise Partnership

Countryside & Environment
Planning
Heritage

Date	Agenda Items	Description & Background	Lead Officer/Cabinet Member
4 May 2023	Annual Waste & Recycling Survey	The survey is conducted on an annual basis and aims to gather residents' views and ideas on how the Island can recycle more and reduce its waste. The service provider must then use the results to inform their annual service improvement plan. The committee to review how the survey is utilised to improve services and to ensure the results of the survey are open, transparent and fed back to the general public.	Cabinet Member for Community Protection, Regulatory Services and Waste
	Coastal Works	The committee to receive an overview of the coastal works taking place in Ventnor, Shanklin, Yaverland and Bembridge.	Cabinet Member for Climate Change, Environment, Heritage, Human Resources and Legal and Democratic Services
	Pre Decision Scrutiny - Cabinet Items on the Forward Plan	<p>a) Local Cycling & Walking Infrastructure Plans (LCWIP's) To consider the Local Cycling and Walking Infrastructure Plans to enable working with key local, regional and national stakeholders on securing resources to delivering infrastructure improvements prior to decision at Cabinet</p> <p>b) Adoption of new Planning Enforcement Strategy To review the strategy before it goes to Cabinet on 11 May</p> <p>c) Isle of Wight Cultural Strategy To review the strategy before it goes to Cabinet on 8 June</p>	<p>Cabinet Member for Infrastructure, Highways PFI and Transport</p> <p>Cabinet Member for Planning and Enforcement</p> <p>Cabinet Member for Levelling Up, Regeneration, Business Development and Tourism</p>

19 June 2023 - INFORMAL	TBC		
6 July 2023	Support Island wide digital connectivity to support Island businesses and residents.	The Corporate Plan indicates that it is the Council's intention to: Support Wight Fibre rollout of full fibre to the premises by June 2023 Identify options to reach non-commercial property to enable maximum possible coverage by June 2023	Deputy Leader and Cabinet member for Digital Transformation, Housing, Homelessness and Poverty
	Island Roads Annual Survey	To review the results and analysis of the island roads survey	Cabinet Member for Infrastructure, Highways PFI and Transport
	LGA Planning Peer Review Action Plan	The committee to receive an update on the progress of actions arising from the LGA Planning Peer Review	Cabinet Member for Planning and Enforcement
	Isle of Wight Skills Plan	The committee to receive an update on the key issues highlighted in the IW Skills Plan as well as review the progress and implementation of the Action Plan	Cabinet Member for Regeneration, Business Development and Tourism Cabinet Member for Children's Services Education and Lifelong Skills
	EVCI Strategy	To review the draft EVCI strategy, following a consultation that took place in April, ahead of it going to Cabinet in September	Cabinet Member for Infrastructure, Highways PFI and Transport
11 September 2023 - INFORMAL	TBC		
5 October 2023	Civil Penalties Policy	The committee to gain an understanding of the successes and challenges since the Civil Penalties Policy was implemented in October 2021	Cabinet Member for Community Protection, Digital Transformation, Housing Provision and Housing Needs

	Post Decision Scrutiny	<p>a) Beach Management Strategic Framework 2021-2026 To monitor the progress of the framework in line with the action plan and target dates that were approved by Cabinet in January 2021</p> <p>b) Policy for Minimum Energy Efficiency Standards Penalties To review the application of the policy approved by Cabinet on 16 June 2022 to ascertain the actions undertaken and any proposed amendments to the policy in the light of practical implementation.</p>	<p>Cabinet Member for Environment, Heritage and Waste Management Director of Neighbourhoods</p> <p>Deputy Leader and Cabinet Member for Digital Transformation, Housing, Homelessness and Poverty. Director of Neighbourhoods</p>
13 November 2023 - INFORMAL	TBC		
4 January 2024	Visit Isle of Wight	To consider the 2023 tourist season and marketing plans for 2024.	<p>Managing Director - Visit IW Director of Regeneration Cabinet Member for Levelling Up, Regeneration, Business Development and Tourism</p>
	Survey of regular users of Cowes Floating Bridge	To receive an overview of the comments submitted in comparison to those received in 2022, what has been implemented in the last year and what actions are proposed to be implemented in the future.	Cabinet Member for Infrastructure, Highways PFI and Transport
	LGA Planning Peer Review Action Plan	The committee to receive an update on the progress of actions arising from the LGA Planning Peer Review	Cabinet Member for Planning and Enforcement
11 March 2024 - INFORMAL	TBC		
2 May 2024			

July 2024			
October 2024			
January 2025	Visit Isle of Wight	To consider the 2024 tourist season and marketing plans for 2025.	Managing Director - Visit IW Director of Regeneration Cabinet Member for Levelling Up, Regeneration, Business Development and Tourism
	Net zero waste to landfill Continue to develop successful waste management and increase recycling rates further	The Corporate Plan indicates that it is the Council's intention to develop successful waste management and increase recycling rates further so to reduce the volume of non-essential waste sent to landfill to achieve net zero by April 2025	Cabinet Member for Community Protection, Regulatory Services and Waste
	Survey of regular users of Cowes Floating Bridge	To receive an overview of the comments submitted in comparison to those received in previous years, what has been implemented in the last year and what actions are proposed to be implemented in the future.	Cabinet Member for Infrastructure, Highways PFI and Transport