

Appendix a: public engagement that informed this design guide

Introduction

Isle of Wight Council, Ryde Town Council and Newport and Carisbrooke Parish Council (the Councils) alongside Historic England and design consultants Create Streets have produced a Newport and Ryde Commercial Frontages Design Guide (the Design Guide) which seeks an improvement in the quality of shopfronts in the historic conservation areas of Newport and Ryde town centres. This Consultation Report explains how the Councils have undertaken public consultation to inform the development of the Design Guide, and how the engagement, feedback and responses received to date have influenced its development.

Purpose of the Consultation Programme:

- To understand local likes and dislikes within local historic high streets and conservation areas;
- To understand local hopes and fears for future of local historic high streets and conservation areas;
- To build a sense of genuine ownership of the Design Guide; and
- To start generating ideas for ways to encourage community support in caring for and improving shopfronts and high streets.



Conducting shopkeeper interviews in Ryde



Consultation Summary

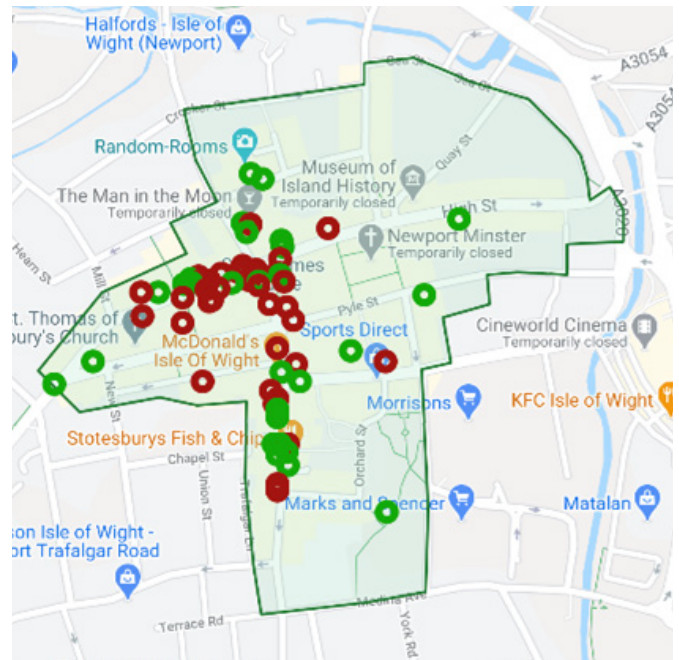
From March to December 2021 the Newport and Ryde Commercial Frontages Design Guide has been developed alongside local stakeholders through a five-part consultation programme: “deep” stakeholder consultation, “wide” community engagement, face-to-face interviews, public workshops, and a feedback review.

Part 1: “Deep” stakeholder consultation consisted of:

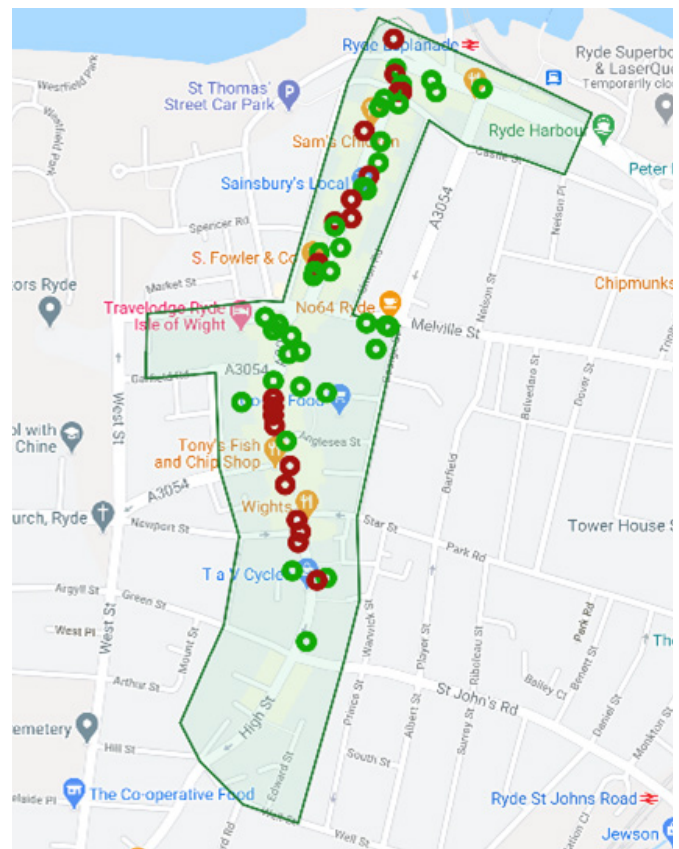
- Over 100 e-mail introduction to the project, project team and request for interview;
- 30 one-to-one structured interviews and invitation to first workshop; and
- The creation of a review group of over 150 people who have agreed and wish to remain fully engaged.

Part 2: “Wide” community engagement was channelled through a dedicated microsite shared on the ‘High Street Heritage Action Zone’ website (<https://iwhaz.uk>), on social media accounts (Shaping Newport Facebook page; Ryde Town Council Facebook page; and Twitter handles @shapingnewport and @RydeTownCouncil). The website contains:

- a brief description of project goals;
- photos of popular components of streets to ‘signal intent’;
- project updates and invitations to forthcoming workshops;
- Links to an online mapping survey using the Create Communities platform, to gather data on shopfront preferences across the two towns.



Newport Create Communities Interactive Map



Ryde Create Communities Interactive Map

Create Communities data

206 people took part in the Create Communities surveys (111 people in Ryde and 95 people in Newport). responded via the Create Communities platform

Across both Newport and Ryde, the data shows that the appearance of a shopfront and how well it enhances the street influences how well liked the shop is.

What do you think...

How do you feel about this shopfront or place? *

What shopfront or place are you commenting on?

If you chose a shopfront, what do you like or dislike about it? You don't need to answer every question

Do you like how the shopfront looks?
 Yes No

Do you like the colours?
 Yes No

Do you like the size of the windows?
 Yes No

Do you like the shop sign?
 Yes No

Do you like the amount of advertising on the windows?
 Yes No

Does the shopfront enhance the street?
 Yes No

Please tell us anything else that you like or dislike about the shopfront

Which of the following changes directly outside of this shop would improve your experience of shopping in Ryde?

- Tables and chairs
- Stalls and displays
- Step-free access
- Planters and flowers
- Bunting

Please tell us anything else that would improve your experience of shopping in Ryde

Is there an interesting story or something that should be preserved about this building?

If you would like to be updated on progress of the shopfront design guidance, please leave your email address here

94% of people who like a shop also like its looks

93% also agree it enhances the street

In Ryde...

71 shops were liked



30 shops were disliked*



In Newport...

40 shops were liked



52 shops were disliked*



<i>The most important features driving the success of a shopfront in order of importance are:</i>	Average across Newport and Ryde	<i>The most important features driving the failure of a shopfront, in order of importance, are:</i>	Average across Newport and Ryde
Windows	95%	Looks	93%
Looks	94%	The amount of advertising	87%
Colour	92%	Signage	86%
Signage	89%	Colour	81%
The amount of advertising	85%	Windows	61%

Create Communities survey data



Newport's most popular commercial frontage

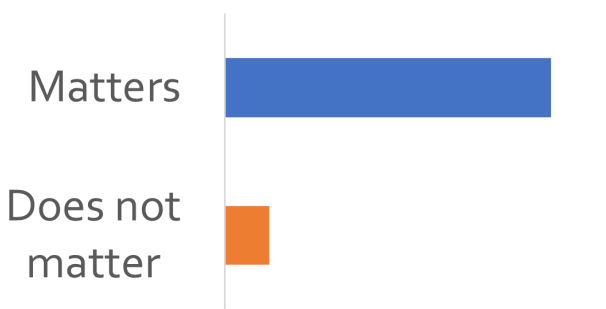
Part 3: Face-to-face interviews

Design consultants Create Streets visited Newport and Ryde between the 4-5th of May 2021 to interview members of the public as well as local shopkeepers and business owners. 29 interviews, lasting an average of 10 minutes each, were conducted across both towns. 3 interviews were video recorded for use in future promotional materials

The interview questions:

- *What date does your shop front date from?*
- *Is architectural heritage important in Ryde?*
- *Would you/ your landlord be looking to invest in your shopfront in the next 10 years?*
- *What (if anything) is stopping you from investing in your shop front?*
- *Is natural ventilation important in your business?*
- *Would you install an awning on your shop front?*
- *Do you have any other comments relating to good/ bad shop fronts, or architectural heritage in Ryde?*

Is the architectural heritage of shop fronts important in your area?



Do you know the period that your shopfront / building dates from?



Conducting interviews with members of the public in Ryde

Ryde: 82% of interviewees said heritage matters

Newport: 100% of interviewees said heritage matters

Ryde: 37% of interviewees knew the period from which their building dates

Newport: 57% of interviewees knew the period from which their building dates

Part 4: Workshops

3 public workshops were held over the course of the project. All workshops were held virtually via Zoom.

Workshop 1 was held on March 31st 2021

- 10 people from the consultants team, Historic England and the Councils attended
- 23 local stakeholders attended

The purpose of the initial workshop was to present the findings of the initial interviews with shop owners in Newport and Ryde and to discuss the community's initial priorities for the design guide.

Workshop 2 was held on 20th May 2021

- 6 people from the consultants team, Historic England and the Councils attended
- 2 local stakeholders attended

The second workshop was a virtual 'drop-in'. Invitations and reminders were sent out to over 100 stakeholders via email. During this workshop, the key findings from the Create Communities interactive map and survey were presented. An overview of what the design guide would contain was also presented.

Workshop 3 was held on 12th August 2021

- 5 people from the consultants team, Historic England and the Councils attended
- 6 local stakeholders attended

The purpose of the third workshop was to review the 3D shopfront designs that had been developed and test the flow-chart step-by-step design process with stakeholders.



Part 5: Feedback review

Upon completion of the draft Design Guide, a formal consultation was launched on the Design Guide microsite, linked to the HAZ website. The draft guidance was published alongside a Google Form survey.

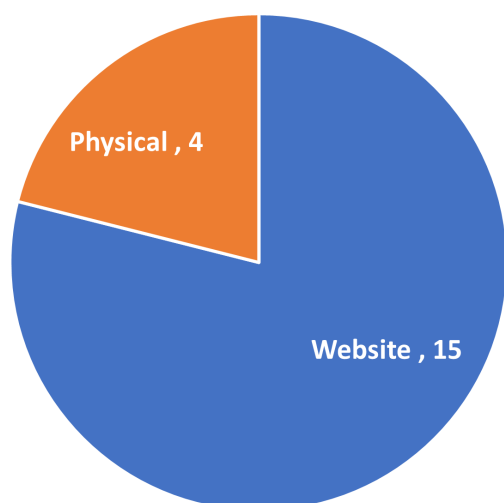
On the 26th of November 2021 an email was sent to the stakeholder list to make them aware that the draft Design Guide was available for viewing and review. On the 6th of January 2022, a reminder was sent out, and the deadline for comments was extended to Sunday 9th January 2022.

18 survey responses were received.

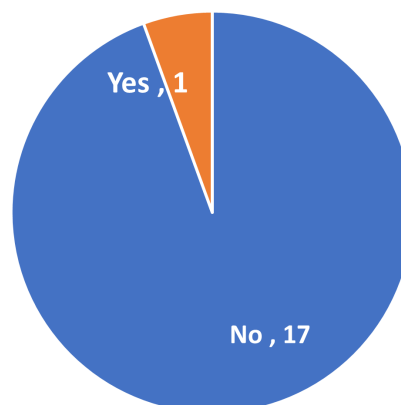
"How clear is the design guide in helping you understand the importance and impact of commercial frontages on the High Street?"

Average 4.4 out of a maximum of 5

Would you be more likely to access this guide through a website or a physical copy?



Are there any architectural features, materials, or colours typical of Newport or Ryde that you think are missing from the design guide?



Feedback received:

"Guide is clear and concise. Shopfront images pleasant to look at. Gives a clear impression of what the area could become".

"I think the guide is really clear and it would be wonderful if the changes could help persuade the shop owners to make changes to their shop front designs".

"I think the guide is the right mix of images and text, which makes it easier to use. It provides good technical definitions in images to help explain the terminology. I think it will provide a very useful design guide to push improvements".

"I am fascinated by the detailed explanations of the historic architectural features of shopfronts and the buildings in which they are contained, and how they developed over time. The guide raises awareness of a worrying lack of respect nowadays for these features, giving a brash and ugly impression, and of the importance of restoring them to create cohesion and authenticity within their neighbourhood".

"The guide is packed with historical facts and photographs, giving us a good sense of heritage for shopfronts and upper floors alike. The individual example designs have given me ideas for my own buildings/shopfronts and the street scene as a whole".

"I like the fact you have found archive photos of the shopfronts where you can, to show where the ideas have come from".