

Ryde High Street HAZ

Scheme Programme

December 2019



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1. Ryde High Street Heritage Action Zone in its context

(See guidance 3.1 This should include a brief statement (200 words) of the name, location, extent and designation history of the high street.)

- 1.1 The High Street Heritage Action Zone (HAZ) area focuses on around Ryde High Street between the junctions with Garfield Road to the north and St John's Road to the south. It is contained within Character Area 2 of the Ryde Conservation Area. It contains a mix of 18th and 19th century buildings with some 20th century infill and forms a crucial, commercial link between St Thomas Square at the top of Union Street and the upper High Street.
- 1.2 It is partially pedestrianised with two way traffic routed through St Thomas Square to access Garfield Road or Union Street. The lack of full pedestrianisation results in unsatisfactory ambiguity about the street's pedestrian status. Local traffic often uses the High Street as a short cut, notwithstanding the current measures, which, combined with the dislocation from Union Street, creates a highly unsuccessful pedestrian experience.
- 1.3 The existing quality of the public realm interventions to enhance the pedestrian experience are extremely poor. While improvements to the streetscape have been achieved in St Thomas Square, Minghella Square and the Co-op forecourt, they remain piecemeal and the opportunity is largely missed for the High Street to add coherence to these and become a fully functioning, outdoor space providing a central locus for a variety of cultural and social uses.

(200 words)

A map should be included showing the boundary of the conservation area, identifying the buildings and areas that will be targeted as part of the scheme. The map should be plotted digitally using GIS software and submitted as a Shapefile.

See Appendix A

A description of the issues encountered in and around the conservation area and an analysis of the underlying rationale for intervention, as well as a suggested remedial programme of works, should also be included. The analysis of the targeted area should consider the following factors:

Ryde's economic base

- 1.4 There are five wards of Ryde North West, Ryde North East, Ryde East, Ryde South and Ryde West. The High Street HAZ bisects Ryde North East and Ryde North West wards. The wider Ryde economic area or cluster of wards also includes the ward of Binstead & Fishbourne to the west, the two wards of Nettlestone & Seaview, Brading, St. Helens & Bembridge to the east and the ward of Havenstreet, Ashey & Haylands to the south of the town.
- 1.5 Not all economic data is available at ward level. Depending on the dataset, we have used the statistical geography that most closely conforms to the five Ryde wards and the wider Ryde economic area, e.g. Low Layer Super Output Area (LSOA), Mid Layer Super Output Area (MSOA), ward or local authority district, depending on the data source.

1.6 There were 1,035 businesses in the Ryde economic area in 2019 according to ONS: UK Business Counts (MSOA level). This accounts for 22.4% of the total of 4,620 businesses in the Isle of Wight, making Ryde a commercial centre secondary in importance only to Newport. Approximately 550 of the businesses were in Ryde town itself with the greatest concentration being in the eastern part of Ryde, the main focus of commercial activity and which includes the Esplanade, Union Street and the High Street. 250 or around a quarter of the wider Ryde economic area businesses are located in east Ryde.

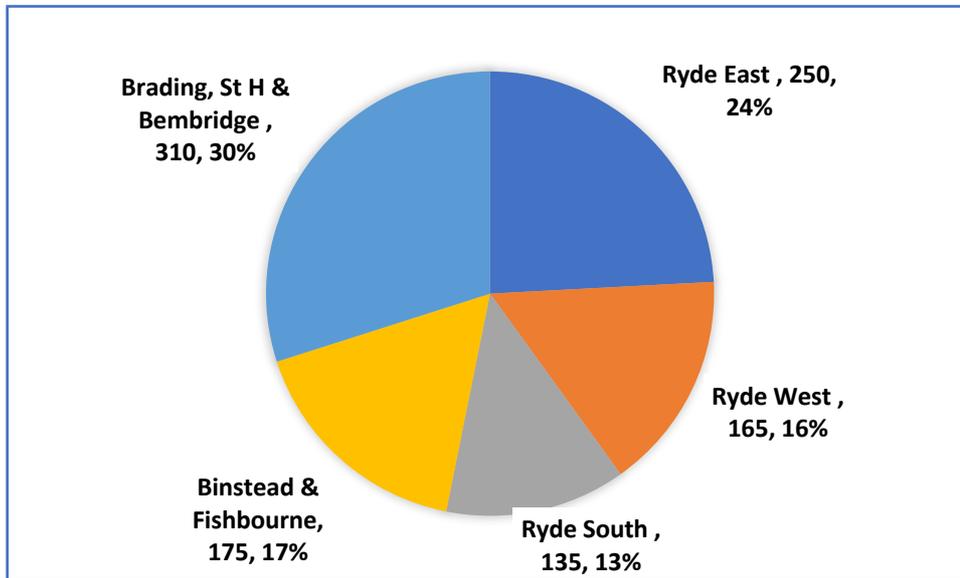


Figure 1: Business distribution by Medium Super Output Area (MSOA) in the Ryde Economic Area
Source: ONS UK Business Counts 2019.

1.7 The largest sector in numerical terms in central Ryde is *Construction* (75 businesses), followed by the *Professional, Scientific & Technical* (65 businesses) sector with *Accommodation & Food Services* in third place (60 businesses). *Retail* and *Arts, Entertainment & Recreation* are also important industries in terms of numbers of businesses with 60 and 55 businesses respectively in central Ryde. Together, these five sectors account for more than half (56.7%) of the businesses in central Ryde. (Table 1.)

1.8 The strong presence of the *Arts, Entertainment & Recreation* sector provides a base on which the High Street HAZ programme can build to deliver culturally-led regeneration in the town. The ONS data records only businesses registered for VAT and/or PAYE and anecdotal evidence suggests that there are many more small creative businesses that are not registered as well as self-employed people operating in the sector. The presence of large numbers of independent shops in the *Retail* sector may help to make the HAZ area more resilient to further decline in high street retailing. During the first half of 2019, an average of 16 chain stores a day closed, as restructurings and the online migration of shopping and services continue to hit the high street, but this opens up new opportunities for independents and store openings also increased, (although not at replacement rate)¹.

¹ [Local Data Company/PWC](#)

Business sector	Central Ryde No.
Construction	75
Professional, Scientific & Technical	65
Accommodation & Food Services	60
Retail	55
Arts, Entertainment & Recreation	50
Business Administration	45
Health	40
Manufacturing	35
Information & Communications	30
Agriculture, Forestry & Fishing	15
Motor Trades	15
Wholesale	15
Property	15
Education	15
Transport	10
Total	540

Table 1: Numbers of businesses by sector in central Ryde 2019
 Source: ONS UK Business Counts

1.9 There are some key differences between the sectoral composition of Ryde town centre and that of the wider Isle of Wight economy as Figure 2 shows. Ryde has more *Construction, Retail, Arts, Entertainment & Recreation, Health* and *Information & Communication* businesses than the Isle of Wight as a whole. Its relatively high percentage of construction and retail businesses could make it vulnerable in an economic downturn, although the large percentage of independent retail businesses could, as previously noted, help to guard against the worst effects of high street closures.

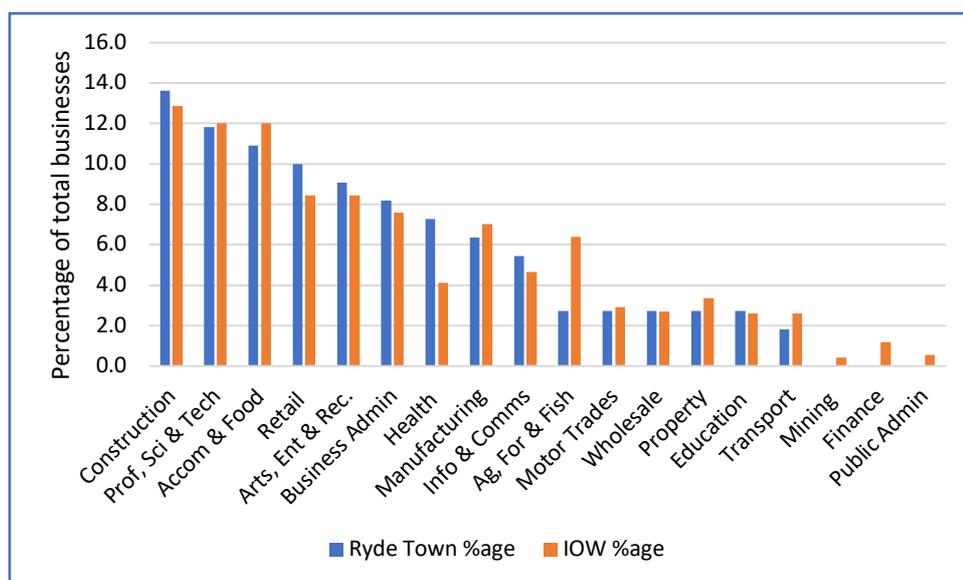


Figure 2: Percentage of businesses in each sector in Ryde Town and the Isle of Wight in 2019
 Source ONS UK Business Counts

Ryde's employment base

1.10 In 2018, there were approximately 5,100 employees in Ryde town centre according to ONS Business Register and Employment (BRES) figures, accounting for slightly less than half the wider Ryde economic area employment base of 10,080 and just under a fifth of the Isle of Wight's jobs total of 50,150.

1.11 The largest employment sector in numerical terms is *Health* with 885 or 17.65% of central Ryde's employees. Although this seems high, considering that there is no hospital in Ryde, it includes employment in residential care homes and social work as well as employment in health centres, dentists etc. *Retail* is the second largest employment sector in Ryde town centre with 825 jobs in this sector followed by *Education*. *Accommodation & Food* is also a significant employer with just over 12% of employment or 605 jobs but perhaps, more surprisingly, is followed in fourth place by *Manufacturing* with nearly 8% of town centre employment and 400 jobs. The majority of these are in in *SIC 30: Manufacturing of Other Transport Equipment* (250 employees) followed by *SIC 25 : Manufacture of fabricated metal products*, (100 employees). Manufacture of wood products and furniture account for another 40 jobs.

	Ryde No. of employees	% of Ryde Town employe nt
Health	885	17.65
Retail	825	16.45
Education	640	12.76
Accommodation & Food	605	12.06
Manufacturing	400	7.98
Business Administration	350	6.98
Construction	230	4.59
Arts, Entertainment and & Recreation	205	4.09
Transport	180	3.59
Professional, Scientific & Technical	170	3.39
Wholesale	115	2.29
Public Administration	105	2.09
Information & Communication	80	1.60
Property	80	1.60
Finance	55	1.10
Motor Trades	50	1.00
Mining	40	0.80
	5,015	100

Table 2: Ryde Town Centre employment in 2018
 Source: ONS Business Register and Employment Survey

1.12 There are some key sectoral differences between Ryde town centre, Ryde economic area and the Isle of Wight labour market as Figure 3 shows. In this case, five key sectors have been analysed using ONS sector definitions, *Retail*, *Visitor Economy and Health*. Ryde town has fewer visitor economy jobs as a percentage of the total than the Isle of Wight or the wider Ryde Economic Area, indicating that there

is room to expand the visitor economy in the Town Centre. Retail makes up a higher percentage of Ryde Town employment, but not as high as in the Ryde economic area. Both Ryde Town.

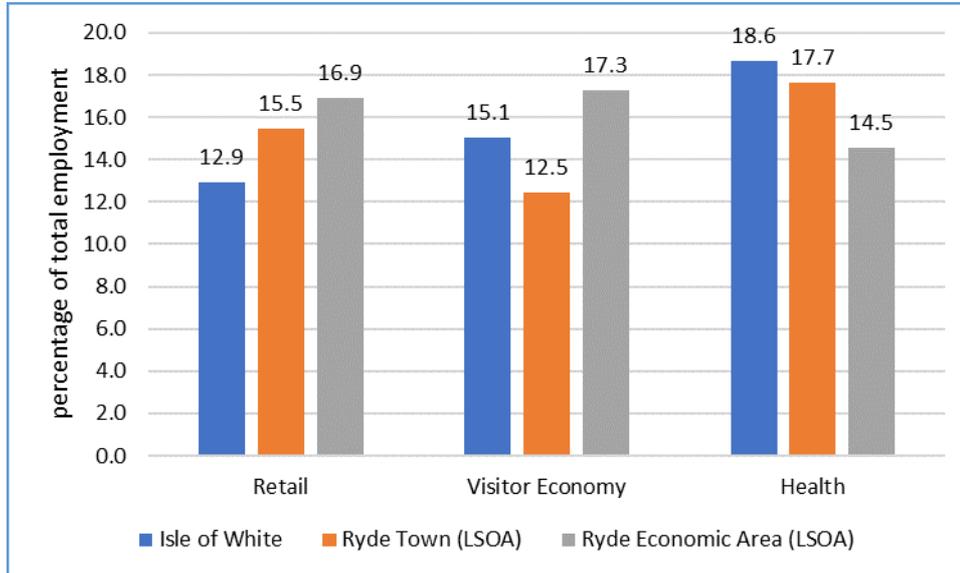


Figure 3: Percentage of employment in key sectors in Isle of Wight, Ryde Town and Ryde Economic Areas 2018
 Source: ONS Business Register and Employment Survey

Ryde service and retailing activity

1.13 Ryde’s High Street, which is over half a mile in length, was originally the main street of the village of upper Ryde, before the two settlements of upper and lower Ryde were joined by Union Street in the early 19th century. The High Street was a major shopping street in the 19th century, servicing the surrounding residential areas with their many grand regency and Victorian villas and continued to flourish until the latter part of the 20th century when changes in shopping habits started to take their toll. Since then, it has borne the brunt of retail industry contraction in Ryde and the High Street is now characterised by a down at heel mix of charity shops, betting shops, discount outlets and empty voids.

1.14 Although Ryde is the only major town in the eastern Isle of Wight, it is rapidly descending in the UK Shopping Venue rankings of district shopping centres, falling from 672 to 754 of 1,120 centres between 2013/14 and 2016/17, a drop of 82 points. The local retail survey undertaken by the Isle of Wight Council in 2009 counted 423 people per hour passing along Union Street between the hours of 10 a.m. and 4 p.m. which is poor in comparison to Newport town centre which achieves an average hourly footfall rate of 993 pedestrians along its main street. The footfall is even lower in Ryde’s High Street and 17 out of the town’s 94 currently vacant shops are located there, a rate of 11.11% compared to the national average of 9.9%.

1.15 The IOW Council Retail Study 2018 indicates the diversity of retailer representation within the Town Centre:

- Convenience Units – no. (8%) below UK average (9%) although the centre has seen an increase of 5 units since 2009.
- Comparison Units – no. (41%) above UK average (31%) although nos. have declined since 2009.
- Retail Services – no. (15%) comparable to UK average (14%) showing an increase of 5 units since 2009.
- Leisure Services – no. (21%) below UK average (24%) showing an increase of 2 units since 2009.
- Financial and Business Services – no. (9%) comparable to UK average (10%) showing an increase of

2 units since 2009.

- Vacancies – 19 vacant units (2740 sq. ft of floorspace), located in the southern part of the centre, with 10 units located to the south of the High Street/Star Street junction.
- Retailer Requirements – Requirements List identifies 5 operators seeking premises in Ryde, with only one being an A1 retailer

1.16 In summary the Retail Study shows:

- Relatively low vacancy rate compared with UK average, decreasing since 2009, although this data has not been updated since 2018.
- Provision of Retail and Leisure Services generally good offering key facilities and food & drink outlets, providing reasonable balance.
- Good accessibility by public transport with bus and train connections, but linkages between the centre and railway station could be improved.
- Shop fronts and street furniture in the southern part of the centre (High Street) require upgrading to create a more attractive shopping environment.

1.17 There are now some small but significant indications of an improving street culture evidenced by the establishment of some adjacent independent outlets including a baker, bookseller, antique shop, fish restaurant and a specialist supplier of textiles and fabrics. This retail trend should increase as a growing number of specialist providers of local produce and services, including local cheeses, meat, wines, street food, fruit and vegetables, plus artists, artisans, makers and designers all seek suitable retail space on the revitalised and improved High Street.

Business confidence

1.18 Local businesses were asked to reflect on the area of the town outlined for the HSHAZ project. They were asked to consider the following:

- What would make the area attractive to new or existing business owners?
- What are the shortcomings of the area that would be unattractive to new/existing business owners?
- What potential do you see within that area?

Conclusion:

1.19 The decline of this area has been significant in the last ten years. The large Woolworths store which was located here closed in December 2008 and since then, the decline has continued with several more multiples closing. Several local businesses who were once located in the High Street, have moved to Union Street, giving reasons of easy, free on street parking, increased footfall and being more in reach for tourists.

1.20 From the responses it was clear that the High Street area has a very different feel to the Union Street area of the town. It is seen as more of a 'local's area' for daily/weekly shopping. It is the only area of the town (apart from Sainsbury's on Union St) that has some national stores, albeit of a limited and often downmarket nature. However, for some small businesses this was seen as more direct competition and therefore not attractive to them. I.e. a local gift/toy shop would not want to be next to Poundland.

1.21 People view this area as disconnected – partly due to the road way cutting across both the top and bottom ends, but also the feel and look of the area being less attractive. It was also very clear that traders feel this area is 'forgotten', with poor signage and a lack of emphasis when marketing the town.

1.22 The Upper High Street areas, beyond the 'pedestrianised' zone, also reported seeing a decrease in footfall over the years, and see this as a direct result of the higher number of empty shops in the lower area. This suggests an improvement in the High Street may well benefit a wider number of businesses covering a larger area of the town as a positive knock on effect.

1.23 The feedback, in line with previous consultations, gives a clear picture of the challenges this area faces and as such demonstrates the potential opportunities that investment and improvements to the High Street could bring. A summary of responses is given below*

Public realm

1.24 As has been reflected in other reports businesses felt the look of the area was poor and that this discourages footfall.

- "Even where there are places for people to sit, it doesn't look great. You certainly wouldn't choose to spend time in the High Street area for fun!"
- "It looks terrible, it's just been left for years. It doesn't encourage people to spend time up there and browse"
- "It all feels very dark, particularly in winter".

Pedestrianisation/ accessibility

- "The fact cars are parked here all the time throughout the day, makes the street like an extended parking area. Not only is it dangerous, but it is off putting for shoppers"

Footfall

- "People use the High Street for their general shopping, Co-Op, Iceland, greengrocers, Poundland. Other than that it's betting shops or charity shops, so if you are selling any higher price range items it is much more difficult to attract people in"
- "There is no effective signage. Nothing really says what is up in that area, or whether it is worth walking up the hill to get there".
- "I don't think the parking is clear in the top end of town. So if you are going to park in Union St, or at the bottom car parks then you are more likely to just shop there, rather than walking all the way up. Especially as you may be time bound"

Potential opportunities

- "If it was nicer up there, outside seating etc then it may benefit lunch time trade, cafes etc"
- "In Newport there are a lot of offices in the town. It means people come out and look around and make purchases in the week. We have much less of that in Ryde. Maybe more office space would mean people work in town and use it more"
- "If empty shops could be used for things other than charity shops, it might give more character to the place, and mean people would be more likely to walk about and take a look. There isn't really much diversity in the retail, and you wouldn't want to try out anything new up there as it is at the moment".
- "We looked at shop space there, but the rents and rates are high for what you are surrounded by. We felt we may as well pay the same sort of thing but be closer to the seafront".

Tourism potential

1.25 Ryde is a gateway to the island with excellent rail, ferry and hovercraft connections to the mainland. Visitors need to be encouraged to linger in the town and explore its improving opportunities. The High

Street regeneration will be critical in enhancing those opportunities, combining with other development initiatives to revitalise the visitor experience. The visitor economy is currently underrepresented in employment terms in Ryde Town Centre with just 12.5% of jobs compared to 15% in the Isle of Wight as a whole.

- 1.26 The potential regeneration of the Esplanade and landmark buildings in Ryde will greatly benefit the visitor experience with improved interconnectivity between seafront terminals and the High Street, and the provision of a cultural focus for the arts, crafts and performing arts in the repurposed, Grade Two listed former Town Hall and theatre building at the top of Union Street.
- 1.27 The current national rise in staycations can be encouraged by an improved tourism offer, appealing to the changing tourist demographic. Although trip volume is relatively static, tourism has increased slightly in 2018 (Visit IOW stats). The Island is now a very popular destination for day trips and short breaks which should be further exploited.
- 1.28 Opportunities and target markets have been highlighted in recent research²: By analysis of Coastal Types (Active Break, Coastal Retreat, Harbour Towns, Lively Town, Port Cities and Traditional Seaside) in terms of those user groups most likely to visit (Under 35s, Young Families, Older Families, Older Independents and Empty Nesters) the tourist potential of the Island is apparent. Access to all the principle Coastal Types is available on the Island and can be targeted toward the appropriate visitor groups. The Island offers a range of experiences within each Coastal Type including walking, cycling, kiting, spectacular scenery, tranquil natural beauty, harbours, boating, fishing, galleries, shopping, maritime history, beach activities, locally sourced produce and traditional food and drink.
- 1.29 Conclusions can be drawn to develop and enhance a local tourist strategy by packaging various destination types, employing specific marketing strategies to exploit attractions where identified responses are polarised, applying focus on secondary markets out of season, overcoming perceived visitor inertia by encouraging a programme of events and festivals, and turning day trips into longer breaks.
- 1.30 In summary, the Island is rich in potential and will increasingly offer unique attractions to a wide range of visitors in terms of natural beauty, coastal scenery, protected countryside, historic building, traditional attractions, specialist local produce, creative arts and innovative craft workshops all thriving in an exceptionally mild version of the British climate. Ryde has much to contribute to these attractions and the High Street HAZ scheme will encourage visitors to venture into the town to experience the improved retail, food and drink, events and cultural offer and increase spend, extend the season and help to change visitor perceptions of the Isle of Wight.

Housing and Social Mix

- 1.31 The HNA defines Ryde as being, like Newport, a more urban settlement with a large supply of terraced homes, tending to cater for the Island's resident population and in particular to young families and professionals at entry housing levels. Ryde is the largest town on the Island in terms of the number of dwellings.
- 1.32 However, demand in Ryde is driven mostly by first time buyers and house prices are increasing fast with a 21% increase over the 5 years to 2018, giving a median house price of £212,465, the fastest rate

² Perceptions of the English Coast. NCTA

https://visitwightpro.com/wpcontent/uploads/2014/07/perceptions_of_the_english_coast_ncta_web1.pdf

of growth on the Island. First-time buyers tend to be young couples as opposed to single purchasers. Similar to East Cowes, Ryde is oriented towards a commuter market. It is one of the most accessible settlements on the Island with fast transport links (10-15 mins via hovercraft) to the mainland and therefore is appealing to young couples or families who choose to commute to the mainland generally for higher paid work.

1.33 However, approximately 30-40% of property buyers in the Ryde sub-area are thought to be from the mainland and are relocating to Ryde due to comparatively lower property prices to the mainland and the increase in home working. Although there is a large proportion of young families and first time buyers in Ryde, there is also a high proportion of older residents and retirees whose needs must be taken into account.

1.34 Rental property is becoming less affordable. Ryde also has the highest median rental for one and four bedroom flats and the second highest median rental for 3 bedroom units. Table 3.

	1-bedroom		2-bedrooms		3-bedrooms		4-bedrooms	
	LQ	Median	LQ	Median	LQ	Median	LQ	Median
The Bay	£325	£475	£425	£595	£600	£750	£995	£1,300
Medina Valley	£435	£513	£538	£650	£575	£738	£895	£1,200
Medina Valley-East	£475	£525	£525	£650	£525	£775	-	-
Medina Valley-West	£395	£500	£550	£650	£625	£700	£895	£1,200
Ryde	£395	£540	£515	£595	£570	£780	£895	£1,400
West Wight	£425	£475	£525	£595	£725	£800	£895	£1,250
Isle of Wight	£403	£503	£508	£617	£609	£761	£920	£1,288

Table 3 Median & Lower Quartile Rental Costs by Size of Unit, (2017)

Source: Isle of Wight Housing Needs Assessment GL Hearn 2018

1.35 The HNA analysis shows that of the 1,330 households on the Isle of Wight Housing Register that are classified as being in need, the highest proportion are found in the Ryde area where 28.3% of them are located.

	Total in need	% of need
Bay	376	28.2%
Medina Valley – East	165	12.4%
Medina Valley – West	320	24.1%
Ryde	377	28.3%
West Wight	92	6.9%
Total (exc. Band 5)	1,330	100.0%

Table 30: Estimated number of households on Housing Register and in need – by sub-area

Source: Isle of Wight Housing Needs Assessment GL Hearn 2018

1.36 The Housing Needs Assessment 2018 defines Ryde's housing need as 152 new homes per annum or 2,736 new homes between 2016 and 2034. Further analysis puts this at 82 houses per annum in Ryde town itself or 1,476 over the planning period. 1,227 new homes have already been given permission with more in the pipeline. On this basis, Ryde Town Council has concluded that no further development in the town will be required but that the necessary infrastructure must be provided. The Pennyfeathers scheme is responsible for 900 of these homes and has received outline planning but has until 2020 to submit detailed planning applications and may not start on site until 2022.

1.37 As well as providing additional housing for young commuters in Ryde town centre over the next four year, the regenerated High Street will provide much needed services and leisure opportunities for the growing population as well as more affordable homes to rent and buy through the increase in residential premises above shops.

Demographic factors

1.38 The population in the Ryde Town LSOAs was 19,964 in 2018 according to ONS mid year population estimates. Ryde Town tends to have a younger age profile than that of the wider Ryde economic area and the Isle of Wight as a whole. The gap is particularly apparent in the over 65s age group; 21.65% of Ryde Town residents are in this band compared to 28.12% in the Ryde economic area and 27.76% in the Isle of Wight as a whole. Figure 4.

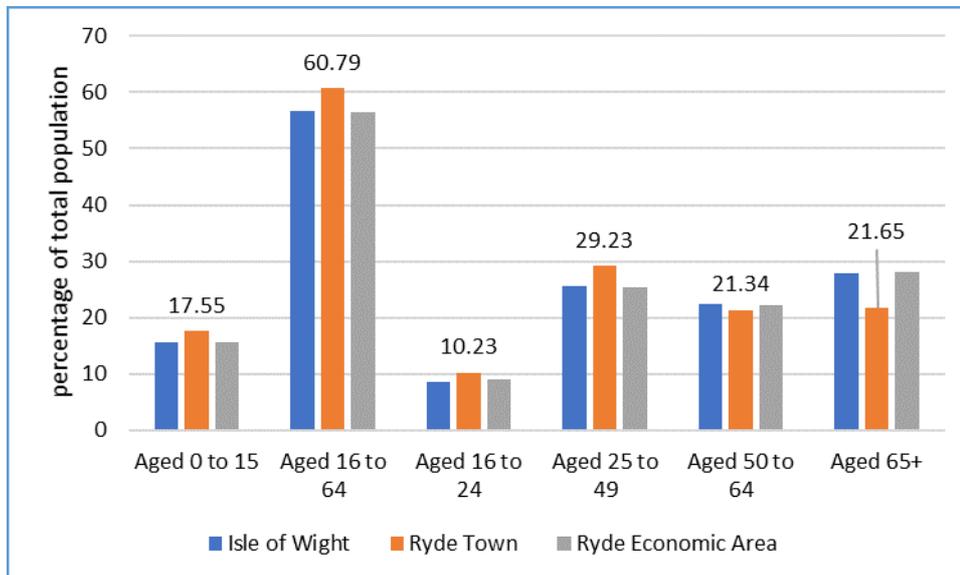


Figure 4: Percentage of population by age band in Ryde, Ryde Economic Area and the Isle of Wight in 2018
Source: ONS mid year population estimates

1.39 Deprivation is a significant factor in Ryde Town and specifically in the High Street HAZ area.

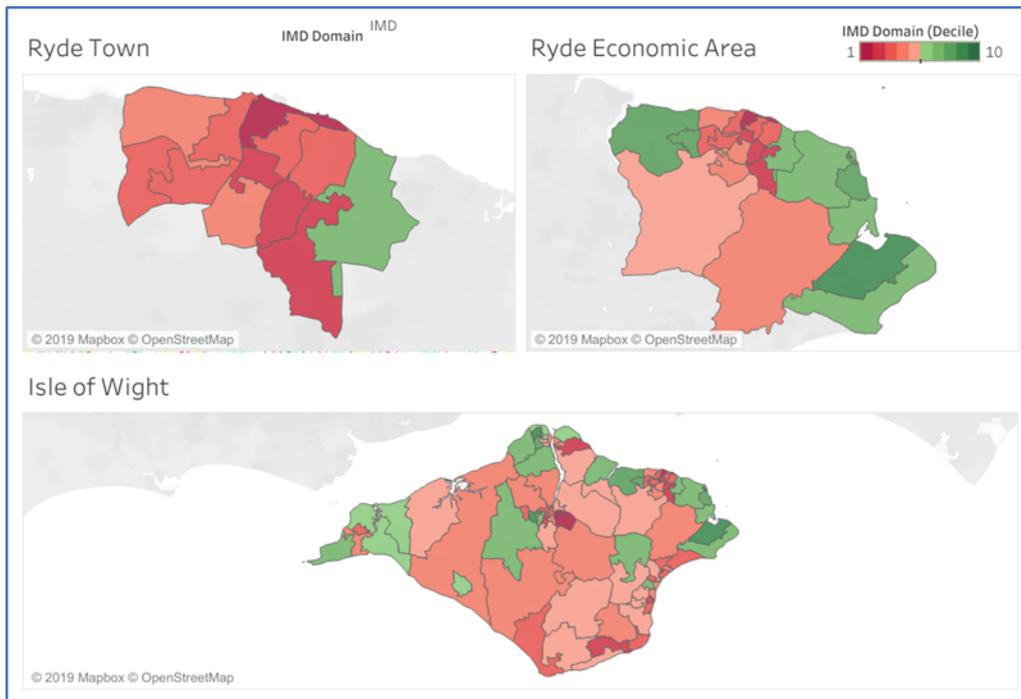


Figure 5 Deprivation by decile 2019 in Ryde Town, Ryde Economic Area and the Isle of Wight
 Source: Index of Multiple Deprivation 2019 showing the overall rank by LSOA out of 32,844 by decile

1.40 The LSOAs which the High Street bisects are in the first, second and third most deprived deciles nationally and only 1 areas in Ryde is above the bottom 5 most deprived decile. The worst deprivation in Ryde economic area is concentrated Ryde Town and Ryde figures as one of the most deprived areas in the Isle of Wight. Figure 5.

1.41 Ryde, like the Isle of Wight in general, is not particularly ethnically diverse as Table 4 shows with over 96% of the population identifying as white. However, this is based on Census 2011 data so there may have been some change since then.

Population by Ethnicity - % of Total	White	Mixed/multi ethnic groups	Asian/Asian British	Black/Afro/Carib/Black British	Other ethnic group
Isle of White	97.3%	1.2%	1.1%	0.2%	0.1%
Ryde Town (LSOA)	96.2%	2.1%	1.4%	0.2%	0.1%
Ryde Economic Area (LSOA)	97.1%	1.5%	1.1%	0.2%	0.1%

Table 4: Isle of Wight, Ryde Town and Ryde Economic Area percentage of population by ethnicity
 Source: ONS Census 2011

1.42 Although Ryde's community well being score is above average at 58 compared to 52 nationally, this is mainly due to above average scores on the place measures. Ryde scores below average for education and learning, (42 compared to 59) and economy, work and employment (49 compared to a national average of 56). Ryde also underperforms on relationships and trust and voice and participation.

Opportunities for building on the area's strengths

- 1.43 The High Street and its immediate area, which is the focus of the Ryde High Street HAZ scheme, provides a major opportunity to instigate the successful regeneration of Ryde, linking the original historic core of the town to the more successful areas of Union Street and the Esplanade and providing a background for regenerating a number of landmark buildings including the Ryde Town/Hall at one end and the former convent at the other. As well as providing much needed pedestrian friendly, attractive outdoor space which the town currently lacks, it will also build on Ryde's strengths as a cultural and creative centre, providing a location for cultural events such as the carnivals and other outdoor activities, space for creative businesses and exploit the growing demand for affordable first time buyer, commuter properties in reach of the hovercraft and Fastcat facilities.
- 1.44 The proposed High Street HAZ area comprises the section of High Street between the junctions with Garfield Road to the north and Star Street to the south which will be fully pedestrianised and a further small stretch running between Star Street and St Johns Hill where traffic management will be improved and pavements widened. The High Street lies within Character Area 2 of the Ryde Conservation Area and forms a crucial commercial link between St Thomas Square at the top of Union Street and the upper High Street. The street curves gradually uphill, creating a potentially picturesque sense of enclosure by buildings of historic and architectural value. Many fine C19 architectural features are apparent above street level, including traditionally proportioned sash windows, timber oriel windows, curved glass bays and parapets. Pevsner in the Buildings of England admires the overall historic townscape and specifically the architectural merit of The Castle Inn, No 174, the Star Inn and the former Temperance Hall. Buildings of significant conservation value in the High Street also include No 153 (HR Turner & Co) and Nos 170 – 172. St Mary's Church and associated tranquil gardens create a dramatic focus at the upper end of the street, although the church is a listed building on the Historic England Heritage-at-Risk register and the attached convent remains derelict.
- 1.45 There is a major opportunity to build on this rich architectural inheritance and reinvent the High Street as a Isle of Wight heritage asset and a successful retail, business, cultural and community space. It is partially pedestrianised, with traffic restricted until 6 p.m. but without controlled delivery access times, resulting in ambiguity about the street's pedestrian status. Local traffic often uses the street as a short cut, which creates a totally unsuccessful pedestrian experience. The existing quality of the public realm is extremely poor. Improvements to the streetscape have been achieved in St Thomas Square, Minghella Square and the Co-op forecourt but remain piecemeal. The existing street treatment includes badly patched tarmac surfaces, random street clutter and unsympathetic seating, which serve only to encourage anti-social behaviour.
- 1.46 Through the High Street HAZ scheme there is an opportunity to turn this situation around for a relatively low cost by full pedestrianisation and greatly improved public realm along with targeted shop front improvements and a supporting cultural and community strategy, building on Ryde's active partner organisations and their many ideas for activities and events that currently lack a successful outdoor space on which to focus and/or suitable premises. There are small signs of an improving street culture evidenced by the establishment of some adjacent independent outlets including a baker, bookseller and fish restaurant, and by the use of the public space in Minghella Square and the Co-op forecourt for leisure, relaxation and the occasional farmer's market. There is an opportunity to build on this growth in small independents and provide a wider mix of businesses including fewer traditional retail outlets and more pop up shops and creative businesses. The relatively low numbers of larger multiples will facilitate this process. Ryde does not currently have a dedicated Business Improvement District, although the whole Island is covered by a tourism sector BID. This project may provide the opportunity to review a wider Ryde Town Centre BID covering the four quarters identified within the public realm strategy.

- 1.47 Ryde faces significant challenges and also opportunities in terms of future housing and population growth. The land allocated for housing in the local plan will, if completely built out, increase the geographical size of the town by a third. This will provide economic opportunities for Ryde High Street businesses to service the increased population on the south and east of the town. On the other hand, there will be challenges in terms of forging an integrated and cohesive community which identifies and cares about the town and its heritage. The High Street HAZ scheme will provide a focus for community engagement in the regeneration of Ryde and demonstrate change, leading to an increase in civic pride among the growing community.
- 1.48 More widely, the High Street HAZ will help to exploit opportunities to build on Ryde's position as the gateway to the Island and the tourism potential referred to in the earlier section. Ryde has excellent transport connections including the Fastcat and Hovercraft to Portsmouth every half an hour as well as a very good bus services and the Island Line railway. What is needed is for visitors to be encouraged to spend time in Ryde, appreciating its Regency and Victorian heritage and its many cultural events. There is an opportunity to develop the offer to include higher quality, more varied food and drink, highlighted as a need in Ryde by Historic England, a richer and more diverse shopping experience which makes the most of Ryde's creative industries and a vibrant street life in an attractive outdoor pedestrian friendly space in a heritage setting. A significantly enhanced offer on the High Street will mean more visitors will be encouraged to stay in Ryde, taking advantage of its superb beaches, Esplanade, seaside attractions and activities as well as the new opportunities and experiences on the High Street.

2. Current and past initiatives

(See guidance: 3.2 An assessment of any current or past initiatives that have attempted to address these issues, outlining their success or failure should be included. Please include information on any past involvement by Historic England/English Heritage, the National Lottery Heritage Fund/Heritage Lottery Fund or other funding bodies in making grants or other funds available in the area.)

- 2.1 In common with the Isle of Wight as a whole, Ryde has received little funding for physical regeneration works. Initiatives have tended to involve business, cultural and community groups developing projects with little public funding, for example, Ryde's very successful carnivals. To prepare for future funding opportunities, however, a great deal of effort has gone into consultation and strategic planning and a new and comprehensive Place Plan is nearing completion. The Ryde Town Council's recent position statement sets out its position in regard to future planning and regeneration in Ryde specifically on housing, heritage, economy, infrastructure and the environment.
- 2.2 The Public Realm Strategy has identified four distinct geographic and economic "quarters" in a linear configuration from the seafront, along Union Street and through to the upper High Street which comprise a comprehensive plan for the town centre's future. A number of strategies have focused on the Esplanade area and Historic England have suggested that these be reviewed to provide a clear direction. Recent funding to upgrade the Island Line railway has been awarded and will be the first step in transforming Ryde's sea front gateway which contains a number of strategic development sites such as the former ice rink.
- 2.3 An application for funding to regenerate the ferry/rail/hovercraft/bus/road transport interchange on Ryde Esplanade has been submitted and, if successful, will transform the key gateway to the Island, encouraging visitors to spend more time in Ryde.
- 2.4 Ryde Town Council has developed a number of projects aimed at attracting visitors to the town and to extend the season to make Ryde a year round destination. These projects include a town map that

highlights events and attractions, a promotional video and a range of Visit Ryde promotional materials and advertisements/

- 2.5 Union Street continues to be the focus of public realm improvements and our scheme will encourage greater footfall and increase dwell time by providing a more attractive and diverse retail and leisure offer, including the cultural programme, which will encourage visitors to explore the town and stay longer.
- 2.6 The proposal for the Heritage Horizon Award funding is to regenerate Ryde Town Hall, a Grade Two listed building of 1,750 m², as a multi-use cultural centre, by respecting the fine period features, arresting its deterioration and harnessing the creative and commercial skills of the local community. The Town Hall lies in a strategic location in the centre of Ryde and is an important part of a landmark group of historical significance, symbolising the formal establishment of Ryde as a town in 1829. This group includes Brigstock Terrace and St Thomas' Church. This project would provide a crucial linkage between the Union Street/ Esplanade zone and the regenerated High Street. Historic England have also recommended that experienced developers from outside the Island with a track record in innovative mixed use developments are brought in and the Town Council is actively investigated this proposal.
- 2.7 Taken together, these initiatives form the basis of a coherent regeneration programme for the Town Centre regeneration. The High Street HAZ will be instrumental in kick starting this ambitious programme, creating momentum, building business and community confidence and demonstrating our ability to deliver.

3. The objectives, logic model and benefits of the Ryde High Street HAZ scheme

3.3. *The scheme programme should set out SMART objectives for the High Street HAZ Partnership. These should be placed into the context of existing economic development policies and regeneration targets applicable to the High Street HAZ area, together with an explanation of how these complement any other relevant strategies for the area such as transport or homelessness.*

3.1 Please see our separate **logic model document** for detailed objectives, inputs, outputs and outcomes.

3.2 **Rationale:** Ryde High Street has borne the brunt of High Street decline in Ryde due to its lack of connection to the more prosperous Union Street and the main tourist destination of the Esplanade and Sea Front. It suffers from a lack of investment due to its down at heel appearance and poor public realm which have damaged business confidence. This has led to a poor retail and leisure offer with charity shops, empty shops and betting shops in evidence and, as a result, footfall is low. The current partial pedestrianisation of the High Street leads to a confused experience for users. However, the basic fabric of the buildings is good with a number of listed buildings, a strong heritage feel above street level, and potential for total pedestrianisation, improved public realm and restored and repaired building fabric. This will attract a better mix of businesses, capitalising on the local creative and maker community and strong cultural partnership to create, not only a greatly improved retail, leisure and cultural offer, but a much needed civic space in central Ryde.

3.3 **Aim. To capitalise on the potential of Ryde High Street's heritage buildings, history and location to regenerate the High Street HAZ area and create a dynamic civic space with a retail, leisure and cultural offer that all residents and visitors can enjoy.**

Objectives of the Ryde High Street HAZ scheme

Objective 1. To increase access for all people and create safe and attractive space for pedestrians to enjoy heritage and cultural events along Ryde High Street

Objective 2: To increase access for all sections of the community and attract more visitors and business investment from a wider range of businesses by improving the quality and design of the public realm along the High Street
Objective 3: Increase access for all sections of the community and improve pedestrian safety in the non-pedestrianised area of the High Street and encouraging the nascent artisanal and creative business sector in the south of the HAZ area
Objective 4: Increase civic pride and heritage awareness among businesses, residents and visitors through developing and adopting a design code and other activities to promote heritage
Objective 5: Increase footfall, attract more visitors and business investment and enhance the Ryde conservation area through renovating and repairing architectural heritage in High Street HAZ area
Objective 6: Combat High Street retail decline through encouraging a wider range of businesses and uses of buildings and space
Objective 7: Effectively engage with the community over the life of the programme
Objective 8: Develop and deliver a cultural programme that supports the objectives of the HAZ and celebrates heritage

Table 5: Summary of objectives for the Ryde High Street HAZ programme

3.4 These proposals will help to fulfil the Town Council’s Vision for Ryde: “To support and enhance the health, wellbeing and economy of Ryde to the benefit of residents, local businesses and visitors within a culture that makes the best use of our heritage and the beauty of Ryde”. Our objectives will do this in the following ways:

Objective 1. To increase access for all people and create safe and attractive space for pedestrians through full pedestrianisation to enjoy heritage and cultural events along Ryde High Street

3.5 Through full pedestrianisation of the High Street between Garfield Road and Star Street, residents and visitors will enjoy a much better and safer experience, supporting access by all sections of the community, increasing dwell time and encouraging more independent and specialist retail outlets, local makers, artists and craftspeople, restaurants and cafes, developing a vibrant pavement culture, which will animate the street, not only during the day, but also in the evening.

Objective 2: To increase access for all sections of the community and attract more visitors and business investment from a wider range of businesses by transforming the quality and design of the public realm along the High Street

3.6 The upgrading of the High Street by significantly upgrading and enhancing the public realm to form an attractive extension to the successful experience already well developed in Union Street, is a crucial step in the overall transformation of Ryde town centre into a vigorous, vibrant environment for all residents, visitors and commercial interests. This will include installing paving, replacing the existing unattractive tarmac, new heritage style seating, improved signage and lighting as well demarcating the pedestrian zone with spandrels at lane entry points and greening of the HAZ area through tree and other planting. Along with pedestrianisation, this will create a new visual identity increase business confidence, inspire business owners to upgrade their premises, attract more businesses, increase footfall and dwell time and create a virtuous circle of investment and economic growth.

Objective 3: Improve the visitor experience and increase pedestrian safety in the non-pedestrianised area of the High Street, encouraging the nascent artisanal and creative business sector in the south of the HAZ area

3.7 The non-pedestrianised end of the High Street between Star Street and St John’s Hill is showing signs of business revival with a number of independent artisanal and creative businesses locating their.

However, the pedestrian access is unsafe with narrow pavements and two lanes of traffic competing for space on a narrow roadway. Widening pavements with paving to match the lower High Street and reducing to one lane will shift the balance in favour of pedestrians and revitalising this end of the High Street and the environ of heritage buildings in the HAZ including the convent.

Objective 4: Increase civic pride and heritage awareness among businesses, residents and visitors through developing and adopting a design code and other activities to promote heritage

3.8 Many shop fronts are inappropriate for the conservation area and do not complement the architectural heritage. The production and of a conservation area design code for High Street shop fronts, based upon good design practice and reflecting local context and the sensitive historic building fabric will be a major part of our approach. This will be supported with a range of materials including brochures, online information, events and exhibitions to raise awareness among businesses and residents and encourage appreciation of heritage.

Objective 5: Increase footfall, attract more visitors and business investment and enhance the Ryde Conservation Area through renovating and repairing architectural heritage in High Street HAZ area

3.9 The High Street forms a key part of the Historic core and commercial centre, one of the five character areas in the Conservation Area and is one of the earliest parts of Ryde although most of the buildings are 19th century with some 20th century infill. Unfortunately, much of the fabric has been allowed to deteriorate and shopfronts have been refurbished with unsympathetic materials. Although several shop fronts have been highlighted as being suitable for S215 notices in our condition survey, many are not sufficiently dilapidated to warrant this approach. The intention is to work with businesses wherever possible to implement the design code and encourage use of more appropriate signage, materials and logos. Helping businesses to upgrade their premises with advice and grants will be part of these activities which will help towards installing more appropriate frontages and refurbishing above street level.

Objective 6: Combat High Street retail decline through encouraging a wider range of businesses and uses of buildings and space

3.10 Historic England has already highlighted the surplus retail provision in Ryde and many reports point to the need for High Streets to be repurposed in order to survive. The traditional comparison-led High Street will have to evolve to reflect consumer demand for a more experiential offer that cannot be easily fulfilled by online sellers such as Amazon. In Ryde, the relatively low numbers of multiples and larger units will be helpful in enabling our High Street to adapt to changing market conditions. Additional food and beverage uses within A3/A4/A5 uses are already reflected in the emerging retail mix and additional introduction of service-led uses will be supported, along with the blurring of lines between A1 retail and A2 professional services.

3.11 As part of this vision, the introduction of more residential units is proposed for underused upper stories or in place of surplus retail units. Residential uses above and behind the High Street core will continue to be supported, building a local residential community directly living within the High Street quarter, utilising on a daily basis the goods and services available. In addition within the adjacent area there are great opportunities for increased residential use in vacant back lots or derelict buildings such as St Mary's Convent. It is considered this would have a very beneficial effect on the commercial success of an invigorated High Street, while providing residential accommodation to meet the local demand or the market for young professionals commuting to the mainland from Ryde.

Objective 7: Effectively engage with the community over the life of the programme

3.12 The community has been instrumental in developing the Ryde Place Plan. We will develop a community engagement plan to cover the life of the HAZ programme and beyond to ensure that

community needs and views are incorporated into the vision for Ryde and the HAZ going forward and that representatives are involved in the design code, physical improvements, cultural events and making sure that benefits to the community are maximised. We will encourage Community Interest Companies to bid for delivering elements of the scheme when possible.

Objective 8: Develop and deliver a cultural programme that supports the objectives of the HAZ and celebrates heritage, engaging as many sections of the community as possible

3.13 We have already identified founder members of the Ryde Cultural Consortium and they will be developing a cultural engagement strategy to work with a wide range of organisations as well as with Historic England, NLHF and ACE to develop an exciting programme of events to support the Ryde HAZ scheme and build on the success of existing activities such as the Ryde carnivals.

Economic development and regeneration policy context

3.14 The Isle of Wight falls under the Solent Local Enterprise Partnership which is currently consulting on its Local Industrial Strategy (LIS)³. We have taken an active role in discussions on how we can work together to stimulate innovation, skills, business growth and key sectors of mutual interest, e.g. the marine industry and the visitor economy. Our scheme aligns with the developing LIS's strategic aims and we will seek further funding through the UK Shared Prosperity Fund, if and when available, to complement our scheme.

3.15 The Isle of Wight's economic strategy⁴, identifies five key sectors, *Accommodation & Food, Wholesale & Retail, Construction, Manufacturing, Professional, Scientific & Technical* which will be supported through skills, encouraging investment and improving infrastructure and connectivity. All these sectors are important in the Ryde economy and the Ryde High Street HAZ scheme will have a direct beneficial effect on the visitor economy and support the *Accommodation & Food* and *Retail* sectors.

3.16 Our scheme aligns closely with the Isle of Wight Regeneration Strategy⁵, particularly the developments planned for Nicholson Road and Pennyfeathers, including 900 new houses. The regenerated High Street will provide shops, services, cultural and leisure opportunities for the new residents and workers in these sites, both of which lie to the south east of the town, so that the High Street is the part of the Town Centre closest to these new settlements. The Regeneration Strategy also highlights bringing empty buildings back into use as a particular issue in Ryde. Our scheme includes feasibility studies for both Ryde Town Hall/Theatre and St Mary' Church and the convent. The priorities for greening Ryde and providing more activities for young people will also be directly assisted by the High Street HAZ.

3.17 The Ryde High Street HAZ also supports the Ryde section of the Isle of Wight Public Realm Strategy, specifically; *"The public realm in the High Street is tired and in pressing need of updating to improve the experience for residents and visitors"*⁶.

3.18 The High Street HAZ area is completely within the Ryde Conservation Area and bound by its regulations and guidelines. The scheme directly addresses many of the issues raised in the Ryde Conservation Area Appraisal⁷, particularly in relation to Ryde's historic core and the High Street as a continuation of its commercial spine, curving along a much earlier route. Key buildings of interest are: no 153, no 40, The Star public house, the Crown Hotel, 170-172 and the Church of St Mary with the

³ The Solent LIS: Emerging Evidence Base

⁴ Our Plan for Growth, 2019 to 2021: Isle of Wight Council

⁵ Isle of Wight Regeneration Strategy: Isle of Wight Council 2018 to 2030

⁶ Ryde Public Realm Strategy: Atkins 2004

⁷ Ryde Conservation Area: Conservation Area Appraisal: 2011 Isle of Wight Council

attached convent buildings at the southern end. Our scheme also supports the regeneration of landmark buildings at either end of the High Street, including the derelict convent and church of St Mary at the southern end and the Grade II listed Ryde Town Hall (previously Theatre) to the north.

- 3.19 The Conservation Area Appraisal also notes the need to cherish and enhance such trees and green spaces such as St Mary's Church gardens as exist in this largely built up environment.
- 3.20 Ryde Town Council's position statement draws on the Ryde Masterplan and Ryde Area Action Plan to set out its aims:
- **Housing:** no further development in the town is required in addition to what is already planned, but more affordable housing will be required. Our scheme will help to provide more, smaller units above shops in the town centre which will be affordable to rent and buy and bring new life into the town centre.
 - **Heritage:** enhancing the public realm to support the town's unique character and history will be a key priority, along with maintaining the public realm in the Conservation Area.
 - **Economy:** Ryde Town Council supports Island Road's pedestrianisation scheme and will help to fund public realm improvements
- 3.21 Planning Policy now reflects the structural changes that have taken place in retailing. The revised National Planning Policy Framework (NPPF) acknowledges the rapid changes that are affecting the retail sector and, as a consequence, England's town centres. It recognises that diversification is key to the long-term vitality and viability of town centres, to 'respond to rapid changes in the retail and leisure industries'. Accordingly, planning policies should clarify 'the range of uses permitted in such locations, as part of a positive strategy for the future of each centre', actively encouraging uses outside the traditional A1 retail use class. Landlords will have greater flexibility to configure their premises to reflect the current and future needs of the High Street quarter occupiers.
- 3.22 The Isle of Wight's Retail Study provides a Town Centre Health Check for Ryde⁸ notes 19 vacant units occupying 2,740 m² of floorspace in 2018 with the majority in the southern part of the town i.e. on or near the High Street. It highlighted the need for a better range of non food shops, more high quality and fewer charity shops as well as better signage and opportunities for start up businesses e.g. through pop up shops. The Ryde High Street HAZ will support these priorities.

We also want to see proposals for maintaining the momentum created during the High Street HAZ scheme in the longer-term. It will be important to provide a clear picture of how the scheme will result in public benefits and these should be represented in a logic model diagram as well as in text. The logic model should illustrate clearly the relationship between the scheme objectives, the resources employed and the expected public benefits.

Public Benefits

Sustainability

- 3.23 Through the positive outcomes generated by high-quality, long-term improvements to the street access, public realm and commercial premises, existing occupiers will remain more viable and new occupiers encouraged to move into the quarter. The cultural and community programmes will engage more residents and visitors, improve Ryde's offer and help to build the reputation of and embed the High Street as a major Ryde town asset. The range of cultural and other activities that will be supported will Ryde's cultural programme is already extensive, celebrating the wide variety of the

⁸ Isle of Wight Council Retail Study 2018 Wyg

town's attributes, historic nature and seaside traditions. The High Street quarter proposed scheme will build upon this rich cultural programme, utilising the improved High Street quarter and public spaces within the intervention zone.

- 3.24 Through the positive outcomes generated by high-quality, long-term improvements to the street access, public realm and commercial premises, existing occupiers will remain more viable and new occupiers encouraged to move into the quarter. Landlords will have greater flexibility to configure their premises to better reflect the current and future needs of the High Street quarter occupiers.
- 3.25 Residential uses above and behind the High Street core will continue to be supported, building a local residential community directly living within the High Street quarter, utilising on a daily basis the goods and services available.
- 3.26 Planning enforcement powers such as S215 notices provide the Council powers to compel landlords to bring their premises up to an acceptable standard. These 'sticks' along with the 'carrots' of a generous shopfront enhancement scheme of grants to improve premises, will contribute to the long-term legacy within the High Street quarter.
- 3.27 The detailed viability scoping of key historic buildings in and adjacent to the High Street quarter will further support the long-term legacy of the project and will give the Ryde Town Partnership valuable information to assist with the identification of future funding opportunities and developer investment propositions. Bringing these key nearby historic buildings back into use, whether commercial or mixed-use, will further underpin the long-term regeneration of the High Street quarter.
- 3.28 Statutory planning powers will be enforced to ensure the integrity of the conservation area and to reinforce the scheme of improvement grants to be made available. The sympathetic repair and maintenance of the existing historic buildings will be guided by the introduction of the conservation area design code for High Street shop fronts, in order to enhance and preserve the existing attractive period streetscape for future generations. The proposed building improvements will fully recognise current sustainability targets including insulation and thermal capacity, renewable energy sources, energy efficiency, long term maintenance liability, use of sustainable and certifiable materials and reduction of carbon footprint.
- 3.29 We expect that any repairs we agree to fund will prolong the existing use of a building for at least a generation and, with regular maintenance, for considerably longer. A commitment will be required from owners of any properties that receive funding from the High Street HAZ partnership to undertake regular maintenance of the property. Where an individual project within the High Street HAZ scheme involves bringing a property back into use or leads to a change of use, it must be able to show that this is a viable long- term solution. In these cases, we need to assess the business plan before we can agree that a grant should be offered.
- 3.30 The long-term sustainable legacy of the proposed scheme will be significantly enhanced by the underlying strength and diversity of the partnership that has developed this EOI and has been in existence for some time. By encompassing both the Town and Island Councils working together with a wide number of local partners and stakeholders, there is a true sense of community momentum to deliver the proposed project, not just for the short-term, but to create a long-term legacy for Ryde Town Centre. The realisation that if the High Street quarter fails, it will have a negative impact on the future of the whole town centre (for example, endangering the artisan-led revival of the upper High Street) has galvanised the community to develop a long-term sustainable future for the High Street Quarter. The proposed scheme which encompasses changes to the access arrangements, physical improvements, enhancement incentives, cultural programme and key historic buildings will assure the

High Street quarter remains a successful and vibrant place after the project is completed and funding ceases

3.31 In summary the long-term legacy and sustainability will be underpinned by:

- The strength, breadth and diversity of Ryde Town Partnership, which will be further enhanced
- Town and Island Councils working together in partnership
- Recognised need to protect High Street linkage between Union Street and the High Street and High Street and St. John's area
- Changes to vehicle access to the High Street quarter providing a long-term access solution
- Evolution of the High Street occupation uses, reflected in future planning policies
- 'Carrot and Stick' approach to conservation area protection and enhancement and continuation of the Design Code
- Providing an additional dimension to the town's existing cultural programme
- Key adjacent historic buildings to be developed and brought back into use
- Opportunity to review the appetite and viability of a Ryde Town Centre BID

Access and interpretation

Visitor access and enhanced information is an important way of helping to increase understanding and enjoyment of our heritage. Where appropriate, applications for High Street HAZ grants should consider the provision of public access (or improved access) to parts of the area or buildings within it. This may include access via online or digital sources alongside physical access. Where a building in public ownership benefits from a grant under this scheme, we expect that public access will be provided.

3.32 These improvements will create a unified pedestrian environment, building on what has already been achieved, to provide attractive, external spaces for the enjoyment of both the people of Ryde and visitors to the town.

3.33 Access links to adjacent areas will be enhanced by the creation of clearly defined and interconnected pedestrian spaces, free of traffic disruption. Understanding and enjoyment of the space will be encouraged by the use of integrated signage, the use of colour, texture and pattern within surface paving, the distribution of soft planting and hard landscaping elements, and street furniture designed to provide the maximum functional and aesthetic public benefit.

3.34 A sense of arrival will be encouraged by the use of architectural features to create gateways into the High Street area both from the established commercial area of Union Street and from the adjacent areas of the conservation area, building on the completed improvement work in Minghella Square and the courtyard in front of the Co-operative store. The existing alleyways and other pedestrian based links to the High Street should be considered as extensions of the High Street in terms of surface finishes, paving and street furniture to encourage public movement and maximise public access to the High Street. Identifying elements to signify entrance to the High Street area will be considered as part of the overall design concept, with the possible use of archways, porticos, columns, colonnades, decorative panels and street sculpture to impart a special feeling of place and significant destination.

3.35 It is considered important to provide contrasting areas where people may enjoy some relaxing tranquillity or simply have lunch. This will be achieved by the careful planning and distribution of seating, lighting, waste bins and other items of street furniture specified to a consistently high standard as part of an overall design approach. Areas will be defined by high quality paving materials such as stone slabs, cobbles and granite setts laid to pattern, and softened by the use of appropriate plants, trees and shrubs, with planters emphasising the use of natural materials.

- 3.36 Sympathetic detailed design will ensure all elements of the entire scheme are consistent with and respond to the inherently attractive period features of the High Street buildings which are to be restored and refurbished. Where access to buildings of historic or other public interest is appropriate and possible, measures will be examined to make this available. All access including ramps, gradients, steps and handrails will be provided in compliance with all current disabled discrimination regulations to ensure easy access for all members of society.
- 3.37 It is the intention to create a rich public experience with a vibrant commercial street scene, animated pavement activity and relaxed outdoor seating areas, with signage and wayfinding to points of interest and enhanced access to public buildings for the enjoyment of all visitors and residents.

Social inclusion

We want to support projects that engage with audiences who have not been involved with the heritage before, or work that is designed to widen experience, knowledge, understanding and awareness of local and national heritage. We welcome projects that can provide social and educational benefits for a broad cross-section of local communities. It is the responsibility of local partners to ensure that they have conducted an Impact Assessment as required under equality legislation, when implementing this scheme.

- 3.38 In terms of social inclusion, The public benefits of the Ryde High Street HAZ scheme will be that, through the cultural and community engagement strategies, we will ensure that as many sections of the community as possible are included in the activities and events to promote the High Street and historic core's heritage. Through creating a safe and attractive pedestrian space which the town badly needs, many more sections of the community will be encouraged to explore the architectural and historic inheritance and take part in a range of activities and events. Compared to much of the Island, Ryde has a relatively diverse community and in the two wards through which the High Street runs the non-white population is 8.0% compared to the Island average of 5.1%. We will ensure that this diversity is reflected in our programmes and activities including educational activities.
- 3.39 The population in the Wards adjacent to the High Street, Ryde NE and Ryde NW, tend to have a younger age profile for those aged between 20 and 44 but fewer in the older age groups of 60 to 74. The median age on the Isle of Wight as a whole is 46 whereas it is 44 in Ryde NW ward and 42 in Ryde NE ward and even lower in the two LSOAs adjacent to the High Street. The LSOA on the West has a median age of just 36 and on the west it is 41. We will need to take this younger age profile into account, as well as older age groups, when engaging the diverse community and makes sure the regenerated High Street provides sufficient services, work and leisure opportunities for everyone.
- 3.40 In terms of qualifications, at the time of the last Census, Ryde North East and North West residents were slightly better qualified at Levels 3 and 4 than the Isle of Wight average, although there are still over a fifth of people in all wards with no qualifications. Ryde North East has the highest level of unemployment with 4.1% of the working age population claiming benefits in 2015/16 compared to just 1.0% in Nettlestone and Seaview. On the eastern side of the High Street the LSOA is in the 10% most deprived LSOAs nationally and on the western side, the LSOA is within the 20% most deprived LSOAs nationally (see Appendix G for deprivation map).
- 3.41 Therefore, we have to engage with a community that ranges from the very well qualified, of whom 38% to 40% in Ryde NE and NW are working in higher level occupations and who may well commute to the mainland for higher paid jobs to those with low or no qualifications and high rates of deprivation and unemployment.
- 3.42 Our community engagement strategy will be the means by which we ensure that as many sections of the community are brought into the cultural and events programme and activities and we will

regularly update our equality impact assessment to make sure that there are as few barriers to participation as possible.

4. Leverage

Where High Street HAZ schemes depend on funding from other sources, we expect that any grants we offer should be key to levering in additional funding for the scheme.

- 4.1 The main focus of the works will be the public realm improvements in the High Street. Re-surfacing and changing access to create fully pedestrianisation is already within the scope of works for Island Roads, the Isle of Wight's PFI contractor. However, this covers replacement of existing unattractive tarmac with a similar surface only and does not include repaving across the width and length, new street furniture, signage, green landscaping or tree planting and therefore will not significantly regenerate the High Street. Island Roads will carry out the improvements to the surfacing including laying pavements across the width and length, if funded by the High Street HAZ scheme. Their engagement in the upgrade and their in-kind contribution is dependent on the grant being offered.
- 4.2 The cash contributions from the Combined Regeneration Fund of £480k and Ryde Town Council of £70k as well as the in-kind contributions of £210 from Ryde Town Council, Isle of Wight Council, Island Roads and other regeneration partners are dependent on the grant being offered, since without the High Street HAZ scheme the involvement of key staff such as the conservation team and conservation architect will not be possible. (See section 9 for more detail)

5. Details of planned works and scheme management

3.4 The programme design process should identify the repair or enhancement works needed in the High Street HAZ area, and state whether any use has been made of the local authority's statutory powers of enforcement in the past or whether these may be required in the future.

3.5 It will be important to outline of the extent, nature and cost of repairs anticipated in the high street by identifying and summarising the basic conditions and repair problems. Where heritage at risk surveys have already been undertaken, these will provide useful information.

Consideration should be given to other means for bringing about improvements, such as statutory action, technical advice or changes of ownership or use, as well as considering the other sources of support that Historic England (or other stakeholders) can provide.

Sample photographs showing the nature and scale of some of the problems should be included.

(See Annex A for map of HAZ area, Annex B for photographs of current state and Annex C for details of proposed works)

- 5.1 Previous experience of the Ryde Townscape Heritage Initiative scheme has shown that the greatest impact is likely to be achieved through the public realm works that improve the experience for people on foot in areas currently dominated by vehicles. This also has the benefit of having a positive impact to a higher number of properties. It also means that the majority of public funds are spent on public area, rather than what economists would term the "moral hazard" of rewarding owners/tenants that fail to maintain their properties. That said, we believe that small amounts should be spent on targeting particular buildings where this will have a significant beneficial visual impact using a mixture of grants, persuasion and enforcement such as Section 215. Persuasion will include the development and promotion of an aspirational Design Code which demonstrates, through case studies and other means, the desirable standard for building frontages, fascias and signage so that they make a positive contribution to the architectural heritage and sense of place.
- 5.2 The limited nature of the project budget means we have to focus on a clearly defined area in Ryde for

the physical improvements to public realm and shop fronts but the potential action area for implementation of the Design Code should include adjoining areas in anticipation of future works, if and when funds allow.

- 5.3 The Design Code will cover the production of the shopfront and fascia signage including illumination guidance and will be incorporated into Strategic Planning Guidance that can be used for all island town centres, maximising its impact. Real and practical illustrations will be provided by replacing shopfronts in key sites in HAZ areas initially but more widely should more funding become available. Similarly for the advertisements which are a notable harmful element, we could target some properties and pay for replacement signage using the guidance and local sign companies to demonstrate what can be achieved at a reasonable cost. These are likely to require 100% funding as most examples are authorised and it would be difficult to get owners on board otherwise.
- 5.4 In our survey work, we have noted many examples of poor fenestration above the shopfronts e.g. with inappropriate UPVC windows, but the costs associated with their replacement and likely benefit means that we should concentrate on upper floors being kept clean, weatherproof and properly maintained, rather than historic window replacement. Enforcement action can achieve this and should be a key theme of the projects showing a change in mindset of the LPA and reinforcing the responsibility of owners and tenants to maintain their own properties, helping to create a longer lasting sustainable approach long after the grant scheme has finished.
- 5.5 Where possible, we wish to encourage more residential accommodation above shops to bring more residents into the town centre and to meet local housing need. This is dependent on separate access being easily available and we have identified potential opportunities, although with the exception of 29 & 30 Cross St (which has access) and 34 high street where access could be created, there are limited opportunities because of the narrow width of shopfronts, where providing access would compromise the shop design and commercial operation. More work needs to be done on this to identify possible alternative access i.e. from the rear but this is going to be difficult to provide before the 6th. This objective will be best fulfilled by liaising with owners and identifying planning opportunities rather than offering grants as, in most cases, such development would be profitable and so there would be no deficit to fund.
- 5.6 Key elements of the proposals for the High Street HAZ area are as follows:
- Full pedestrianisation of the High Street from the junction with Garfield Road to Star Street to eliminate the current ambiguity of use has already been consulted on, planned and will be implemented accordingly. Delivery access to businesses would be allowed from the High Street within designated periods.
 - This will include replacement of all existing hard surfacing with carefully designed and integrated paving of appropriate materials including stone, brick, block and granite setts.
 - Provision of heritage-appropriate integrated seating and other street furniture including waste bins, bollards and planters.
 - An integrated scheme of soft landscaping to define and punctuate the communal space, with permanent, irrigated planted areas containing appropriate plants, shrubs and semi-mature trees.
 - An integrated lighting scheme to enhance the decorative quality of the public space while providing good levels of security and reassurance to pedestrians. The existing ornate lamp

standards should be retained and integrated into the new lighting proposals.

- New integrated signage to inform, identify and delineate routes. Consideration will be given to create a sense of arrival in the High Street zone by the articulation of design elements including archways, colonnades, decorative spandrels demarcating historic alleyways and landscape features.

5.7 These improvements will create a unified pedestrian environment, building on what has already been achieved in Minghella and Co-op squares lying off the High Street to east and west, to provide attractive, external spaces for the enjoyment of both the people of Ryde and visitors to the town.

5.8 Although not part of the pedestrianisation scheme, the short section of the High Street between Star Street and the junction with Green St. / St John's Hill will also be brought within scope as it links the High Street to the St John's area of the town where there already signs of an increase in artisan and creative enterprises moving in. It also contains a number of important buildings including St. Mary's Church and attached convent together with the much needed green space of its delightful gardens. Pedestrian access will be improved through the reduction of two lanes to one lane at its southernmost end and widening of pavements will increase pedestrian safety.

5.9 At the northern end of the High Street, there is also a short length which is not within the zone to be fully pedestrianised but which provides an important link between the top of Union Street to the start of the pedestrianised zone at the junction of Garfield Road. The important buildings of the George Hotel and Grade II listed, Ryde Town Hall/Theatre, the subject of a Heritage Horizon Award bid, are located on or adjacent to this part of the High Street. It is a main traffic route and so scope for pedestrianisation is limited but raising the pedestrian crossing tables in the road would help to slow down the traffic and link Union Street to the High Street, encouraging the pedestrian journey southwards and unifying the heritage experience. Some buildings and shopfronts in this area are also in need of intervention through the package of measures, particularly the Design Code.

5.10 In order to maintain consistent standards within the built environment the following guidelines are proposed:

- The publication and enforcement of a conservation area Design Code for High Street shop fronts, based upon good design practice and reflecting local context and the sensitive historic building fabric.
- The establishment of a system of grants and financial incentives to encourage the proper maintenance of the building fabric appropriate to its conservation area status. This should be examined in conjunction with the enforcement of maintenance liabilities on owners of all listed and sensitively sited/architecturally significant buildings.

5.11 For details of HAZ area and its environs please see Map at Annex A. Photographic evidence of the existing state of the High Street HAZ area is contained at Annex B. Details of indicative building restoration and repair projects are contained in Annex C.

6. Scheme management arrangements

3.6 The proposed arrangements for scheme management should be outlined, including the interface with Historic England. Community participation in scheme management is encouraged and we recommend that local partners setup a steering group of community stakeholders. Further guidance on community engagement is provided in paragraph 3.8 and in Section 5 below.

6.1 Ryde Town Council will be the lead agency. As such, it will have ultimate responsibility for delivery of the project.

- 6.2 A Project Steering Group will be established to provide guidance and support reporting to Ryde Town Council. Its role will include monitoring and oversight of the overall implementation process, ensuring commitment of resources by the various partner organisations, and promoting effective partnership working. It will comprise two representatives from Historic England, 2 representatives from Ryde Town Council, 2 representatives from the Isle of Wight Council, 1 representative from Island Roads, the chair of the Ryde Business Association, 1 representative of Ryde Arts CIC, 1 representative from the Ryde Society.
- 6.3 The foundations for such a Project Steering Group already exist. Four of the proposed members, Ryde Town Council, Isle of Wight Council, Ryde Business Association and the Ryde Society, already constitute the Ryde Regeneration Working Group, a group set up by the Isle of Wight's Council's Regeneration Team to oversee and co-ordinate regeneration activities in the town.
- 6.4 The Steering Group will be serviced by the Ryde Project Manager, who will be employed by Isle of Wight Council but who will report to the Ryde Town Clerk on a day-to-day basis and to the Steering Group on the direction and progress of the Ryde High Street HAZ team. The Steering Group will meet monthly. The Project Manager will draw up a detailed project plan in consultation with Historic England. The Project Manager will be responsible for issuing tenders, letting and overseeing contracts, financial claims/management for the scheme as well as on-site project management of works. The Project Manager will prepare regular management reports and financial information for the Steering Group and will identify any risks/variance from the project plan and recommendations for remedial action if required.
- 6.5 The Project Manager will work closely with the Project Manager for the Newport High Street HAZ and they will collaborate on joint initiatives, for example, the development of the Design Code, to ensure consistency across both High Street HAZ areas. They will co-ordinate cultural and community engagement programmes to maximise synergy and minimise adverse competition between, for example, events and promotional activities. They will work closely with the conservation team in the Isle of Wight Council.
- 6.6 The partnership structure, project management and delivery arrangements are set out in Figure 6 below. This shows the interface between Historic England, the Steering Group and the Newport High Street HAZ as well as the day to day project management and reporting lines for the Project Manager.
- 6.7 After completion of the scheme, responsibility for maintenance and oversight will be divided among the partners in accordance with their statutory responsibilities. For example, Island Roads is responsible for the maintenance of road surfaces and street furniture, while the Isle of Wight Council's Planning Department is responsible for monitoring and enforcing conservation measures. Ryde Town Council will continue to provide general oversight in accordance with its responsibility for the overall wellbeing of the town. The role of the Project Steering Group will be reviewed and continued if necessary.

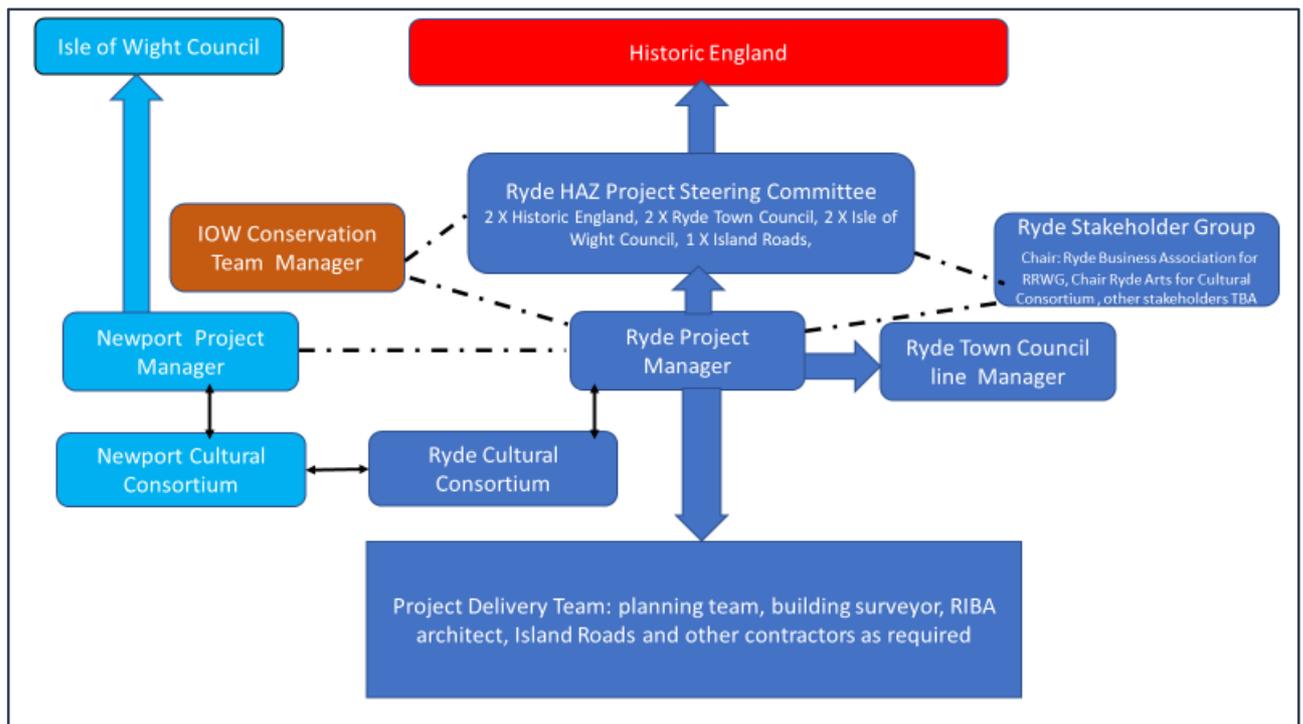


Figure 6: Ryde High Street HAZ partnership structure, project management and delivery arrangements

3.7 The High Street HAZ partnership must include members with project management and administrative skills. In order to ensure the consistent conservation quality of the individual projects to which grants will be offered, the High Street HAZ partnership will also need the services of a conservation accredited architect or building surveyor. This professional may be an existing member of staff, or an external consultant and should be included as part of the programme team.

6.8 The Project Manager will be responsible for putting together the Project Delivery Team and ensuring that the appropriate professionals are on the team. They will be contracted as part of the delivery of the project. The Project Manager will be recruited with the appropriate project management, project planning, financial management and administrative skills.

7. Community Engagement

3.8 Early in the Programme Design process local partners should produce a Statement of Community Engagement that demonstrates both how local communities will be involved in Programme Design itself and, briefly, how the programme will deliver the Programme's community engagement outcomes that are set out in Section 5.3.

These Statements should be expanded as soon as is practicable into a detailed community engagement plan – certainly no later than 3 months from the formal start of the High Street HAZ scheme or of the appointment of the Project Officer, whichever is the sooner. This should be designed to respond to the particular place and content of each High Street HAZ area, building on prior and related community work in the area, and should align closely with local priorities for community engagement.

These plans should be reflected in the logic model developed for each High Street HAZ. A template for producing a detailed community engagement plan is included in Appendix 1.

7.1 According to the draft Place Plan for Ryde, based on consultation with over 2,000 people, Ryde Town Council invests over £200K annually in the work of local voluntary, community, arts and youth organisations. It recognises that this is a significant contribution but concludes that the benefits are

not fully realised because there is no guiding plan or manifesto that underpins funding decisions and that “without a framework for ensuring a wider, planned, social and community benefit, to which the same, and different supported groups might contribute annually, the full impact of the town council’s investment cannot be realised”.⁹

- 7.2 The Place Plan also highlights a top down approach to regeneration which, without a clear manifesto for town regeneration, leaves Ryde vulnerable to ‘getting what it’s given’ by the Isle of Wight Council as the majority landowner, and by the five transport stakeholders that dominate decision making. Thus, the considerable annual public investment through local grants and contributions lacks “clear direction to achieve cumulative gains for public and community benefit and so tending to be dissipated.”
- 7.3 The Place Plan points to the opportunity that the public realm and other initiatives provides to develop public gains and community benefits that will be more sustainable if community organisations are engaged, through for example, delivering activities in the project locations. The result will be that : “both the cultural capital of the town’s third sector, and the social capital of its neighbourhoods, are increased”
- 7.4 The Place Plan also recommends that: “One approach would be to establish compacts with relevant grant recipients such that there is a clear requirement that they will contribute an amount of their time and work to building a better place for all. The connection made by the council between Network Ryde and the management of the skatepark is an example where this approach is already being taken”.
- 7.5 The Ryde Place Plan endorses the HAZ programme requirements for an early statement of community engagement (a “manifesto”, to use the Place Plan terminology) followed by a detailed community engagement plan within three months of scheme commencement. These will be an important mechanism for taking forward the conclusions and recommendations in the Place Plan, not just for the High Street HAZ scheme but for wider Ryde regeneration initiatives in future.
- 7.6 We have used the community engagement model to map the current situation in relation to community engagement in Ryde and to identify future actions that will be included in the detailed community engagement plan to be produced within the first three months of the project.

⁹ “A Place for Ryde 2019”. Draft Place Plan ARC Consulting /Ryde Town Council

Level / stage	Activity	Current situation	Next steps	
Engagement	Stakeholder mapping	Organisations mapped	Update and extend to include more informal groups	
	Community consultation	Consultation carried out 2017/18 and 2000 people reached	Issues reflected in community engagement strategy	
		Issues for High Street reflected in HAZ bid	Community engaged in solutions	
		Place Plan for Ryde drafted	Implement recommendations	
Participation	Stakeholder participation	Key community stakeholders engaged in bids and projects	CICs invited to tender for regen projects and community organisations commit to take part in return for £s	
		Youth participation agreed through schools and Foyer	Participation in scheme design	
		Ryde Society active in heritage schemes and plans	Participation in scheme design	
		Isle Access: Ryde Forum established	Participation in scheme design	
		Ryde Regeneration Working Group working with Ryde Town Council and stakeholders	RRWG continues to bring more stakeholders together	
		Ryde Social Heritage Group est. 2002, runs projects re Ryde's past and engage community in social history	Continue and engage in High St HAZ	
		Ryde Arts est. 2003, brings art to all	Continue and engage in High St HAZ, e.g. street art	
		New Carnival Co CIC, engages with over 30 schools and 400 community members through carnival	Build on this, and ensure Ryde is known for community led carnivals,	
		Community participation	Engaged through stakeholder activities	A community manifesto or community engagement statement
			Consultation has been extensive and needs/issues fed into design of HAZ project and other schemes	Community engagement strategy
Partnership	Bringing stakeholders together	Ryde Town Council has been instrumental in bringing community stakeholders together through RRWG, events etc.	Set up an independent, democratic community forum to lead on community engagement plan	
Leadership	Sustainable community involvement	Ryde Place Plan sets out recommendations for this	Implement recommendations	
	Governance	Place Plan highlights top down governance means activity is not sustained	Engage communities to deliver sustainable gains	

Table 6: Mapping of current and future community engagement according to the Community Engagement Model

7.7 Working alongside Ryde Town Council and Isle of Wight Council, the following groups can help communicate project proposals and gather community input through community workshops and other engagement activities:

- Ryde Business Association – holds monthly meetings and has a database of 230 local businesses and organisations. Ryde regeneration is a regular agenda item, giving an opportunity for all businesses to express their views and ideas.
- Ryde Society - Holds community meetings bimonthly, agenda items include regeneration topics

and opportunities to speak to stakeholders.

- Isle Access – has a newly established Ryde Community forum made up of local people who have various access needs. Their aim is to allow discussion of ideas and plans to improve accessibility needs.
- Ryde Youth offer/Foyer/Schools – The ‘youth voice’ for the town was considered within previous consultation work, and further discussion with these groups (young people from 12-18 yrs) has continued through links with Ryde Network Ryde – the youth provision from Ryde Town Council, and the local Ryde secondary schools, have expressed a specific interest in being more involved, and looking at integrating the development of the High Street with project and curriculum themes.
- Ryde Town Council - A well-established link to community groups has already been made through the Ryde Regeneration Working Group and it is expected that this will be further enhanced

7.8 Additional community volunteer-led organisations based around history, heritage and the arts are already linking up in preparation for the development of regeneration projects within the town. For the purpose of the Heritage Action Zone, this is seen as particularly beneficial for the cultural programme element.

7.9 Discussions are already taking place with Newport High Street HAZ scheme to ensure that the two community engagement strategies are developed in tandem, that synergies are maximised and that the governance arrangements are complementary.

7.10 By encompassing both the Town and Island Councils working together with a wide number of local partners and stakeholders, there is a true sense of community momentum to deliver the proposed project, not just for the short-term, but to create a long-term legacy for Ryde Town Centre. The realisation that if the High Street quarter fails, it will have a negative impact on the future of the whole town centre (for example, endangering the artisan-led revival of the upper High Street) has galvanised the community to develop a long-term sustainable future for the High Street Quarter. The proposed scheme which encompasses changes to the access arrangements, physical improvements, enhancement incentives, cultural programme and key historic buildings will assure the High Street quarter remains a successful and vibrant place after the project is completed and funding ceases.

8. Cultural Programme

3.9 The Cultural Programme is a mix of nationally- and locally-commissioned activities that celebrate the local identity of each high street and centralised commissions that help each high street feel part of something bigger. The local cultural programme, taking place on each high street across a number of years, will be delivered by consortia made up of cultural and community organisations. The community organisations do not need to be cultural ones but must be reflective of the place and the people within it.

3.10 Leading Partners are not expected to deliver the local cultural programme; instead, they are facilitators alongside Historic England. They are however expected to take responsibility for establishing the consortia, for ensuring that the programme happens and to contribute to evaluation of the overall programme.

Details of how the consortia will be established and maintained will need to be developed during the Programme Design process and included in the scheme programme prior to concluding the funding agreement.

7.11 As a town Ryde has several well-established organisations with a proven track record in the delivery of arts, and cultural projects. The value of these organisations to the town is already well established, with several being formally supported by Ryde Town Council and Ryde Business Association. It is felt that the cultural programme element of the Heritage Action Zone is something that will further enhance the work of these organisations. The extensive knowledge and experience of our local organisations is a great asset in ensuring the successful delivery of the cultural programme element of the project. Below is an outline of the current established arts and cultural groups based directly within Ryde.

7.12 We have already opened discussions and held a meeting of the members of Ryde's Cultural Consortium. The six key organisations that make up Ryde's Cultural Consortium are a mixture of heritage and cultural organisations. Three of these; **New Carnival Company**, **Shademakers** and **Ryde Carnival Association**, represent Ryde's significant historical relationship with carnival and outdoor arts. Shademakers and New Carnival Company are currently both Arts Council England not-for-profit organisations and engage in local, national and international events and participatory programmes. Ryde Carnival, a volunteer-led charity runs the annual Ryde day and Illuminated carnival events, continuing a tradition embedded in the town's social history since 1888.

7.13 The remaining three partners are **Ryde Arts CIC**, **Ryde Social History Society** and **Ryde Historical Society**. Ryde Arts CIC is an umbrella organisation, established since 2010, that commissions new work from emerging artists for an annual arts festival and facilitates a network of venues, artists and community events within the town. Heritage partners Ryde Social History Society and Ryde Historical Society are volunteer-led and between them hold archives and collections relating to the town's heritage. Both currently facilitate public access through digital and museum resources. The cultural programme will seek to develop an established tradition of cultural activity within the public realm and provide more frequent opportunities for public engagement with the arts at street level. The development of the High Street's built environment will enable a reimagining of 'dead spaces', bringing opportunities for vibrant, all year round activity that rejuvenates the area by improving well being and civic pride. In order to increase day to day visibility and accessibility to culture, the programme will commission a combination of permanent and temporary works that highlight and exploit external spaces within the constructed environment. Evaluation data is already being independently collected by key partners to shape future programming.

7.25 Ryde's cultural consortium will seek to support small local heritage organisations that are currently

vulnerable, providing opportunities for mentoring and training in order to create a more dynamic and sustainable heritage presence for both resident and tourist communities. They will look to diversify the volunteer demographic and strengthen their skill set in order to make imaginative contributions to the town and make more effective use of existing heritage resources. They will also seek to co-ordinate and develop the town's existing strong cultural network by shaping a coherent and complementary programme of activity through partnerships founded within the consortium and through outreach to smaller community organisations within the area. Particular emphasis will be made on creating a sustainable network to maintain coherence in future cultural programming after the funding ends.

7.26 Further guidance is awaited regarding the Cultural Programme organisers on timescales, budgets and activities that will be supported. We look forward to working with you in the New Year to develop this programme in detail.

7.27 Participation and engagement is already strongly embedded within the town and workshops and classes are being delivered at a variety of venues, schools and organisations by established providers and individuals. There is a confident partnership of cultural organisations with capacity to extend the existing provision to a High Street focus and to provide outreach to those unable to access the area. In 2020, New Carnival Company and Ryde Arts CIC are set to deliver funded projects focussed on celebrating heritage and the High Street which will reinforce the emphasis on both the town's built heritage and the social history of the streets.

7.28 We recognise the need to work closely with national partners, Historic England and Arts Council England as well as with the Isle of Wight cultural community as a whole. The Isle of Wight has extensive cultural capital including physical assets, cultural activities and a strong cultural sector including a wide range of organisations to support, promote and protect its cultural wealth. In June 2019 the Island was declared a UNESCO Biosphere Reserve and the role of cultural heritage as a significant strand in Biosphere was recognised by Arts Council England (ACE) when it designated the Isle of Wight as one of its 'priority investment areas' in 2018.

7.29 ACE have been instrumental in the formation of two new organisations on the isle of Wight, designed to co-ordinate, support and resource the cultural sector:

- The Island Collection, a newly formed organisation with charitable status representing and advising the Island's arts and heritage organisation as well as providing advocacy for the cultural sector as a whole.
- The Isle of Wight Cultural Investment Company, a newly established not-for-profit company designed to attract investment for the cultural sector and to enhance the Island's cultural environment.

7.30 As well as working closely with Island wide cultural organisations, the Ryde Cultural Consortium will also work closely with the Newport Cultural Consortium to ensure that our respective programmes of events and activities complement and support each other. A representative of Ryde Cultural Consortium has already attended a meeting of the Newport CC to discuss this collaborative relationship and how it might operate in the next phase.

9. Funding

3.11 The estimated total funding requirement profiled over the duration of the scheme should be identified. In the light of the urgency of the situation, we want to see the largest amount spent and claimed in 2021-22 rather than later in the Programme. Nevertheless, realistic profiling of spend for each High Street HAZ will be helpful and over-optimism guarded against.

3.12 The scheme programme should identify the level of resources that are needed and from where they will come. Local partners will normally need to provide match funding. In exceptional cases Historic England may consider contributing up to 75% if they can show need. Local Partners should set out what they and other funding partners will be providing, how that is being provided (cash or in-kind) and what contribution is being sought from Historic England. Our funding arrangements with MHCLG mean there will be limited scope for altering any agreed spend profile.

3.13 The scheme can incorporate funding from other sources, if it is available for work that is eligible under the High Streets Heritage Action Zone Programme. Public funding in excess of €200,000 over a rolling 3-year period, however, is likely to constitute State Aid if it is awarded to a commercial enterprise.

- 8.1 Our funding requirement has not altered significantly since we submitted our Expression of Interest and is set out in Table 4 below. We have revised our costs for the project manager, having considered the expertise and knowledge required from £180K to £240K.
- 8.2 We have increased slightly our estimate for repaving as, having re-examined the surface, we have concluded that existing pavements require total replacement.
- 8.3 We have reprofiled expenditure as requested to front load it into 2020 and 2021. This is, however, dependent on a funding agreement being in place by spring 2020. The increased costs will be born by the partners.

	2020 Year 1 £K	2021 Year 2 £K	2022 Year 3 £K	2023 Year 4 £K	Total 2020-3 £K
Project manager: salary and on costs (Yr. 1 not a full year)	45	65	65	65	240
Public Realm – Upgrading existing street surface by installing appropriate pavements along the pedestrianised High Street between junction with Garfield Road and Cross Street including replacing pavement pavements with new to match upgraded surface area, previously tarmac.	120	20			140
Public Realm - Street Furniture: heritage style seating to match that in use in St. Thomas’s Square. Lighting: removal of inappropriate lighting and installation of heritage, style to match existing. Installation of signage to demarcate new fully pedestrianised zone and prevent vehicle use and parking outside controlled hours	50	80			130
Public Realm – Planting trees, installing new planters in Co-op Sq. and Minghella Sq.	0	50			50
Public Realm – Architectural, spandrels at ends of historic lanes, public art.	0	60			60
Union Street Link: raising crossing points/tables, improved railings and street furniture	5	15			20
Shopfront Scheme – grants for shopfronts and building improvements/ other works where it will create leverage by building owners/tenants carrying out other improvements.	80	140	30	0	250
Shopfront Scheme – Design Code and other publicity materials and activities	20	10	10		40
Building Feasibility Works: Feasibility studies for St Mary’s convent redevelopment, Ryde Town Hall/Theatre redevelopment , reducing 2 lanes to 1 at southern end of High Street near traffic lights with St John’s Hill.	50	50			100
Total expenditure	370	490	105	65	1,030
Contribution from HE	185	245	50	0	480
Partner match /contribution	185	245	55	65	550
Total contribution	370	490	105	65	1,030
Partner match made up of:					
Combined Regeneration Fund	160	210	55	65	480
Ryde Town Council cash	25	35	0	0	70
Total	185	245	55	65	550

Table 7: Funding profile for the Ryde High Street HAZ

In-kind contributions (e.g. staff time)	2020 Year 1 £K	2021 Year 2 £K	2022 Year 3 £K	2023 Year 4 £K	Total 2020-3 £K
Ryde Town Council – staff time, admin support, recruitment procedure	15	15	15	15	60
IoW Council - in kind. Conservation team input advice to shop owners and enforcement measures.	30	30	30	30	120
Island Roads - in kind	2.5	2.5	2.5	2.5	10
Other RRWG organisations: advice and support with community engagement, cultural consortium support and other activities	5	5	5	5	20
Total in kind	52.5	52.5	52.5	52.5	210

10. Conservation policies

The local authority must demonstrate that clear planning policies are in place to support and sustain local economic activity. Historic England expects local authorities to have a clear vision for the area and a corporate commitment to implementing that vision. It should also provide a brief statement of its conservation policies. Historic England needs to be sure that adequate conservation policies are in place to protect the investment and that the local authority is committed to implementing these policies. Historic England will also need to know about other initiatives in the area and be assured that they complement HE's investment.

Lee to input here

