



An Informal Chat



# Pedestrianisation

# Island Regeneration



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## RYDE GATEWAY

RYDE NICHOLSON ROAD

**SANDHAM MIDDLE SCHOOL,  
SANDOWN**

SHANKLIN SPA

# Hom

Just ten miles  
growth and  
that it's bee

Work has a

development opportunities.

OG

le of Wight Council has very ambitious and achievable plans for the Island's future  
d community is reinvigorating itself, not only as the fabulous holiday destination  
e viable lifestyle choice to live, work and invest.

me of regeneration for the Isle of Wight. Public sector land has been earmarked for  
ready been undertaken across a number of sites, demonstrating viable and exciting

# Thought

*"Our town centre – the high street, needs to become a magnet to local visitors and Island tourists."*

What?

Pedestrianisation = Car-Free Zone





No Traffic Solutions

Other Towns



# Gibraltar



# Guernsey



# Cardiff - Queens's Street



*After traffic was halted a few days earlier and work was completed on the busy shopping street, residents and visitors were left to roam the 'quiet' streets of the pedestrian freeway.*

# Great Yarmouth



# Lymington



# Newport



# Ryde



# Cowes





Retail Destination



# Common Factors

## Perspective

*"Customers do not tend or do not like to complain. They vote with their feet."*

*Chef Gordon Ramsey*

# Pleasing the Shopper



# Protecting the Shopper



# Inviting the Shopper



# Informing the Shopper





A Modern Town

# Regeneration

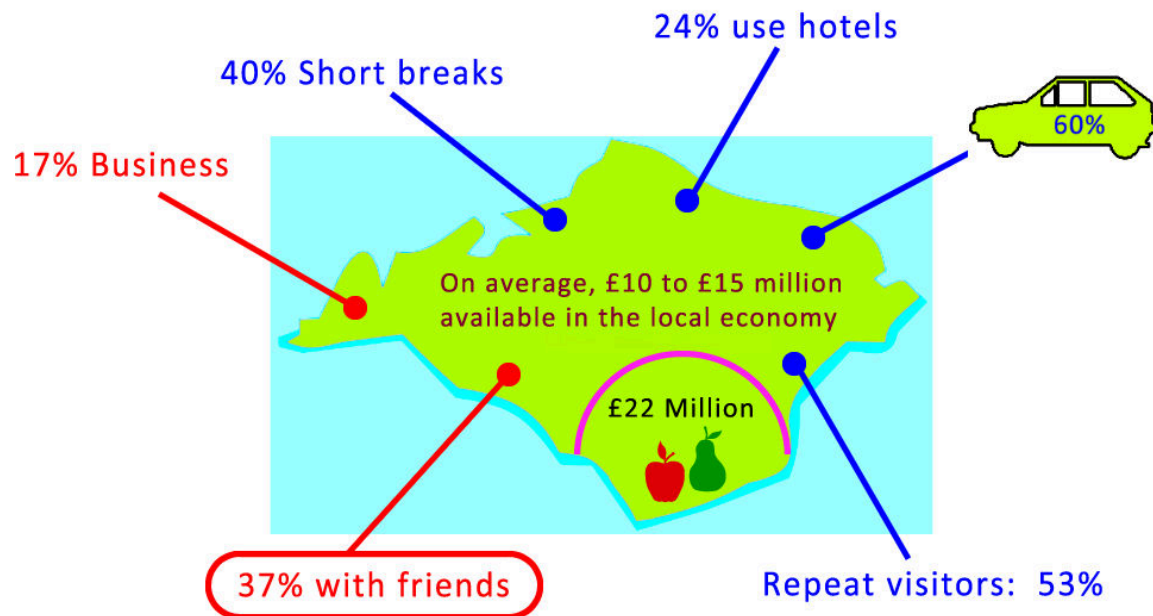
# Tourism Routes



# Visitor Spend

2.5 million visitors yearly - 35,500 per week on average

Annual spend £300 million - Per trip spend £196



Q1 £29 million	- 81% on hotel	- Retail spend available £5.51 million
Q2 £95 million	- 85% on hotel	- Retail spend available £14.3 million
Q3 £75 million	- 87% on hotel	- Retail spend available £10.0 million
Q4 £35 million	- 82% on hotel	- Retail spend available £6.30 million

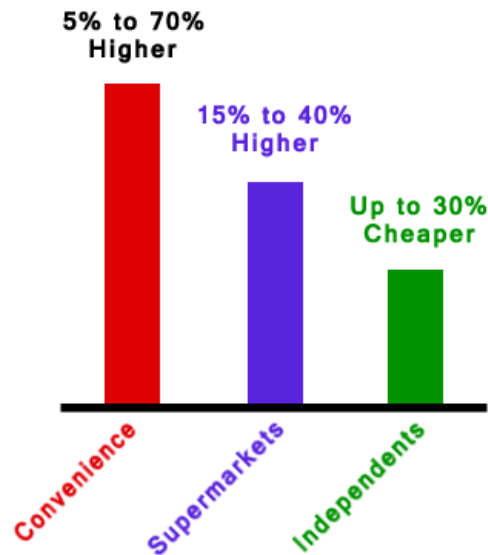
*Just think how  
Ventnor could prosper  
with just a 10%  
increase in retail  
sales.*

*Or put another way, a  
10% of the £36million  
available retail spend  
from Island tourism.*

# Local Spend

## Financial Reality

£352m from Island tourism,  
with £3.2m gross for Ventnor



## Employment Reality

*Nearly £22 Million  
spent annually by local  
Ventnor residents on  
groceries and toiletries  
alone!*

*This does not include  
items such as clothes,  
DIY, gifts, insurance,  
gas, electricity, water,  
car, fuel, restaurants,  
take-aways, alcohol,  
seasonal leisure, phone  
and internet.*

2000 Families	£100/Wk	£10.4m / year
1500 People	£50/Wk	£3.9m / year
500 Exclusive	£170/Wk	£4.4m / year
1000 Other	£40/Wk	£2.1m / year
1000 Young	£25/Wk	£1.3m / year



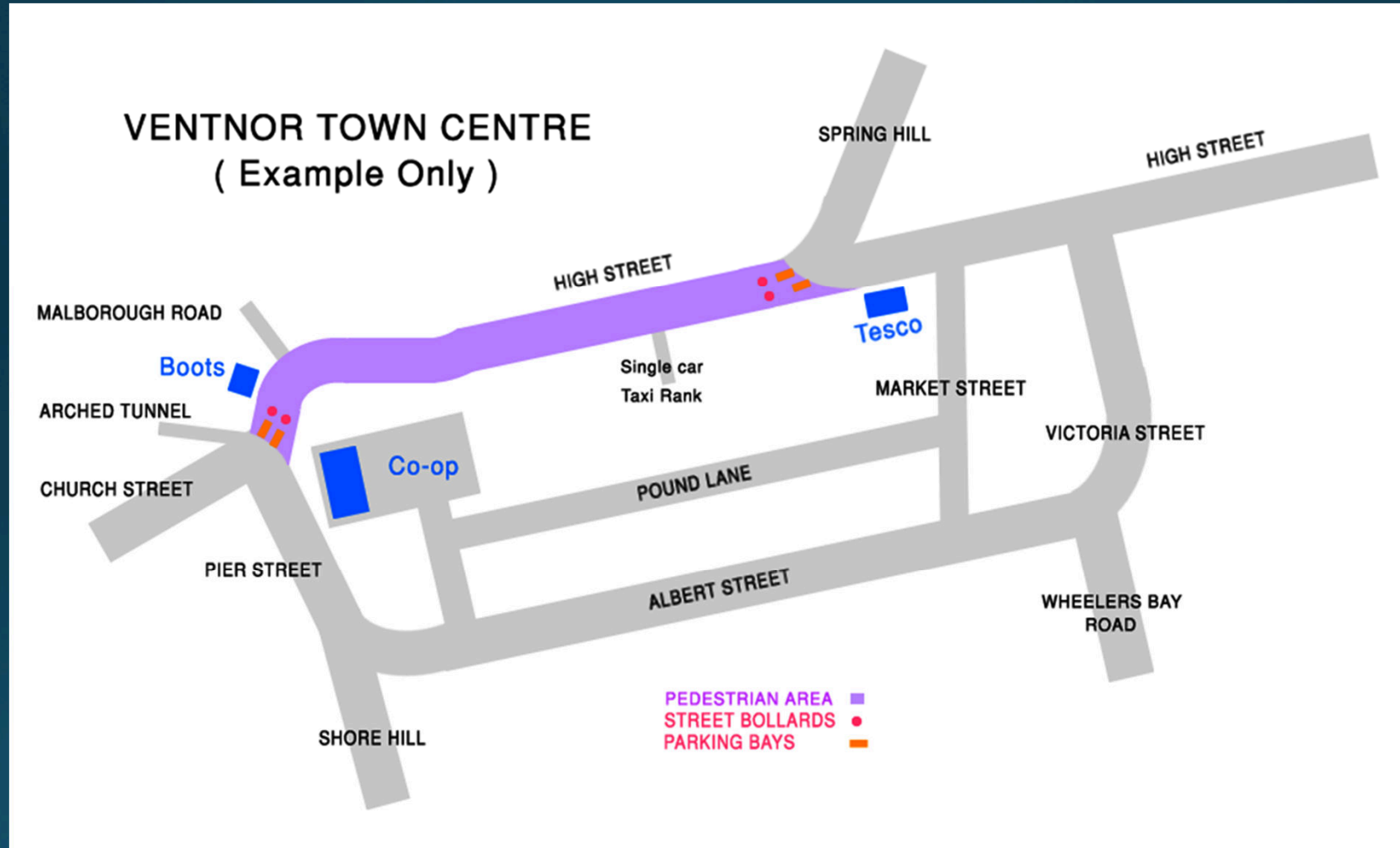
A Car-Free Zone

Our High Street

# Involvement

- Neil Geddes - Our Local and Friendly Ventnor Architect.
- Chris Ashman - Director for Island Regeneration IOWC.
- Island Roads - New Traffic Flows (pro bono work by an expert).
- Cllr James Toogood - Planning, Liaison and Connections.
- Bill Murphy - Head of Contract Management IOWC
- Gary Stretch - IOW Highways and liaison to Island Roads.
- Ventnor Town Council Councillors.
- David Bartlett - Ventnor Town Council Town Clerk.
- Jason Mack - Ventnor Town Council Mayor.
- Many others - Stakeholders, Traders et al.; and
- You, Our Local Ventnor Residents.

# Proposal



# High Street



# Heavy Vehicles



# Surfacing

# Pleasing the Shopper



# Safety Bollards Protecting the Shopper



# Leisure Areas

# Inviting the Shopper



# Casual Day

# Informing the Shopper



# Busy Day

# Informing the Shopper





Car-Free High Street



Our Community

# Complaints Survey – 2016

- Inconvenient shopping experience.
- Unable to match competitive pricing.
- Reduced customer brand choices.
- Limited product ranges and services.
- Limited or no shopping discounts.
- Lost community loyalty and business.
- Limited or no easy-reach car parking.
- Variable and unreliable opening times.
- Dangerous for shoppers and visitors.
- Town is dirty and sometimes smells
- No local provision of transport fuel.
- Streets not kept clean and pet poo.
- Usually no delivery to doorstep service.
- Inadequate marketing and advertising.
- Unmaintained and dirty shop fronts.
- Far too much traffic in town centre.
- Poor and run down shop window displays.
- Too many buses and heavy vehicles.
- Easier to shop online and have delivered.
- Loading and unloading badly restricted.

# Social Lessons

- Environmentally friendly approach to regeneration.
- Emphasis on the interests and value of pedestrians.
- Increasing the safety and mobility of pedestrians.
- Greater protection for buggies and mobility scooters.
- Managing traffic flow especially heavy vehicles.
- Promoting walking and cycling as transport modes.
- Discouraging access for non-essential vehicles.
- Improving the overall pedestrian environment.
- Improving the design of the town centre infrastructure.
- Reducing the effects of air pollution on residents.
- Removing on-street parking to reduce air and noise pollution.

# Environmental Lessons

- If more people choose walking over driving, this reduces vehicle fuel consumption and increases air quality and noise reduction.
- Tree boulevards contribute toward beauty of nature, converting carbon dioxide to oxygen, and providing habitats for birds and other wildlife.
- Walking yields health benefits from exercise as well as from better air quality. Walking also tends to be less stressful than driving. The buffer zone of trees or parking also increases pedestrian safety.
- In community terms, walking allows more frequent informal encounters between citizens. Pedestrian-friendly streets give more mobility to those citizens who either don't drive or don't own a car, allowing for more involvement, inclusion and addresses equity.
- Enables local residents to take back their streets and both shop and live in environmentally –friendly surroundings void of pollution - noise, grit and nitrous oxide emissions from all types of vehicles.

# Cultural Lessons

- Opportunities to put on seasonal cultural events within the town centre without private and public traffic restrictions. Live entertainment offerings during the day, night and weekends and bank holiday periods.
- Opportunities for all age ranges to show their talents, skills , interests and hobbies in a safe town environment.
- Organised cultural events can be centred within the high street, in liaison with local traders and hospitality houses supporting those events.
- Visitors more likely to come to Ventnor for a cultural event in a safe and aesthetically pleasing environment.
- Boosting awareness of the tremendous cultural expertise and range found in different Ventnor communities.
- Enhances Ventnor as a visitor destination for people to come, enjoy and participate, thereby building the local Ventnor brand, loyalty and awareness in terms of securing more local and Island-wide tourism.

# Economic Lessons

- New opportunities for existing and new businesses involved in retail, hospitality, leisure and services. Case studies and practice indicate that well-planned improvements to public spaces can boost footfall and trading by 40%.
- Investing in better streets and spaces for walking can provide a competitive return compared to other transport projects. Walking and cycling projects can increase retail sales by 30%.
- Evaluations of pedestrian improvements in Coventry and Bristol showed a 25% increase in footfall on Saturdays and £1.4m benefits.
- Improved walking routes to and from Wanstead High Street, in east London, increased footfall by 98% and boosted high street sales.
- Research shows that most car journeys are short, and the volume of goods purchased is usually small. These trips could be made on foot.
- People can shop and view shop-windows easier and enjoy the shopping experience without any fear from vehicles.

# Case Study Experiences

- There are case study examples of where infrastructure investment has been associated with subsequent increases in employment.
- In Dublin, the redevelopment of the Temple Bar District led to a 300% increase in employment before the economic boom.
- Cultural quarters in Sheffield and Manchester have seen increases in employment.
- Although few studies attempt to model the impact on tourism, one such example found that the new North Terrace of Trafalgar Square had a 300 per cent increase in visitors.
- Investment by the private sector for and after pedestrianisation across the UK, is itself suggestive of commercial gain, greater retailing opportunities and higher financial turnovers.

# Everyone Loves a Warning

1. Business rates may increase between 5% and even 20% depending on the evaluation of shop and hospitality premises by the Valuation Agency Office. Can be challenged by the Isle of Wight Council under their Discretionary Rate Relief Policy.
2. Local landlords, perceiving their rented accommodation to be of greater value, raise the rents on their properties and potentially force tenants either into debt or prompted into vacating properties.
3. The majority of pedestrianisation schemes in Europe and the UK have experienced a delay of up to a year in any noticeable economic renewal. After such periods, businesses start to pick up, realizing greater footfall and turnover.
4. Selling services or goods to the consumer within a pedestrianised retail and hospitality zone often requires a change of business and marketing practices. Businesses often experience a greater demand for their goods. Consumers tend to browse more and additional staff may be required.
5. It has been noted that retailers and hospitality outlets prefer to operate in pedestrianised zones where business can be brisk and profitable.
6. Pedestrianisation does attract high-end retailers and invariably high-end visitors. However, this may change the dynamics of the high street by making products unnecessarily expensive and not matching the needs of the community.
7. Ventnor as a whole has a residents' economy – some rich and some poor. Schemes to pedestrianise will need consultation as to maintain the right mix of retail and hospitality. A degree of control needs to be in place to avoid Ventnor pricing its local residents out of the marketplace with high-end products and culinary places.



Outcomes of Pedestrianisation



Modern Ventnor

# Conclusions - Change

- ❖ As we continue to grapple with the effects of the recession, the changing landscape of our economy and shrinking public funds, the case for investing in better streets and places that are great for walking has never been stronger.
- ❖ We all know that our high streets and town centres face challenges. Against a backdrop of empty shops and publicised failures of well known high street chains, widespread press coverage and knee-jerk government announcements, have kept the issue in the public eye.
- ❖ The problem is that the way we shop has changed for good, and the question is what are we going to do about it? High streets and town centres used to be about so much more than retail. It's time for them to be rediscovered as places where people like to get together, socialise and feel part of a community in environmentally safe surroundings.

# Conclusions - Benefits

- ❖ The vibrancy and success of our high street is most clearly demonstrated by the numbers of people walking around and spending time in the area. The renewal of our town centre should be built on well thought out, evidence-based planning and future requirements.
- ❖ It reminds us that the quality of our town really matters and can deliver quantifiable benefits to businesses and consumers; and the case that investment to create a better, more modern high street can deliver a range of commercial returns.
- ❖ Evidence does suggest a positive impact on retail footfall, turnover, property values and rental yields, particularly for well-designed pedestrianisation projects; and there is also evidence that well-planned and implemented town infrastructure investment does support local regeneration efforts. The weight of qualitative and quantitative evidence does suggest that businesses and their customers benefit from better streets.

# Conclusions - Wow Factor!

Pedestrianising our high street and making it a car-free area, would provide the following benefits for retail trading, hospitality outlets and most importantly consumers who are the 'Buyers' of our products and services, and who keep local businesses going. So what does pedestrianisation bring to the table for us?

- ❖ An Island destination with a shopping experience.
- ❖ Improved customer perception, interest and loyalty.
- ❖ An increased in customers means more purchasing power.
- ❖ A culturally exciting environment with tons of opportunity.
- ❖ A safer and therefore protected shopping environment for all.
- ❖ A healthier place to walk, shop, relax and live for people.
- ❖ An attraction with a purpose for tourists to enjoy and spend.

Thank You

Any Questions Please?