



RYDE TOWN COUNCIL
PUBLIC REALM STRATEGY

Strategy for delivering co-ordinated improvements
to the Public Realm in Ryde.

Revised Oct 2021

Reviewed

Strategy for delivering co-ordinated improvements to the Public Realm.

Ryde is one of the main gateways to the Isle of Wight and its largest town. Considerable development in the 19th Century created a town with strong retail, economic, social and tourism functions and a rich wealth of townscape quality. Changes in the patterns of tourism and a gradual economic decline in the town since the 1960s have led to a loss of economic prosperity. This has had an impact on the quality of building maintenance, the loss of traditional urban features and the longer-term vitality of the town as a whole.

This public realm strategy is a key initiative and has been developed to ensure that the Town Councils newly established Public Realm Budget is used to deliver sustainable and appropriate public realm solutions in Ryde, underpinned by quality of design, local distinctiveness and respect for historic character. It takes regard of various plans and policies that have sought to provide a steer on the matters previously, namely Ryde Town Council's Position Statement, any future Place Plan for Ryde and the Atkins Ryde Public Realm Strategy.

Good design can help to create successful places where people will choose to live, work, invest and take their leisure. It can reinforce planning goals, making urban areas such as Ryde more sustainable by encouraging the careful use of resources, creating a quality environment, attracting business and investment and reinforcing civic pride and sense of place. It is also important to consider cause and effect throughout the town and across all aspects of infrastructure, development and social and economic provision. Conversely, piecemeal and uncoordinated initiatives can damage the character and integrity of a town.

The proposed public realm elements should reflect and respect the existing high quality architectural and townscape settings. Low quality treatments which do not respect these characteristics will not be encouraged. Quality should not be compromised for short-term improvements. A consistent and unifying response to the public realm is important for its longer-term appeal and development .

The guidance below and the supplementary guidance documents (Appendix 1 and 2) set out the following.

- The design themes of public realm elements and explains where the various styles will be adopted.
- The process by which the various projects are evaluated and graded for suitability for Public Realm Funding
- The various steps which the proposed projects will need to take to reach completion

Currently the public realm (which incorporates seats, bins, signage, shelters and planters) within the town is a mixture of 2 predominant styles. Any project should attempt to identify with the existing public realm co-ordinated approach relevant for that area. This should be done in consultation with the IW Council Conservation Officer and

Island Roads, in accordance with the Ryde Public Realm Strategy but taking into consideration the changes that have already been made over the intervening years.

Island Roads have confirmed that items including shelters, railings, north walk and planters are on their network improvement register and as such the Town Council would seek to understand the full range of their asset holding within the town in order that maximum benefit could be achieved.

The present agreed Strategy splits the Public Realm into 2 zones which roughly equates to above Cross Street and below Cross Street. Above Cross Street the agreed and previously adopted theme is stainless steel street furniture and below Cross Street the agreed and previously adopted theme is a 'heritage' approach. These schemes should be adopted for all future proposed Realm Improvement projects. This will give a more co-ordinated feel to Ryde and simplify the decision-making process.

Any proposals from a Ward Member for Public Realm Funding should, in the first instance seek agreement in principle for their project. After agreement the project should be worked up, costed fully and presented to the planning committee for approval if under £10,000 or recommendation to Full Council if over £10,000.

Ryde Esplanade has been identified by the Isle of Wight Council as 1 of the 6 major regeneration projects being planned for the Island. Ryde Town Council would seek to gain assurance from IWC that any planned regeneration should take into account the adopted scheme already in place for that area of the Public Realm.



RYDE TOWN COUNCIL

**PUBLIC REALM BUDGET ALLOCATION
GUIDANCE AND PRIORITISATION
FRAMEWORK**

Appendices 1 and 2

Revision V1.2 Oct 2021

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Appendix 1

PUBLIC REALM BUDGET ALLOCATION GUIDANCE

Ryde Town Council has approved a budget for public realm improvements.
See below guidance regarding suitability for funding of any proposed projects.

Any RTC Cllr (the applicant) wishing to apply for funding for a particular project should consider the following:

Applicants should also be aware of Ryde Town Council's grants funding process.

1. Does the Town Council have responsibility or ownership of the land on which the asset will be placed?

Most projects will require permission and co-operation from the landowner and this should be sought prior to making a request.

2. Does the proposed project require various consents etc?

Consent in principle (ie pre planning advice) should be obtained prior to a request for consideration.

3. Does Ryde Town Council have the resources to carry out the project?

Some projects require detailed planning, risk management, and health and safety implications. In addition, Town and Council procurement processes will need to be adhered to.

4. Is there funding available from other sources?

There may be various alternative funding opportunities available for your project. These should be explored prior to making a request.

5. Is there any match funding available for this project?

Preference will be given to projects which have an element of match funding?

6. What is the cost of the project?

An estimate of the cost of a project will need to be evaluated before a request can be considered.

7. What is the possible benefit of the project to the community?

Applicants must provide details of the benefit to the local community, whether it has a financial benefit in terms of savings on expenditure or perhaps an enhancement which has a positive benefit in terms of civic pride and wellbeing to the local community.

8. Are there ongoing costs attached to the project?

Ongoing cost of maintenance, staffing, rents, leases, insurances etc. should be identified and evaluated.

9. Is the project sustainable?

Is the project self-funding or are there funding opportunities available in the long-term. In addition are the benefits from the project going to be long term.

10. Who is eligible to make an application for funding?

Only RTC Councillors can make requests personally or as a representative for residents or other organisations.

11. Is your project more important than others?

All projects should be submitted by the RTC Councillors to the Planning Clerk evaluation by RTC Planning Committee. These projects will be prioritised according to various criteria including sustainability, community benefit and value for money.

12. Are there other plans (ie regeneration) which may affect the project?

Prior to requesting funding for a project, it must be established that there are no plans proposed by others which could affect your project

Appendix 2

Framework for deciding and implementing Public Realm Budget applications.

Public Realm Funding bids fall into 2 categories, the smaller ward specific bids which benefit a targeted area of Ryde and major projects which benefit Ryde as a whole.

The smaller, ward specific, bids must be no more than £5,000 in value and the total set aside each year for these projects is £10,000. The cost of a project must include the ongoing maintenance cost for the following 5 years. Projects with a value below £10,000 can be approved by RTC Planning Committee, projects with a value above £10,000 must be approved by RTC Full Council.

Larger projects which benefit Ryde as a whole will be given preference over ward specific bids. If the entire Public Realm Budget is required to accomplish one of these landmark projects, priority will be given to it.

Applicants will be considered throughout the year and their funding bids will be considered by the RTC Planning Committee during their normal business. Funding bids will be accepted until the Public Realm Budget is depleted.

Decision Making Process.

1. Ward Councillor to check validity of proposal.

All proposals, from whatever source, should initially be validated by the Ward Councillor against the guidance in appendix 1. If the bid meets the criteria, it should be submitted to the RTC Planning Committee.

2. Public Realm Budget Application Form to be completed by Ward Councillor.

Details of each bid to include:

Description of the project, site address, capital costs, ongoing costs, timescales, and an evaluation of the community value.

3. RTC Planning Committee to consider bids.

Validated bids from Ward Councillors will be evaluated by the RTC Planning Committee at their regular meetings.

Funding bids under £10,000 can be approved by the RTC Planning Committee under delegated powers. If the Planning Committee, consider an award should be made that has a value higher than £10,000 a recommendation should be made to Full Council.

4. Successful bids will go through the RTC procurement process.

All successful bids must carry out their projects in compliance with RTC's procurement rules. If in doubt, successful bidders should contact the Clerk for guidance.