

# UNESCO SITES ACROSS THE CHANNEL PROGRAMME - EVENTS 1 & 2 EVIDENCE REPORT

November 2022



This report illustrates the first two events curated by The Common Space for the USAC programme and the IW AONB and provides outcomes and evidence for invoices 1-3.

## Interreg Gant Chart – Invoices 1-3

Activity	Outputs	Invoice 1	Invoice 2	Invoice 3
		July	August	September
West Wight Festival events, artworks, activities	Activities across the festival could include: talks, walks, visits / open days, workshops, meals, or activities and events that exist only online. A varied, arts-led programme local environmental and arts charities and the theme will be based on the Biosphere priorities of cultural and natural diversity and quality			
Branstone Farm Festival events, artworks, activities	Activities across the festival could include: talks, walks, visits / open days, workshops, meals, or activities and events that exist only online. A varied, arts-led programme local environmental and arts charities and the theme will be based on the Biosphere priorities of cultural and natural diversity and quality			
Audience	10,000 total audience across the festivals			
Promotion	Promote Festivals using EU Interreg Logos on social media: including Facebook, Instagram. Promote the Festivals to local Media. Work with Visit Isle of Wight to promote events off Island.			
IW UNESCO Ambassadors	10 new IW UNESCO Ambassadors recruited			
Engagement with schools	10 schools from across the Geopark / AONB participating			
Design of UNESCO Biosphere Centre Interpretive panels	Interpretation / education panels on site at the Biosphere Centre			
Development of UNESCO Biosphere Centre Website	Fully-functioning Biosphere website			

## Events Planning & Event 1, Branstone Farm event

	Event or activity							
	Events	Design of Interpretive panels	Design of Exhibition on Biosphere	Website development	Manufacture of installation / panels	Manufacture of Exhibition on Biosphere	Video	
<b>Budget</b>	<b>£ 40,000</b>	<b>£ 2,500</b>	<b>£ 8,200</b>	<b>£ 8,200</b>	<b>£ 5,600</b>	<b>£ 16,000</b>	<b>£ 12,000</b>	<b>£ 92,500</b>

Invoice 1 July	Planning and confirmation of the 3 events, appointment of production team and first bookings for performers and activities.	Interpretation planning	Planning	Web and video project manager appointed. Review of existing IW Biosphere web presence, initial reworking of format and draft new platform and site created.			Web and video project manager appointed. Review of existing IW Biosphere web presence, initial reworking of format and draft new platform and site created.	SUBTOTAL
	£ 12,000	£ 910	£ 780	£ 3,000			£ 1,810	£ 18,500

Invoice 2 August	Events, engagement and media delivery work. Organization and delivery of Branstone event. Liaison with IWC PR team for Branstone event	Creation of first stage visual materials for Branstone.		Creation of new website and initial content (ongoing)			Creation of film content including documentary of Branstone event	SUBTOTAL
	£ 7,000	£ 250	£ 1,300	£ 3,325			£ 6,625	£ 18,500

## Event 2 – West Wight Festival, Fort Vic Foray

	Event or activity							
	Events	Design of Interpretive panels	Design of Exhibition on Biosphere	Website development	Manufacture of installation / panels	Manufacture of Exhibition on Biosphere	Video	
<b>Budget</b>	£ <b>40,000</b>	£ <b>2,500</b>	£ <b>8,200</b>	£ <b>8,200</b>	£ <b>5,600</b>	£ <b>16,000</b>	£ <b>12,000</b>	£ <b>92,500</b>
Invoice 3 September	Delivery of Fort Vic Foray Biosphere event Hullabaloo prep bookings infrastructure and activities		Exhibition planning and initial collation	Continuing website development and soft launch as live site			Island-wide and event video capture and editing	SUBTOTAL
	£ 15,250		£ 1,300	£ 650			£ 1,300	£ 18,500



# Event 1- Branstone Day

Branstone Farm, Isle of Wight – Wednesday 31<sup>st</sup> August 2022

Branstone is a brand-new community of homes and businesses, created in one of the Island's most ancient centres of human settlement on the Island, the Parish of Newchurch. The Branstone development was envisaged as a flagship Biosphere project, where Biosphere principles are put into practice in shaping a better relationship between people, business and the natural world.

Branstone was chosen for the first of the three events for the UNESCO Sites Across The Channel project. The Common Space designed 'Branstone Day' to welcome communities to their new homes or places of work and to the greenspaces, parks, ponds and woodland that will become part of their daily and future landscapes.

We worked closely with Branstone stakeholders including the housing association, Isle of Wight Council, the development team, soon-to-be rangers and with the neighbouring brewery. As the development project was delayed, Branstone Day could not be open to the general public. However, August 31<sup>st</sup> is now part of the annual Isle of Wight calendar and future celebrations will help to mark this as a special place.

Branstone was once an outdoor classroom – this informed not only the development itself but the engagement and consultation, and the event itself with a colourful map and meanwhile names to explain what's there to explore, as well as a series of postcards created for us by Branstone's architect Tim Howell to help people envisage and understand how the spaces have been designed to support wildlife as well as residents.

Hundreds of visitors came to the celebration along paths, past new ponds and through the Branstone copse into the main biodiversity park. Each space featured activities – pond-dipping and bug-hunts, and an arts-led StoryQuest project to help shape a new illustrated literacy trail for Branstone. Natural history and everyday wildlife featured alongside the development maps and consultation space. The Isle of Wight Council and Vectis took visitors on tours of the new business park and housing development.

The Common Space used Branstone Day to help promote the Arreton Valley as a new Island heartland and tourism hotspot for sustainable food production.

# Contributing Organisations

The Common Space

Isle of Wight Area of Outstanding Natural Beauty

Vectis Housing Association

Isle of Wight Council

Isle of Wight Wild Learning

Shademakers UK

ERMC Rangers

Zoe Sadler Illustrator

Brightbulb Design

Stonehams Construction

Goddards Brewery



# WELCOME TO BRANSTONE!

THE BIOSPHERE

ON YOUR

DOORSTEP!



The names in this key are just placeholders, ready for you to choose new ones in the future.

-  ① Branstone Park
-  ② Branstone Green
-  ③ Branstone Copse
-  ④ Cherry Orchard
-  ⑤ Apple Orchard
-  ⑥ Biosphere Field
-  ⑦ Wildlife Garden
-  ⑧ North Branstone
-  ⑨ South Branstone
-  ⑩ Branstone Business Park



Branstone is a brand-new community of homes and businesses, created in one of the Island's most ancient centres of human settlement on the Island, the Parish of Newchurch.

The whole Island was awarded UNESCO World Biosphere Reserve status in 2019, recognised by the United Nations for its globally significant cultural and ecological qualities. The Branstone development has from its beginning endeavoured to put Biosphere principles into practice, shaping a better relationship between people, business and the natural world.

Branstone was once an outdoor classroom, a place where students and schoolchildren could learn about farming, and its educational role continues with a new focus on wildlife and health through the work of Vectis Housing, the Isle of Wight Council, the Chamber of Commerce, Arc and the Area of Outstanding Natural Beauty Project.

More than half of Branstone is made up of parks, ponds, orchards and gardens, for you to explore and enjoy whenever you want to. These are still very new, having only just been laid out, but they will grow and develop as Branstone itself does. This means that there is a great opportunity for you to be a part of this process, helping us to name and connect the spaces and places of interest, suggesting where new features might go (such as benches, signage and sculpture), and finding new ways to bring together the live, work and play elements of your new community.

Each of you is a Biosphere Pioneer, and we look forward to sharing Branstone Farm with you all!



Designed by MooksGoo, words by Arc



European Regional Development Fund



EUROPEAN UNION  
European Regional  
Development Fund

This project has received financial support from the European Interreg France (Channel) England programme within the framework of the "UNESCO Sites Across the Channel" (USAC) programme.



A series of cards illustrating Branstone Farm's future spaces (everyone took some!)

# Welcome to Branstone Farm and the Biosphere

Wednesday 31<sup>st</sup> August 11am – 4pm



Isle of Wight  
area of outstanding  
natural beauty



# Branstone Farm

Branstone is a brand-new community of homes and businesses. The Isle of Wight was awarded UNESCO World Biosphere Reserve status in 2019, recognised by the United Nations for its globally significant cultural and ecological qualities.

The Branstone development has aimed to put Biosphere principles into practice, shaping a better relationship between people, business and the natural world. Today's programme is an opportunity for us all to explore the Biosphere at Branstone.

Please come wearing stout comfy shoes and go home to share the news!



# Programme for the Day

11 - 11.15am... Arrive at Goddard's Brewery

Follow the trail from the Brewery to the Biodiversity Park

12pm... Official Opening

12.30... Sandwiches and refreshments

1pm – 4pm... Branstone Buildings

Short tours of the new houses with Vectis Housing and the new business park with IW Council.

Tours leave every half an hour from the Vectis and IWC flagged assembly points.

11am – 4pm... Branstone Biosphere!

Wildlife Discovery with The Common Space and Nature Works in the Park, Pond & Woods + the Pop-Up Natural History Museum

StoryQuest – Designing a new Trail and Story with Artist Zoe Sadler and Joe Plumb

# Print, Press and Publicity

Press release produced by Brightbulb, the IW Council's PR company for Branstone:

<https://www.iow.gov.uk/news/First-Branstone-Day-hailed-a-success>

<https://www.islandecho.co.uk/first-branstone-day-hailed-a-success-as-development-prepares-to-welcome-first-occupiers/>

<https://www.iwradio.co.uk/news/isle-of-wight-news/first-branstone-day-hailed-a-success/>


<https://branstonefarm.co.uk/first-branstone-day-hailed-a-success/>

<https://vectishousing.co.uk/news/branstone-day>

## Video:


Branstone Day was filmed for the IW Biosphere website and uploaded to the IW Biosphere YouTube Channel – [Branstone Day](#)


A talk on the day by The Common Space’s Ian Boyd helped explain how the Biosphere is embedded at Branstone, and what that means for the people moving to live or work there – [Branstone Day Talk](#)






The video player shows a scene from Branstone Day. The title 'Branstone Day' is overlaid in a large, white, serif font, with the subtitle 'Celebrating life in the Isle of Wight Biosphere' below it in a smaller, white, sans-serif font. The background is a lush green field with tall grasses and trees in the distance. A small pond in the foreground reflects the scene. The video player interface includes a progress bar at 0:03 / 2:01, a play button, a volume icon, and various control icons like full screen and share.


**Branstone Day**


 Isle of Wight UNESCO Biosph...  
1 subscriber

Subscribed 

 1 

 Share

 Download





Setting up in the Biodiversity Park, Branstone, thanks to young Isle of Wight event producer, Lily George



Pictur  
MONIK





Partner organisations and stakeholders, housing association, community officers and developers, construction team, local authority and Council officers, families and businesses.



 Help Yourself  
to Brawstone  
Day wild flower  
seeds! #iw  
biosphere







BRANSTONE  
HUGO BOSS

BRANSTONE WILDLIFE SAFARI

BRANSTONE WILDLIFE SAFARI

BRANSTONE  
WILDLIFE  
SAFARI  
A LOOK!

Branstone Wildlife Safari











- Wildlife Ponds
- Lavender Garden
- Pollinator Garden

- 7 - Cherry Orchard
- 8 - Earth Mounds
- 9 - Tree Nursery
- 10 - Bioscience Area
- 11 - Brantford
- 12 - Housing

# Housing association



# RANGER SERVICES



## ADVICE

We'll visit and discuss beneficial human and natural ecology improvements for your space

## DELIVERY

Our team will carefully and conscientiously bring the plan to fruition

## DESIGN

We will help you to maximise the potential of your space

## CARE

We offer audit, maintenance & enhancement contracts to ensure the continuous improvement of the land

ermc

# RANGER SERVICES



creating greener spaces

# RANGER SERVICES



We will work with you and your natural environment to:

- Reduce maintenance
- Improve biodiversity
- Mitigate flooding and run off through planting
- Create resilient planting schemes for drier conditions
- Create spaces for interest and engagement
- Enhance safety by design
- Encourage interaction and education
- Create spaces for communities to use and enjoy







Left-overs!



Next up..... HULLABALOO!



The Common Space, November 2022  
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