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

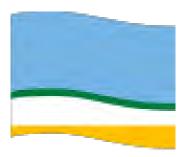
November 2022





European Regional Development Fund

EUROPEAN UNION European Regional Development Fund



Isle of Wight area of outstanding natural beauty

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 panel	s 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			Manufacture of installation / panels	Manufacture of Exhibition on Biosphere	Video		
Budget	£	£	£	£	£	£	£	£		
	40,000	2,500	8,200	8,200	5,600	16,000	12,000	92,500		

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

Invoice 2 August		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				Manufacture of installation / panels	Manufacture of Exhibition on Biosphere	Video	
Budget	£ 40,000	£ 2,500	£ 8,200	£ 8,200	£ 5,600	£ 16,000	£ 12,000	£ 92,500

	Delivery of Fort Vic Foray Biosphere		Continuing website development and soft		Island-wide and event video capture and	SUBTOTAL
	event		launch as live site		editing	
	Hullabaloo prep					
Invoice 3 September	bookings					
	infrastructure and					
	activities					
	£	£			£	£
	15,250	1,300	£ 650		1,300	18,500



Event 1- Branstone Day

Branstone Farm, Isle of Wight – Wednesday 31st 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 31st 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



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!

Vectors Housing

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!)

ONE!

Welcome to Branstone Farm and the Biosphere

Wednesday 31st August 11am – 4pm

93









Isle of Wight area of outstanding natural beauty Common SPACE



Homes England

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

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

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-asuccess

https://www.islandecho.co.uk/first-branstone-day-hailed-asuccess-as-development-prepares-to-welcome-first-occupiers/

https://www.iwradio.co.uk/news/isle-of-wight-news/firstbranstone-day-hailed-a-success/

https://branstonefarm.co.uk/first-branstone-day-hailed-asuccess/

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

Branstone Day ating life in the Isle of W 0:03 / 2:01 **Branstone Day** Isle of Wight UNESCO Biosph...

Subscribed

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1 subscriber



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













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





















RANGER MEMBER ADVICE DELIVERY

We'll visit and discuss beneficial human and natural ecology improvements for your space Our team will carefully and conscientiously bring the plan to fruition.

DESIGN We will help you to maximise the potential of your space.

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RANGER

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

MEMBER

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creating greener spaces

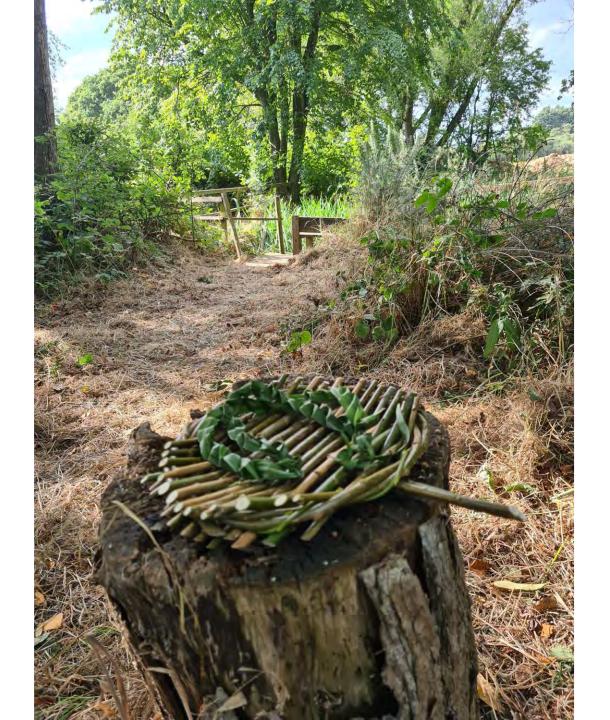
RANGER We will work with you and your natural environment to:

Reduce maintenance
Improve biodiversity
Mitigate flooding and run off through planting
Create resilient planting schemes for drier conditions
Greate spaces for interest and engagement
Encoursge interaction and education.
Create spaces for communities to use and enjoy

6.427







Left-overs!

Next up..... HULLABALOO!



The Common Space, November 2022 Contact: Claire@arc-consulting.co.uk