

THE ISLE OF WIGHT

A GREAT PLACE TO LIVE, WORK AND DO BUSINESS



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A VISION TO INCREASE ECONOMIC & SOCIAL WELLBEING OF THE ISLE OF WIGHT

STRENGTHS

- Great lifestyle
- Some of the best rural broadband in UK
- Two hours from London
- Loyal workforce
- Large number of high tech businesses
- Industrial & cultural heritage
- World class events
- Low crime
- Enthusiastic and growing green culture
- Safe for families
- Low traffic congestion
- Soon to have the best roads in the UK
- Perfect tech test bed (geographically contained)
- Beautiful environment
- Open countryside
- 60 miles of beaches
- Better weather!



THE ECONOMIC VISION FOR 2030

This Economic Vision makes the following assertion:

Social wellbeing increases as a direct result of healthy economic activity.

Economic growth on the Isle of Wight will take place as a result of providing an environment that promotes business.

Business owners will consider relocating or starting a new business if the Isle of Wight is more attractive than where they already are.

It is asserted that all plans for the Isle of Wight should focus on making it the best PLACE for people to Live and Work.

OPPORTUNITIES

- Patchy mobile coverage
- School performance
- Mixed tourism offer
- The Solent 'acts as a barrier'
- Cost of travel
- Low wage economy
- Low skill economy
- Shortage of professional / managerial people
- Recruitment issues
- Imbalanced demographic
- Public realm
- Planning process
- Low value/seasonal jobs
- High youth unemployment and low aspirations
- Loss of young talent

The Island's perceived image

- Only tourism
- No technology
- Behind the times
- Hard to get to
- Isolated
- Underperforming schools



A VISION TO INCREASE **ECONOMIC & SOCIAL WELLBEING** OF THE ISLE OF WIGHT

THE ECONOMIC **VISION** FOR 2030



A place that has a clear, **positive message** to visitors and investors alike

.....

A unique place to do business within a **vibrant lifestyle**

.....

Vision without ACTION is just a daydream

This is an overall graphic of the cohesive vision we see rolling out across the whole Island

THE **PLAN**

ACTION without Vision is just a nightmare

“SELL” THE ISLAND AS A PLACE TO LIVE, WORK AND DO BUSINESS

- Focus on lifestyle

CREATE BUSINESS FRIENDLY ENVIRONMENT

- Simplify planning process
- Offer attractive start-up packages
- High speed mobile and broadband connectivity everywhere

TAKE ADVANTAGE OF OUR UNIQUE GEOGRAPHY

- Promote IW as a place for new technology testing/trials
- Green Economy

FOCUS ON WEALTH CREATORS

- Knowledge based industries • Digital Technology
- Manufacturing & Technology • Creative industries
- High-end/quality tourism

IMPROVE CONNECTIVITY TO MAINLAND

- Break down the myth of the Solent as a barrier
- Better access to employment in Portsmouth/Southampton
- Better for business

ATTRACT A UNIVERSITY/HE FACILITY

- Re-balance the skills demographic
- Increased demand for quality jobs
- Greater access to further education & skills

MORE BUSINESS ENGAGEMENT AT SCHOOLS

- Promote high skilled, high value careers

REGENERATE OUR TOWNS

A CLEAR PLANNING VISION FOR EACH TOWN

- Enhance our Historic Built Environment
- Pedestrianise and develop ‘Café Culture’
- Improve our decaying Gateways

ENHANCED TRANSPORT INFRASTRUCTURE

- Bypass/ease traffic in Newport • Medina Crossing
- Excellent integrated transport system
- Sustainable transport

DEVELOP A CLEAR USP FOR TOURISM

- ‘Heritage Isle’ • ‘Active Isle’ – sports, events etc.
- Actively encourage new and repeat visitors
- Encourage more events and extended season