**Figure 3**

# THE EAST COWES REGENERATION PROJECT (in 2009)

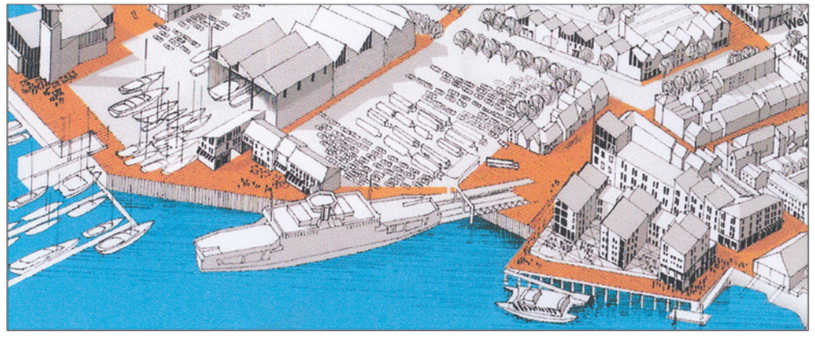
**Background**

The East Cowes Regeneration Project is designed to improve facilities and opportunities for local people. It is a mixed-use development that has four main aims:

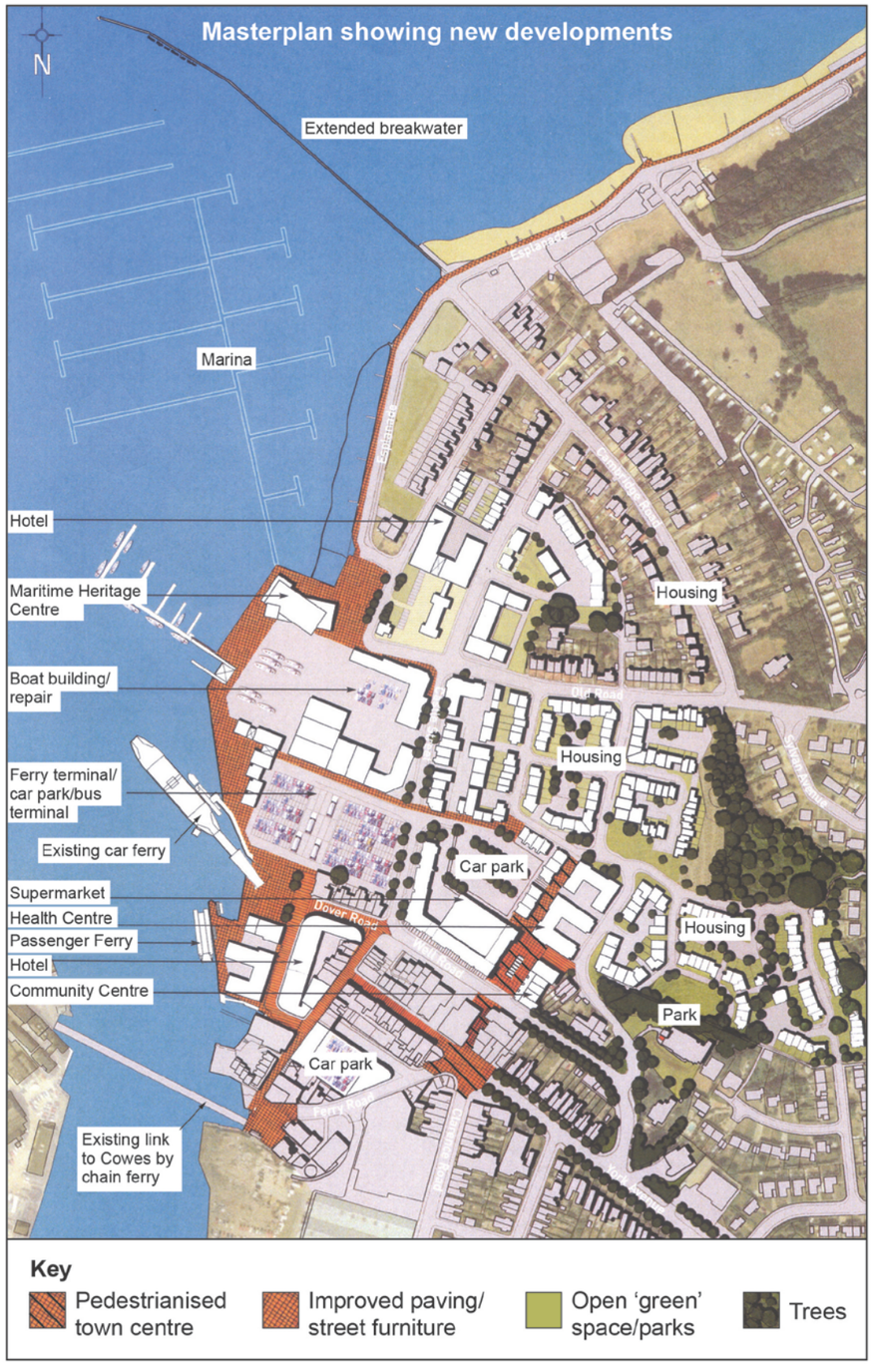
1. **Business**
   To provide opportunities for business to develop.
2. **Communities**
   To create jobs and improve community facilities for local people.
3. **Environment**
   To improve the environment of the town centre and provide urban parks.
4. **Infrastructure**
   To improve roads, parking and public transport.

Artist's impression of the Maritime Heritage Centre

Artist's impression of the redeveloped town centre



Artist's impression of the waterfront area




**Community involvement in the Project**

It was important that local people were involved with and contributed to the development plans for the town centre. There was an exhibition in the Town Hall showing the public what the regenerated area might look like. A questionnaire was used to seek the views of local people.

**What do East Cowes residents think about the proposed regeneration project?**

Summary of questionnaire results from local residents

| Question | % for | % against | % undecided |
|---|---|---|---|
| Do you agree with the proposals? | 60 | 20 | 20 |
| What do you think of the boat building/ repair area? | 51 | 10 | 39 |
| Do you like the look of the housing and green areas? | 46 | 27 | 27 |
| Are the parking proposals about right? | 24 | 16 | 60 |
| Do you want a park and ride scheme? | 21 | 23 | 56 |
| What do you think of the Maritime Heritage Centre? | 48 | 33 | 19 |
| Are the proposed public transport facilities adequate? | 38 | 25 | 37 |
| Do you like the look of the pedestrianised areas and open spaces? | 40 | 25 | 35 |

Artist's impression of residential (housing) area

# GCSE
# GEOGRAPHY

Resources for Unit 3 Geographical Applications

To be issued to students on or after 15 March 20XX

Typesetter code