



Yaverland Coastal Defence Scheme questionnaire

A summary of consultation responses

Date: January 2023

We are the Environment Agency. We protect and improve the environment.

We help people and wildlife adapt to climate change and reduce its impacts, including flooding, drought, sea level rise and coastal erosion.

We improve the quality of our water, land and air by tackling pollution. We work with businesses to help them comply with environmental regulations. A healthy and diverse environment enhances people's lives and contributes to economic growth.

We can't do this alone. We work as part of the Defra group (Department for Environment, Food & Rural Affairs), with the rest of government, local councils, businesses, civil society groups and local communities to create a better place for people and wildlife.

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1. Introduction

The Environment Agency, in partnership with Isle of Wight Council, is developing a coastal defence scheme at Yaverland on the Isle of Wight. The Environment Agency are focusing on the area between Yaverland car park and the junction of Crescent Road and Culver Parade, shown in red on the map below.



300 m
Contains OS data © Crown copyright 2022

This report relates to a public consultation we conducted to support development of the scheme. We asked participants to base responses on the area shown on the map below. For this survey, this area is referred to as 'Culver Parade Leisure Area'.



We sought views on how Culver Parade Leisure Area is used, what is most valued about it, and the perceptions amongst stakeholders of flood and coastal erosion risks both now and in the future. This will help to inform how we engage with stakeholders going forward, and capture any concerns, ideas, and opportunities in the shortlist of options that we present to the public in Summer 2023.

The existing sea wall reduces the risk of sea flooding to the low-lying land in Sandown and Yaverland including RSPB Brading Marshes Nature Reserve. We also sought views on how the nature reserve is used and what is most valued about it.

2. How we ran the consultation

We ran the consultation for 12 weeks from 6 June 2022 to 31 August 2022. It was referred to as a 'public realm questionnaire' as the focus was on how people interact with Culver Parade Leisure Area (including the beach, retail, leisure, and tourism offerings) and RSPB Brading Marshes nature reserve.

The questionnaire was launched online on the [Yaverland Coastal Defence Scheme Information Page](#). Hard copies were available from the same date within Isle of Wight Library Service Sandown Library.



Photo credit: image courtesy of Sandown Library

During the week commencing the 6 June 2022, the first Yaverland Coastal Defence Scheme newsletter was delivered to all residential and commercial properties within the Sandown Civil Parish boundary. This publicised the launch of the questionnaire and how to access it. The newsletter was also sent electronically to those on the mailing list for the scheme. Elected Councillors with an interest in the scheme were also made aware of the questionnaire and encouraged to complete it and further publicise it amongst their colleagues and constituents.

During the week commencing 27 June 2022, a [press release](#) was published to promote the questionnaire, accompanied by a series of Twitter posts. This generated coverage of the questionnaire in the Isle of Wight County Press and onthewight.com.



The Isle of Wight Council promoted the questionnaire on their Facebook page and on the landing page of their website.

On 23 June and 22 July 2022, the engagement lead for the project met with local businesses impacted by the parking bay suspensions required to complete essential Ground Penetrating Radar survey work. This opportunity was also used to invite and encourage businesses to complete the questionnaire.

For the duration of Yaverland fun fair (21 July – 7 August 2022) we trialled a 'Talking Signage' engagement technique which encourages the community to connect with the coastal defences in new and exciting ways. By scanning a QR code shown people were able to find out more about the coastal defence scheme via a recorded message. The recorded message encouraged listeners to share their views and directed them to the [Yaverland Coastal Defence Scheme Information Page](#) where the questionnaire was hosted.



Photo Credit: Environment Agency

Throughout the final week of the consultation, we directly approached key stakeholders with an interest in the project who were identified through our stakeholder analysis. We notified them of this final opportunity to complete the questionnaire. This approach was successful and generated further responses from key stakeholders.

Summary of consultation responses

We received 44 responses in total. 39 responses were made via the webpage; 5 were made via paper copies held at Sandown Library.

Any answers given by people who did not want their responses published have been omitted from this report.

Of the 44 responses, 41 people gave us permission to publish their response.

Responses to questions

About the respondents

Question 1

Can we publish your response?

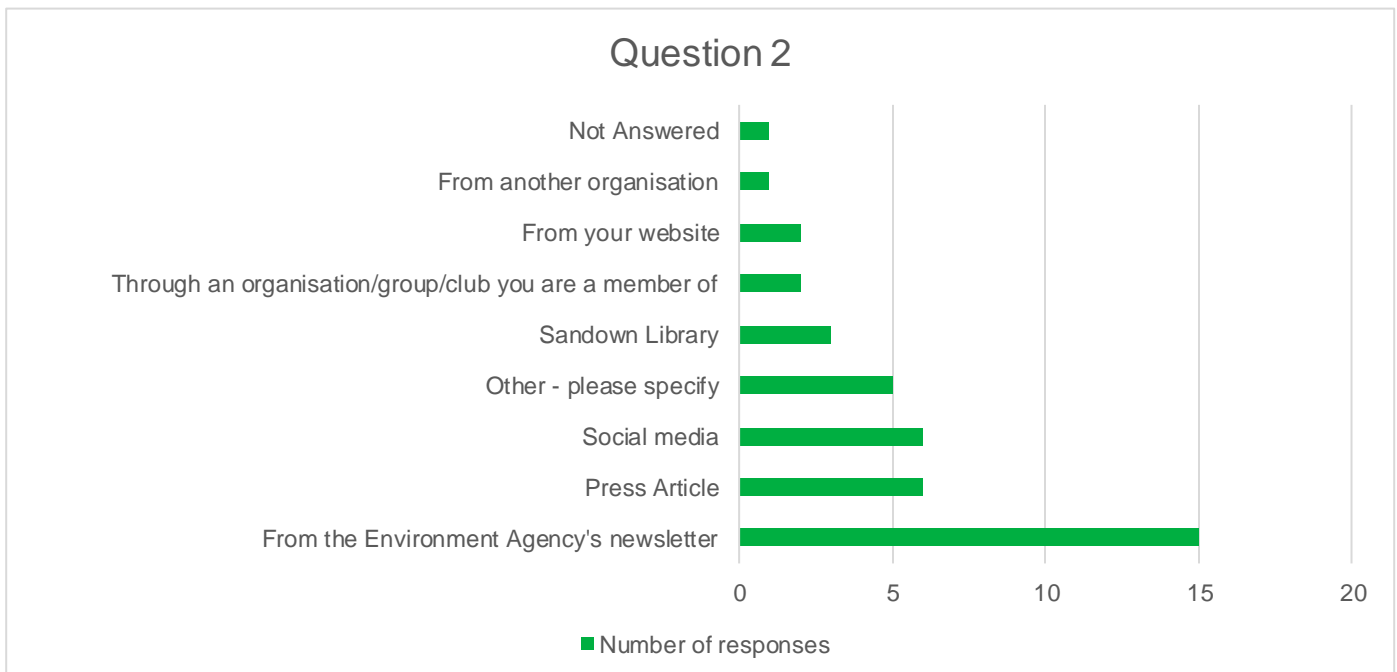
Of the 39 online responses and 5 paper copies, 3 respondents stated they would not like their responses published.

Our response to Question 1

The answers of the respondents who requested not to have their response published have not been recorded in the following findings.

Question 2

How did you find out about this questionnaire?



Generating the most responses, at 15, was the Yaverland Coastal Defence Scheme newsletter distributed through letterboxes of all households and businesses within the Sandown Civil Parish area in June 2022. The local press and social media generated a further 12 responses.

Under the 'Other' column, the respondents heard about the questionnaire through our direct mailing to key stakeholders and at an Isle of Wight Council briefing by the Environment Agency.

Our response to Question 2

The Yaverland Coastal Defence Scheme newsletter distributed through letterboxes of all households and businesses within the Sandown Civil Parish area has been an effective way of communicating with the community. We plan to continue creating newsletters but have considered the most accessible and sustainable way to do this as we develop our electronic mailing list. We have updated our newsletter template to a more accessible format for issue #2 ready for publication in January 2023. The distribution area for printed copies of newsletter issue #2 will be reduced so that it is distributed through letterboxes only to those directly impacted by the ground investigation works. This will also be sent out via our electronic mailing list.

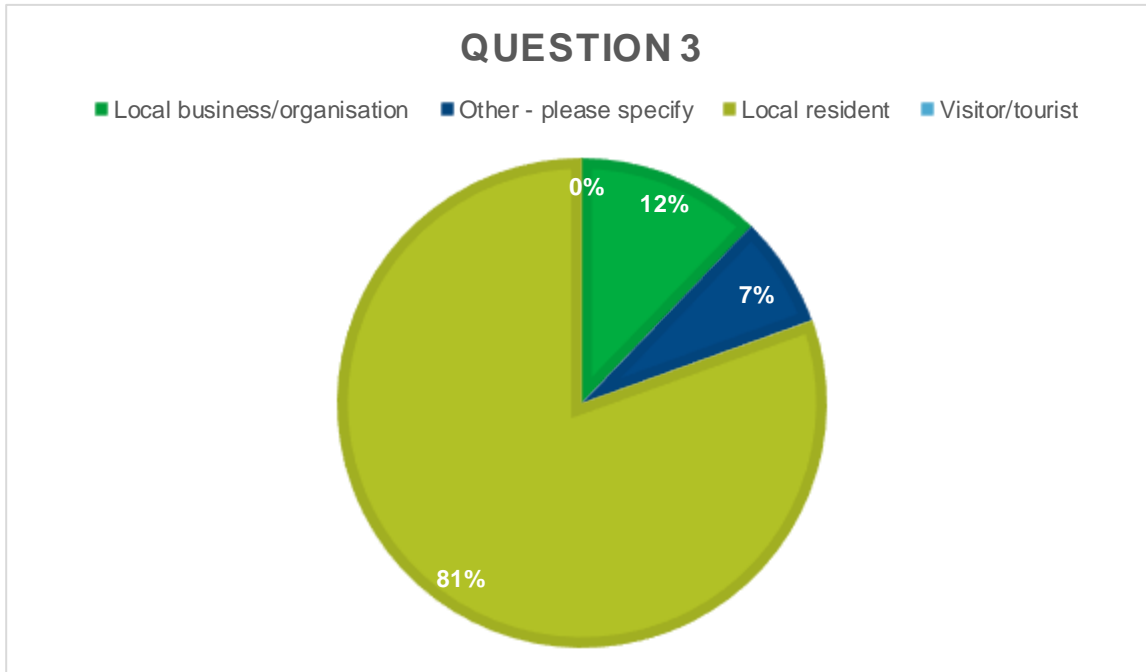
Sandown Library advised us verbally that their display had generated a lot of interest with visitors. We received a relatively small number of responses via paper copies held at Sandown Library. Nevertheless, this appears to be a useful means of communicating with the community. We will continue to collaborate with Sandown Library and seek opportunities to raise awareness about future activities in other public venues. We have received offers of support with this from several organisations and businesses.

We did not capture the number of respondents who found the questionnaire via our 'talking signage'. However, the QR codes were scanned 78 times during the trial (21 July – 7 August 2022). Given the success of the trial, we have plans to further develop this interactive, friendly, inclusive, and Covid-safe method of communicating across the programme of projects. All signage will be made from aluminium, no plastics are used ensuring we meet our sustainability targets, with all products being 100% fully recyclable with no waste going to landfill. The community feedback was that they would like to hear local voices upon scanning the QR code. We are working with our partners and colleagues who live and work locally to update our audio recordings. The expectation is that we can use this engagement tool to advertise events such as public exhibitions and provide important updates during ground investigations/construction work.

Question 3

In relation to Culver Parade Leisure Area are you a:

- Local Resident
- Local Business/Organisation
- Visitor/Tourist
- Other



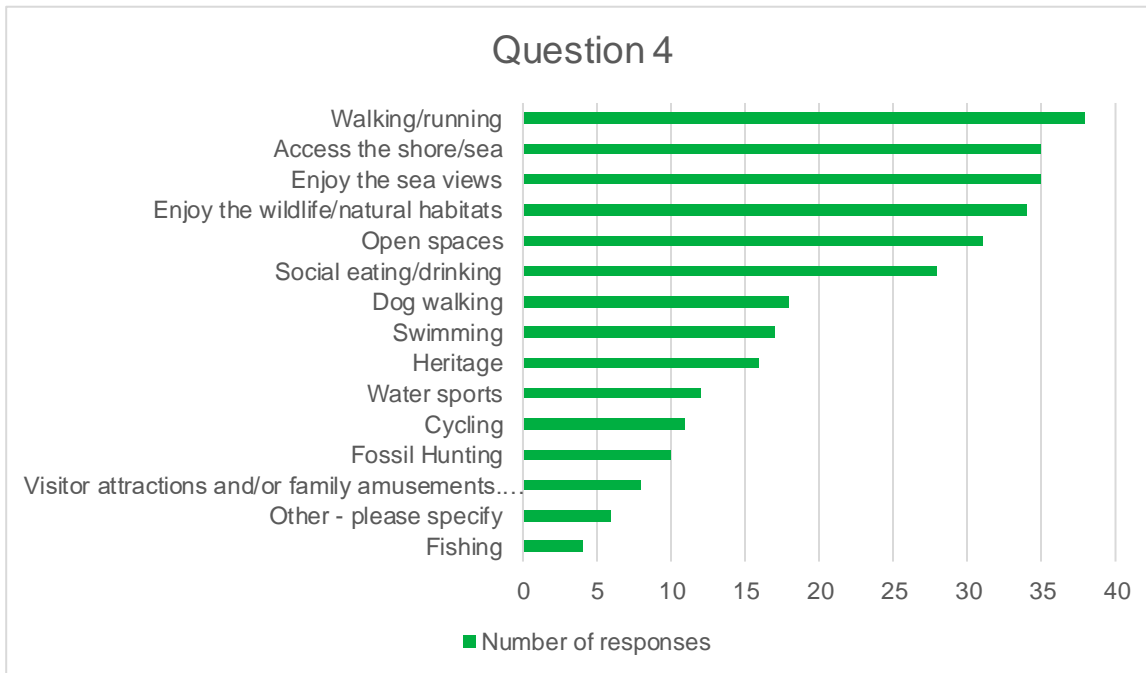
Over 80% of submitted questionnaires were from residents. Only 5 responses were from local businesses/organisations, and none were received from the visitor/tourist group. The 'other' category included town councillors and community groups.

Our response

We received good representation from residents however local businesses and organisations were not well represented. Sandown Bay is a popular destination for tourists however visitors/tourists were not represented. We have reviewed our stakeholder engagement plan to consider how we can improve our engagement with those groups that were not well represented. Throughout Autumn 2022 we have increased our visibility in Culver Parade Leisure area with a guided walk of Yaverland sea wall for Earth Sciences Week and had an interactive exhibition at Hullabaloo Arts and Science Festival in October 2022. We have also increased our engagement with local businesses and organisations in the area to raise awareness of our ground investigation works scheduled for January 2023. Our consultation on the short list of options is scheduled for summer 2023 which falls during the tourist season. We will consider how we can improve our engagement with visitors and tourists in our preparations for the consultation on the short list of options. Several tourist events over the summer have been suggested to us and we are currently investigating our suitability for attendance at those events.

Question 4

How do you use Culver Parade Leisure Area?



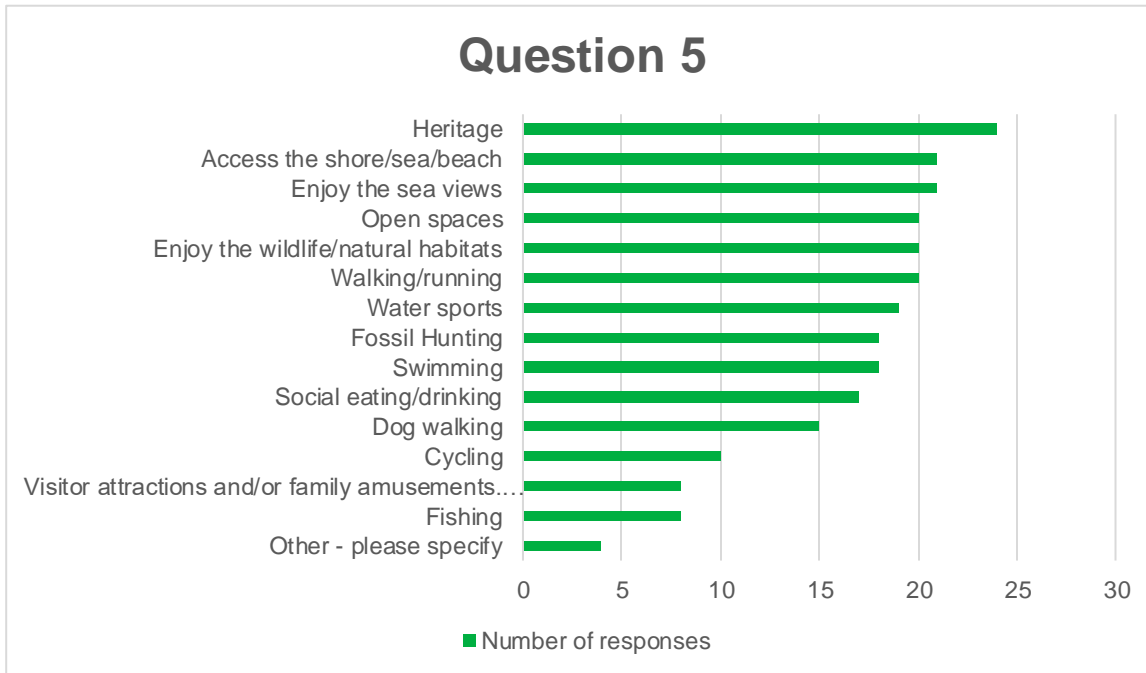
'Walking/running' was largely the most popular use of the Culver Parade Leisure Area. This was closely followed by 'Access the shore/sea', 'Enjoy the sea views' and 'Enjoy wildlife/natural habitats'. All the options provided received at least 4 responses. Other specified uses included inspiration for art/creativity, the coastal environment as a teaching aid and a transport route to other areas. This provides us with an insight into other opportunities being taken up by users.

Our response

These responses reflect the wide number of activities and recreational spaces that are offered by the coastal frontage and frequently used by people in the local area. We will use these responses to inform the option selection and design stages of the project.

Question 5

What other opportunities do you value about Culver Parade Leisure Area?



Heritage was the most selected opportunity, far higher than in the previous Question 4. Question 5 was targeted towards value, rather than usage, to gauge which features about the area are appreciated but potentially under-utilised or are less tangible but are valued all the same. The 'Other' category picked up broader themes such as horse riding, dinosaur footprints, creative input as an artist, open sky, and space for events such as Hullabaloo.

Our response

The responses received reflect the wide number of features within the area which are highly valued, with all responses being chosen more than 5 times. Generally, the opportunities that respondents valued the most are also those which respondents indicated as most utilised. As with question 4, the following responses again featured highly 'Access the shore/sea', 'Enjoy the sea views' and 'Enjoy wildlife/natural habitats' showing these opportunities are well used and highly valued. The low scoring answers provide scope for further exploration around potential barriers to opportunities such as cycling and fishing in this location.

Heritage is something less tangible which is perhaps why Heritage scored relatively low for question 4 but scored highly for question 5. Our landscape and environmental design documents being developed for the scheme identify opportunities for promoting the local heritage value through the creation of a heritage trail with interpretation at heritage assets. We have shared this idea during discussions with stakeholders and this appears to be popular. We are currently updating these documents with further detail and will share these plans at our public exhibitions during consultation on the short list of options.

One local resident provided details of heritage improvements they would like to see in the area:

“The heritage of a stretch of the sea wall pavement more or less opposite the Bandstand restaurant is not widely known or understood. Scraped into the deteriorating cement screed of the pavement are inscriptions made by conscientious objectors recruited to help build the wall in the early 1900s. These are described in some sources as Sandown's 'socialist stones'. In any reconstruction or renovation of the wall, I hope they might be preserved or somehow commemorated”.

The opportunity to preserve and commemorate these inscriptions features in our potential plans to create a heritage trail.



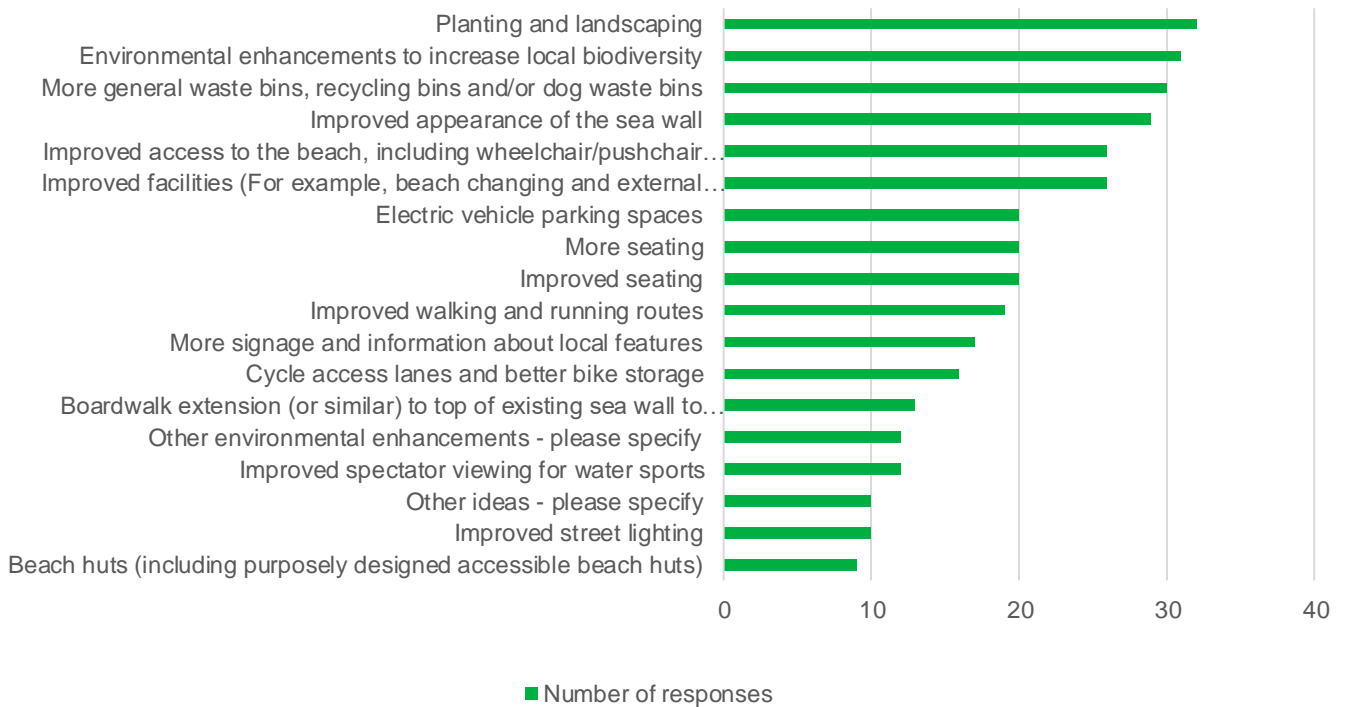
Photo credit: Environment Agency

Public realm improvements

Question 6

Which public realm improvements would you most like to see in Culver Parade Leisure Area?

Question 6



Increasing biodiversity, planting and landscaping were the most requested improvements to be made at Culver Parade Leisure Area. The national requirement is for a minimum of 10% Biodiversity Net Gain (BNG) for almost all development. The Environment Agency have a target of 20% BNG for their schemes. We are progressing early discussions with key stakeholders and landowners with an interest in boosting biodiversity in the area. We will complete habitat surveys in Summer 2023 to identify BNG opportunities and hold a workshop with key stakeholders to share knowledge and ideas on this topic.

Respondents were given the opportunity to select 'other environmental enhancements' some respondents offered suggestions related to BNG opportunities including:

- *“like the design of Cornish walls there should be a sand / soil infill between the stone walls to allow a diverse range of coastal plants to grow and thrive”*
- *“recent efforts to encourage the return of coastal flora species (the 'Lost Duver' project' by The Common Space and others) should continue and build on the success along the present sea wall and nearby verges.”*
- *“Brown's golf course, in particular the frontage, is another area where increased biodiversity should continue to be fostered.”*
- *“incorporate 'Vertipools' into new groynes to help sealife.”*
- *“provide space for sea-water tolerant plants and insects to thrive without being cut with grass-cutters each year.”*

Improvements to the boating lake was a particularly popular topic with three members of the public commenting on their desire for environmental improvements here:

- *“improve the boating lake, needs maintaining”*
- *“carry out an environmental assessment of the existing canoe lake. Remove the build up of reeds which is clogging the lake. Open up the existing drain / infill pipe to the lake to help maintain water levels with sea-water as originally designed and in operation up to about 2004. This pipe goes under Culver Parade and the sea-wall and has an inlet part way down the beach.”*
- *“old Boating Lake - and area in front of Dinosaur Isle - to become more than just a place for seagulls and pigeons”.*

This information has been put forward for consideration to members of the project team who are currently progressing the Environment, Landscape and Heritage assessments.

We spoke to members of Sandown Green Town Volunteers at Hullabaloo and hope to use their experience to identify opportunities for improved planting and landscaping in the designs for the refurbished coastal defences.

Improved appearance of the sea wall also featured as a popular improvement. We have started further conversations in response to this. A member of the public who completed this questionnaire kindly offered to share their working experience as an artist resident in Sandown. We walked the scheme extent with them and received useful advice on potential opportunities to incorporate art into the project design. Other residents also stressed the importance of high-quality design with one local resident stating *“You don't have to look far to see what can be achieved - visit any Mediterranean resort and take note of the colourful stone promenades, imaginative decorations, palms, flower beds etc. - not all of them prohibitively costly either. Our sea defences, vital for the protection of the coastal environment, must incorporate many of these attractive features”.*

Improved street lighting and beach huts were the least requested improvements in question 6. The free text comments provide further insight into this with one responder advising that *“street Lighting should conform with the ‘Dark Sky’ status of the Isle of Wight”.* From the responses to question 5, we know that “open sky” was listed as an opportunity which is valued in this area. Another responder suggested installing *“Solar Fairy lights right along the seafront and revetment”.*

We are aware that the beach huts located near Avenue Road Slipway have recently been refurbished. Perhaps the respondents feel that this now provides adequate supply, or this perhaps reflects the demographic who have predominantly completed the questionnaire i.e., residents who are perhaps less motivated than visitors and tourists by beach huts.

Respondents were given the opportunity to select ‘other environmental enhancements’ or ‘other ideas’. A total of 20 further suggestions were provided. These can be grouped into themes, consisting of:

- Ways to improve beach cleanliness

- Improved highway drainage
- New facilities including picnic areas, toilets, and a bandstand
- Safety and accessibility concerns of existing shared-use slipways
- Safety concerns raised regarding shared-use paths and sea front car parking

The safety concern raised regarding shared-use paths may explain why 'cycle access lanes and better bike storage' was not a popular improvement in question 6.

We met with Sandown Town Council members on 21 November to share the questionnaire results. We agreed to continue our discussions around accessibility and inclusion. We will also be sharing the results of the questionnaire with our partners, including Isle of Wight Council, to raise awareness of any issues that lie outside the scope of our project.

One further comment was made regarding the erosion of the cliff face towards Culver cliff. This adjacent section of shoreline is not included in the priority schemes that the Environment Agency and Isle of Wight Council are currently developing. This is because the Isle of Wight Shoreline Management Plan policy for Culver cliff is 'No Active Intervention'. This is a policy decision not to invest in coastal defences. Natural processes are allowed to continue to create an evolving coastline in this location. For further information please see: [Plans and strategies \(iow.gov.uk\)](https://www.iow.gov.uk/plans-and-strategies)

Our response to question 6

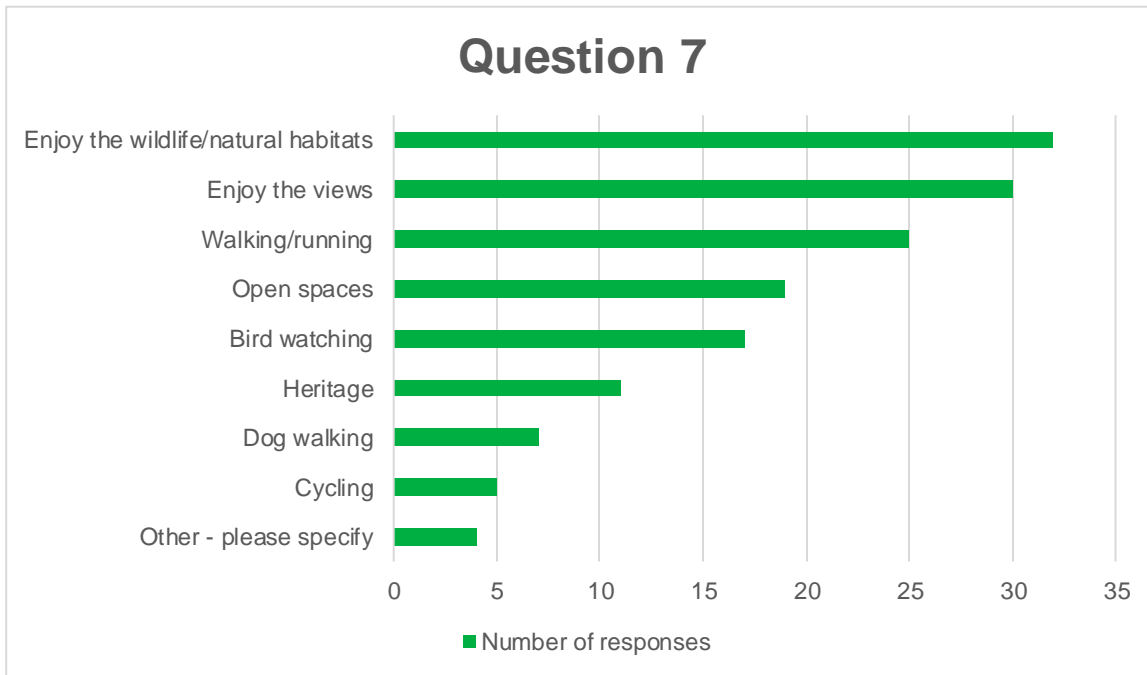
A key objective of the project is as follows:

Through the development of the business case, investigate and incorporate where feasible wider Isle of Wight Council objectives, such as regeneration and tourism initiatives that facilitate economic recovery following the Covid pandemic.

We will consider the responses to question 6 within the context of the rules which control how we can spend the government funding available to the scheme. We will work with Isle of Wight Council to understand their aspirations for regeneration of Culver Parade Leisure area and any plans or priorities they have for the public realm. We will work in partnership with individuals and organisations to seek other funding opportunities.

Question 7

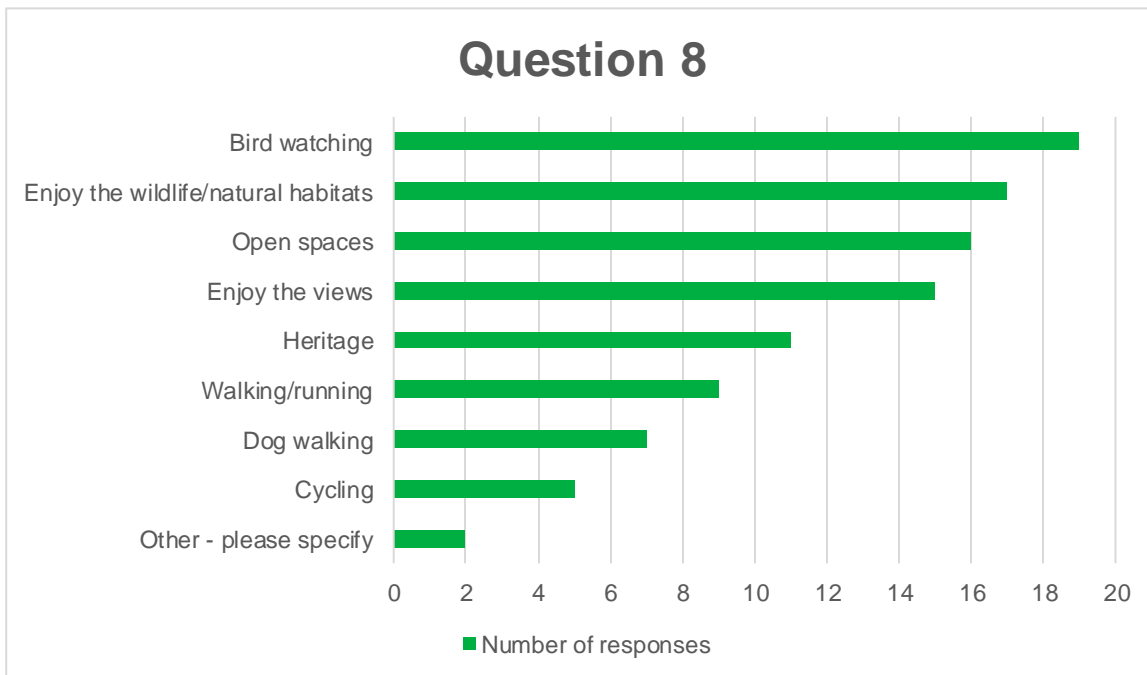
How do you use RSPB Brading Marshes Nature Reserve?



Respondents have recorded enjoying the wildlife/habitats/views and bird watching. Respondents have indicated that cycling and dog walking is a less popular use.

Question 8

What other opportunities do you value about RSPB Brading Marshes Nature Reserve?



Brading Marshes is an RSPB site, this is reflected in the responses, showing the main value of the site for bird watching. Although from Question 7 this was not the main use, it is clearly of significant value for bird life and bird watching. This is reflected in the number of responses received for enjoying the wildlife and its open spaces.

Our response to Q7 & 8

We will use this information to inform the option selection and design stages of the Yaverland and Embankment Road (Bembridge) Coastal Defence Schemes. The low scoring answers provide scope for further exploration around potential barriers to opportunities such as dog walking and cycling whilst balancing this with the need to protect this important habitat. There is a shared aspiration amongst organisations and some local businesses we've spoken with to for Yaverland as a gateway to Brading Marshes. There are several challenges associated with this which will need investigating if this idea is to be pursued further. On this theme, one of the respondents suggested *"Improved disabled access to Brading marshes and an all-weather footpath accessible by wheelchair would encourage more families to visit the marshes and learn about the wildlife. Local residents and visitors would then value the area and understand why its worth spending council tax money on coastal defences."*

The issue of whether continued investment in these coastal defences is sustainable has been raised in some of the responses to this questionnaire. For example, a local resident said *"There is a good argument for allowing the coastline to develop naturally as is being tried at Selsey. The RSPB reserve is a relatively recent development in that before the railway embankment at Bembridge harbour was built the area was salt marsh which is an important disappearing habitat"*. Another local resident also referenced the history of land reclamation in the area and expressed their support for allowing the coastline to develop naturally to allow sailing up to Brading quay as was the case in the past. A historical map was submitted in support of this.

Without the coastal defence at Yaverland and Embankment Road (Bembridge), sea water would enter the low-lying Eastern Yar river valley and flood RSPB Brading Marshes nature reserve, an important wetland habitat. We have duties as a public body under the Habitats Regulations 2017, Natural Environment and Rural Communities Act 2006, Countryside and Rights of Way Act 2000, and the Wildlife and Countryside Act 1981, to conserve and enhance biodiversity; and to further conservation and enhancement of the special features on a Site of Special Scientific Interest which applies to Brading Marshes. To prevent any sudden catastrophic loss of freshwater habitat and meet the Isle of Wight Shoreline Management Plan policy of 'Hold the Line', investment to repair the Coastal Defences at Yaverland and Embankment Road (Bembridge) is needed in the next few years.

The limits of flood protection are increasingly being debated. We acknowledge that continued investment in coastal defences at this location in the long term may be unsustainable given future scenarios of sea level rise and difficult choices around prioritising investment. However, before we can conclude this we need to:

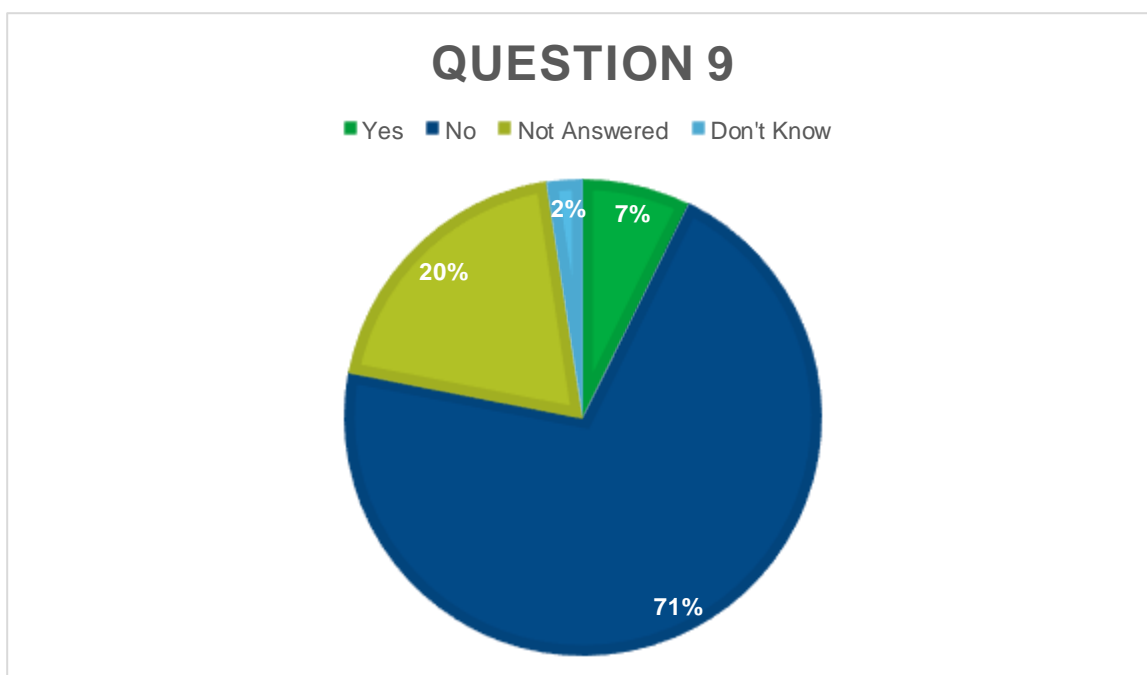
- Undertake detailed modelling of the complex flood risk from rivers and sea in the area to assess the various options including whether a setback defence line is appropriate
- Undertake considerable consultation with multiple third-party landowners, users, and stakeholders about options for adaptation
- Undertake assessment of options for habitat compensation for the loss of grazing marsh and freshwater habitat

A long-term plan is therefore needed to explore the biggest possible range of options if we are to offer communities the best set of choices for their future. This will require considerable resource and investment over several years. The short-term repair project at Embankment Road (Bembridge) will facilitate a comprehensive review of options. This initial scheme does not mean the site will remain static indefinitely. Adaptation to a more sustainable future can commence once business case approval for the chosen future option has been granted.

In the meantime, we are looking at options we can take as part of the short-term repair project to incorporate biodiversity into the design including the potential for restoration of coastal saltmarsh communities.

Question 9

If you are a resident or business owner/organisation in Culver Parade Leisure Area, have you been affected by coastal flooding or erosion in the past?



3 of the 41 respondents who answered this question felt they had been affected by coastal flooding or erosion in the past in Culver Parade Leisure Area. One of these respondents

referred to the initial difficulties they experienced accessing home insurance because of the flood risk to their property.

Our response to question 9

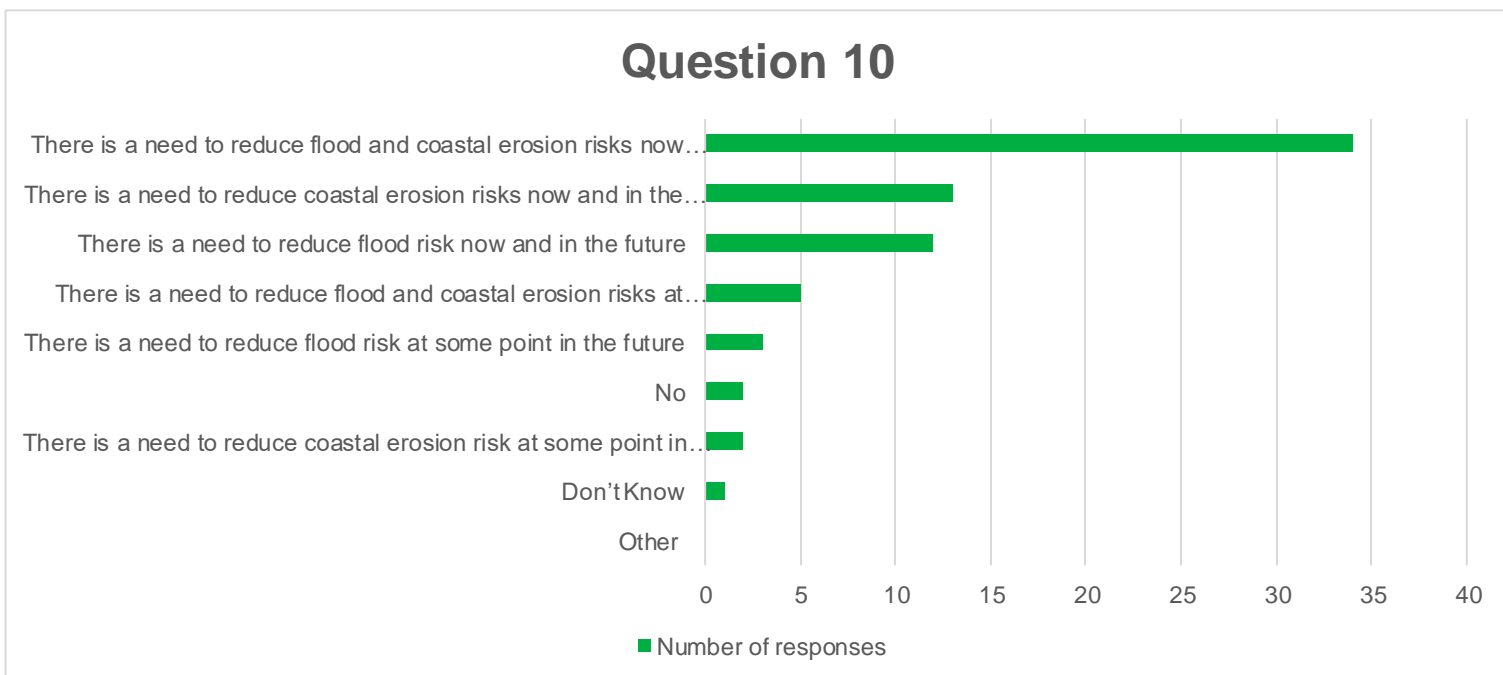
The majority of respondents (38 of 41) have not been affected by coastal flooding or erosion. This perhaps reflects the fact that the coastal defences offer a relatively high standard of protection and although they are in a poor condition they have not failed. The question asked respondents whether they had been “affected”; whilst residents had not been affected personally, they may have experienced the effects of wave action or witnessed the overtopping of Yaverland sea wall during storm events. For example, one local resident said *“In recent years Yaverland has flooded with bad weather conditions. It is becoming more of a problem. This impacts travel and is a worry for residents in the area. We are fortunate enough to enjoy diverse wildlife in this area, if flooding gets worse then this could endanger wildlife. Improvements would be welcome in this area”*.

The responses provided give us a useful insight into the community’s perceptions and direct experiences of flood and coastal erosion risks in Culver Parade Leisure Area. This will help to shape our communications in subsequent stages of the project.

Flooding and coastal erosion

Question 10

Do you believe there is a need to reduce coastal erosion and/or flood risk both now and/or in the future in Culver Parade Leisure Area?



This question was designed to gain insight into public perception of flood and coastal erosion risks in Culver Parade Leisure Area, and the degree to which people consider these risks need to be managed. Respondents were offered the choice between a need to reduce flood risk only, coastal erosion risk only, or a need to reduce both flood and coastal erosion risks. Two time horizons were offered:

- a reduction in risk effective from today
- a reduction in risk effective from some point in the future.

Respondents were also offered the choice of 'Don't know' or 'No', i.e., they don't believe there is a need to reduce risk at any point. The majority of respondents (34 out of 41) consider there is a need to reduce both flood and coastal erosion risk now and in the future.

Our response to Question 10

A technical error with this question enabled respondents to select multiple answers to this question making this data difficult to interpret. However, from these responses we can conclude that:

- The majority of respondents (34 out of 41) consider there is a need to reduce flood and coastal erosion risks both now and in the future.
- 2 of the 41 respondents do not consider there is a need to reduce flood risk at any point.

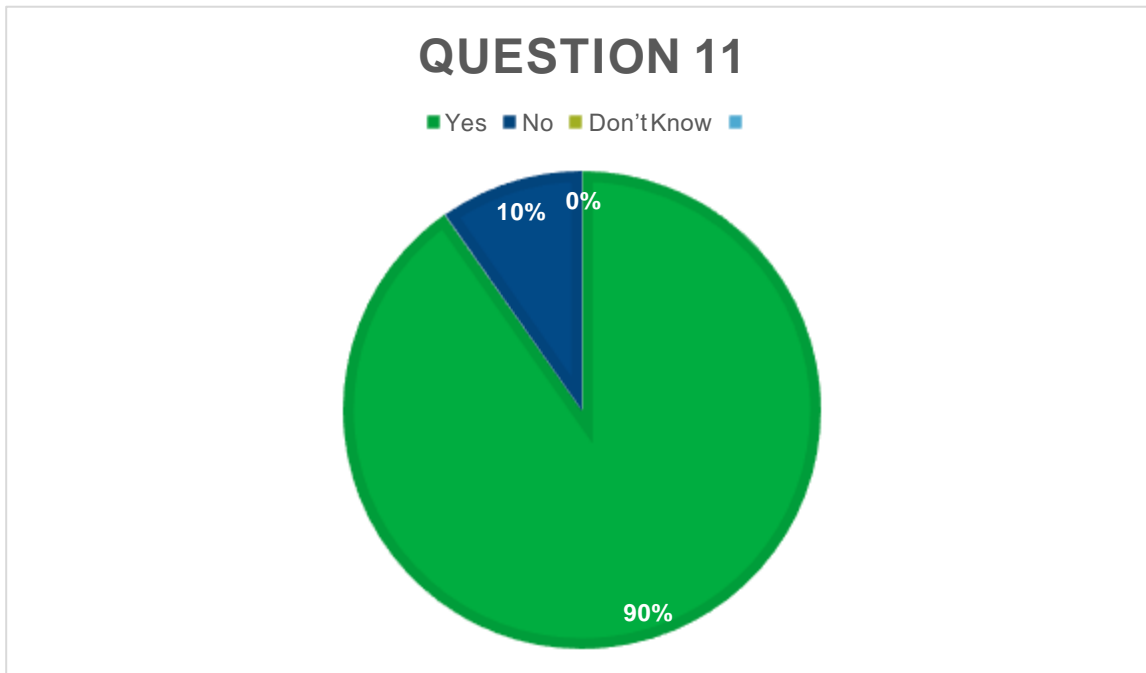
One local resident said, *"I think action should be taken sooner rather than later in order to prevent further deterioration also to preserve and improve the quality of the area for wildlife, local people and tourists"*.

In contrast, some of the respondents used the free text section to express their support for allowing the coastline to develop naturally. We suspect that this is the reason for selecting "No" to question 10. Our response to this has been addressed in our response to question 7 and 8. To add to this, it is worth stating that the guidance used to complete an appraisal for a Flood and Coastal Erosion Risk Management Project (FCERM) requires that the 'do-nothing' should be included as an option. In some locations this may be appropriate. The 'do-nothing' and 'do-minimum' options are also used as a baseline against which all other 'do-something' options are compared.

We are undertaking technical studies alongside on-site investigations to better understand the risks presented by both coastal erosion and flooding now and in the future. Once these are complete, we will share the findings in future communications and consultations. These results will also inform the option selection and design phases of the project, as well as other services which we provide such as our Flood Warning Service.

Question 11

Do the risks of coastal erosion and/or flooding concern you?

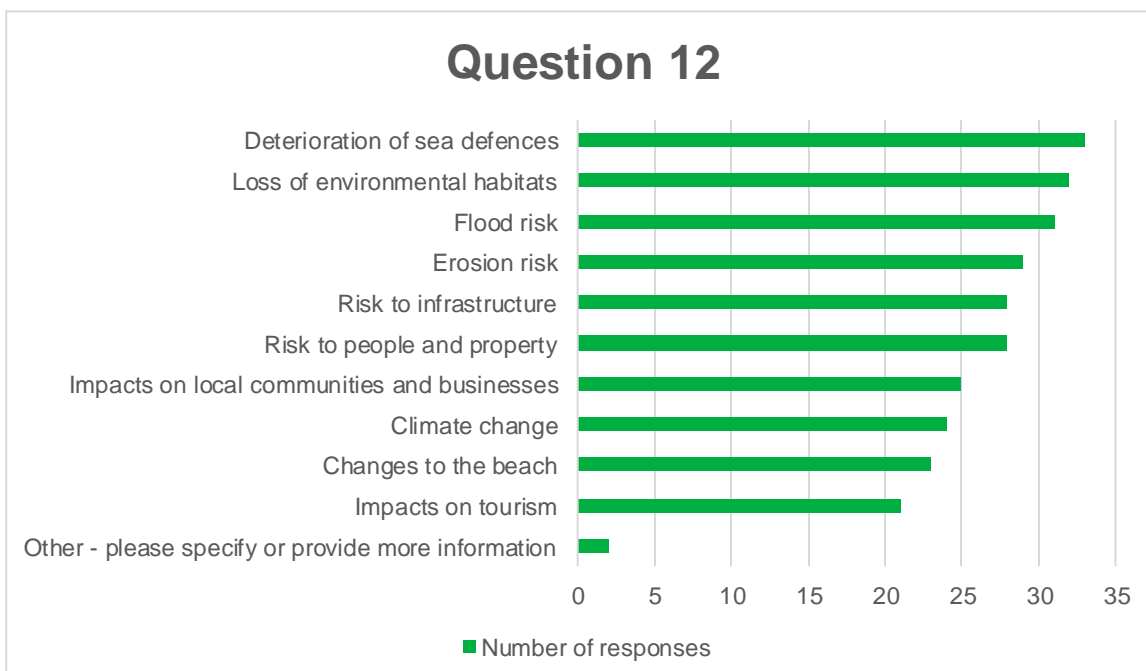


37 of the 41 respondents to this question answered 'yes', whilst 4 answered 'no'.

No one selected the 'don't know' option.

Question 12

If yes to the previous questions, what issues concern you the most and why?



The most popular answers were 'Deterioration of sea defences' and 'Loss of environmental habitats'.

Respondents were asked to explain why the issues they had selected were of concern to them. A selection of responses is included below, chosen to represent the range of issues raised.

"We live on the beach and in a coastal town which we love, we must act now to save our piece of the planet. We can't save the world but we can help our town."

"I'm very concerned about flooding from the sea even though I don't believe it would affect my own property. I see that it would be tremendously detrimental to the local wildlife and to the whole of the shown area which is vulnerable."

"I live in the area and do not want my area destroyed. Yaverland road is a major road connecting us to other parts of the island."

"I live locally to Culver Parade, at a level below the sea wall, so any increase in sea height or deterioration of the wall would put my property directly at risk. This would also be a similar risk if Bembridge were to fail given the land between is flat and low."

Our response to Question 11 and 12

The majority of respondents (37 out of 41) responded that they are concerned about the risks of flooding and/or coastal erosion. Of these, the issue of most concern was 'Deterioration of sea defences'. Respondents may have been motivated to complete this questionnaire because of this reason which was outlined in our first newsletter.

The 'Loss of environmental habitats' also scored highly, and this was referenced in some of the comments provided by respondents. It is useful to understand the concerns shared by the community. One of the objectives of the project is to **reduce the risk of coastal flooding to people, property, and key infrastructure assets in Yaverland, Sandown, as well as the designated habitat of Brading Marshes, over the duration of the scheme**. Our project will have a strong focus on reducing the risk of sudden catastrophic loss of existing habitats but also providing environmental enhancements as discussed in previous sections.

Respondents said that 'Changes to the beach' and 'impacts on tourism' were of least concern out of the options provided. This is perhaps reflective of the demographic of respondents i.e., residents who are perhaps naturally less concerned by impacts to the tourism industry. However, some residents highlighted the importance of tourism and the beach when offered the opportunity to share any further comments at the end of the questionnaire. For example, one local resident said *"Yaverland is a popular tourist area, showing the best of what the Island has to offer. Sandown beach has won several awards over recent years"*.

One of the technical studies that will help us to evaluate our options is an assessment of how beach materials move over time at Sandown Bay and along the coast. This, in

combination with other studies and investigations, will show how the existing groynes are performing and how important the beach and groynes are for managing the risk of erosion to the sea wall. We will share these results at our public exhibitions.

Question 13

Respondents were asked to provide any photos, news reports or other relevant information of any previous coastal erosion or flooding at Culver Parade Leisure Area.

A representative from Dinosaur Isle Museum submitted images showing waves overtopping the sea wall at Yaverland in front of Dinosaur Isle Museum in 2004 and 2008 storm events.

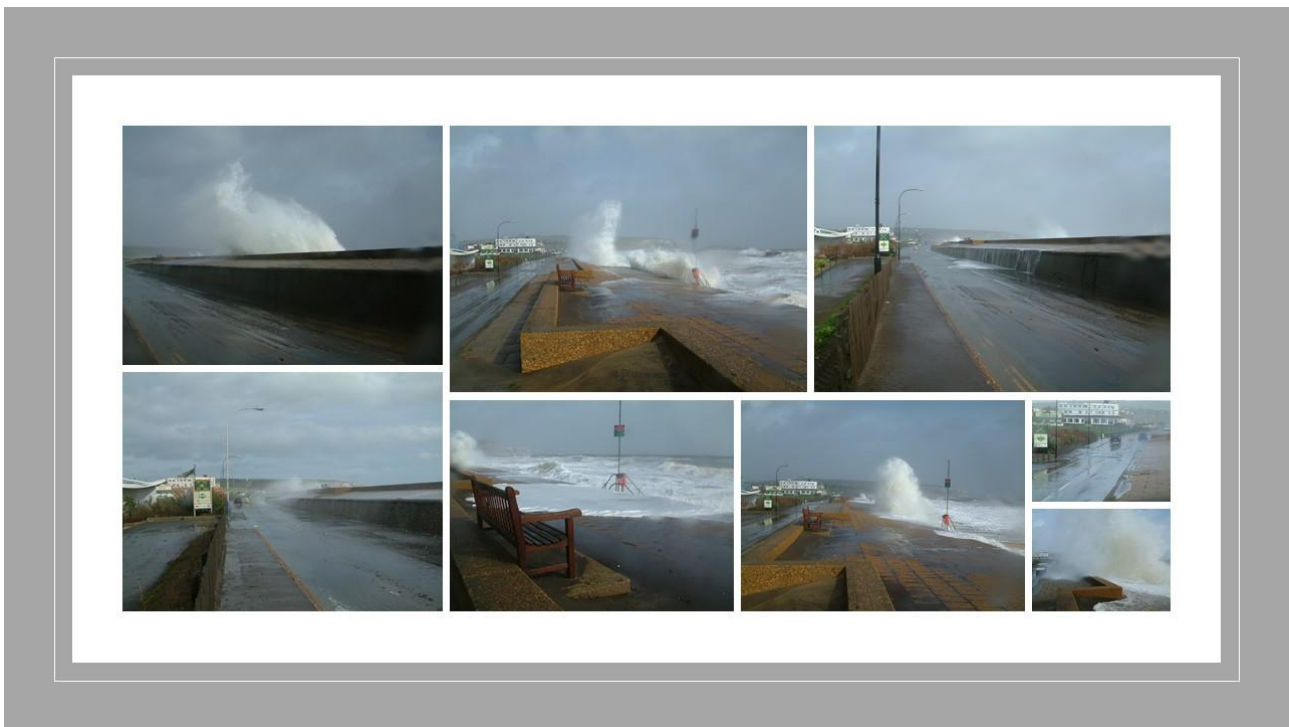


Photo credit: image courtesy of Dinosaur Isle Museum.

Another respondent submitted a video taken on 31 January 2021. The video commentary suggests that this is flooding following a period of prolonged heavy rainfall in the lower Eastern Yar floodplain. The risk of flooding from rivers and surface water is outside the scope of this project to refurbish the Yaverland coastal defences. Nevertheless, this information may be useful for our future work to develop a long-term plan for managing flood risk in the area as discussed in our response to questions 7 and 8.

Our response to question 13

The information provided along with our own online search of historic information to identify storm events where overtopping has been observed will be used as part of our technical assessments to better understand the risk of flooding from the sea. We identified events that have been noted in the news and on social media. Our online search of

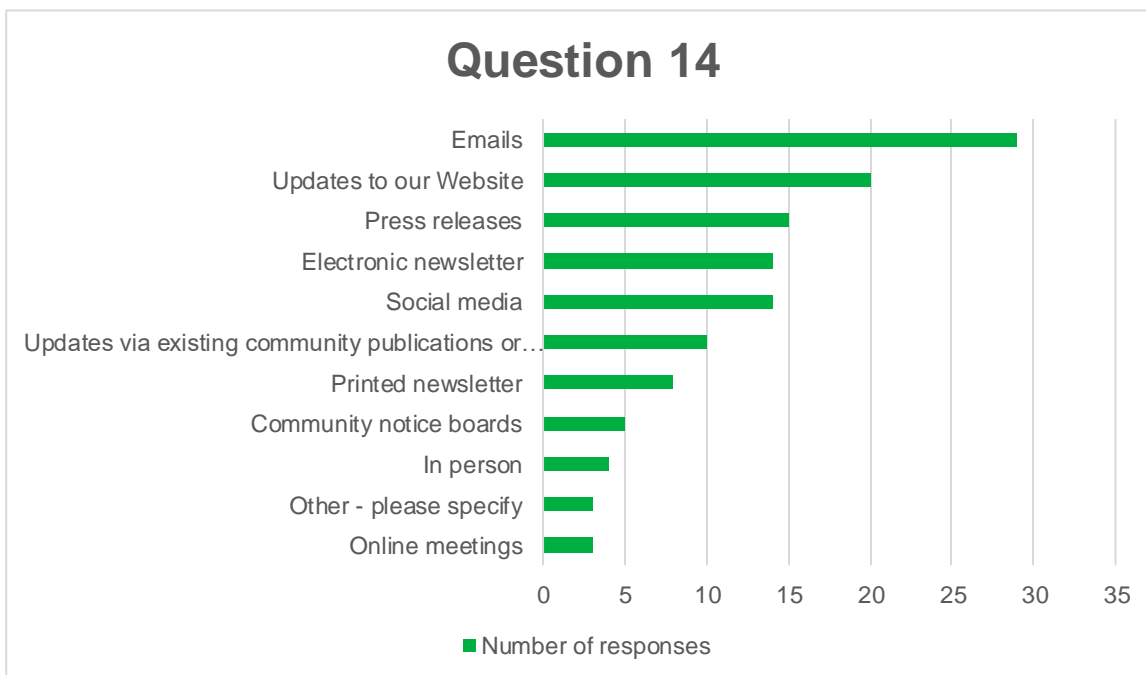
information suggests that the seawall at Yaverland overtops at least once a year. This exercise was completed to check the results of our flood risk computer modelling.

Any further information can be provided at any time to our project email address IOW_FDschemes@environment-agency.gov.uk.

Communications

Question 14

We would like to know how people would prefer to receive updates as we move forward. Which methods do you think are best for this?



Communication preferences were predominantly in favour of digital methods i.e., emails, updates to our website, press releases, electronic newsletter, and social media.

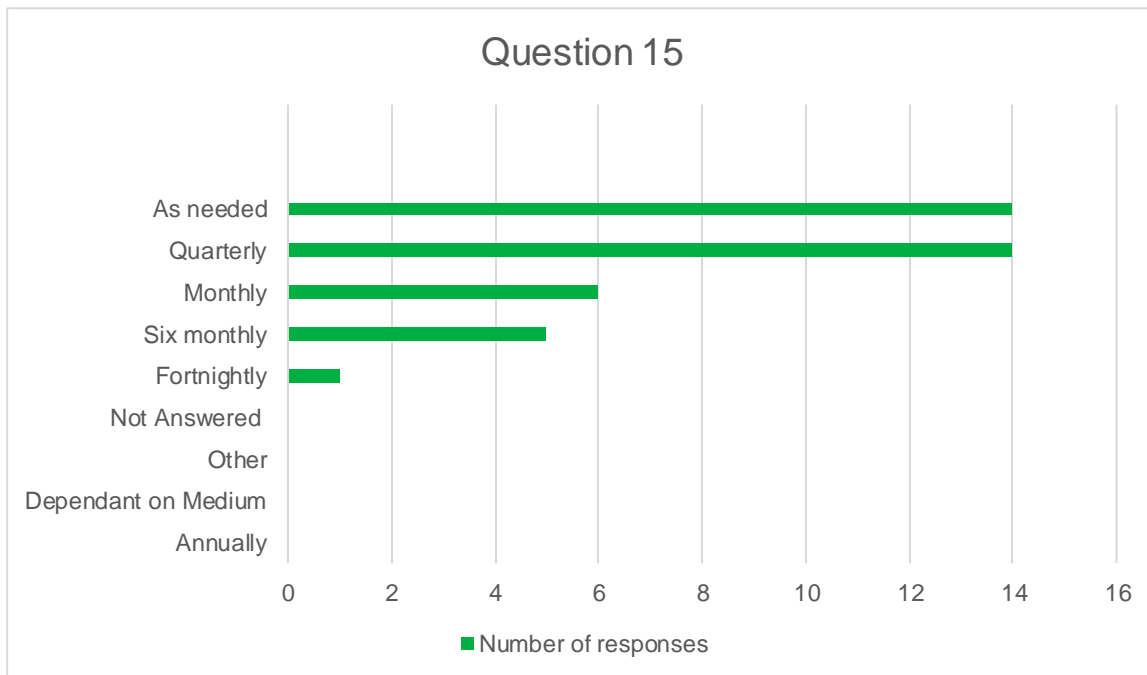
Our response to question 14

A printed copy of the first Yaverland Coastal Defence Scheme newsletter was distributed to all residential and commercial properties within the wider Yaverland civil parish in June 2022. This was to maximise our reach but also provided a means of developing our digital mailing list. Considering the responses received, we will now transition to a predominantly digital method of communication. However, this must be balanced against the need to ensure that information reaches those who require it, cost, and our commitment to reducing carbon. We will need to inform businesses, property owners and occupiers about ground investigation works taking place in January and February 2023. We will therefore distribute a printed version of the second newsletter in early January 2023 but restrict this to those within the area of Culver Parade and Yaverland Road who will be directly affected

by the work. We will supplement this with other supporting communication methods such as social media, press releases and updates to our website.

Question 15

How frequently should we update you on the scheme?



Our response to question 15

The respondents have indicated that they would like to receive updates on a quarterly basis with additional communication as needed. This is in line with our current communication strategy of providing newsletters on a broadly quarterly basis, with additional communication as needed.

Next Steps

We thank everyone who took the time to respond formally or to give us their feedback.

The information obtained from the Yaverland Coastal Defence Scheme questionnaire will be used to refine the short list of options that could be used to refurbish the existing coastal defences between Yaverland car park and Crescent Road in Sandown to reduce the impact of coastal erosion and flooding. We expect to present the short list of options to the public in June and July 2023, when individuals, businesses, community groups and organisations will be invited to provide their views on the options.

We will also use the responses in this questionnaire to plan the format, content and timing of our future engagement and communication activities.

Individuals who wish to follow up their responses, or points made within this document, in more detail are welcome to contact us at IOW_FDschemes@environment-agency.gov.uk.

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