



Cowes: Today and Tomorrow!

Introducing Cowes

East and West Cowes are separated by the mouth of the River Medina which flows from Newport, the main town on the Isle of Wight.

West Cowes is linked to the smaller town of East Cowes on the opposite side of the river by the 'floating bridge' chain ferry.



Cowes is a busy place, both on and off the water.

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Since the middle of the 19th century, when the Royal Yacht Squadron was founded here, Cowes has been seen as a bit of a sailing 'Mecca'.

The world's oldest regular regatta, Cowes Week, takes place here every August. Up to 40 races each day during the week attract over 8,500 competitors and 100,000 spectators; it is the largest event of its kind in the world.

There are numerous other sailing events during the year, including the round-island-race, for which Cowes is the base.

This event brings 1600 boats, crewed by some of the biggest names in sailing to the island. Cowes has earned its reputation as 'the home of world yachting'.

You will study:

- ✓ Human activities / land-use in Cowes, and relate this to its function
- ✓ The environmental quality of Cowes / East Cowes – what is it like today?
- ✓ The Regeneration project for East Cowes – what will it be like in the future?





Activity: Studying Human Activities and Land Use in Cowes

You are going to conduct a land-use survey of the high street and waterfront in Cowes, from the Royal Yacht Squadron (near the guns!) to the chain ferry.

As you go, you should mark all human activities and land-uses that you observe onto the map (provided, on the next page).

When you are finished, you should summarise the key land-use patterns you found in the box below, and what this indicates about the function of the settlement.

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A map of East Cowes, Isle of Wight, showing a red route. The route starts near the harbour, goes south along the coast, then inland, and back to the coast. Labels on the map include 'East Cowes', 'COWES', 'COWES Harbour', 'Mill Hill Road', and 'Tia Road'.

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Time for an EQA!

You should, by now, have a good 'flavour' of Cowes... You are now going to consider the environmental quality of both Cowes and East Cowes. EQA stands for **Environmental Quality Assessment**, and it is a type of survey commonly used in geography fieldwork to make judgements about the quality of the environment (both natural and man-made) of an area. You get many different variations on the theme but, essentially, the principle is the same; different 'aspects' of the area are assessed and scored

You will select **three representative sites** in both Cowes and East Cowes to stand and conduct your EQA, and then take an average for each of the two places for comparison.

Aspect	Description	Score					Description
		1 Very Poor	2 Poor	3 Average	4 Good	5 Excellent	
A. Noise	Very noisy						Very quiet
B. Aesthetics	Unattractive, visual clutter, etc.						Attractive environment
C. Safety	Unsafe, e.g. lack of lighting						Safe
D. Open space	Very crowded, limited greenery						Open space, greenery, landscaping
E. Air quality	Very smelly / polluted						Very clean / no smell
F. Environment	No services						Wide range of services
G. Design / Maintenance	High quality, maintenance						Low quality / maintenance

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Aspect	Site 1	Site 2	Site 3	Site 4	Site 5	Site 6
A						
B						
C						
D						
E						
F						
G						
Average						
Overall Average						

How did Cowes and East Cowes compare?



Regeneration

Regeneration is 'investment into an area to revitalise and renew its economic, social and/or environmental quality'. In your opinion (based on your EQA results) which is in most 'need' of regeneration: Cowes or East Cowes? Why?

The plans...

Below is a list of things being done/planned in East Cowes. Match each sentence starter to the correct ending to describe the plans, and explain how each one will bring benefits to East Cowes.

Starters	Endings
A 350x50m offshore rock and rubble breakwater (pictured), costing £7.5m, has been constructed at the entrance to Cowes harbour.	... to include space for retail, and cafes and restaurants to promote East Cowes as a 'destination' and provide employment opportunities for local people.
Planning permission granted for a new marina and associated development...	...to provide both affordable homes and more expensive homes; meet the need for increased housing for the town.
Proposal for a new, 30 vehicle-space, floating bridge...	This will protect homes and businesses from exposure to northerly winds/storms, and provide a safer environment for harbour users.
Funding being obtained by Solent Local Enterprise Partnership (SLEP) for environment and traffic network improvements...	... to improve the quality of streets and public spaces, and to manage traffic movements to improve safety and overall environmental quality.

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