Project information & scoring matrix

Project name:	Activ-fest
Project description:	A half or full day of activities on the front between Gurnard and Cowes. Highlighting as many sporty activities as we can, circus skills, skateboarding, running, cycling, sailing, kayaking, football, rugby, hockey, netball, gymnastics, cricket, bikeability programme, Isle Access cycles, acrobatics, Wight tricks, frisbee, wild swimming, Music and entertainments pop-up food outlets. A chance to showcase activities and allow people to 'have a go'. Sailing sports, running clubs could all be there to encourage new people to 'try it and see'. Charities companies and organisations looking for volunteers could be there RNLI, Cowes Town Council, iwalt, e-bikes etc Children and family activities, art work, races, treasure hunt, rock pooling, etc. A Kidicalmass ride
Date proposed, status:	
Start and end dates:	Sunday 3rd May 2026
Location / venue:	Seafront and half the road between beach huts Gurnard and Cowes RYS
Project lead (name, role, organisation, contact):	Neil Oliver
Other project members:	TBA, Cyclewight, iwalt, Youth Trust, Gavin , Cowes 200, Cowes week 200, Paddy (Riverboat)
Other key stakeholders:	CTC, Gurnard PC, IWC, Youth Trust, Cowes 200, Cowes week 200, Cowes Sailing clubs
Relevant local council(s):	☐ Cowes ☐ Northwood ☐ Other: ...Gurnard PC
Advisory group sponsor:	
Three measurable impacts:	1.Increased uptake of sports after the event 2.Enjoyable day for everyone attending 3.Increased business/membership for local traders, clubs etc
Support requested:	☐ Advice or general support ☑ Funding or sponsorship ☐ Other: Obtaining funding or sponsorship IWC Regen. Manager, CTC Facilities man. Support through people interested in increasing the activity of everyone in the three parish/town council areas. Funding through the Place Plan marketing budget to support management of the event.
Project theme(s):	☑ Youth opportunities & skills ☐ Food and energy security ☑ Community events ☐ Built & natural environment, connectivity and transport

Funding and resources	
Total funding required:	£8k - £10k
Amount and source of funding already secured:	none
Other funding sources identified or applied to:	none
Other resources needed to realise the project:	Management assistance -possibly N'wood house as they put on such events year round

Scoring Below

Add scores and comments to green boxes (scores will auto-calculate)

Score the project on its ability to: (0=no, 1=somewhat but not a main project focus, 2=yes, a main project focus).

Improving health and wellbeing

Response from proposal form:

Introducing people especially children to sports they may pursue will increase their health and wellbeing.
Taking part in activities on the day will also improve their H & W'being

	First Scorer - RE		Second scorer - CP		Third scorer - KM	
How does the project:	Score (0-2)	Comments	Score check	Comments	Score check	Comments
Counter social isolation?	2	Encourages people getting out and about meeting others via health activities.	2	Gets people out and about	2	Enables poeple to experience different activities in safe enviroment with others
Support mental wellbeing?	1	Outside	1	Indirectly supports	2	Learning new skills, being in open air and meeting others
Support physical wellbeing?	2	Physical activities giving opportunities to try out new activities	3	Encourages physical fitness	2	Trying new activities and how to gain physical fitness
Total	5		6		6	
Weighted total (x2)	10		12		12	

Considering climate and the environment

Response from proposal form:

All activities will be human powered so no or very low carbon footprint or emissions. They will be out enjoying the environment.

How does the project:	Score (0-2)	Comments	Score check	Comments	Score check	Comments
Have a positive effect on the local environment and wildlife?	1	Can encourage people to consider the health of the outdoor environment in relation to the activity they are participating in.	1	Encouranges awareness of the local environment	1	Education on activities able to be undertaken in an outdoor enviroment
Provide opportunities to learn and participate in climate-positive actions and behaviour?	1	As above	1		1	An opprounity to promote eco activities
Minimise its environmental impact by reducing waste, re-using buildings or materials, and recycling?	1	people powered activities	2	Appears to involve physical rather than mechanical sports	1	Very little carbon footprint encouraging physical rather than motorised sports
Total	3		4		3	
Weighted total (x1.5)	4.5		6		4.5	

Building on local heritage and sense of place

Response from proposal form:

A great fun day outdoors enjoying the coast and facilities of Cowes to Gurnard. Enjoying the coast of the Solent, possibly kayaking, swimming or sailing on the Solent.

How does the project:	Score (0-2)	Comments	Score check	Comments	Score check	Comments
Celebrate and showcase local built and natural heritage?	1	Depends upon events, but could give people a chance to experience the sea.	1	Encourages use of a promenades which is part of the local heritage	1	An opportunity to promte the local enviroment and heritage of the area
Involve its local community?	2	Assuming that it will be advertised well - Possible opportunity to advertise through schools.	2	Appears to be community organised	2	An opportunity for the different communtity sectors to come together for common cause
Strengthen sense of place?	1	Encourage people out into there local environment.	2	Reinforces key part of the local place identity	1	Raise awareness of local facilities and how to make most of them
Total	4		5		4	

Providing opportunities for children and young people

Response from proposal form:

The Activ-fest will be aimed at children and youth

How does the project:	Score (0-2)	Comments	Score check	Comments	Score check	Comments
Increase access to activities or meeting places for young people?	1	There are opportunities here for activity providers to offer further sessions.	1	Gives opportunity	2	Aimed at young people which could involve youth groups and local educators
Support the mental and/or physical wellbeing of young people?	1	By getting kids out and about with friends it could help with mental health. Physical activities offered could help with physicl fitness if activities are taken up beyond the event.	1	As noted by RE	1	Enables promotion of activities which are sustainable
Provide opportunities for young people to learn and develop skills, reflect and discover?	1	Taster sessions need follow up to develop learning etc.	2		1	Give young people options
Total	3		4		4	

Considering and implementing accessibility and EDI measures

Response from proposal form:

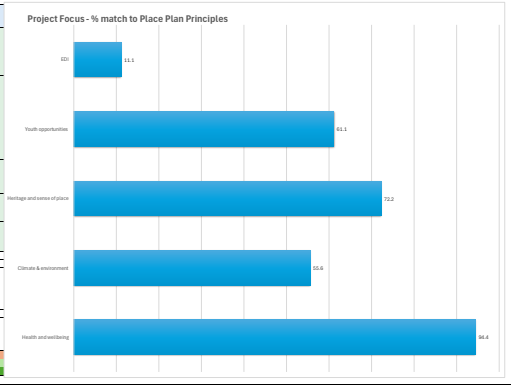
All will be welcome to partake in the event

How does the project:	Score (0-2)	Comments	Score check	Comments	Score check	Comments
Ensure maximum accessibility?	0	Not enough info	0	Unknown at this stage	0	Need to involve accessibility teams
Ensure maximum public awareness amongst the target audience?	1	If advertised	1		0	How is it being promoted?
Engage with vulnerable or underrepresented members of the community?	0	Not enough detail	0	Unknown at this stage	0	Need to identify vulnerable and invite to event
Total	1		1		0	

Overall comments

Project strengths:	Fun, outside, gives opportunities to try things out and potentially find something they can start as a hobby.
Areas needing greater detail:	How will the activities be inclusive? E.g. Adapted sailing, cycles etc. Need more detailed cost breakdown.
Questions:	How will this be advertised? Where does the £8-£10K come from? Who will be the central event manager of the event?
Suggestions and action points:	Develop a more detailed plan for funding. What are the specific costings.
Recommendation:	Support the project in principle and ask proposer to develop the plan to include asking various organisations whether they could add funding. One of the scorers suggests they should ask WightAid and High Sherrifs Trust for financial support.

Total scores		Maximum possible
Health and wellbeing	11.33	12
Climate & environment	5.00	8
Heritage and sense of place	4.33	6
Youth opportunities	3.67	6
EDI	0.67	6
Total	25.00	38

Must have at least 2 points per category, i.e. a total of 13 points or more
Over 3 points per category (19 or more) is strong

0-12	Project needs to meet more values
13-19	Project meets values to a satisfactory degree
20-38	Project meets values to a strong degree