



Isle of Wight
Council

The Cut, Cowes – Initial Proposal Pop up Mobility Hub & Community Space May 2026

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Introduction

- Kayleigh works for the Isle of Wight Council as Transport Strategy Officer. Her role is new and she started in May 2025.
- Kayleigh grew up on the Island and has worked for the public and private sector in healthcare, and other local government organisations and also runs her own consultancy in environmental management and sustainable development. She has worked for a number of organisations such as the NHS, Southampton City Council, Hertsmeire Borough Council, New Forest Borough Council, Sky Studios, Elstree Studios, Barrett Homes, Systra Ltd, Vestas, amongst others.
- Kayleigh recently redrafted and delivered the recent committee approved Island Transport Plan 4. - <https://www.iow.gov.uk/LTP4>
- Her role is to help transform, and influence the strategic direction of transport across the Isle of Wight, draft policies, and deliver a number of wide-ranging projects, across Transport, Highways, Climate, etc such as the Local Cycling and Walking Plans, Micromobility, and much more
- She works alongside Stewart Chandler, the Transport Strategy Manager of the team, who is her manager.
- Kayleigh is passionate about placemaking projects and understands the importance of placemaking and public realm improvements alongside transport and infrastructure; using a people first approach, enriching towns, the local economy and continual economic growth and community benefits.



TRO in place with automatic, timed, and or ANPR detection bollard(s), for minimal management

Public toilets

Changing facility

Information totem

Living Wall

Private rear courtyard

Amazon Parcel Lockers

Sub-station

Private access

Cafe pod

Bike repair station

E-scooter hire

Cycle Stands

Bench

Bench

Wall mural or wall art

Resin bond surfacing / block paving or coloured tarmac

Interchangeable Community Space. E.g. Markets, Seating etc

Removable planters modal filter

THE CUT

Loading bay - if necessary

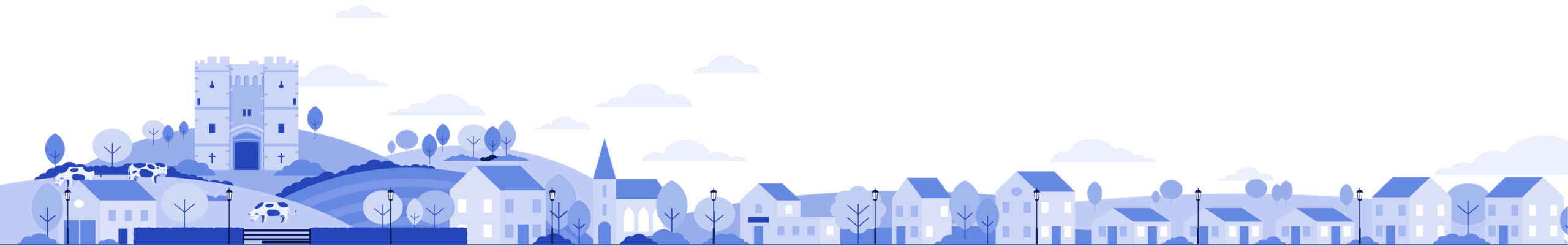
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What are the benefits?

Flexible, Interchangeable Public Space

- The design incorporates removable planters and adaptable layout features, allowing the space to be reconfigured as needed.
- This flexibility enables the hub to function as:
 - A transport interchange (cycle stands, e-scooter hire, parcel lockers)
 - A community gathering space
 - A host location for events, markets, or pop-ups
- **Town Council benefit:**

Maximises the usability of a single site, ensuring it remains active throughout the day and across different seasons, increasing footfall and long-term value.



What are the benefits?

Revenue Generation Opportunities

a. Market and Event Space

- The open and adaptable layout supports temporary market stalls or community events.
- This creates opportunities for:
 - Local traders and small businesses
 - Seasonal markets (e.g. food, crafts, tourism-led events)
- **Town Council benefit:**
 - Generates regular rental income from stallholders
 - Encourages local economic growth and supports SMEs
 - Enhances the vibrancy of the area, attracting visitors



What are the benefits?

Revenue Generation Opportunities

b. Café Pod

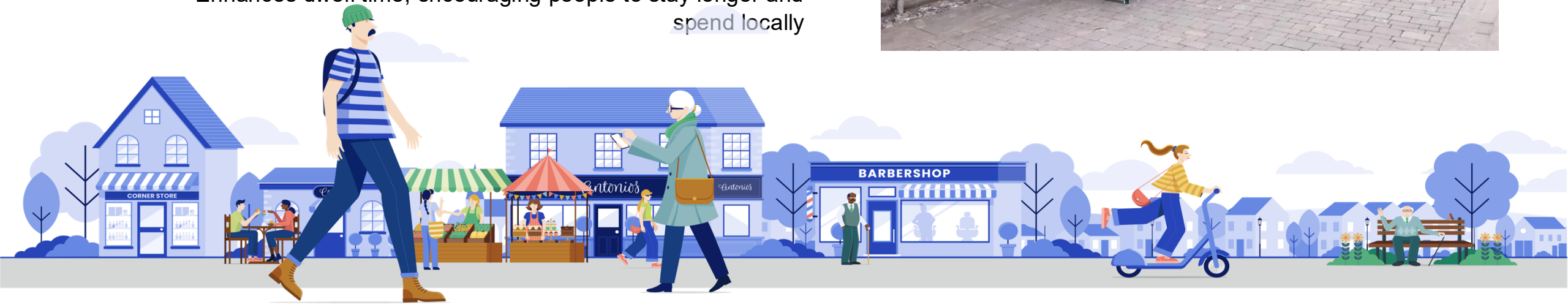
- The inclusion of a dedicated café pod provides a clear commercial offering.
 - This can operate via:
 - Lease to a private operator
 - Council-managed concession

- **Town Council benefit:**

Creates a steady revenue stream through rent or concession fees

Provides passive surveillance and activity, improving safety

Enhances dwell time, encouraging people to stay longer and spend locally



What are the benefits?

Revenue Generation Opportunities

c. Advertising via Information Totem

- The information totem can serve dual purposes:
 - Wayfinding and public transport information
- Advertising space for local businesses or services

Town Council benefit:

Offers ongoing advertising revenue

Provides a platform to promote:

- Local events
 - Council initiatives
 - Tourism
- Can be digitised for dynamic, revenue-generating content



What are the benefits?

Enhanced Transport Integration

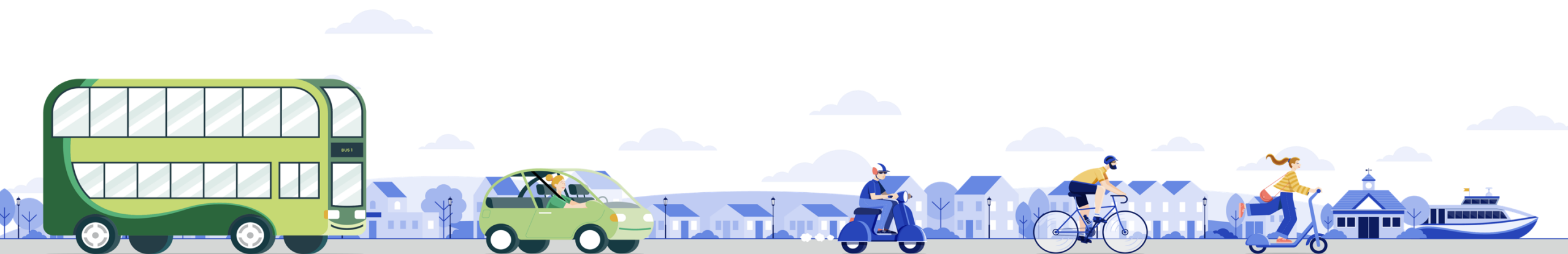
- Facilities such as:
 - Cycle stands and bike repair station
 - E-scooter and e-bike hire provision (**can have no rider zone implemented within the software so they will not be able to be ridden along the High Street at all**)
 - Parcel lockers (e.g. Amazon)
- Support sustainable, multi-modal transport use.

Town Council benefit:

Encourages modal shift away from cars

Supports climate and transport strategy objectives

Makes the town centre more accessible and future-proof



What are the benefits?

Improved Public Realm and Place-Making

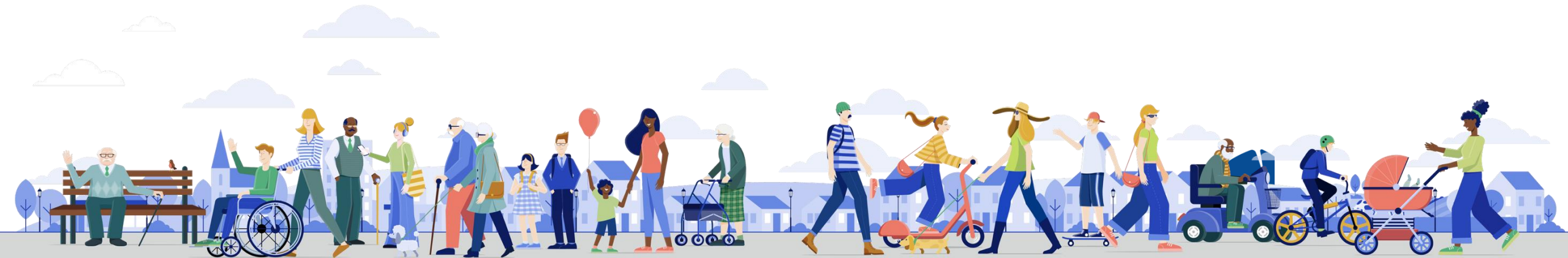
- Features such as:
 - Seating areas and benches
 - Wall art/mural opportunities
 - High-quality surfacing (resin, paving, coloured tarmac)

Town Council benefit:

Improves the visual quality and attractiveness of the area

Boosts civic pride and town centre perception

Encourages increased footfall and dwell time



What are the benefits?

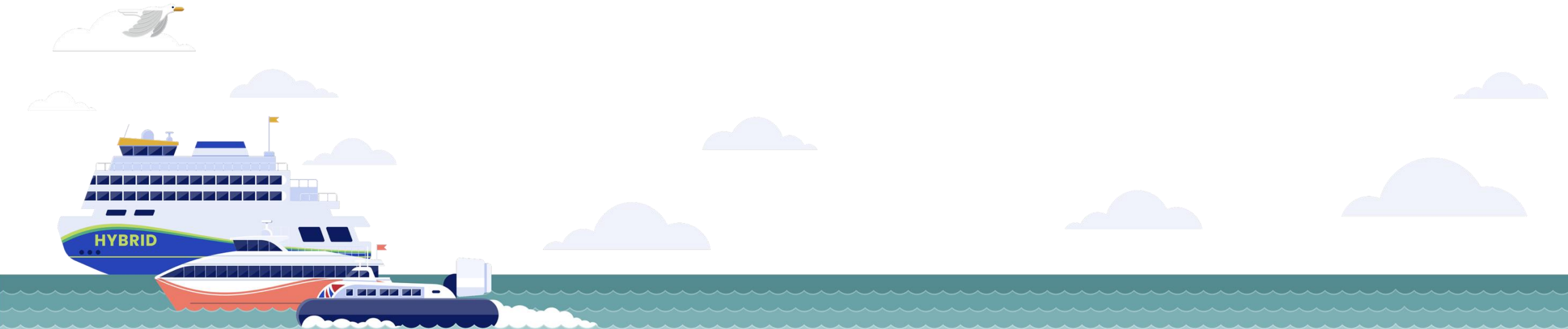
Community and Social Value

- Inclusion of:
 - Public toilets and changing facilities
- Makes the space more inclusive and usable for all demographics.

Town Council benefit:

Supports accessibility and inclusivity

Enhances the site as a community hub rather than just a transport node





Mood Board!



Controlled Access for Servicing and Trade (TRO & Automatic Bollards)

- The scheme can incorporate a Traffic Regulation Order (TRO) to formalise the space as a controlled loading bay for authorised trade and servicing vehicles only.
- Access can be managed through automatic (rising) bollards, allowing:
 - Timed or permit-based entry for deliveries
 - Restriction of general vehicular access
 - Emergency/service override when required

Town Council benefit:

Ensures the space remains primarily pedestrian-friendly and safe, while still supporting essential servicing needs

Prevents unauthorised parking and misuse of the space

Enhances the quality of the public realm by reducing vehicle dominance

Provides a managed, enforceable system aligned with town centre policies

Supports market operations and café servicing without compromising the flexibility of the space

Operational advantage:

- Enables the hub to seamlessly transition between:
 - Active transport and public use during the day
 - Servicing and deliveries during controlled hours
 - Reinforces the concept of the space as multi-functional and efficiently managed

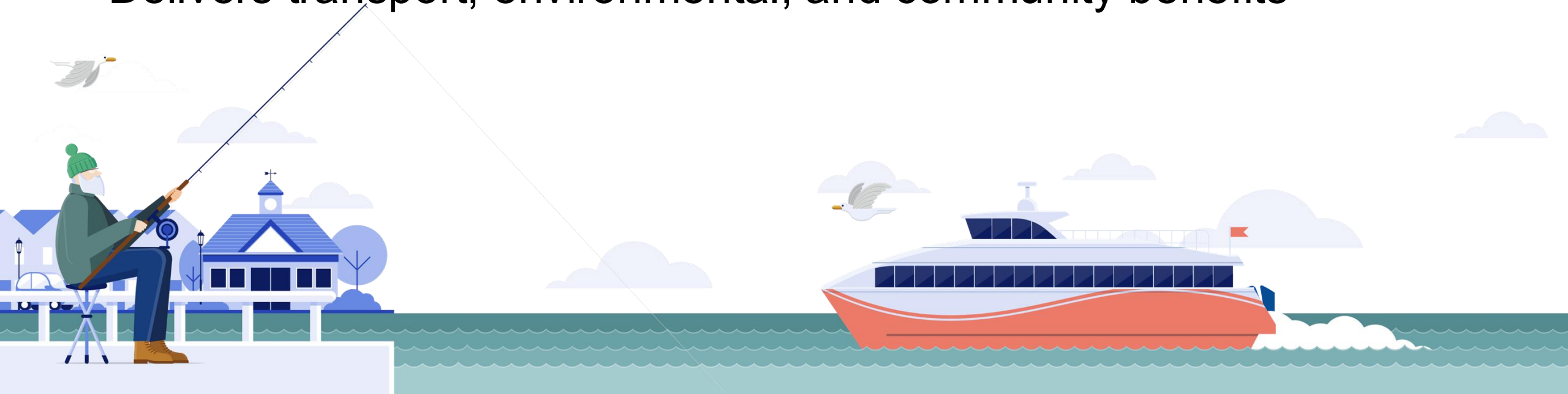
Similarly, can be replicated for the High Street with ANPR cameras installed to fully enforce the TRO in place, and automatic bollards, without further measures the TRO is effectively unenforceable. This is pretty standard practice for these types of TROs nationally.

Mobility Hubs are multi-functional spaces

- **1. Multi-functional spaces are the norm**
- Mobility hubs are no longer just transport facilities
- They are **public squares, markets, and social spaces**
- **2. Revenue-generating uses are built-in**
- Markets, cafés, and commercial activity are common features
- These help **offset maintenance costs and generate income**
- **3. TRO + access control is standard practice**
- Widely used in:
 - Shrewsbury
 - Lichfield
- Ensures:
 - **Safe pedestrian environment**
 - **Servicing still functions efficiently**
- **4. Public realm drives economic growth**
- Evidence shows improved streets and hubs:
 - Increase footfall
 - Boost local spend
 - Attract visitors and businesses

Summary

- Generates direct income (markets, café, advertising)
- Supports local economic growth
- Provides a flexible, future-proof space
- Enhances town centre vitality and attractiveness
- Delivers transport, environmental, and community benefits



Next Steps

- Review the proposal
- Come back with feedback
- Review the concept until happy/decide if you'd like to go ahead with any of it
- Have a face-to-face meeting, or present to wider community?
- If there a concept that everyone is happy with, we'll get Island Roads to design and partially come up with costs. The rest we'll come up with.
- Decide on funding allocations. For this to be part funded by us, it must have a further transport element attached to it.
- Deliver the project and all associated elements

Further Reading

- https://www.livingstreets.org.uk/media/550dqlny/pedestrian_pound_case_studies.pdf
- <https://www.como.org.uk/mobility-hubs/pop-up-mobility-hubs>
- Loads of examples - <https://www.como.org.uk/mobility-hubs/built-and-planned-hubs/horfield-library>



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