



**Board Meeting
Tuesday, 16 June 2009
1000-1300 hours
Margate Media Centre**

A G E N D A

- 1 **Welcome and Introductions**
 - 2 **Minutes and actions of the last meeting and matters arising**
 - 3 **KCC Report – ‘Margate Task Force’ Proposal**
 - 4 **Housing Renewal Update**
 - 5 **Urban Panel Report & Response**
 - 6 **Rendezvous Site Presentation**
 - 7 **Creative Margate Programme**
 - 8 **Sea Change Proposals**
 - 9 **Parking Access & Movement Plan Update**
 - 10 **Final Draft Implementation Plan**
 - 11 **Progress Report**
 - 12 **Director’s Report**
 - 13 **Any Other Business**
 - 14 **Dates of Future Meetings**
- 01 October 2009 } 10.00 – 13.00 hours Margate Media Centre**
15 December 2009}



Margate Renewal Partnership Board
Thursday, 5 March 2009
Margate Media Centre
MINUTES

Attendance			
Pam Alexander	CE of SEEDA, Chair	John Bunnett	TDC
Sandy Ezekiel	Leader TDC	Doug Brown	TDC
Richard Samuel	TDC, CE	Nick Dermott	TDC
Allert Riepma	SEEDA	Brendan Ryan	TDC
Anne Sharp	SEEDA	Di Wooloff	GOSE
Simon Bandy	HCA	Victoria Pomery	Turner Contemporary
Andrew Brown	English Heritage	Keith MacKenney	KCC
Colin Maclean	KCC/Thanet Works	Cllr Sarah Hohler	KCC
Sarah Wren	ACE/KCC	Sophie Jeffrey	ACE
Derek Harding	MRP	Mike Marsh	TDC
Observers			
Lou Kizwini	Regional Director Groundwork Trust		
Ian Martin	Area Manager Groundwork Trust		
Rachael Noxon	Development Officer Groundwork Trust		
Apologies			
Cllr Roger Latchford	TDC, Deputy Leader	Michelle Davies	HLF
Susan Priest	SEEDA	Cllr Mike Hill	KCC
Amanda Honey	KCC	Theresa Bruton	KCC
Cllr Kevin Lynes	KCC	Richard Russell	ACE
Guests			
Dr Fred Gray			
Tabitha Timothy	David Powell Associates		
Mr Narendra Bajaria	Urban Panel		
Mr Les Sparks	Urban Panel		
Prof Derek Keene	Urban Panel		
Ms Miriam Fitzpatrick	Urban Panel		
Mr Dickon Robinson	Urban Panel		
Mr Chris Smith	English Heritage		
Mr Roland Jeffery	Prince's Regeneration Trust		
Rosie Fraser	Prince's Regeneration Trust		
Mark Lewis	Levitt Bernstein		
Nick Laister	Chair Dreamland Trust		
Sarah Vickery	Treasurer Dreamland Trust		
David Geddes	Locum Consulting		
Peter Beck	MTCRC		
Minutes: Mandy Cronje			

1. Welcome & Apologies

PA announced apologies and welcomed the Urban Panel guests. PA thanked the Urban Panel for taking the time to visit Margate. Round table introductions were made with Andy Brown introducing Sir Les Sparkes, Chair of the Urban Panel and Chris Smith who would be compiling the report.

2. Minutes & Matters Arising

- VP advised errors on the second bullet point of the Turner Contemporary Trust Update. Minutes have been amended to read:
 - SE questioned political representation stating that we are dealing with two of the most deprived wards in the country. JK advised that this had been considered and it was agreed to appoint David Brasier to maintain the relationship with TDC. A number of sub-committees are being formed where TDC and MRP representation will be required.
- RS updated Item 2 of 15 October 2008 Board Meeting regarding KCC agreeing to arrange a meeting and to progress a plan to tackle placements and provision of local services.
 - Peter Gilroy has commissioned Kent Homes & Planning to offer opportunities for better housing across Kent. Findings are to be presented to the Kent Partnership. East Coast Kent's PCT, Peter Gilroy and Amanda Honey are meeting.
 - Colin Maclean has been asked to lead on this and set up the project.
 - PA enquired if actions could be accelerated. RS stated this is something that has not been done before and advised that he had spoken with David Edwards of HCA. A package is to be put together to make a compelling case for action.

3. Urban Panel Visit

PA invited Sir Les Sparks, Chairman of Urban Panel to address the Board. LS introduced Chris Smith of English Heritage who would be compiling the Urban Panel report. LS advised that the Urban Panel were set up by English Heritage in the year 2000. The Urban Panel is a mix of professionals from different backgrounds who conduct approximately 4 visits a year and spending two days touring, talking and listening and this is distilled into a report. LS advised that Margate was covered extensively with knowledgeable guides visiting, Turner Contemporary, Cliftonville, the Old Town and Dreamland. The Urban Panel have heard the complex and different problems of Margate but were inspired by the town, particularly the strong heritage and the object and sense of purpose of the people with whom they had met. LS stated that the dinner the evening before was convivial and the best they have attended on their visits.

- PA queried if the Panel might have a view on the future of the economy and how Margate may respond to the current social and economic conditions. LS advised that Chris Smith compiles all the information from the Panel into the report and the Panel may return to Margate to discuss this further.
- PA enquired as to any useful thoughts the Panel may have on the Partnership advising that MRP has come a long way with a common purpose, overcoming major hurdles.
 - Dickon Robinson applauded the Turner Contemporary project but stressed that the TC will not solve the area's problems on its own. Looking at Margate High Street and the large potential, there is a really weak retail market and stated that he does not see how building houses and shops elsewhere (Dreamland) will improve the situation and is concerned that more problems may be created.
 - Prof Derek Keene expressed concern about the relationship between art and investment. He stated that it is a complicated relationship and hopes that it works but that it will not be the only thing to revive Margate.
 - Miriam Fitzpatrick mentioned the tangible and intangible aspects of Margate and the need to balance a short and long term perspective on the town.

- Narendra Bajaria stated that caution should be used when moving forward. He is impressed by the engagement of the partnership. Margate is a distinctive place and whatever is decided with Dreamland, the distinctiveness will give a sense of place. Local engagement is very important.
- Les Sparks stated that one of the most obvious things noticed by the Panel was the lack of hotels and with the emergence of Turner Contemporary and Dreamland, more hotels will be required.
- Les Sparks suggested the Urban Panel return in the autumn.
- PA thanked Andy Brown for bringing the Urban Panel to Margate and requested comments from the floor.
- SE thanked the Panel for visiting and their positive views and response. The vision for Margate is a 30 year vision and we are getting cross party support. SE stated that it is also about not being scared to change.
- PA emphasised the importance of tackling all of these issues. With Turner Contemporary now progressing, the work in the partnership has extended to the social and housing issues. We are trying to turn off the tap of social placements. We are bringing together all the agencies and working together to obtain the same result.
- SH felt the economic downturn is also advantageous to the area stating that people living in London may consider Margate as a more affordable area.
- PA stated that VP's work is very important in working with the community.
- PA suggested the Urban Panel set a tentative date of the 1st October for a return visit.

Decision: The Board await the Urban Panel report.

Action:

- **DH to circulate report to Board members once received.**
- **Report to next meeting.**
- **Invite Panel to MRP Board on 1 October 2009.**

4. SEEDA Research Study

South East Coastal Towns: Economic Challenges and Cultural Regeneration

As per the report, SEEDA has commissioned David Powell Associates and Dr Fred Gray to produce a report focussing on four coastal towns: Margate, Folkestone, Bognor and Portsmouth. Dr Fred Gray has been asked to conduct a two month piece of work on the effect of the recession on seaside towns, in particular looking at the impact on cultural regeneration plans. Also being taken into account will be the number of vacant shops, number of visitors and hotel occupancy rates. FG stated that he does not intend to duplicate the work that has already been done and that DH has provided several reports. FG will be speaking in-depth with DH and VP looking at previous case studies.

- PA advised that the report will be presented to the Board in June and it can be used to our worth.
- RS stated that the problems in the market in Margate are obvious and that it would be useful to know *how* we go about overcoming these.
- FG advised that the other aspect of the project is to look at some interventions e.g. Jazz Festival - a quick fix would be better publicity and promotion in order to get people to visit Margate during this week.
- SH advised that KCC recently hosted a very successful Cultural Summit. SH stated that it is really important to focus on these industries at this time.
- PA advised that the Board are looking forward to hearing back from FG in June and stated that the economic performance during the recession should be a regular item on the agenda.

Decision: The Board noted the research.

Action: Report back on progress/findings in June.

5. Creative Margate Update

DH introduced Mike Marsh and gave a brief background to the project. Last year, a lot of time and effort was spent on producing the Cultural Vision leading to the Creative Margate Action Plan. Approval was granted by the MRP Board with support from EH and SEEDA to fund resources to appoint Mike as an interim Project Manager.

- MM advised that there are on-going discussions between EH and ACE.
- DH advised that there have been constructive discussions between ACE and the local authority and we have identified resources to take this forward. The vision for the next two years takes us to the opening of the Turner Contemporary.
- PA enquired as to prioritisation of the issues in the document.
- DH advised that a sub group has been formed which MM is co-ordinating.
- Regular updates will be provided.

Decision: The Board noted the update.

6. Groundwork Trust – Margate and East Kent Development Post (Verbal Report)

DH introduced the Groundwork team, Lou Kizwini, Regional Director, Ian Martin, Area Manager and Rachael Noxon, Development Officer. DH advised that they had been invited as observers. Rachael Noxon started with Groundwork three weeks ago and is based at the MRP offices. Rachael's remit is East Kent with an initial focus on Margate. DH invited Lou Kizwini to give a brief presentation on Groundwork and the success of the projects to date.

- LK advised that a great deal of their work involves community consultation and working with the local community.
- IM advised of the success of the Spark IT project in Swanscombe which placed 57 unemployed people back into work within ten months. He also stated that Microsoft USA have requested to visit Spark IT.
- PA enquired as to what Groundwork has to offer to the people and what is unique about Groundwork.
- SE stated that there are already people doing this work.
- RN advised that her role is around connecting people, talking to local people, finding out their concerns, problems relating to youths, people's perception and basically interacting with people on the ground.
- LK stated that Groundwork is not going to duplicate what is already being done but would like to work alongside organisations as Groundwork's ideas might help assist these organisations.
- CM stated that SSCF is a time limited programme with limited resources and this assistance could be useful to continue some of the SSCF approaches.
- PA welcomed this opportunity and advised that MRP looks forward to working with Groundwork.

7. Housing Renewal Draft Plan

BR advised that this is a 5 – 10 year programme. He stated that the biggest driver of deprivation in Cliftonville is that of tenure imbalances and transiency of people. The need to tackle inequality working with organisations in order to change the housing tenure, the need to change the movement of vulnerable people is required. The strategy envisages an acquisition programme of £45m - £50m over a five year period. The HCA have agreed to support the approach and a housing sub group has been confirmed. The business case is being finalised to present to the HCA.

- SB stated that to move forward on a number of different levels we need to come up with a strategy or a plan that identifies priority areas. The most important thing to consider is developing the structure and model for investment, something that will create value.
- PA stated that timing is critical and requested a timetable and action plan to deal with the displacement, planning and finance.
- BR advised that there are lots of different strands of work all going on at the same time. The planning process is being addressed as well as the ability to enforce.
- JB requested that the HCA specify exactly what is required in order for TDC to produce the strategy.
- SE stated that the intention is not to shift the problem.
- RS asked that some thought be given to one of the problems in Cliftonville and Margate housing – the buy-to-let issue. Properties were being let as opposed to being sold. Flats are being built to rent to low income families.
- PA stated that the current economic climate presented an opportunity for intervention. There will always be rented accommodation, people looking for second homes, good quality rentals attracting people that will add to the economy. What is clear is you cannot get a mortgage for buy-to-let. It is the nature of the area. We need to be looking at quality and we need to get the framework right.
- VP would like to see a cross reference to the Creative Margate work.
- SE stated that the main issue that needs to be dealt with is bad landlords.
- PA enquired about the timetable for the action plan.
- SB advised that this will be produced within the next few weeks.
- PA requested GOSE's support and enquired about KCC involvement.
- RS advised that he is meeting with Peter Gilroy next week. Amanda Honey has been asked to lead on this and establish a local task force.
- PA requested that RS chase up PG regarding this issue.
- SB advised that to achieve high standards, we also need to think about the public realm and design agenda.
- PA requested a more integrated timeframe for the HCA plan at the June meeting.

Decision: The Board noted progress and agreed to provide comments on the revised strategy.

8. Dreamland and Sea Change – Wave 3 Application

DH introduced Roland Jeffery and Rosie Fraser of the Prince's Regeneration Trust, Peter Beck of MTCRC, Nick Laister, Chair of Dreamland Trust, Mark Lewis of Levitt Bernstein and David Geddes of Locum Consulting. Roland Jeffery led the presentation advising of the findings of their investigation to date stating that it is a work in progress, not a final report. They are working towards a HLF application for the end of this month and the Sea Change bid at the end of April. The Dreamland site has always been central to Margate. The unique selling point will be the first heritage amusement park in the world and a great place to be by the sea. The history of the park, heritage and pop culture. Locum, Levitt Bernstein and the Dreamland Trust have spent significant time working on this to meet deadlines. DCMS recently listed the animal cages and historic wall on the edge of the park.

The project proposes a phased programme which in Phase 1 delivers the Heritage Amusement Park and the restoration of the external of the Cinema. Phase 2 will involve the complete restoration of the main auditorium

- Anticipated outputs (from Phase 1) are;
 - 700,000 visitors per year.
 - Two hundred jobs created.
- The Board received a detailed presentation by the consultancy team.
- AB advised that he is very impressed by the feasibility team who have responded with a sensible approach.

- SH said how pleased she was that Steven Etherington, the music consultant had been included for advice. A pragmatic solution has been shown that emphasised the importance of working with Turner Contemporary.
- PA suggested looking at the lessons of the Brighton Dome.
- RS stated that it is a fantastic idea and advised that as a Council they have been pushed. RS also questioned the relation to Turner?
- PA questioned health and safety.
- SE questioned branding – will it be branded as Dreamland or part of the Turner?
- RJ responded that in relation to the Turner, the restoration of the front of the Cinema and the Park will act as bookends to Margate Golden Mile. Various themes or festival programmes and events will have synergy with Turner.
- VP felt that both attractions are quality products and careful thought around branding would ensure that both products work with each other. It's about presenting a wider offer. We need to make sure we are all working together other than compete.
- PA stated that a world class amusement park and a world class gallery would be transformational for Margate.
- NL advised regarding Health and safety that certification of the rides will be confirmed and used examples of rides dating back to 1904 and 1920 that exist in Blackpool and Great Yarmouth.
- RJ advised that regarding branding the intention is to build on 'Dreamland' which is already well known.
- Regarding slot machines NL advised that the park does not intend to provide these as there are other facilities along Marine Parade that currently provide these. We are looking at an amusement park which will provide a high quality, impressive experience.
- DH advised that immense ground has been covered in the last couple of months. Sea Change funding will only be awarded if we get support from the people around the table. This is distinctive and unique.
- PA echoed DH's comments and the enthusiasm generated is very encouraging. A sub group is to be formed to agree the final Sea Change submission.

Decision: The Board approved the report and agreed to delegate final approval of the Sea Change bid.

9. Draft Implementation Plan

The draft Implementation Plan has not been finalised due to other priorities and will be circulated to the Board at a later date.

Decision: The Board agreed to later circulation date.

Action: For approval at June Board Meeting.

10. Progress Report

DH asked the Board to take the Item as Read. DH drew attention to Dreamland which is indicated as amber. Advice has been received from English Heritage on options for progressing actions related to the listed structures. This was circulated to the Board members only as a confidential document. If the partnership with the landowners fails, we can continue to pursue the statutory action.

- ND thanked AB for the advice produced in such a short period of time.
- DH advised that PAM is also on amber. This is due to the delay in improvements to College Square which is tied up with the purchase of Somerfields by the GWS Group. Progress will be advised in June.

Decision: The Board agreed to note the report.

Action: Progress report on the Parking, Access and Movement Plan to be presented to June Board Meeting.

11. Director's Report

DH introduced the report advising of the article in the Coast Magazine, a copy of which was circulated.

Decision: The Board agreed to note the report.

12. Dates of Future Meetings

All meetings are held at the Margate Media Centre, at 10.00am unless advised otherwise.

- 16 June 2009
- 01 October 2009
- 15 December 2009

BOARD MEETING ACTION POINTS AND PROGRESS REPORT		
15 October 2008	Action	Progress
Item 3 – Turner Contemporary	<ul style="list-style-type: none"> • Parking and Access Plan to be brought back to June meeting 	<ul style="list-style-type: none"> • See Item 9.
Item 6 – Thanet Regeneration Plan	<ul style="list-style-type: none"> • SEEDA to provide update at June meeting. 	<ul style="list-style-type: none"> • Verbal update to be given at meeting.
5 March 2009	Action	Progress
Item 3 – Urban Panel Report	<ul style="list-style-type: none"> • DH to circulate report. • Report back at June meeting. • Invite Panel back to October meeting. 	<ul style="list-style-type: none"> • See Item 5.
Item 4 – SEEDA Research Study	<ul style="list-style-type: none"> • Report back at June meeting 	<ul style="list-style-type: none"> • Verbal update to be given at meeting.
Item 7 – Housing Renewal	<ul style="list-style-type: none"> • Richard Samuel to progress KCC Task Force with Peter Gilroy. • Timeframe and plan to be presented at June meeting. 	<ul style="list-style-type: none"> • See Item 3. KCC Task Force meeting on 8 June. • See Item 4.
Item 9 – Draft Implementation Plan	<ul style="list-style-type: none"> • For approval at June meeting. 	<ul style="list-style-type: none"> • Final draft produced and circulated with Board papers.

Margate



RENEWAL PARTNERSHIP

Date:	16 June 2009
Item No:	3
Item Title:	Developing the Margate Task Force Proposition
Author:	Colin Maclean, Head of Partnerships, KCC/Director, Thanet Works
Purpose:	This report is a first stage brief which aims to scope the purpose, rationale and initial steps in establishing a new and innovative multi-agency 'Task Force' in the two most deprived wards in Margate, Thanet.
Recommendation	To note the report and endorse the approach

1. Background

- 1.1 In the summer of 2008, the Margate Renewal Partnership Board carried out a strategic review of the Margate Renewal programme. The primary purpose of the review was to revisit, and re-define if necessary, the overall strategy and priorities for the programme.
- 1.2 Despite the efforts and successes of the regeneration efforts, deprivation levels have worsened in the last 3 years. All of the SOAs in both Cliftonville West and Margate Central have moved up the national rankings and are therefore identified as being relatively more deprived on the IMD 2007. Recent investment in the area will not bring about lasting change unless there is a 'step change' in the approach and level of resources/activity in the two wards. Key projects such as Turner Contemporary will fail to deliver the desired impact; and there is a serious risk of failure if the spiral of decline is not halted.
- 1.3 The outcome of the study resulted in a new MRP Implementation Plan around the following four strategic actions:
- Place Shaping and Place Making.***
Investing in key sectors – the creative, cultural and visitor economy.
Tackling housing challenges and rebalancing the housing market.
Supporting vibrant and cohesive communities.
- 1.4 Housing will be a new major priority for MRP. Led by Thanet District Council and in discussion with the new Homes and Communities Agency, a transformational housing renewal programme is in an advanced stage of development. This will comprise a more effective and wide ranging package of initiatives – including the use of compulsory purchase orders, changes to the design and tenure mix to impact on stability and behaviour, and incentives to landlords and/or owner occupiers to improve standards of provision; targeting 'bad' landlords.
- 1.5 While the plan will reduce the number of HMOs and substandard units, reducing the supply of low quality stock cannot be sustained without also reducing demand (i.e. new households coming in and placements into the area). In fact it could make the problem worse with new private sector housing being developed and then converted to meet the demand through 'buy to lets'. Likewise, efforts to tackle worklessness and low skills through

initiatives such as Thanet Works will be undermined if there continues to be a disproportionate influx of unemployed and low skilled to the area.

- 1.6 The Margate Renewal Study also highlighted the need to:-
 - increase the level and type of provision of 'personalised services' (health, advice, support etc) to vulnerable people in the two wards; and,
 - develop a plan for tackling out-of-area placements.
- 1.7 The delivery and success of the new plan requires a concerted and coordinated effort to tackle some of the wider challenges identified in the Thanet Inquiry, in particular out-of-area placements and provision of adequate health and social provision/interventions in its two target wards - Margate Central and Cliftonville West. The initiative to develop a multi-agency intervention is intended to focus on the fourth point of *supporting vibrant and cohesive communities* but provide a tactically critical activity to demonstrate the long term commitment of partners in the delivery of the housing strand (as well as contributing to the other two).

2. Building Ownership and Leadership

- 2.1 Following discussions between KCC, TDC and SEEDA, KCC's CEO – Peter Gilroy - has committed the organisation to take a lead on this initiative and has delegated authority to Amanda Honey, MD, Communities Directorate. Key partners (KCC, TDC, PCT, SEEDA) have agreed to establish a comprehensive programme over 5-10 years to transform the housing and environment, provide tailored support to individuals and families, deliver skills and employment opportunities, reduce crime and create strong community cohesion. An inception meeting for the new approach took place on Monday 8 June 2009. The aim of the meeting was to bring together key decision makers from the core agencies to consider, contribute to and agree a framework of action to drive forward this initiative. The attendees were:

Amanda Honey, MD, Communities, KCC
Richard Samuels, CEO, Thanet District Council
Andy Scott-Clark, Director, East Kent and Coastal PCT
Oliver Mills, MD, Kent Adults Social Services, KCC
Rosalind Turner, MD, Children Families and Education, KCC
Bill Anderson, Director, Children's Social Services, KCC
Angela Slaven, Director of Youth Services and KDAAT, Communities, KCC
Richard Hitchin, External Relationships Manager, Jobcentre Plus
Debra Exall, Head of Strategic Policy, KCC
Cynthia Allen, Kent Probation
Simon Richardson, East Kent Area Manager, SEEDA
Jon Molloy, Area Commander, Kent Police
Brendan Ryan, Director of Community Services, TDC
Colin Maclean, Director, Thanet Works/Head of Partnerships, KCC
Wayne Gough, Staff Officer to Amanda Honey

The session was facilitated by Sue Charteris, MD, Shared Intelligence who led the team developing the original Margate Renewal Study and facilitated the MRP Strategy Day. The meeting was very positive. The intervention was supported and was simply justified because the relative deprivation has worsened despite significant investment. The meeting concluded with agreement on a range of activities and how to take this forward.

3. Outline Programme of Activities

These are some of the key actions to be included in the first phase of this programme:

- a. New “Clearing House” approach to stem the tide of vulnerable families being housed in these wards. This is being led by Richard Samuels, CEO, Thanet District Council. An item regarding a proposed new county-wide Protocol and further exploration of a “Clearing House” option was endorsed at the Kent and Medway CEOs meeting on 1 June.
- b. Hotel Leslie – developing alternative proposals through work with the Kent Supporting People team. Report by TDC and KCC SP and has been presented to the SP Core Group (26 May) and will be to the SP Commissioning Group (2 July).
- c. The “Triple Aim” initiative currently being spearheaded by the East Kent and Coastal PCT.
- d. The development of the multi-agency ‘task force’.

4. Task Force - Key Operating Principles

- 4.1 The aspiration and aim is to be bold and radical and to bring the area’s deprivation indicators back in line with the District averages by 2015. The area would require a multi agency commitment to commit to and deliver such an approach over a sustained period of 5-10 years. Key principles would include an ‘invest to save’ approach focused on prevention, better use of resources and customised services. Neighbourhood management will deliver tangible outcomes by primarily ‘bending’ mainstream funding, adding value to existing programmes (Safer and Stronger Communities Fund and Working Neighbourhoods Fund) and delivering tailored and ‘citizen focussed’ interventions.
- 4.2 Operational models vary but should be founded on proven neighbourhood management principles. An intensive neighbourhood management approach is envisaged as a requirement to transform the lives of individuals and create a balanced and healthy community. This would focus on three strands:
 - developing strategy
 - building influence
 - engaging communities
- 4.3 A suggested “Task Force” would be established with responsibility for strategic co-ordination, policy development, partnership working and delivery. The Task Force is likely to be formed from a multi disciplined core team led by a Director which will work with relevant teams specialising in children services, adult services, health, young people, crime and community cohesion; and training skills and employment. Clearly such an initiative crosses the interests of many agencies and will need to be properly resourced. In the interim, the project leadership will be funded by KCC including the initial salary costs for the Director to drive forward actions following the inception meeting.
- 4.5 Led by Amanda Honey, a core Steering Group will oversee the early development work and link with existing partnership infrastructure including the Margate Renewal Partnership Board and the Safer and Stronger Communities Board.

5. Recommendations

The Board is asked to note this report; endorse the general approach; and, receive a detailed plan at a future meeting.



Date:	16 th June 2009
Item No:	4
Item Title:	Housing Renewal - Update
Author:	Amber Christou/ Brendan Ryan- Thanet District Council
Purpose:	To update the board on progress on developing and implementing plans to re-shape the housing market in Cliftonville
Recommendation	To note the update report

1. Introduction

- 1.1 The outline approach to addressing the imbalance in the housing market and poor housing conditions was considered at a previous meeting of the Margate Renewal Board. This report updates Board members of the activities and progress since the last Board meeting.

2. Strategy Development

- 2.1 Further work has taken place to develop the strategy and establish a sound empirical basis to support the level of intervention deemed to be necessary to stimulate the housing market in Cliftonville. The draft strategy will be reported to the Council's Cabinet on 16th June with a view to a period of public consultation before the final strategy is signed off.
- 2.2 It is anticipated that the public consultation on the strategy will be concluded in September, with final approval by the council at its meeting in October.

3. Accessing Funding – Support of the Homes and Communities Agency

- 3.1 The delivery of the strategy is heavily dependent on the support and funding of the Homes and Communities Agency. Previously the Housing Corporation had been reluctant to fund "purchase and repair" schemes as they are more expensive than traditional new build schemes and don't deliver any new units of accommodation. However, we hope to persuade the Homes and Communities Agency through their support for the housing renewal strategy, that investment in an acquisition programme represents value for money in terms of public investment as it provides the prospect of solving the area's long term deprivation problems that are related to the state of the housing market in Cliftonville
- 3.2 A housing steering group has been established with representatives of the HCA to develop the business case to support investment decisions of the HCA. Progress on this has been slow. At a recent meeting with HCA, the potential for Margate Cliftonville to become a priority programme for the proposed East Kent Single conversation was discussed. HCA are initiating their approvals process (Gateway 0) so that their Board become aware of this

project, and they are able to work up this investment programme with us, ensuring future funding can be directed into Cliftonville.

- 3.3 It is apparent from a recent meeting with David Edwards, Regional Director at the HCA that existing programmes are already heavily committed, it is unlikely any funding could be found for this financial year, and the agency anticipates that future funding settlements are not going to be generous in the light of the pressures on public finances.
- 3.4 It was agreed that a briefing paper would be prepared for David Edwards, to allow the HCA to develop a Gateway paper to initiate the project within HCA to provide the basis for a future programme. Preliminary details have been sent to the HCA.

4. Developing Registered Social Landlord partnerships to support the plan

- 4.1 The HCA have been keen to develop the business model ahead of any direct involvement of potential RSL partners. There have been a number of discussions on how such partners might be selected to ensure best value for money, including JV arrangements, a panel and/or setting up a Special Purpose Vehicle.
- 4.2 At the same time the council has been working with two RSLs that are already actively working in regeneration activities in the renewal area or who have expressed a keen desire to get involved. Some progress has been made with the HCA on how to involve these organisations with a view to bringing them into the partnership to help develop detailed business models to fund property acquisitions.
- 4.3 The early and close involvement of RSLs is critical as the current market conditions mean that all RSLs now have to manage risk more closely to retain the support of their funders. A major housing market renewal programme, as being proposed here, is potentially a high risk venture especially with the uncertainty over future demand. It is therefore important to develop intervention models that the RSLs feel comfortable with and that will satisfy their funders.

5. Complimentary planning policies

- 5.1 Planning policies that regulate the conversion of existing buildings to flats and the development of vacant sites are an essential strand to our working to influence and control the housing market.
- 5.2 Fresh planning policy is being developed through a Development Plan Document. The next period of public consultation will finish in July and an application to the Secretary of State will be made in September. The Policy is likely to be adopted next April or May.
- 5.3 CLG have recently published for consultation a document on [how to deal with Houses in Multiple Occupation](#). This might be of relevance to delivery vehicles for Margate. The consultation lists three options for dealing with HMOs which could impact on the proposed programme:
- The non legislative option (local management option) -leave planning legislation unchanged.
 - Amend the Use Classes Order to allow tighter planning controls over houses in multiple occupation.
 - The use of an article 4 direction to remove powers for properties to convert to HMOs.

6. Resident Engagement

- 6.1 Preliminary meetings have taken place with residents' representatives to discuss the outline principles involved. Although the overall approach was accepted there has been subsequent concerns raised about the level of social housing proposed for the area. For many residents the key to the housing problems in the area is planning policies and in particular size standards in the dwellings. A parallel consultation is taking place on adopting fresh planning guidance.
- 6.2 A meeting is planned (10th June) with ward councillors representing the renewal area to update them on progress and discuss the principles of the strategy.

7. Housing links to other regeneration issues

- 7.1 Some very useful work is being done with the Primary Care Trust through the Triple Aim Project. Triple aim is designed to improve health outcomes for residents of the area. The project recognises the impact that poor housing has on the health of its occupants. Using models developed in Liverpool we are exploring with the PCT, how additional investment can be made to improve health by improving housing conditions.
- 7.2 As well as potentially improving the level of investment, a number of other benefits are beginning to emerge through closer working of housing and health professionals.
- 7.3 Kent County Council has for a long time being close to regeneration initiatives in Margate but more recently there has been a commitment from the Chief Executive and other senior officers to get more involved in housing related issues and especially tackling the conditions which encourage vulnerable households to move to the area. Discussions are also starting about developing a model of neighbourhood management for the area that would mean a more integrated approach to housing, social care, education, health and crime and disorder. This work comes under the umbrella of the Margate Task Force that is next due to meet on 8th June.
- 7.4 Work is also underway with the Supporting People team to increase the level of housing related support services for residents in Cliftonville. The Council is also working with Supporting People to develop high intensive support schemes to help very vulnerable people and reduce the use of inappropriate bed and breakfast accommodation.

Date:	16 June 2009
Item No:	5
Item Title:	Urban Panel Report
Author:	Derek Harding
Purpose:	For Approval
Recommendation	The Board is asked to welcome the report by the Urban Panel; comment on the recommendations and agree the proposed responses as set out in Table 1; and agree to invite the Urban Panel back to Margate in March 2010 to review progress.

1. Introduction

- 1.1 The Urban Panel visited Margate on 4th and 5th March 2009. The visit included presentations by officers, a tour, dinner with stakeholders, discussion with the Board and a closed session. The Urban Panel review paper (attached) provides a summary of their findings and recommendations.

2. Summary & Response

- 2.1 The Review paper sets out the Panel's findings and provides a summary of their key findings and recommendations. These are listed in Table 1 which includes comments and recommended responses where appropriate.

- 2.2 In summary, the key findings that the Board should note and discuss are set out as follows. The Panel acknowledge:

- the diversity and strength of the Partnership,
- the historic value and architectural assets of Margate, particularly Georgian Margate,
- the recent investment and quality of the work in the Old Town,
- the importance of Turner Contemporary and its outreach programme as part of a broad regeneration package.

The Panel recommended:

- increased 'public intervention' to tackle the area's social problems and housing challenges,
- Dreamland should be the highest priority for the Partnership, and supported the current vision/plans for the site which 'should be promoted with urgency and drive', and questioned the benefit of the proposed Dreamland link road.
- the public realm priorities should be reviewed and recommended and Cecil Square should be a high priority,
- the importance of Northdown Road to the future of Cliftonville,
- improvements in 'connectivity' could be achieved through 'small scale' investment rather than major re-design,
- MRP and TDC to promote meantime uses of empty shops and buildings,
- improvements in the management of the public realm and spaces would improve visitor experiences (e.g. seafront of Winter Gardens),
- support existing attractions such as the Winter Gardens and Shell Grotto,
- support and invest in high quality accommodation,
- the Panel was optimistic about the long term vision.

3. Recommendation

- 3.1 The Board is asked to discuss and comment on the report and approve the recommendations set out in Table 1. At the March meeting, the Board suggested inviting the Panel back to discuss their review paper. The majority of their findings and recommendations are uncontentious and it is recommended that the Panel is invited back to review progress.



ENGLISH HERITAGE

Urban Panel

Margate

Review Paper

This item is potentially exempt from public access under the Freedom of Information Act, Section 22: Information intended for future publication

- 1.0 The Urban Panel's visit to Margate was particularly timely because the current economic downturn meant that the masterplan and development framework was bound to be reviewed. It was timely for another reason as well - since the Panel had been to Dover, Folkestone, Great Yarmouth, Lowestoft and Weymouth - all during the previous year. So there was an immediate recognition that while some of the challenges and opportunities for resorts are common – for example the attenuated approach routes and the isolated position, with only 50% of the environs being land – each has unique qualities – such as, in Margate's case, the very long relationship with London and a sufficient supply of land to meet emerging development needs beyond the town.
- 1.1 Furthermore the Panel's experience of other bigger resorts – for example, Brighton and Blackpool – showed that the dumping of social problems in areas where there is a surfeit of large, under-used, former boarding houses is a national as well as a painful local problem.
- 1.2 It was also the case that while some Panel members were new to Margate, there were a number who had strong childhood memories of visiting or staying in Margate during its (most recent) heyday. This real life connection with the town made it relatively easy to connect with the emotional part-ownership which many have with places in which they have never lived but where some important passages of life were played out.
- 1.3 It has also to be noted that the hard times which have latterly afflicted Margate have had the effect, in the external world, of exacerbating the poorer elements of its image. In part this is simply an element of a national sport, which is to ridicule those places which most travellers can still (for the perhaps short time being) afford to fly over on their way to hotter climes. In other part, it reflects the fact that there was always a self parodying tendency of the Kiss-Me-Quick English seaside tradition which was happy to play up the image of the working classes indulging less than genteel pastimes by the sea. Finally, there genuinely has been decline and some of that has led to the reputation of Margate being damaged by journalistic and other comment.

- 2.0 In order to form their own informed view on these issues and to have seen as much of the place as sensibly possible in twenty four hours, the Panel members had the benefit of extensive briefing – including copies of English Heritage’s excellent *Margate’s Seaside Heritage* – and a number of coach and walking tours and site visits. Throughout this process they were supported by the staff of both Margate Renewal Partnership (MRP) and Thanet District Council (TBC). Their support was invaluable and their informed drive inspiring.
- 2.1 The evening dinner with guests from all parts of the local communities, development partners and governmental bodies served to strengthen the impression of the strongly motivated and diverse partnership which underpins regeneration in Margate. This was further reinforced when the Panel enjoyed the opportunity to attend the Board of the MRP at the beginning of their meeting. It is just as well that Cobbe built such a capacious bank (which now houses the MediaCentre where the meeting was held) for a smaller place could not have accommodated so many people. Nevertheless the presence and commitment of the Chief Executive of the South East England Development Agency (SEEDA) chairing such a wide gathering of interested parties was a most encouraging augury and the Panel members were grateful for the opportunity to take up a little of the Board members’ time in widening mutual understanding.
- 2.2 As an important counterpoint to the enthusiasm and vigour of the active players the Panel also saw the obvious physical problems which the town has still to address and was well briefed on the nature of the social problems which afflict parts of the town and the complex links between those problems and property values. Nowhere was this more eloquently put than by the owner of the Shell Grotto (on the visit see 9.3 below) who, having graciously and enthusiastically guided the Panel around this small wonder, then opened their eyes to the difficult social truth of life in the harder parts of the town.
- 3.0 All the guides and presentations drew the Panel’s attention to the (incontrovertible) fact that each phase of the Town’s life was built out in a different place and the question of whether that makes overall understanding of the complex town difficult. The Panel accepted that the places (old town and harbour, Georgian town, Cliftonville and Dreamland) were very distinct – indeed they enjoyed those distinctions. For their views on whether this is a problem or an asset see Eight below.
- 3.1 Taken chronologically, the Old Town is clearly a recent success story. The Panel felt that the move from boarded up, under-used near dereliction ten years ago to the scene today was one of which the professional team who led the regeneration work, the landowners and, indeed, the external funding bodies should rightly feel proud. The very successful dinner was held on the premises of a business taking full advantage of and playing a part in building a better future for the Old Town. The quality of the built environment, its proximity to the Sands, while offering protection from the worst weather

blowing in that way, and the emerging quality public spaces all were a success to be trumpeted. At the same time the Panel noted the obvious truth that, if this were the sole initiative, its ability to resolve the wider problems facing Margate would be only slight.

- 3.2 The Georgian town built on the hill fields beyond the High Street put Margate at the forefront of English seaside development for a while and, had Cecil Square and the Assembly Rooms survived intact, the image of the town might well be different today. What is left is poignant proof that good intentions can lead to disappointing outcomes. Staff were keen to point out that Cecil Square remains a viable municipal centre with many of the facilities the town needs still available there. This is true and important, but a high price has been paid to achieve it. Within the governance and local politics of Thanet, it is great for Margate that the civic offices are located in Cecil Square along with the library, Post Office and so on. However, the building that houses them is so out of scale and overbearing as to drive the image of the rest of the square from the mind. What is more, the square has suffered as badly as almost any from the non-negotiable demands of the highway engineer. The Panel's comments on this can be found at (7.1) below, but it will be no surprise that the repair of the public realm here is strongly recommended. Hawley Square, with a good green space and the elegant Theatre Royal, along with Trinity Square with its sadly much expanded but still well managed green space, are examples of the value which Georgian planning brings to today's town and Cecil Square should rejoin them.
- 3.3 Cliftonville could, by a different fluke of social history and demographics, be one of the most desirable parts of the country to live in and, as the Panel was told, in parts it still is. In its prime, the fact that this other place out of town offered not only a whole holiday experience, including good shopping on Northdown Road but also access by stairs and lifts to another bathing world must have offered a most satisfactory experience to those wishing to distance themselves from the more robust entertainments of the Sands. So today, it could offer high quality living by the sea and must come to do so. While admiring the main features of Cliftonville, the Panel members were left in no doubt about the difficulties which have arisen from the large boarding houses being so prone to unprincipled ownership and exploitation and the social difficulties which follow.
- 3.4 Of course, as each of these, loosely defined, phases occurred, the Sands persisted - but with the embankment of the Mere and the creation of Marine Parade, the stage was set for Dreamland. As the Panel saw, this site has been reduced, by the passage of time and the failure of enterprises both commercial and municipal, to little more than an opportunity, albeit a great one. The sad state of the closed cinema and the fire damaged Scenic Railway is exacerbated by the empty car park and failed shopping at Arlington Square. However, the panel was very pleased to have the chance to see this all from the air high on the 19th floor of Arlington House. There the enthusiastic advocacy of the Dreamland Trust representative was infectious and convincing and the rather astonishing (when viewed from ground level) claim that 15 fairground rides may be accommodated on only half the site, was

much easier to comprehend and believe. The Panel was impressed that the local authority has both taken steps to protect the listed structure of the ride and to encourage development which will build upon the still firmly established image derived from the impressive peak of activity at Dreamland.

- 3.5 The place the Panel was so expertly guided around has, of course, many other features beyond those set out above. The quality of the excellent shore line and beaches, with bathing, walking and great views, is on a par with all the best resorts. The sense of special place engendered by the Isle of Thanet, with Reculver Towers visible in the distance, is a palpable and important asset. The Sea Bathing Hospital may be temporarily stalled, but its survival says a good deal about the high aspirations of the town then and now. And the connections to Broadstairs and Ramsgate, with quality sea front housing along much of the way gives clear signs that a viable future for the whole district is not that far away, once Margate has once more found its feet. So the Panel was pleased to be able to comment on the vision for Margate and on the likely efficacy of the many projects which are intended to help achieve that vision.
- 4.0 This review has so far made no reference to the Turner Contemporary Art Gallery and to the local reader that may appear strange. To Panel members, however, the gallery was one of the first of the many initiatives intended to revive the town, rather than one of its existing conditions, as inventoried above. It is a great achievement to have overcome the many difficulties of commissioning and sustaining the funding for such a scheme – and to have a David Chipperfield building coming out of the ground, as a symbol of a revitalised Margate, is impressive. Furthermore, the Panel was pleased to see the successful gallery outreach programme reaching new audiences in the former Marks and Spencer on the High Street.
- 4.1 It was a relief to find that few, if any, of the people the Panel met subscribed to the mystical theory of the power of an iconic building. Instead the Panel found a steady and commendably balanced view of the limits to what the gallery could achieve as well as of the image changing impact it could be sure to have. To build on that change will be a long and complex task up a windy and difficult road. A critical hurdle will be to provide both the accommodation and the entertainments (minimally, several good bars and restaurants) which will encourage and enable the new, gallery visiting, Margate visitors to stay overnight. The Panel will return to both those points later but the headlines may be mentioned immediately and they are: that the necessary change is not likely to be reinforced by settling for the budget hotel which may be the only thing on offer at the moment; and that a significant contribution to the required new accommodation may be made by the resurrection of formerly failed or failing large boarding houses.
- 5.0 However, that would assume that some impact had begun to be made on one of Margate's greatest challenges – the high levels of social deprivation caused by the unprincipled cramming of large former boarding houses with socially demanding and disruptive tenants from far afield. This, the Panel acknowledged, was a crisis that cannot be entirely resolved within Margate

itself. It cannot be acceptable that the best answer the social housing bodies have found for disruptive tenants is to ship them elsewhere, where additional costs are then met by another authority and another social housing budget.

- 5.1 Pending resolution of the national problem, Thanet and MPR have to deal with the situation on the doorstep. The Panel found the current initiatives to be well considered although, inevitably, smaller than would ideally be the case. Specifically, the Panel saw a strong case for a degree of municipalisation which, although running counter to the long-established political tide, is a necessity likely to be adopted once more around the country while offering specifically relevant benefits in Margate. Once properties are in the hand of the local authority, far wider targets may be addressed – for example, proper mixed uses can be introduced to areas so that new tenants are moving into a viable, mixed environment.
- 5.2 Furthermore, the authority will want and need to work with partners at the county to ensure that the requisite educational provision is made available to support new community members who wish to commit to Margate but need schools, along with other services so to do. The Panel appreciates that the sudden storm clouds of recession offer little but new threat to places like Margate which attract investment mainly at the high water mark. If there is to be a silver lining, however, it may be that only the public sector can invest at present and Thanet will be able to achieve some complex and difficult municipal objectives during a period when the market is not available.
- 5.3 In that particular context, the Panel was impressed with what had been achieved with community groups, such as the environmental improvement work that was pointed out in Dalby Square. There is a strong case for the authority fostering such initiatives wherever there is potential. One way of taking this kind of community strengthening activity further was suggested. On sites such as the fire damaged hotel at the north of Dalby Square, Panel members saw a very strong case for Thanet acquiring, assembling and perhaps providing infrastructure for the site and then making it available, through a community development trust, for self-build schemes. As a way of providing new committed members of the community, while meeting a social need, such co-operatives are unparalleled and the Panel commended their development in Margate.
- 6.0 The downside of the recession and pressure on the public purse is, of course, that the amazingly ambitious project list in Shared Intelligence's report will have to undergo far more radical prioritisation (something the Panel would have recommended in any case, even in financially more comfortable times). Panel members did not think that the list was that difficult to prune, for now. The Rendezvous site may be needed for the county to balance its books (and the authority should not be forced to suffer after so generous and powerful a gesture as underwriting the Turner Contemporary). However, it will surely have to wait and it must be supported in resisting cheap and inappropriate development, just because it would generate some receipt.

- 6.1 Similarly, although the Lido site could in future house the kind of uses which are helping regeneration in former spa towns, it cannot be a priority to try to bring such a difficult site on stream now. Rather, it might be one of a second wave of projects, concentrating on health and exercise themes, with an appeal to the 'silver dollar' tourists.
- 6.2 In choosing which of the many schemes to prioritise, the Panel had no doubts. Dreamland is blessed with assets of the highest quality and national importance, a nationally known (remembered) name, all the space that is needed, a dedicated Trust, with a collection of historic fairground rides and a vision which the Panel thought wholly apposite. Accordingly Trust, Partnership and authority were urged to turn all necessary attention to the re-emergence of Dreamland.
- 6.3 National funding streams of relevance exist and, although the Panel has no lien on them, members thought there was very good case for some funds coming to Margate and being directed to Dreamland. On the other hand, the Panel felt that even on this site there was a surfeit of perhaps undeliverable aspirations and projects. The proposed road around the back of the site was not found convincing and its benefit was questioned. There will always have to be traffic movement along the Mere causeway and the front, for movement is the nature of sea fronts and some reduction in that flow seems a slight return for a significant investment, a fragment of which could calm traffic and give ownership to pedestrians along the front.
- 6.4 So the Panel urged that the vision of Dreamland re-opening as the first and nationally unique heritage fairground be promoted with urgency and drive and without unnecessary burdens. Similarly, the Panel saw no merit in delaying the scheme because the grander development package for the site (which suddenly looks very dated) cannot now be delivered. New housing may be a long time coming and yet this need not hamper successful delivery of new Dreamland. The remainder of the site can be brought forward, with minimal investment, as an events space. Panel members envisaged a near future in which Dreamland is functioning and attracting new visitors as well as entertaining and pleasing existing ones. That can be much enhanced by attracting to the new, large events space circuses, markets, small festivals and so on, with obvious concomitant benefits. The Panel was also confident that such a degree of activity would constitute the critical mass which would provide the context for a successful re-use of the cinema.
- 7.0 Indeed Panel members were so convinced that this is a clear first development priority that it strongly urged that all necessary funds be directed to that purpose even where other, generally laudable, objectives would have to be abandoned or, at least, deferred as a result.
- 7.1 One area where the Panel saw the opportunity for trimming the sails was in the public realm proposals. While the Panel is a strong proponent of the quality of the public realm generally, it was concerned that the enormous areas potentially involved could result either in loss of focus, or in huge costs which would not deliver sufficient returns. So for, example, the Panel much

admired the benefit which has been derived from the relatively small and affordable areas of public realm work in and around the Old Town – particularly the new piazza facing the harbour. It did not believe that the same effect could be achieved by pouring large sums of money into the roundabout by the station or into some hundred yards of the front. Rather members felt that the re-creation of Cecil Square as a pedestrian dominated space of quality would offer a far better return for residents and visitors alike. Engineer led schemes of the sort defacing the square are often up for renewal for engineering reasons and now would be the time to ensure that the preparation work has all been done, the vision of another Georgian square of quality being returned to the public has been promulgated and political drive is behind a great transformation.

- 7.2 On an analogous front, the Panel noted that the future of Northdown Road was essential to the success of Cliftonville. The survival to date of so many independent stores is a remarkable asset, which it was encouraging to note is widely valued. However the steps which will ensure survival of a viable number of these stores will be difficult. It may be necessary to allow some retrenchment. There will probably be the case for a dedicated trust which manages properties with the viability of the special place in mind rather than the profit derived from individual properties. This is a special moment, when properties are cheap and the public sector active where such a trust could be set up and endowed with properties which Thanet or MRP had acquired. Only with a viable and convincing set of initiatives in place should public realm work then become part of the mix, for it is expensive and can seldom be a cure in its own right.
- 8.0 Another aspect of management of the public realm is connectivity. It was suggested to the Panel that the development history of Margate combined with its topography had somehow made a place which was difficult to comprehend and navigate and where there were critical disconnections which had to be overcome. The Panel did not accept the analysis and thought that the emphasis on connectivity in the masterplan was overdone. In many ways Margate is easier to understand than other seaside towns. Few others, if any, can boast a view of the sands from the main entrance of an attractive station. Once the short walk which that view inspires has been undertaken (and the Panel accepted the case for some improvement of the pedestrian route past Buenos Ayres) then the Harbour, the Droit House and the emerging Turner Contemporary will be obvious. The Panel thought there was strong case for the Droit House to contain orientation displays and probably for some investment in modern, map carrying fingerposts. Both of these should then direct visitors to the attractive small inter-connecting routes which are one of the pleasures of the town, which should be more widely shared.
- 8.1 The Panel accepted that there is more of a barrier between the Harbour and Cliftonville but felt that much could be done to alleviate that in the aftermath of the removal of the dual carriageway and the work which must be done to animate the new spaces emerging around the Turner. (Indeed given that there are bound to be delays before many sites are developed, members

wondered whether there was a case for improving the top of Fort Road further by buying and demolishing the Arcadia hotel and producing a temporary public space, as a 'meantime' use).

- 9.0 The panel urged MRP and TDC to consider a programme which promoted such 'meantime' uses in empty shops, on open sites which may one day be developed but will stand fallow for a long time and in buildings awaiting their eventual use. The outreach work the Turner is carrying out in the former Marks and Spencer is a great example and the organisation might be the right one to carry forward such a wider initiative.
- 9.1 The Panel also noted a case for better quality management of existing public spaces. Walking along the seafront below the Winter Gardens is a case in point. The coastal connectivity of all parts of the town to each other and to other parts of Thanet is an undoubted asset and just the kind of thing to attract new, staying visitors, but the spaces themselves are undermanaged to the degree of feeling abandoned. This was a state of affairs the Panel stressed must be reversed.
- 9.2 This is also part of a wider picture for the immediate way ahead in hard financial times. It is essential that Margate keeps existing attractions as well as the spaces between them in the best possible condition. The Winter Gardens may well have a daunting capital cost if complete refurbishment is considered. While that is yet to be found, however, a viable short term programme must be ensured and, where possible, the users of the Winter Gardens must be helped to understand that there are emerging facilities, in the Old Town and elsewhere, which can add to their enjoyment of a visit to Margate.
- 9.3 Another such attraction is, of course, the remarkable, Shell Grotto. Panel members were very grateful to Sarah Vickery for the enthusiasm and openness with which she introduced them to this unique place. They agreed with her that it was far more important that the Grotto be repaired and guaranteed a long term future than that further energy be directed to establishing an exact date and provenance for the place (intriguing though that question is). They commended first Ms Vickery for her far sighted and selfless gesture in taking on the grotto and, equally admired English Heritage's offer of significant grant assistance to that end. And then they listened to her description of the very real difficulty of living in an area where all the necessary social qualities of life were routinely threatened and disrupted. It will be essential that TDC and MRP are able to support all those attractions which are currently suffering from both the localised effects of such social problems and the wider ones, as they impact on the town's image and ability to retain staying visitors. It will be equally essential that the emergent community groups which seek to address these issues locally are supported.
- 10.0 Finally the Panel's thoughts returned to the problem of the residential mix of a town which has the infrastructure to house thousands of staying guests in a society which does not want to use that infrastructure, other than for the

(indefensibly short term and frankly amoral) resolution of a national housing problem.

- 10.1 As for a long term vision, the Panel was optimistic. With new Dreamland and Turner Contemporary starting to change the image of the town; with new eating and drinking facilities - initially in the Old Town - coming on stream; with the unquestionably good physical assets of the resort (and Thanet) and with longer term opportunities to redevelop the Lido for a health and bathing based purpose, the Panel could see a future where those wishing to use and stay in the town would be there in rising numbers.
- 10.2 Servicing such an economy could have a number of very positive outcomes. Boarding houses could once more function for their original purpose, providing opportunities for self-employed operators and entrepreneurs to establish high quality businesses and provide local employment. Modern guests expect high quality local cooking and the Isle of Thanet is a great place for local sourcing. The very significant skills required to achieve such an aim could be the focus of new further education provision in the town (such as a catering college linked to a training hotel), and the new '5 star' boarding houses could both help build the market for and complement new high grade hotels (much better to wait for this moment than fall for a budget hotel in the short term).
- 10.3 But all of this can be fatally compromised by the current social milieu of the town and the Panel acknowledged that this is the greatest hurdle facing MRP. It is, for that reason, most encouraging that the County Council, the RDA and national bodies such as the Housing and Communities Agency are engaged in the partnership. Their ability to influence local, county, sub-regional, regional and indeed national policy will be essential in resolving the problem of social dumping.
- 10.4 The Panel is keen to offer what help it can in taking forward those discussions. Members are keen to agree with TDC and MRP how the Panel can join in any representations to government about the priority which must be given to addressing this problem for, once a programme has been agreed and initiated and the social mix of the town starts to be corrected, all the objectives which the partnership has set itself will start to be feasible.

Summary

The Urban Panel:

- a) found Margate to be a resort whose nationally important history was reflected in its complex and attractive fabric;
- b) conversely noted that the decline of the twentieth century had left the town damaged, with many difficult issues to address;
- c) was most impressed at the vigour and breadth of the partnership which had come together to address those issues;

- d) commended major significant steps which had been taken so far including the revitalisation of the Old Town, the acquisition of Turner Contemporary and the protection of the fire damaged listed Scenic Railway;
- e) welcomed the partnership's mature understanding that Turner Contemporary would do a great deal for the town but was not an iconic magic charm;
- f) acknowledged that the partnership had identified an impressive list of potential further actions but that prioritisation was going to be the key;
- g) advised that the key top priorities the Panel perceived were resolving the social issues arising from the residential mix and ensuring the future of Dreamland;
- h) strongly endorsed the core proposal for the Heritage Fairground at Dreamland;
- i) saw no reason to burden that development with other aspirations like the new road and indeed found a good opportunity to turn the rest of the site to events uses;
- j) believed that a programme of meantime uses for many of the currently empty places and spaces in the town could enliven it pending major developments;
- k) urged all parties to seek the opportunity for high quality development of an appropriate sort rather than to accept lower grade development just because it is currently available;
- l) saw a future for the resurrection of former boarding houses as high quality visitor accommodation offering good local food and possibly supported by a catering college linked to a training hotel.
- m) did not find the town poorly connected or difficult to navigate and urged that public realm initiatives build on the strengths of the place such as the repair of Cecil Square;
- n) stressed the need for existing attractions to be supported and for public spaces to be well managed;
- o) emphasised that most of the above developments and improvements risked foundering if the social and housing issues were not addressed;
- p) praised the local authority for those areas in which it had managed environmental and social improvements in alliance with community groups;
- q) proposed that such groups be bolstered by enabling self-build housing initiatives and by the creation of a trust which would support that process as well as underpinning the special qualities of Northdown Road; and
- r) offered to assist the partnership, if possible, in making representations to government about the need for social housing policies which would lift an insupportable burden from Margate.

TABLE 1

Urban Panel – Draft Summary and Response May 2009

Recommendation	Policy Considerations	Comment	Recommended Response
a) found Margate to be a resort whose nationally important history was reflected in its complex and attractive fabric	<ul style="list-style-type: none"> ▪ Local Plan and emerging LDF policy fully reflects this stance and seeks to reinforce the strength of that character 	<ul style="list-style-type: none"> ▪ Acknowledged in Cultural Vision and MRP Framework & Implementation Plan 2009 - 2011. 	<ul style="list-style-type: none"> ▪ Noted.
b) conversely noted that the decline of the twentieth century had left the town damaged, with many difficult issues to address	<ul style="list-style-type: none"> ▪ The LDF will focus upon Margate regeneration as one of its key themes. Policy in the Local Plan supports cultural and tourism regeneration and recognises the need for special action to regenerate Cliftonville 	<ul style="list-style-type: none"> ▪ Complexity of issues identified in Margate Renewal Study 2008. 	<ul style="list-style-type: none"> ▪ MRP widened scope of programme in 2009 and adopted the four point 'Action Plan'. (MRP Framework & Implementation Plan 2009 - 2011).
c) was most impressed at the vigour and breadth of the partnership which had come together to address those issues	<ul style="list-style-type: none"> ▪ N/A 	<ul style="list-style-type: none"> ▪ MRP is acknowledged as a model of good practice and the level of commitment is essential to address the area's complex challenges. 	<ul style="list-style-type: none"> ▪ N/A
d) commended major significant steps which had been taken so far including the revitalisation of the Old Town, the acquisition of Turner Contemporary and the protection of the fire damaged listed Scenic Railway	<ul style="list-style-type: none"> ▪ Corporate and Local Plan Policy encourages cultural development and protection of the Historic Environment 	<ul style="list-style-type: none"> ▪ The new MRP Implementation Plan prioritises key projects to sustain the recent investment and successes. 	<ul style="list-style-type: none"> ▪ N/A

<p>e) welcomed the partnership's mature understanding that Turner Contemporary would do a great deal for the town but was not an iconic magic charm</p>	<ul style="list-style-type: none"> ▪ Policy EC10 of the Local Plan identifies the Turner Contemporary as the focal point of regeneration efforts in Margate Old Town 	<ul style="list-style-type: none"> ▪ Turner Contemporary is one of the most important initiatives in the regeneration strategy. ▪ It is essential that the Partnership continues to acknowledge the importance of Turner and prioritise investment that supports the success of the gallery. 	<ul style="list-style-type: none"> ▪ Recognised in the new MRP Implementation Plan.
<p>f) acknowledged that the partnership had identified an impressive list of potential further actions but that prioritisation was going to be the key</p>	<ul style="list-style-type: none"> ▪ N/A 	<ul style="list-style-type: none"> ▪ The new MRP Implementation Plan prioritises investment in key projects to support wider social issues and tackle the high profile physical initiatives such as Dreamland and the seafront. 	<ul style="list-style-type: none"> ▪ Projects prioritised in the new MRP Implementation Plan. ▪ Officers will continue to review progress and priorities.
<p>g) advised that the key top priorities the Panel perceived were resolving the social issues arising from the residential mix and ensuring the future of Dreamland</p>	<ul style="list-style-type: none"> ▪ Policy H10 of the Local Plan identifies the need for special action in Cliftonville, the LDF will include strong policies and a DPD relating to these concerns. Policy T8 and a supporting brief clarifies the support for Dreamlands future as an amusement park attraction 	<ul style="list-style-type: none"> ▪ Accepted 	<ul style="list-style-type: none"> ▪ Dreamland is the highest priority for the Partnership. ▪ Working with partners, MRP is seeking to secure resources to tackle social and housing issues.
<p>h) strongly endorsed the core proposal for the Heritage Fairground at Dreamland</p>	<ul style="list-style-type: none"> ▪ See above 	<ul style="list-style-type: none"> ▪ Noted. ▪ Proposal is heavily reliant on public grants (DCMS and HLF). 	<ul style="list-style-type: none"> ▪ The Partnership should develop contingency plans in case the grant applications are unsuccessful.
<p>i) saw no reason to burden that development with other aspirations like the new road and indeed found a good opportunity to turn the rest of the site to</p>	<ul style="list-style-type: none"> ▪ The Dreamland Planning Brief only perceives a need for a new road if the level of development demands due to burdens placed upon the 	<ul style="list-style-type: none"> ▪ The objective of the link road is to reduce traffic flows along the seafront. ▪ Further work is required to assess the highways 	<ul style="list-style-type: none"> ▪ The need for the link road should be assessed or part of the Traffic Impact Assessment for the enabling development.

events uses	existing highway network. Notwithstanding, the need to improve pedestrian connections to the beach and town would be assisted by the provision of an alternative route to the seafront	implications of the enabling development.	
j) believed that a programme of meantime uses for many of the currently empty places and spaces in the town could enliven it pending major developments	<ul style="list-style-type: none"> ▪ Creative Margate. ▪ Local Plan. 	<ul style="list-style-type: none"> ▪ Part of Creative Margate Delivery Plan 	<ul style="list-style-type: none"> ▪ Plans will be developed as part of Creative Margate. ▪ Discussions commenced with property owners and CLG representatives on a 'meantime programme'.
k) urged all parties to seek the opportunity for high quality development of an appropriate sort rather than to accept lower grade development just because it is currently available	<ul style="list-style-type: none"> ▪ Policy D1 of the Local Plan and the Kent Design Guide are utilised to improve design standards . ▪ A New Town Centre Framework will provide stronger urban design advice. 	<ul style="list-style-type: none"> ▪ Design Standards/codes will be part of the new Town Centre Framework. ▪ Increased emphasis on design standards forms part of Creative Margate. 	<ul style="list-style-type: none"> ▪ Strengthen links and work with Kent Architecture Centre. ▪ Improve relationship with CAFE enabler. ▪ Work with 'District Design Panel'.
l) saw a future for the resurrection of former boarding houses as high quality visitor accommodation offering good local food and possibly supported by a catering college linked to a training hotel	<ul style="list-style-type: none"> ▪ Cultural Vision. ▪ Creative Margate. ▪ PolicyT2 of the local plan supports the provision of serviced accommodation 	<ul style="list-style-type: none"> ▪ TDC Tourism and Visit Kent are seeking to support owners of existing hotels and guesthouses. The priority is to seek to upgrade the existing offer and encourage new investment. 	<ul style="list-style-type: none"> ▪ To be explored and developed through Creative Margate Delivery Plan. ▪ To be explored further with Thanet College.
m) did not find the town poorly connected or difficult to navigate and urged that public realm initiatives build on the strengths of the place such as the repair of Cecil Square	<ul style="list-style-type: none"> ▪ Past work by Tibbalds and Terry Farrell indicate that there are pedestrian desire lines that the town does not provide, which if provided would improve the Towns legibility and access between its different character areas 	<ul style="list-style-type: none"> ▪ These should remain priorities in the short term to support the plans for Turner and Dreamland. ▪ MRP Board agreed to focus on the 'western gateway' and seafront as priorities for public realm investment. ▪ Funding for Cecil Square is unlikely to be secured in the short/medium term. 	<ul style="list-style-type: none"> ▪ The redesign of Cecil Square should be progressed as part of the plans to redevelop the former M&S store. ▪ The Seafront and gateway should remain priorities in support of Turner and to maximise impact over the next two years.

<p>n) stressed the need for existing attractions to be supported and for public spaces to be well managed</p>	<ul style="list-style-type: none"> ▪ Policy T7 of the Local Plan supports proper management of open spaces, however the use of some of these spaces and lack of funding make implementation problematic 		
<p>o) emphasised that most of the above developments and improvements risked foundering if the social and housing issues were not addressed</p>	<ul style="list-style-type: none"> ▪ Housing Renewal Strategy. 	<ul style="list-style-type: none"> ▪ Revised Housing Renewal Strategy recognises the need to increase and widen investment to tackle the significant challenges. 	<ul style="list-style-type: none"> ▪ Part of process of establishing KCC led Task Force. ▪ New MRP Implementation Plan addresses social and housing issues.
<p>p) praised the local authority for those areas in which it had managed environmental and social improvements in alliance with community groups</p>	<ul style="list-style-type: none"> ▪ N/A 	<ul style="list-style-type: none"> ▪ The majority of the initiatives have been supported by the Housing renewal team and the SSCF Programme. 	<ul style="list-style-type: none"> ▪ MRP will support the evaluation and Forward Plan for the SSCF programme. ▪ It is essential that MRP identifies and secures funding to continue this work.
<p>q) proposed that such groups be bolstered by enabling self-build housing initiatives and by the creation of a trust which would support that process as well as underpinning the special qualities of Northdown Road</p>	<ul style="list-style-type: none"> ▪ The emerging LDF should recognise the importance of Cliftonville and Northdown Road 	<ul style="list-style-type: none"> ▪ There is a strong communities based partnership in Cliftonville which should be encouraged and supported 	<ul style="list-style-type: none"> ▪ Self build could be part of the Housing Renewal Plan. ▪ Funding and support for community based projects should form part of the Housing Renewal Plan.
<p>r) offered to assist the partnership, if possible, in making representations to government about the need for social housing policies which would lift an insupportable burden from Margate</p>	<ul style="list-style-type: none"> ▪ N/A 	<ul style="list-style-type: none"> ▪ Support of the Panel would be invaluable in supporting our social and housing plans 	<ul style="list-style-type: none"> ▪ To be considered by the KCC Task Force and Housing Sub Group.



Date:	16 June 2009
Item No:	6
Item Title:	Proposed development on the Rendezvous site
Author:	Keith Mackenney
Purpose:	For information
Recommendation	To note and comment upon the scheme's development

1. Background

- 1.1 The Rendezvous site was donated to KCC by TDC as its contribution to the Turner Contemporary project. The gallery is now being constructed at the site's western end, leaving its eastern end and land released by the narrowing of Fort Hill available for a mixed-use development. In line with the spirit of the transaction between the two authorities, one of the key objectives of any such development has been to provide a revenue stream in support of the ongoing operation of Turner Contemporary. At the same time, any development would need to meet high quality standards of design and construction and would need to complement and respect the Turner building. It should also contribute to the town's regeneration and reinforce pedestrian linkages between the seafront and the Old Town.
- 1.2 The process to recruit KCC's development partner began in 2007 and, in February 2008, a panel with senior representatives from KCC, TDC, SEEDA and the Turner Contemporary Project Board selected Gleeson from a shortlist of three as the preferred development partner. Subsequent to the decision, the project team worked with Gleeson's architects, CTM, to develop and improve the initial scheme which included a 3* plus hotel, a seafront apartment building and new homes for the RNLI and the Margate Yacht Club.
- 1.3 Unfortunately, at the end of June 2008, as part of an operational review, Gleeson withdrew from all development in the south of England and, despite their enthusiasm for the site, the Rendezvous development was one of the casualties. In order not to lose momentum and to be ready to proceed with a significantly de-risked development when market conditions allowed, KCC decided to pursue a hybrid planning application for the site, part funded from Objective 2.

2. Recent progress

- 2.1 In October 2008, CTM were formally selected by KCC as the architects with whom they would take the scheme forward. A project team was brought together, including officers from KCC and TDC and with development advice from Knight Frank, and work began on a hybrid planning application, detailed in relation to the hotel element, where there is still thought to be commercial interest, and outline for the remainder.
- 2.2 The work has now reached the point at which stakeholder input is required ahead of the scheme's finalisation and the presentation of a planning application. In consequence, Guy Hollaway of CTM will be presenting the latest proposals to the original Selection Panel on June 12 and to the Margate Regeneration Board on June 16. The timing of the presentation of the planning application will be dependent upon stakeholder reaction to the scheme and to the completion of detailed viability work. If the planning application is successful, KCC hope to return to the market for a development partner, probably for phased development, as soon as it seems sensible to do so.

Margate



RENEWAL PARTNERSHIP

Date:	16 th June 2009
Item No:	Item 7
Item Title:	MACH 123 (Margate Arts, Creativity, Heritage) – Programme
Author:	Mike Marsh
Purpose:	For Approval
Recommendation	The Board is asked to support the delivery proposals.

1. Background

- 1.1 The paper sets out the outline prospectus for the new three year MACH 123 programme, and proposed relationship with the Creative Margate programme and the Margate Renewal Partnership.

2. MACH 123

- 2.1 The MACH (Margate Arts, Creativity, Heritage) 123 programme is sponsored by English Heritage (EH), Arts Council England (ACE) and Thanet District Council, and grew from new innovative joint working between EH and ACE. It will be supported by an investment of £500,000. The Outline Prospectus, as shown in appendix 1, sets out the background, core outputs, programme delivery, funding resources and programme management.
- 2.2 The MACH outputs are linked to supporting the Creative Margate Vision .In discussions between the MACH partners and the MRP Director it has been agreed that the outputs are a core subset of Creative Margate. Clearly as a consequence of a substantial investment profile the MACH partners are anxious to see focussed progress on delivering the specific outputs.
- 2.3 Overseeing the strategic direction of the MACH outputs will be by a small executive group of the MACH Partners (EH,ACE,TDC). The coordination and initiation of the supporting activity will be delivered by a new three year post of Programme Manager. The Programme Manager will liaise closely with the Creative Margate Delivery Group and provide regular updates on progress. The post will be hosted by the MRP who will line manage the post holder and act as the accountable body for MACH funding.
- 2.4 With the high level of innovation in the partnering of heritage and arts it is intended to formally launch MACH 123 during the summer.

3. Creative Margate

- 3.1 The MACH programme, has arisen from the work on the Ten Year Cultural Vision for Margate produced in 2008 as reported recently to the MRP Board. The Vision was translated into an initial two year delivery plan by the Creative Margate Task Group, who operated as a task and finish group of MRP Board Members led by Richard Russell (ACE S.E). The principle of the two year plan is to help prepare a complementary offer in Margate to coincide with the opening of the new Turner Contemporary Gallery in early 2011.

- 3.2 The plan of six themes and forty two prioritised actions is now managed by the Creative Margate Delivery Group consisting of representatives from nine agencies and is currently supported by a p/t temporary Project Manager for six months funded by English Heritage and SEEDA . The post reports to the MRP Director. Further funding will be required from partners to continue the coordination, monitoring and influencing role for the remaining 18 months of the project.
- 3.3 The Group will meet four to six times a year to ensure progress and monitoring of the plan, reporting periodically by exception to the MRP Board .It proposed that the representatives from the former Task Group will join the Delivery Group once a year to jointly review the strategic direction and progress of the plan. In the intervening period regular virtual updates will be provided.

Appendix 1

MACH 123 – MARGATE ARTS, CREATIVITY, HERITAGE AN OUTLINE PROSPECTUS

MACH 123 is a three-year programme jointly sponsored by Thanet District Council, Arts Council England and English Heritage principally (but not exclusively) to boost the growth of Creative Margate in the run-up to the opening of the Turner Contemporary Gallery. This innovative shared ambition arises from the *Cultural Vision for Margate* produced on behalf of the Margate Renewal Partnership in 2008. The programme marks a major step towards the vision of Margate as the leading innovator and hub for culture-led regeneration and place-shaping in the South East. Over the three years 2009-12, the core outputs of MACH 123 will be:

- **To establish a sustainable model for creative workspace** in Margate that draws on the inspiration and opportunity afforded by Margate's heritage
- **To enable public realm improvements** that combine innovation with conservation
- **To enfranchise Margate's cultural and creative community** to prosper economically, socially and environmentally through, for example, a bespoke Community Development Trust
- **To engage people in Margate** through arts, creativity and heritage in the activities of the Partnership, creating a shared narrative for the town

MACH 1 - 2009-10

- Develop options appraisal for Community Development Trust CDT or similar vehicle
- Design and consult on baseline survey and engagement strategies for programme
- Identify potential assets for creative workspace, including some 'quick wins' e.g. Creative Squats
- Lead design process for lighting and signage strategy

MACH 2 - 2010-11

- Initiate CDT
- Facilitate conversions of workspaces
- Support implementation of lighting and signage
- Develop audience for Turner Contemporary and Dreamland

MACH 3 - 2011-12

- Support CDT to build confidence and expertise
- Establish affordable stewardship model of occupancy
- Evaluate lighting and signage
- Engage young people through the celebration of popular youth cultures

Programme Delivery and Resources

MACH 123 combines capacity-building with cultural leadership and project funding. A Programme Manager will initiate, co-ordinate, influence and deliver different aspects of the programme. In support of the core outputs identified above, there will be a programme of related enabling projects.

INDICATIVE INVESTMENT PROFILE

Programme Manager salary	3 years @ c.£50k inc NI etc and 2% annual increase	c.£160k
Core Project funding	Year 1 @ £50k Year 2 @ £75k Year 3 @ £75k	£200k ¹
Enabling/supporting	Year 1 @ £75k Year 2 @ £75k Year 3 @ £50k	£200k
Overheads (accomm, travel etc)	3 years @ 25%	£40k
Total		£500k

MACH 123 does not constitute the whole of the potential support for Arts and Heritage projects in Margate. Arts Council England and English Heritage remain open, both separately and jointly, to proposals for additional project support over the three-year period.

Programme management

The programme will be managed by an executive group from the funding bodies, who will be advised by one or more steering groups of stakeholders and interested parties². The host organisation (?MRP) will act as line manager for the post-holder and will be required periodically to account for time and expenditure according to the particular needs of the funding bodies.

¹ English Heritage funding is normally targeted towards Heritage at Risk and some grants will be conditional upon an agreement to provide public access

² Including HLF, MLA, HCA, KCC, Old Town Action Group, Conservation Area Advisory Group and others

Margate



RENEWAL PARTNERSHIP

Date:	16 th June 2009
Item No:	8
Item Title:	Sea Change Large Grant and Open Application
Author:	Derek Harding/Mike Marsh
Purpose:	For Approval
Recommendation	<p>The Board is asked to:</p> <ul style="list-style-type: none"> • To note the update on the Dreamland Project. • Agree the additional £22.5k costs and spend subject to the grant decisions as set out in paragraph 2.12. • Support an Open application bid for Creative Studio spaces, delegating authority to the Director to approve the final bid in consultation with the Bid Funding Partners.

1. Background

- 1.1 The Board has previously approved the submission of a comprehensive Sea Change large grant application for Dreamland of £4 million. The Sea Change Assessors undertook an inspection visit on the 12th May, meeting bid partners and Board members. The MRP Director will give a verbal update at the Board meeting on the assessment visit. The outcome of the bid is expected at the end of June with the formal public announcement in late July.
- 1.2 In the event that the Dreamland bid is not successful there needs to be a plan 'B' of submitting an open application bid into Wave 3, the third and final round for Sea Change. The development of the bid needs to run concurrently with the assessment process for the Dream Land large bid. The deadline for Open Applications is the 30th June 2009.

2. Dreamland Sea Change Update

- 2.1 The Dreamland Sea Change bid was submitted on 30 April. The Proposal document and a detailed briefing was circulated to the Board on the same date. The submission included the Business Plan, Stage C Drawings, Cost Plan, Conservation Statement and a number of background reports.
- 2.2 The project will be delivered in 2 phases. Phase 1 will include the creation of the Heritage Amusement Park, restoration of the ground floor and façade of the Cinema and securing the auditorium. This estimated cost is £12.4m which includes development cost, professional fees and contingencies. The main anticipated sources for capital are as follows:

Capital Funding Plan – Phase 1

▪ Sea Change	£4m
▪ HLF	£3.0m
▪ TDC	£750k
▪ Landowners	£4m
▪ Others	£650k
▪ Total	£12.4m

- 2.3 Phase 1 will create approximately 200 jobs (direct and indirect) and attract 700,000 visitors (350,000 paying visitors to the park). The partners have agreed a Memorandum of Understanding which envisages that the land for the park and the Cinema will be transferred (at nil cost) to the Dreamland Trust. Specialist tenants or operators would be brought in to manage the park, facilities, shops, bars and restaurants.

Subject to positive funding outcomes, Phase 1 will commence in January 2010 with the park open by summer 2011.

- 2.4 Dreamland Margate is one of seven submissions in Wave 3 which has a total funding pot of £12m. We are advised that three or four bids will be approved funding. As part of the assessment process, we met with members of the Sea Change team on 12 May which involved a site visit, presentations and a questions and answers session. The main issues raised by the Sea Change team were:

- the status of match funding
- the basis and assumptions around costs (including VAT)
- operator interest
- time-scales.

- 2.5 The single biggest risk to the project relates to the status of the landowner's contribution. Funding from the enabling development (via a section 106 agreement) would provide a direct 100% match to the Sea Change funds. It is anticipated that a planning application for the 'enabling development' will be submitted later in 2009. This is likely to consist of primarily residential and some mixed ancillary uses. The timeframe for the enabling development is unclear due to the prevailing market conditions. As such, it is envisaged that a funding mechanism will be agreed between the owners and the Council to provide a 'bridging loan' for the developer's contribution.

- 2.6 Discussions are on-going between TDC, HCA and KCC on the funding arrangement and it is hoped that we can provide Sea Change with confirmation of the proposed arrangements by the end of June. The options include taking a charge on the enabling land and raising the £4m via borrowing; acquiring an interest in the enabling land thereby providing a receipt to the landowners; or acquiring land from TDC within the renewal area that would allow Thanet to contribute the £4m. In all scenarios, it is envisaged that the £4m contribution would be recovered via a future section 106 agreement when the enabling land is redeveloped.

- 2.7 Thanet District Council has agreed in principle to contribute £750k. Other contributions will be secured from local partners and grant giving bodies including the Arts Council South East and English Heritage.

- 2.8 In the event that more than one large grant application fails, it is unlikely that we could deliver a viable scheme and we would need a radical re-think of the concept and approach.

2.9 **Contingency Plans**

We have considered the implications of unsuccessful funding bids and examined the cost plan to identify potential savings. The options include one or a combination of the following:

- reduce expenditure on the Cinema and alter phasing of spend,
- reduce specification or landscaping interpretation,
- reduce amount of permanent rides,
- seek capital contribution from operators,
- review heritage concept and develop new approach with amusement park operator.

These are explored briefly below.

In the event that the 'other funding' is not secured, we would seek to reduce or reschedule the expenditure on the Cinema building and potentially reduce the specification of landscaping and interpretation.

- 2.10 If one of the major funding is not secured (HLF, Sea Change, or the landowner's contribution), it could still be possible to deliver the project by re-phasing which could include omitting all but urgent works to the Cinema and creating the entrance to the park via Hall by the Sea; reducing the number of permanent rides in Phase 1 (and increasing the space for temporary rides); and seeking large up front contributions from operators. Any significant reduction in funding would affect the outputs and timescales. These options will be explored and developed further over the next two months and brought back to the Board if necessary.
- 2.11 The bid production process over and above the original feasibility study costs of £180k. These have amounted to approximately £15,000. In order to continue the development work and meet the deadlines for the project, we need to continue some work at risk. This relates to legal advice, procurement (preparation of OJEU) and support for the Trust. We would also like to retain the involvement of the Prince's Regeneration Trust. These additional costs will amount to approximately £30k. The first stage HLF grant will provide resources beyond July for detailed design and development work. The total overspend and additional costs amounts to £45k. This would be shared with the landowners and partners' contributions are sought to meet the £22.5k MRP contribution.
- 2.12 A decision on the Sea Change grant is expected on 8 July. The first stage HLF Grant decision is expected on 21 July. If the Dreamland Sea Change application is unsuccessful, we are eligible to submit an 'Open Application'. The options and proposal for an Open Application is set out below.

3. Open Applications Programme

- 3.1 The programme seeks to support up to 6 projects per year of between £200,000 - £1 million grants. Match funding of a minimum of 50% is required, although this can include some in-kind costs, property and land values. The grant needs to be spent within 18 months from the date of the award.
- 3.2 The MRP Board considered a paper in April 2008 which set out a long list of possible projects for a large grant. The same list has been updated and considered by the Creative Margate Officers Delivery Group to identify a potential project for submission to the Open programme assessed against the scheme criteria and more importantly other critical factors such as deliverability, risk and the availability of match funding.
- 3.3 Projects which were assessed included the Theatre Royal, Old Town - Market Place and Old Town Hall, Winter Gardens, Seafront Public Realm and Sea Defence Works, Creative Work Spaces and Transforming Margate's Seaside Squares. The Group has recommended that a bid based on Creative Work Spaces is pursued, based on deliverability, secured match funding, priority of need and meeting the Sea Change aims and objectives as set out below:
- “To use **culture** to make a difference to seaside resorts, contributing to sustainable, social and economic regeneration
Objectives.
- i. to back investment plans from seaside resorts in culture, heritage and public space, which could act as a catalyst to support regeneration of the resort.
 - ii. to boost confidence and pride in the local community.
 - iii. to share learning between local authorities and other partners exploring ways to support seaside resorts via culture and heritage.
 - iv. to ensure that our investment is matched by other partners so that we maximize the benefit of our funding”.
- 3.4 The Creative Margate 10 year Vision and Action Plan, adopted by the MRP Board in December identified a range of priorities including the lack Creative Work Spaces in Margate.

Demand for space is increasing and expected to rise further with the displacement of significant numbers of creative practitioners in areas such as East London.

- 3.5 A separate paper on the agenda refers to the new MACH 123 (Margate Arts and Cultural Heritage) programme. Elements of the MACH programme see the development of creative studio spaces in heritage buildings as a high priority for early intervention, coupled with business development packages for relocating creative practitioners. Part of the MACH investment package will be used as match funding for the Sea Change bid.
- 3.6 An outline of the proposal is appended to the report. This requires further detailed discussion with partners. Due to the tight timetable for the bid submission it is proposed that approval is delegated to the Programme Director for the final bid in consultation with the Bid Funding Partners.

Appendix 1 – Draft Sea Change Open Grant Proposal – Creative Margate/Creative Spaces

DRAFT

Sea Change Open Application grants programme -Wave 3

Our Proposal: Margate Creative Work Spaces Project

A. Your vision and results

The proposal is submitted by Thanet District Council as the accountable body on behalf of the Margate Renewal Partnership, Thanet District Council, English Heritage and Arts Council England South East. The project steering group, Creative Margate includes Kent County Council, Visit Kent, and the South East England Development Agency.

Our Vision for Margate

Margate Renewal Partnership (MRP), a multi agency partnership spearheading the regeneration of Margate, has set out a strategic vision for the town.

“By 2015, Margate will become a dynamic, thriving and successful town. It will be a major hub and driving force of creativity and culture that excites and inspires residents and visitors alike. It will also embrace and celebrate its traditions as a place of relaxation, leisure and seaside fun. It will be a place where visitors choose to return to and a town where people aspire to live”.

Creative Margate - A Cultural Vision

Culture is a central strand of the regeneration strategy. In 2008 the Margate Renewal Partnership commissioned Tom Fleming Associates to develop a Cultural Vision. This involved extensive consultation with the local community and key cultural agencies, culminating in an Open Space Event at which 300 cultural practitioners and community representatives mapped out a range of dynamic creative interventions. This was translated into a 10 year cultural vision strategy called *Creative Margate* which was adopted by the Margate Renewal Partnership. It has six core themes for the town:

- 1 A place where culture is for everyone
- 2 A place where people come first
- 3 A place with stunning, inspirational public realm
- 4 A place that is dynamic and full
- 5 A place where past and present hold hands
- 6 A place of cultural entrepreneurialism and creative business

There are two primary elements to the delivery of this strategy.

The first is to use the historic townscape of the Old Town and lower High Street to create a hub of creative work spaces, associated businesses, shops and boutique style visitor accommodation.

Considerable progress has already been made on this. Investment has been made in the townscape and in nurturing creative industries. The anchor investment is Turner Contemporary, a new contemporary art gallery. The £17.4 million public sector investment will create 3,000 m² of first class gallery space in a striking harbour front building designed by David Chipperfield. Work has started on site and the gallery is planned to open in spring 2011, projected to attract 130,000 visitors a year. It is anticipated that a mixed-use development straddling Fort Hill and the remainder of the adjacent Rendezvous site will attract a much needed 3* plus hotel to the town.

Partly as a result of the steady stream of publicity that has been generated by cultural events in Margate, the town has been gradually achieving a reputation as a cultural destination.

The second key element of the cultural strategy is to make Dreamland, which faces the Old Town at the other end of the beach, a cultural hub of a synergistic but different nature, one that focuses on the popular cultural heritage of the traditional seaside experience, with a particular focus, especially in terms of live performance, on the musical heritage of youth subcultures.

Margate is a popular culture destination

Largely as a consequence of its sandy beach, its location and harbour facilities, Margate emerged as one of the UK's most important and popular seaside resorts during the 19th and 20th centuries. It attracted millions of visitors each year in its heyday.

Its proximity to London and the rest of the South East and its wide, curving sandy bay were its main attractions, and they remain that way today. The town still attracts over 2 million day visits a year and about 400,000 staying visits a year¹ even though it no longer has major attractions.

Margate now has two primary assets as a visitor destination (in addition to the beach, which will always be its primary USP). The first is the atmospheric old town, which retains the charm of the traditional fishing village. The strategy has been to nurture a creative industries economy in this part of town.

Facing it, on the other side of the bay, is the Dreamland site, announced by the landmark Dreamland Cinema. That side of the bay is currently in poor condition. The proposals for creation of the Dreamland Heritage Amusement Park plus adjoining development will transform that side of the beach front, acting as a catalyst for the wider regeneration of this important part of the town.

Margate will become a 21st Century seaside resort which recognises, celebrates and embraces its seaside culture and heritage.

¹ Source: *The Economic Impact of Tourism in Thanet 2006*

Creative Workspaces

The project is to create more affordable creative work spaces in Margate Old Town and Central Margate, focussed on utilising existing heritage buildings and development of vacant sites through sensitive and innovative design solutions, managed by a new Community Trust involving local Creatives to ensure the continued reinvestment in supporting and growing the creative industry.

What we want to achieve through the project is to see Margate recognised as world renowned Creative Hub by 2018, a vibrant artistic town for creative practitioners and artists to work and live and an attractor to a new type of cultural visitor. It will build on Margate's unique cultural heritage as the first seaside resort and its rich legacy of visual artists from J.M.W. Turner to Tracey Emin and Antony Gormley. The Turner influence is manifested in the new Turner Contemporary Gallery, which has already stimulated creatives to relocate to Margate Old Town to open new studios, galleries and shops. However there is an absence of a critical mass of creatives, whether practicing in film, multimedia, graphic artists and agencies to generate a longer term sustainable creative hub.

The challenge is to attract more creatives to the town by addressing one of the key priorities of the lack of affordable creative work space in the Old Town and Central Margate and providing additional support such as business start up and development . Demand for affordable mixed use space is increasing and expected to rise further with the displacement of significant numbers of creative practitioners in areas such as East London.

At present there are 12 studio spaces in central Margate and through the ERDF programme we are supporting the provision of an additional 11 spaces (Harbour Arm and Pie Factory). Up to a further 30 affordable work spaces are required of which a number will have associated residential accommodation.

The project will focus on three sites in the Old Town:

- Queens Arms Yard, a key central regeneration site owned by the Council, which will provide 10 studios and retail spaces.
- Tudor Barn, built in the early 16th Century and one of the remaining historic houses, has a scheme to provide 8 studios on adjoining land.
- The Humbug, a former old sweet shop and associated building in private ownership with plans for creating 12 studios for which initial European funding and a developer contribution has been secured.

These sites would be form part of the initial tranche of assets vested in a new Community Trust through long term leases. The vision for the new Trust is to provide a lasting legacy of sustainable management and provision the studio and gallery spaces. This will be integrated with an ongoing

exciting programme of supporting activity based on using local creative talent and associated with the proposed Turner Contemporary international exhibition and education programme.

The Trust would also support the development of the creative industries and work with the local Higher Education Institutes to retain and nurture graduates to remain in the area.

Over time the objective will be for the Trust to acquire and develop additional land and buildings, working closely with key agencies to extend the portfolio of the gallery and studio spaces and continued support of artistic programmes.

The new work spaces will be initially marketed using an existing London based Studio Agency, locally coordinated information packs and through the interactive 'Isle Arts' Creatives website, supported by business development packages for relocating creative practitioners.

There will be a specific focus on newly graduated creative students with soft rent and 'bursary' packages for talented graduates for both work spaces/studios and housing. An Artist in Residency scheme will be developed to attract national and international artists to use empty premises and work closely with local creatives on innovative commissions.

B. Meeting Sea Change's objectives and criteria

1. To back investment plans from seaside resorts in culture, heritage and public space, which could act as a catalyst to support regeneration of the resort

The investment 'string of pearls' consisting of the new Turner Gallery at one end of the bay, the nearby rejuvenated creative Old Town and the proposed Dreamland Heritage Park and restored Cinema forms the core regeneration catalyst.

2. To boost confidence and pride in the local community

Through the extensive consultation with the local community there is a passion to build on the cultural heritage of the resort and restore the lost confidence which has arisen from the slow decline of the town. The proposal to stimulate new creative businesses to relocate into restored local buildings will be welcomed as breathing new life.

3. To share learning between local authorities and other partners exploring ways to support seaside resorts via culture and heritage

The Creative Margate 10 year vision is being delivered by a Task Group of nine agencies. Two of the agencies, English Heritage and the Arts Council South East have formed a supporting three year innovative programme to help deliver the Creative Margate objectives. Their work is regarded as a ground breaking first for co joining heritage and arts agendas.

Linking with regeneration work in Dover and Folkestone could provide an East Kent regional project which would achieve greater economic and cultural impact to be shared a case study for other resort areas.

4. To ensure that our investment is matched by other partners so that we maximise the benefit of our funding

Thanet District Council will be contributing assets of land and buildings and English Heritage and Arts Council England South East have identified new funds to provide match funding.

Criteria summary

1 Innovative and aspirational projects within the following categories

2 Sustainability

• Economic sustainability

Environmental Sustainability

- cultural projects contributing to place-making; arts projects which provide new opportunities for local communities and visitors*
- historic environment projects improving quality and experience of the resorts cultural assets*
- building on the natural and built environment, and public space assets of the resort*

- which other partners are also supporting this project from the cultural, public, private or voluntary sectors. Describe their involvement and any funding they are committing to the project.*

The project combines the sustainable and sensitive restoration of the built heritage of Margate Old Town and Central Margate to create new work spaces with an innovative solution of developing a Community Trust to manage the restored creative work spaces and its potential to reinvest back into the place making of the town. This cyclical approach will greatly benefit the organic economic growth of the town and produce a vibrant world renowned creative hub. The joint involvement of the local Council with English Heritage and the Arts Council South East will see funded supporting work using heritage architects to design restoration and new build work spaces which will be sympathetic to the local vernacular and be fit for purpose for a mix of creative industries.

3. Equality and Diversity

The EIA will provide a framework as part of the feasibility for assessing and managing the equalities implications during the construction, delivery and operational phases. The proposed design work will taken into account the issues around access and disability. We will also ensure that we apply the principles in the EIA to the approach to the design and management of the creative work spaces and events programming. This will include the provision of educational programmes, engagement work and customer care programmes.

4. Project Management

Thanet District Council has extensive experience of managing large capital programmes. Working through the Margate Renewal Partnership, we have successfully delivered multi million programmes in the Old Town, funded under THI, ERDF and the East Kent Partnership which has included the creation of artists workspace, galleries, public realm improvements and conservation works.

Margate Renewal Partnership has been closely involved with the Turner Contemporary. MRP was instrumental in creating the partnership and developing the wider regeneration plans to support the gallery and secure the grant funding for the capital build.

The existing Creative Margate Task group will continue to oversee the project and appoint a Project Manager who will oversee the programme delivery and capital works.

Thanet District Council /Margate Renewal Partnership project management procedures will be adopted to oversee the construction and delivery of the project. A sample of the project management tools is provided in the supporting information (TDC Corporate Project Management Brief, Risk Management Procedure and MRP Quarterly Monitoring Reports).

5. Regional Priorities

The Margate Renewal Partnership represents a wide range of other public sector stakeholder groups, including the South East England Development Agency, Thanet District Council, Government Office for the South East, Heritage Lottery Fund, Canterbury Christchurch University, Arts Council for England, Turner Contemporary, English Heritage, and Kent County Council.

Its formation and the active participation of these organisations is indicative of the significance of the regeneration of Margate to their objectives. The Partnership is chaired by the chief executive of the South East England Development Agency (SEEDA). Margate is identified as a priority in SEEDA's Corporate Plan.

In addressing the economic under-performance of the South East coastal regions, SEEDA has set out a framework for action to complement the Regional Economic Strategy - *Framework for Action on the Coastal South East (2007)*. The overarching priority of this framework is to guide the long-term economic sustainability of coastal communities. One of the key action areas is to "identify major coastal sites where redevelopment could enable the creation of new mixed-use communities".

Insert Commentary on EH /ACE SE/ TDC priorities.

C. Your capital project

Outcomes and outputs of the project

The quality of the outcomes that can be expected is largely related to the quality of the assets that the project will be working with. It will be creating:

A dynamic creative hub in Margate Old Town

30 new studio spaces and 4 retail units for creative work

A innovative new Cultural Community Trust

A new associated cultural programme in partnership with the Turner Contemporary

Restoration of two heritage buildings

Business development support for 45 creatives

The Team

The new Trust will retain control of strategy. It will decide what activities and tenants are appropriate for the site and will ensure that the conservation, educational, and interpretative aspects of its mission remain to the fore.

The Trust will oversee all aspects of the ongoing management of the studio spaces to ensure that there is consistency of quality.

Securing the Funding

The total project cost is £1,150,000, requiring a Sea Change grant of £750,000 and match funding of £400,000.

Thanet District Council will be committing the asset value of the development site towards the project as match funding.

Other cash contributions totalling £267,000 will be secured from local development partners and grant giving bodies including the Arts Council South East, English Heritage and the Government Office of the South East (ERDF funding).

D. Monitoring and evaluation

Sea change programme evaluation

The Margate Renewal Partnership is already active in a number of initiatives to share and learn good practice. This includes the BURA Seaside Network, the RDA Network, the Coastal Communities Alliance and on a regional level (through SEEDA) currently working with Bognor, Folkestone and Portsmouth. We intend to use those channels to disseminate information on a regular basis on the Sea Change programme.

We also intend to develop a programme of study tours and a major conference focussing on cultural regeneration to take place in 2010. We have a good relationship with a number of influential and expert players involved in cultural regeneration and the built environment. For example, we are awaiting results of a recent Urban Panel visit which took place in March 2009. The report will form part of a review of the Town Centre Framework for Margate.

Monitoring your project

Thanet District Council will be responsible for managing the Sea Change grant and achieving results on time and within budget, with the newly formed Trust when operational, acting as the agent to deliver the project outputs and outcomes. Thanet District Council has extensive experience of managing large government grants including SRB, ERDF, SSCF and Working Neighbourhoods Funds. We will work through the Margate Renewal Partnership Board which is formally constituted under a Formal Partnership Agreement. The Margate Renewal Partnership Board receives quarterly monitoring and progress reports from the Trust on every aspect of the programme. Margate Renewal Partnership has adopted a 'traffic light' system which reports on exceptions and variations to Project Plans. This approach will be adopted for the Sea Change programme to ensure regular checks and corrective action is taken to ensure the programme is delivered to the agreed plan.

In addition, the Sea Change project will be part of the Council's Corporate Project Management plan which includes a Risk Management tool to ensure project risk are assessed and managed on a regular basis.

Thanet District Council will undertake the financial management. All budgets will be made available in any audit procedures undertaken. Project costs will be determined by normal Local Authority procurement arrangements based upon requirements of Thanet District Council Financial Standing Orders.

Project evaluation
To be completed



Date:	16 th June 2009
Item No:	9
Item Title:	Parking Access and Movement Update
Author:	George Chandler
Purpose:	For Decision
Recommendation:	<ul style="list-style-type: none"> • To note progress on the Parking Access and Movement Action Plan. • To review the priorities in the PAM Action Plan and request further updates. • To approve the priority list of projects to be pursued. • To endorse the list of projects not currently being pursued. • To recommend a course of action on the Dreamland Link Road.

1. Introduction

1.1 The Board last considered traffic issues in Margate in October 2008. The Action Plan that was endorsed by the Board then has guided the Working Group's activity. Where appropriate, work has been progressed jointly with the Public Realm Strategy to reduce overlap between the two strands of work. This report is a brief update for the Board on progress of the PAM Action Plan and seeks the Board's endorsement to the priorities to be pursued.

2. PAM Action Plan

2.1 An update on the PAM Action Plan is attached as Appendix 1. A number of items are worthy of more detailed comment as the summary information in the Action Plan is necessarily brief.

2.2 **College Square Car Park Improvements.** The main tenant of the College Square complex (Somerfield) has been replaced with Morrisons plc who have closed the store and begun a programme of refurbishment to the store and associated buildings under their control. Included in this refurbishment is an investment of some £800,000 on the car park alone. The works will bring the car park up to current standards and will make the College Square car park one of the best in Margate. This is excellent news and will demonstrate a significant regeneration project in the heart of the Town. The refurbished store is scheduled to open in late July 2009.

2.3 **Car Park Signing.** A contract for surveying and renewing the car park signs (taking into account the closure of the Rendezvous car park and the refurbishment of College Square) has been let to a specialist signing consultant. Works are expected to be identified and complete by the summer.

- 2.4 **Coach Parking.** Sites for alternative coach parking to replace the Rendezvous site have been identified. Short term provision is already available in Dreamland and at Palm Bay. Revised direction signing has been provided to fit in with the construction activity at Turner Contemporary which affects the availability of the Rendezvous site. Longer term provision has been identified at Barnes (to the west of Margate) and feasibility work (topographical surveys and engineering design) is currently under way. Proposals are expected to be developed for public consultation within the next few weeks.
- 2.5 **Station Green Roundabout.** Initial Feasibility design work has been carried out to assess the potential for closing parts of the carriageway at Station Green, following on from the Public Realm studies into the Seafront. A proposal to introduce a temporary space ready for Summer 2010 has been designed and is currently being developed into a working proposition. Temporary uses for the space are being investigated now and detailed highway engineering is proposed to be commissioned in the next few weeks, subject to funding.
- 2.6 **Lower High Street Pedestrianisation.** A survey of traders in the Lower High Street was conducted as the first phase of consultation. The results showed that there was insufficient support for a scheme to be introduced, so the project has not been pursued. Results have been reported to Thanet's Joint Transportation Board for information.
- 2.7 **Old Town Parking Scheme.** A partnership group involving the Old Town Action Group has been set up to provide more detailed qualitative data on parking issues in the Old Town, following on from the quantitative surveys carried out in 2007. The survey is currently under way and it is expected that results can be reported to the Board in the autumn.
- 2.8 **Parking Management and Enforcement.** A review of enforcement activity has taken place and patrols and general management arrangements have been tightened by the District Council. Complaints and financial implications are being monitored and can be reported in due course.
- 2.9 **Dreamland Link Road.** Substantial activity has taken place on the feasibility of providing a link through the Dreamland and Arlington sites. A full topographical survey has been completed and initial design work on alternatives has been prepared. There are two basic alignment options possible, with variants on the junction designs. The results are not particularly satisfactory from either a Highways or Regeneration point of view and further consideration is required to finalise this issue. Discussions have taken place with both developers of the two sites and all information has been shared with them to allow them to develop their schemes in a co-operative and constructive fashion.
- 2.10 The concept of development in context has been considered by the Urban Panel and their view contradicts some of the work being pursued. They consider that the development proposals for Dreamland should not be burdened by the imposition of a Link Road and they question the wisdom of significant Public Realm investment in the Seafront. Discussions with developers and planners are ongoing to see how their views can be integrated with the aspirations for lesser highway impact on the Seafront.
- 2.11 **Pedestrian Links.** Survey work has been completed on the existing signs in Margate and a proposal for renewing signs to reflect current and future regeneration activity is currently being developed. This proposal is being integrated with the work required for Turner Contemporary and the car park refurbishment programme currently under way. It is anticipated that a revised signing regime could be in place by end of the year, finance permitting.

2.12 **Travel Plan for TDC Offices.** This proposed activity was intended, in part, to free up car park space in Mill Lane as an alternative to College Square. With Morrisons investment in College Square, the pressure to review Mill Lane is lessened. However, this is still a valid activity in the context of providing secure, high quality parking for shoppers and evening activities (ie Theatre Royal) and in achieving modal shift for the Town's largest single employment site. It is proposed to continue with the Travel Plan in view of these changed circumstances.

2.13 It should be noted that some activities have not been pursued, either due to lack of finance or priority. These are noted in the Action Plan in Appendix 1 and in the next steps section below. Board Members may wish to comment on these if it is felt that the work carried out does not reflect the priority aspirations of the Partnership.

3. Next Steps

3.1 The Action Plan notes a number of activities to be pursued as the next phase of work for Margate. The following list highlights the priorities adopted by the PAM Working Group. Board Members views on the priority list are requested.

1. Car Park Signing.
2. Coach Park Development.
3. Pedestrian Signing.
4. Station Green Roundabout.
5. Old Town Parking Scheme.
6. Travel Plan for TDC Offices.

3.2 The Action Plan also notes projects that have not been pursued. Board Members views on those schemes are requested. For completeness the projects that have not proceeded are included in the following list:

7. Lower High Street Pedestrianisation.
8. Lower High Street Footway Works.
9. Cecil Square Public Realm Improvements.
10. Seafront Carriageway Reductions.

3.3 Board Members views are also sought on the desirability of pursuing the Dreamland Link Road, in view of the Urban Panel report and the development aspirations for the sites.

4. Conclusion

3.1 This report has provided a brief update of progress on activities under way on Parking Movement and Access. Views on the priorities adopted are sought, especially in view of the progress made on projects across Margate to date. Further updates as work progresses will be brought to the Board for discussion.

Appendix 1– Parking, Access and Movement Action Plan

Margate Action Plan June 2009

Issue	Lead Officer	Timing	Comments	Design / Feasibility	Capital Funding	Progress	Next Steps
College Square Car Park Improvements	Derek Harding (TDC)	1-2 years	Refurbishment to Car Park structure and local environment urgently required.	Completed (TDC)	£800,000? (Owners / Tenants?)	Discussions held with Owners / Tenants. On-site works started.	Car Park refurbishment completed by July 2009.
Improve Car Park Signing	Grant Burton (TDC)	6 -12 months	Signs to be updated, in conjunction with Turner Contemporary strategy.	£3,000 (KCC)	£20,000 (KCC)	New Tourism Signs installed. Audit of Car Park Signs completed.	Design and Install revised car park signing by September 2009
Develop Coach Parking Strategy	George Chandler (KCC) / Dave Hughes TDC	6 months	Concept of locations to be agreed. Signing Scheme to be incorporated with Tourism and Car Park Signing.	£10,000 (KCC)	£10,000 (TDC).	Parking Locations identified. Scope of signing scheme and highway works identified.	Revised Signing implemented. Survey and Engineering design work under way.
Reduce carriageways on Seafront (Station Green and Marine Gardens / Clock Tower)	Doug Brown (TDC)	2-5 years	Concept to reduce carriageway space to be evolved from Public Realm Strategy Group.	£35,000 (KCC)	Unknown	Initial Locations for design work identified. Creative Advisory Group engaged. Concept Design Options prepared.	Quick Win at Station Green roundabout developed – need to promote temporary uses for the space available.
Public Realm Improvements to Cecil Square	Doug Brown (TDC)	2-5 years	Concept to improve public space needs to be developed into feasible design.	£12,000 (KCC)	Unknown	No further work carried out. Insufficient finance available.	Consider if Cecil Square is still a priority and identify funding to develop work.

Introduce Travel Plan for TDC Offices.	John Bunnett (TDC)	2-5 years	Introduction of Travel Plan measures to release spaces in Mill Lane Car Park for public use.	In Kind (KCC)	Cost Neutral? (Current Permit Scheme)	Report on Travel Plan concept approved by TDC Cabinet.	Develop Approach to Travel Plan for Staff consultation. (Autumn 2009).
Lower High Street Extension of Footway Improvements	George Chandler (KCC)	1-3 years	Refurbishment of carriageway to match existing works and link with Cecil Square.	£15,000 (KCC)	£450,000 ?	Design work deferred - pedestrianisation scheme not proceeding.	No further work currently proposed
Lower High Street full Pedestrianisation	Ruth Goudie (KHS)	1-2 years	Develop Experimental Traffic Regulation Order to improve shopping environment.	£3,000 ? (KCC)	£25,000 ? (Possible Public Inquiry)	Consultation carried out with traders in Lower High Street.	No further work following negative result from trader consultation.
Old Town Parking Scheme	George Chandler (KCC)	1-2 years	Investigation of specific parking pressures for local people and traders.	£5,000 ? (KCC)	Unknown. (Self Financing?)	Area of interest identified. Parking Survey data obtained. .	Qualitative survey under way. Scheme analysis to follow – September 2009.
Review standards for management and enforcement of parking.	Bob Spicer (TDC)	6 months	Re-focus patrol activity to reinforce principles of parking strategy	None	Self-financing.	Management Controls upgraded. Patrol Activity Refocused onto “hotspots”.	Monitor complaints received (ongoing)
Review Planning Policies in Margate to protect parking needs.	Colin Fitt (TDC)	1-3 years	Policy controls need to reflect emerging regeneration proposals	None	None	Parking policies for Margate identified. Potential planning issues identified.	Define parking strategy in emerging LDF process. (Two way process)
Dreamland Link Road	George Chandler (KCC)	3-5 years	Identify line for link road and develop appropriate policy protection	£50,000 (KCC)	Unknown (£3m + ?)	Concept of link road design completed. Liaison commenced with developers.	Dialogue over development aspirations to be continued.
Improve Pedestrian Links through Town	Ruth Goudie (KHS)	3-5 years	Improve legibility for pedestrians in Margate.	£15,000 (KCC)	Unknown	Audit of Signs undertaken.	Design new signing proposals – Autumn 2009

Date:	16 June 2009
Item No:	10
Item Title:	Final Draft Framework & Implementation Plan
Author:	Derek Harding
Purpose:	For Approval
Recommendation	To approve the final Draft Plan.

1. Introduction

- 1.1 The Draft Framework and Implementation Plan 2009 -11 was presented to the Board in December 2008.

2. The Framework & Implementation Plan (2009 – 2011)

- 2.1 Comments have been received and incorporated into the final draft which is presented for approval.
- 2.2 A leaflet will be produced to provide a summary of the programme for promotional and publicity purposes.

3. Recommendation

- 3.1 The Board is asked to approve the Framework and Implementation Plan.

Margate



RENEWAL PARTNERSHIP

Date:	16 June 2009
Item No:	11
Item Title:	Progress Report
Author:	Derek Harding
Purpose:	For Information
Recommendation	To note progress and agree the proposed actions listed in Section 2

1. Report

- 1.1 The principle role of the Board is to oversee the delivery of the programme and take action on critical aspects that may undermine the overall success of the programme. To provide the Board with information in a succinct and clear fashion, we have adopted a project monitoring system that presents key information only. A coding system of Red, Amber or Green has been adopted to highlight action required by the Board.

2. Action

- 2.1 The Board is asked to consider the progress reports as summarised in the schedule. The following action is proposed for the Red and Amber projects.

Ref	Project	Status	Action
MRP 1	Dreamland	Amber	<ul style="list-style-type: none"> • Awaiting outcome of Sea Change decision (8 July) and HLF Application (21 July). • If either of the funding bids are unsuccessful, the Partnership should pursue the following actions: <ol style="list-style-type: none"> 1) In partnership with the owners and Dreamland Trust, commence negotiations with potential operators to establish the level of private sector interest and the potential for private finance. (This is likely to require a wholesale review of the original Heritage Amusement Park concept). Request a report back in October. 2) Subject to the above, support action to protect and repair the listed structures.
MRP 2	High Street	Amber	<ul style="list-style-type: none"> • The review of the site development brief is on hold pending the production of a new framework for the town centre. This work is taking longer than originally envisaged and it is unlikely that the new framework will be produced until the end of summer 2009. In light of the delays, current economic climate and the possible vacation of Turner by the end of 2009, it is imperative that a medium term plan is developed. • Discussions are at an advanced stage with Thanet College who are developing plans to use the building as a learning centre. This could include teaching accommodation, café, exhibition and information space. Canterbury Christ Church University are also involved in the discussions and could be a partner in the project. A verbal update will be given at the meeting.
MRP8	The Lido	Amber	<ul style="list-style-type: none"> • Minmar (762) Ltd (main shareholder is Jane Debluk of Paigle Properties) has gone into administration. • A 'progress report' has been received from the Administrators but it is still unclear when and how the site will be sold or managed. This site is a 'medium' priority for MRP and it is anticipated that the redevelopment of the Rendezvous site and the opening of Turner will improve the site's overall market value and viability. The Board is recommended to take no specific action at this stage.
MRP9	Public Realm Programme	Amber	<ul style="list-style-type: none"> • At the October meeting, the Board agreed to align the work with the Parking, Access and Movement Plan and focus on the Station approach, western gateway (station roundabout) and quick wins along the seafront. Work on these aspects has been slower than anticipated and whilst there has been some progress on technical/engineering work, the production of detailed design and consultation has not been taken forward. There is the need for a coherent action plan to be produced including proposals for resourcing the design/implementation phases. The Board should ask officers for a detailed update on the PRS work by the end of July.
MRP14	Housing	Amber	<ul style="list-style-type: none"> • Progress on producing the Strategy and Plan has been

	Renewal Plan		slow (see Item 4). The delays are due, in part, to uncertainties around funding. This strand of activity was identified as a major priority in the Margate Renewal review and it is essential that this work is progressed as a matter of urgency. The Board should ask the Housing Task Force to meet as a matter of urgency to prepare an agreed plan and timetable by the end of September.
--	--------------	--	--

Appendix 1 – Progress Report

Progress Report

June 2009

Vision Statement

By 2015, Margate will become a dynamic, thriving and successful town. It will be a major hub and driving force of creativity and culture that excites and inspires residents and visitors alike. It will embrace and celebrate its traditions as a place of relaxation, leisure and seaside fun.

The Implementation Plan 2009 - 2011

The MRP Implementation Plan identifies the priority activity for the next two years. Projects are grouped around the four Strategic actions.

Place Making, Place Shaping

Key site developments, movement, access, public realm and inward investment.

Investing in Key Sectors

Supporting economic development and targeting key sectors – creative, cultural and visitor.

Housing Renewal

Delivering a neighbourhood renewal plan to diversify tenure, tackle poor housing and invest in the environment.

Supporting Vibrant and Cohesive Communities

Supporting the voluntary and community sectors, engaging the community in the renewal programme and delivering employment opportunities.

Progress - June 2009

Key	GREEN	= Progress is progressing to time-scale. Funding is secured
	AMBER	= Project is progressing but some difficulties have been encountered/ Action Plan in place to rectify problems.
	RED	= Project has been delayed and/or funding and investment is at risk.

Project Ref/ Status	Project Title	Project Owner	Project Description	Key Update information	Total Project Funding
STRATEGIC ACTION 1 - PLACE MAKING, PLACE SHAPING					
MRP1 AMBER	Dreamland	English Partnerships	To deliver a viable and deliverable masterplan for the existing Dreamland site (including Arlington House, Square, Car Park and Marine Terrace Frontage). 20 Acre site in the heart of the town. Mixed use scheme involving visitor attraction, residential and malling retail	<ul style="list-style-type: none"> - A Section 55 Notice issued to reclaim costs for new fence. Landowners have appealed, appeal determined, £36,000 to be repaid by developer. - Advice received from EH & DCMS on options and implications for Repairs Notice. - Work has commenced on the Sea Change feasibility Study. Report to be produced by end of April. Phased scheme to be progressed. Phase 1 £12.4m. Decisions expected on HLF and Sea Change in July. - Negotiations continuing prior to submission of planning application for comprehensive development in accordance with approved Planning Brief, hampered by present downturn in the development market. Memorandum of agreement and draft section 106 agreement being prepared as part of Sea Change bid development. 	Approx £12m - £15m (Bids to be submitted)
MRP1A GREEN	Arlington	Thanet District Council	Refurbishment of tower block and redevelopment of shopping precinct and car park site for mixed use scheme.	<ul style="list-style-type: none"> - Planning brief approved by Council on 9 October. Pre application negotiation with developers continuing. Application expected approximately September 2009. 	Private Funding
MRP2 AMBER	High Street	Thanet District Council	Redevelopment of a key town centre site. SEEDA & TDC have acquired a former M&S and surrounding land in Margate Town Centre for redevelopment into a mixed-use scheme for offices, retail and residential. 40,000 sqft retail – 60 – 70 residential units.	<ul style="list-style-type: none"> - With the developer selection process on hold in light of the current market conditions, the partners are reviewing the developer and planning brief for the scheme. To inform the M & S brief, Thanet District Council are also looking at the wider planning strategy for the Town Centre, building on the Tibbalds report and the Locum work amongst other things. - The Board will be updated by Thanet's forward planning officer on the thinking behind this revised town wide strategy. In the meantime, partners are exploring a number of opportunities to find further temporary occupation for the M & S unit. 	£6.5m
MRP3 GREEN	Queens Arms Yard	Thanet District Council	The development of a key Old Town site for residential and ground floor "affordable" artists' studio space and residential. 24	<ul style="list-style-type: none"> - Orbit Housing has formally stated a willingness to continue with the project's residential component, with TDC to manage the commercial element. - A much-simplified revised design has now been put forward which 	£2.5m (Private/ Public Funding)

			apartments and 10 studio spaces.	makes the scheme substantially more viable, including removing the need to stop up the road. The project is now ready to go through Orbit's development processes, and further discussions are continuing with Orbit in this respect. GOSE have been informed of the current process and are satisfied.	
MRP4 GREEN	Fort Road	Thanet District Council	Redevelopment of partially derelict and underused Old Town site. The scheme will include residential and address a key "gateway" into the Old Town.	<ul style="list-style-type: none"> - Section 215 Notice served on owners of Arcadian and Fort Road Hotel. Arcadian owners have indicated a willingness to progress a scheme for refurbishment and extension but no work has yet commenced. Meeting with Fort Road owners has resulted in agreement to see if planning application for redevelopment can be covered by KCC funding, to enable the problem of the present eyesore building to be addressed. 	Private Funding
MRP5 GREEN	Turner Contemporary	Turner Contemporary	To build a new gallery celebrating JMW Turner's links with Margate including exhibition gallery space, education space, cafe and administration areas.	<ul style="list-style-type: none"> - Very good progress continues to be made with the project. - Good progress is being made on the building contract with the underground service work now complete and work ongoing in finalising the piles, constructing the lift pits and the remainder of the building foundation work. - The overall funding package for Turner Contemporary is in place, following successful funding applications to both ACE and SEEDA. The funding arrangements for the project are as follows, ACE (£4.1m), SEEDA (£4m), TCAT – private sector fundraising which is being actively sought (£2.9m), with the balance being raised by KCC (£6.4m). - The Turner Contemporary trust is established and charitable status has been received (registered charity #1129974). Planning is underway for the transfer of operational responsibility from KCC to the trust in 2010. 	£17.4m
MRP6 GREEN	Rendezvous & Winter Gardens	Kent County Council	The aim of this project is to develop the remainder of the Rendezvous site within the same timescale as the gallery and in conjunction with the Winter Gardens for mixed-use scheme.	<ul style="list-style-type: none"> - Work on the development of a scheme based upon Gleeson's original proposals is progressing with the intention that a planning application is brought forward, after a period of consultation, in the summer. Discussions about possible relocation options are taking place with the RNLI and the Yacht Club is also being kept informed of progress. - The Yacht Club has moved to a new, purpose-built temporary dinghy park on the Rendezvous site just to the east of the RNLI building - As part of the Turner preparatory work, foul drainage provision for the mixed-use development has been made across the Rendezvous site to avoid later disturbance to the Turner build and the surrounding public realm. - The decision on when the development opportunity is to be re-advertised will depend upon the state of the market but, if interest in the hotel development is maintained, it is hoped that this will also take place during the summer. 	Private Funding

				<ul style="list-style-type: none"> - The development results in the need to identify alternative coach parking, this matter is being pursued at present. 	
MRP7 GREEN	Royal Seabathing	Thanet District Council	Return of vacant enclosed brownfield sites to beneficial use by private developer. Major residential scheme part refurbishment of listed building and part new build at Sea Bathing.	<ul style="list-style-type: none"> - Report on sale/future ownership awaited from administrators. 	Private Funding
MRP8 AMBER	Lido	Thanet District Council	Mixed-use scheme for residential, leisure, hotel and retail.	<ul style="list-style-type: none"> - Site advertised for sale in Estates Gazette 6 June. Information pack requested. Report awaited from administrators. 	Private Funding
MRP9 AMBER	Public Realm Programme	Thanet District Council	To commission and produce a Margate Public Realm Implementation Plan that establishes a strategic framework and opportunities for practical applications for delivering some high quality spaces and public art interventions.	<ul style="list-style-type: none"> - Report to October Board on concept designs. Agreed to focus next phase on 'western gateway', station approach and 'quick wins' for seafront. - Possible temporary closure scheme for seafront leg of Station Green roundabout prepared, requires detailed work to confirm implementation in 2010, including identification of possible use of land. - Project underway working with Network Rail to refurbish station building and landscape parking area. - Project underway to re-landscape Marine Gardens. - Seafront plan being developed. - Working with Turner Contemporary to co-ordinate landscaping/public realm in locality of the new building. 	£74,000
MRP10 GREEN	Parking, Movement & Access Plan	Kent County Council and Thanet District Council	Completion of traffic study for Margate (following on from Margate Masterplan) and Parking, Access and Movement Strategy.	<ul style="list-style-type: none"> - Working group merged with Public Realm Group to integrate activity on Action Plan. - Design work focused on design for Dreamland Link Road to inform MRP1. Designs prepared including proposals for Station Green Roundabout partial closure. - Link up with Old Town Action Group to develop local parking management scheme. Survey of residents and businesses to be carried out in June. - College Sq car park under going major refurbishment as part of Morrisons plans for former Somerfield store. Work scheduled to be completed by end July. 	£70,000
STRATEGIC ACTION 2 – INVESTING IN KEY SECTORS					
MRP11 GREEN	Creative Margate	Thanet District Council	To deliver a ten year vision and an integrated plan to reposition Margate as a seaside town at the forefront of visual arts, with a vibrant creative thread running throughout all the regeneration plans and activities.	<ul style="list-style-type: none"> - The draft 10 year Creative Margate Vision and the two year action plan presented to the Board, Dec 08. - Funding secured for a six month Interim Project Manager. Manager commenced in Feb 09, supported by a six month p/t secondment of Thanet District Council's Arts Development Officer. - Delivery Group focussing on finalising the two year action plan, securing resources for key priorities. Joint agenda of supporting 	£200,000 2 years funding to be secured

			Short term: a two year action plan to improve the creative offer to maximise the impact of Turner Contemporary.	actions and funding being prepared by English Heritage and the Arts Council S.E.	
MRP12 GREEN	Margate Theatre Royal	Thanet District Council	Expansion of the Theatre Royal. Phase 1 involving the acquisition of No 19 Hawley Square.	- The business plan of the Theatre Royal Margate proposes expansion involving acquisition of No. 19 Hawley Square. TDC is negotiating with Orbit Housing (owners of No.19) to secure the building. A feasibility study is required to develop plans and costings.	To be secured
MRP13 GREEN	Supporting Thanet's Economic Growth Action Plan	Thanet District Council	Work with Thanet District Council and Business Link Kent to support investment in key sectors.	- With partners, the Council will be looking at revising this taking into account the consultation outcomes of the East Kent Sustainable Community Strategy and the Council's Vision, which is still being consulted on. - Consultation has started with the Private sector through a workshop held in May.	
STRATEGIC ACTION 3 – HOUSING RENEWAL					
MRP14 AMBER	Housing Renewal Plan	Thanet District Council	A 4-phased housing renewal programme for Cliftonville West and Margate Central to increase confidence and improve the quality of life of both residents and businesses.	- East Kent Partnership Agreement for RHB schemes signed. - Managing Agent for RHB energy efficiency programme selected. - RHB advised govt. have to scale back 'in principle' South East funding for energy efficiency programme. - Enforcement liaison contributed to 'voluntary' closure of 10 unit HMO in Cliftonville West. - On-going progress with RSLs re. Opportunities for various sites for social housing. - Draft Housing Renewal Strategy going to TDC cabinet to approve for consultation on 16 th June 2009 - TDC to prepare brief requested by HCA regarding business case for funding.	To be secured
STRATEGIC ACTION 4 – SUPPORTING VIBRANT & COHESIVE COMMUNITIES					
MRP15 GREEN	Delivering the SSCF Programme	Thanet District Council	To improve the quality of life for the people of the two wards of Cliftonville West and Margate Central. This will be achieved through: 1) Safer communities, 2) access to better public services, 3) stronger communities and 4) cleaner, safer and greener public spaces	- All SLAs for 2009/10 in-situ and commenced. - £20k made available for bids from existing SLA providers. - Final year of programme – thus planning of impact evaluation commenced. - Focus on identifying funds to retain SSCF team (x2 Officers) post March 2010 – thus be able to deliver MRP16 going forward.	£3.7m
MRP16 GREEN	Working with the Voluntary and Community Sector	Thanet District Council and Margate Renewal	To co-ordinate partner activity to engage local people and work with the voluntary and community sector.	- x2 bids submitted to Migration Impact Fund via Kent-wide Strategic Network for Migration. Decision by GOSE in May/June. - GOSE and Kent Community Cohesion Network – Consultant in situ and work commenced on community cohesion framework.	

		Partnership		<ul style="list-style-type: none"> - Thanet CVS Forum attended. - Kent CVS Conference attended. 	
MRP17 GREEN	Delivering Training and Employment Opportunities	Margate Renewal Partnership & Thanet District Council	Support Thanet Works by delivering training and employment opportunities through MRP partners and major developments.	<ul style="list-style-type: none"> - Through the Thanet Work's programme and using local knowledge the Council will be directing resources that will make the most impact in the current economic climate. The Council's Economic Development function will be looking at the Working Neighbourhood Fund to deliver support and guidance to businesses that will in turn deliver employment opportunities, whilst encouraging businesses to train employees. - This work cuts across the whole of Thanet, however with have an impact on the key wards employment levels. - Inward investors such as Thanet Earth have worked with the Council and Jobcentre Plus to encourage those who are unemployed to get back into work with open days and interviews held at the Margate Jobcentre. Jobcentre Plus are also working with Morrisons with regards to their recruitment and are working to securing a number of jobs for priority clients. - 	To be secured
OTHERS					
MRP18 GREEN	Programme Evaluation	Margate Renewal Partnership	Study to assess the impact of the MRP Programme	<ul style="list-style-type: none"> - A methodology for the programme evaluation will be developed which draws on other work – Turner, SSCF and the recent Margate Renewal Study. Resources have been included in the MRP team budget to find an external study. 	£25,000
MRP19 GREEN	Communications Action Plan	Margate Renewal Partnership & Thanet District Council	Promoting the working of the Partnership and raising awareness.	<ul style="list-style-type: none"> - New MRP exhibition and promotional leaflet to be produced by June. - Website under review and to be updated. 	



Date:	16 June 2009
Item No:	12
Item Title:	Programme Director's Report
Author:	Derek Harding
Purpose:	For Information
Recommendation	To note.

1. Introduction

- 1.1 The following report provides Board members with an overview on programme activity, wider policy and contextual developments not covered elsewhere on this agenda.

2. Strategic and Policy Context

- 2.1 **SEEDA Research** - At the last meeting, the Board received a report on a study led by SEEDA into the impact of the recession on coastal towns. This involved four case studies: Margate, Folkestone, Bognor and Portsmouth. The draft conclusions and actions for Margate are summarised as follows:

- produce benchmark data to monitor the situation,
- develop and share practice for immediate interventions (such as tackling empty shops),
- improve marketing, develop and articulate a shared vision,
- cultural organisations should collaborate to share approaches to marketing, audience development, outreach etc,
- 'reward' and recognise local champions,
- Develop synergies between culture and education as a priority.

The draft final report has been produced. A verbal update on the next steps will be provided at the meeting and the final report circulated to the Board in due course. A full report will be brought back to the Board at the next meeting and the 'recession section' will be a standing item of the Director's Report at future meetings.

- 2.2 **The Coastal Communities Alliance** will be producing a 'handbook' for coastal towns featuring good practice and general information on coastal regeneration issues. This will be published in late summer 2009.

3. Local Context

- 3.1 **Thanet Works** – Outcome of Phase 1 commissioning was that 52 applications were received, 42 were considered by the appraisal group, eight recommended to the Board and seven were approved. The total funding amounts to approximately £1.1m and range from local voluntary organisations to substantial new partnerships involving the voluntary and public sectors.

In parallel, work has commenced on taking forward a 'Worklessness Plan' for Thanet. This is an important requirement for the Future Jobs Fund which is a job creation scheme that has been launched recently. A bid will be submitted at the end of June to the Future Jobs Fund.

3.2 **Ground Work** – At the last Board meeting, the Board received a presentation by Groundwork Trust on their Coastal Kent initiative. Over the last three months, Rachael Noxon the Development Officer, is working closely with MRP officers and developing the following initiatives.

- Pre Neet Programme - A creative alternative to classroom learning for a group of up to 12 young people on day per week. Aiming to divert participants from becoming NEET and building soft skills, confidence and self-efficacy through activities that contribute positively to Margate.
- Walkie Talkies - A small team of individuals who by visiting cafes, pubs, libraries, doctors surgeries, places of worship etc. They are well informed about services, events and developments in Margate and not only promote these and improve access, but also consult members of public on the behalf of the participating organisations, and provide regular feedback. This could form part of the MRP and SSCF evaluation process.
- Traditional Building Skills – Linking into Creative Margate and MACH123, practical and theoretical lectures and workshops to empower owners of period properties to carry out sympathetic small-scale repairs and contract competent craftspeople. The practical courses will assist in training existing building and renovation contractors in traditional methods that complement the fabric of the town of Margate and wider Thanet area.
- Team Green - Groundwork's Team Green project provides employment placements and operates as a social enterprise providing deep-cleaning and facelift services such as pressure washing of drives, car parks and pathways, graffiti removal, planting, painting railings etc.

3.3 Thanet District Council has submitted proposals to the Environment Agency for resources to undertake feasibility and technical design work for a sea defence and flood protection programme. This would involve the strengthening of the Harbour Arm, remodelling of the sea wall, particularly in the vicinity of the Old Town and redesign of the promenade. If funding and approval is secured, this work is likely to be carried out between 2010 and 2015. The next phase will involve an options appraisal, discussions with agencies such as English Nature and public consultation once plans have been developed further. TDC officers are working closely with the Public Realm Steering Group.

3.4 **Economic Recession** – The initial findings of the SEEDA research study show that it is too early to use statistical information although anecdotal information suggests the recession has been varied. The research has shown that the JSA claimant rates in surrounding wards (Dane Park and Salmestone) have risen more rapidly than in the 'core' renewal area. As previously reported, the economic down turn has stalled planned developments on key sites and it also appears that small scale restoration and conversion activity has slowed down dramatically. However, the construction of the Turner Contemporary Gallery, the refurbishment of the former Somerfield's store at College Square by Morrisons and the recent national press interest generated by the Apprentice, appears to have generated a significant increase in visitor enquires.

3.5 Other positive news stories include the completion of the Pie Factory Art Studios, the opening of a new restaurant on the Harbour Arm, the Windows of Opportunity Project (see photos in Appendix 1) and the opening of the Viking Play area in Cliftonville. All initiatives have received financial support from the Margate Renewal programme.

4. Communications, Publicity and Events

- 4.1 Following the Apprentice episode in early May, there has been a significant increase in national and regional press interest in Margate. On the whole, the coverage has been positive and it is reported that visitor and accommodation enquiries have dramatically risen.
- 4.2 Visit Kent have appointed Blue Sail Consultancy to develop a branding campaign for Kent. Within this context, we are proposing to develop and launch a marketing campaign for Margate. This work is led by the Creative Margate Working Group. Locally, we are working with the East Kent Education Business Partnership in a 'local schools challenge' to re-brand Margate. Teams of six from sixth form colleges will present their own ideas to an invited panel on 10th July.
- 4.3 The summer events are listed in Appendix 2. The highlights include the Margate Big Event, the annual Jazz Festival headlined by Nigel Kennedy and Margate Carnival. The Turner and Dickens walk will be officially opened on 27th June. This initiative has been led by Kent Highways Services in partnership with TDC, Turner Contemporary and Visit Kent. Finally, the Old Town Action Group is holding a series of themed markets in the Old Town over the summer period.

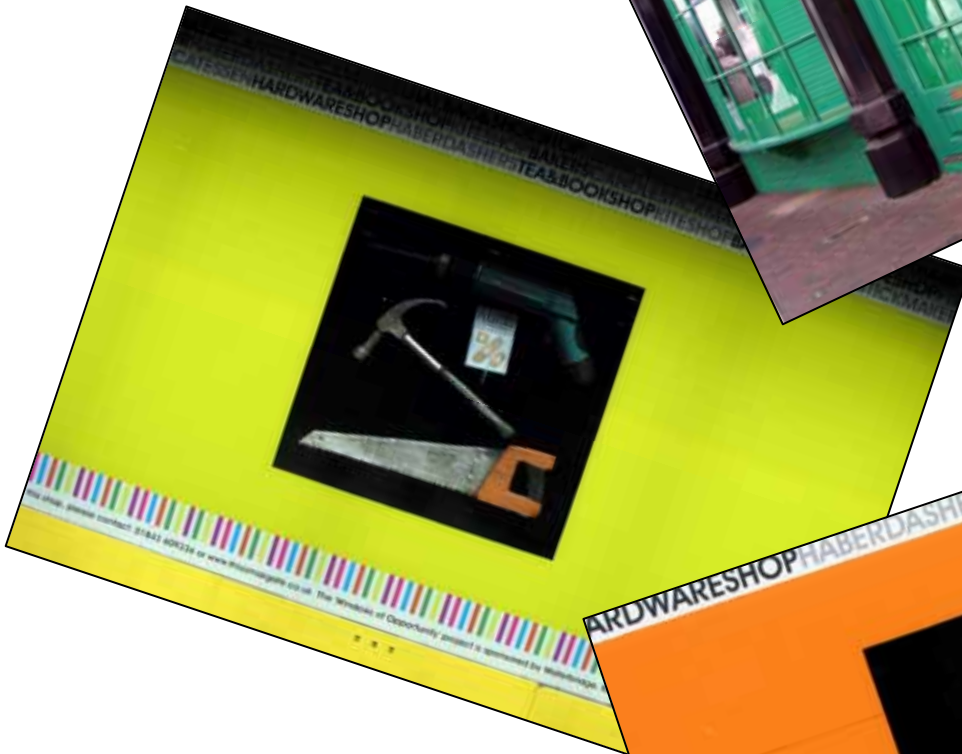
Appendix 1 – Windows of Opportunities photos

Appendix 2 – Summer Events List

Appendix 3 – Newsletter

Margate

RENEWAL PARTNERSHIP



Appendix 2

Summer Events 2009

20 & 21 June – Margate's Big Event

Kent's leading air and land festival is a free event and will take place at Palm Bay on Saturday and Sunday 20 and 21 June. Entertainment includes a spectacular air show, performers, a craft fair and a musical extravaganza on the Saturday night, followed by fireworks. For more information or to book a VIP hospitality package, phone 01843 577167 or 577683

27 June

Antiques Market – **Margate Old Town** - Qing, an active member of Margate Old Town Action Group (OTAG), is facilitating the Antiques Market taking place over the last weekend of June in the Old Town Market Square. From 11 – 4pm. For more information contact Margate Town Partnership on 01843 297350 or email a.nixey@qingart.co.uk

24 July

Leading violin virtuoso Nigel Kennedy, the best-selling classical violinist of all time, is performing at one of the hottest events in the UK jazz calendar – **the Big Sky Jazz Festival in Margate** Kennedy's tribute to legendary jazz musician Miles Davis - one of several headline gigs at key venues in and around the town – is on July 24 at the Winter Gardens. Call The **Winter Gardens** box office now on 01843 296111

Saturday 25th & Sunday 26th July – Margate Big Sky Jazz Festival 2009

There will be a diverse selection of artists performing all weekend, live and free on The Piazza. Names confirmed so far include British jazz guitarist Mark Hewins and his trio; the original 'District Six' South African Band; Henry Lowther's Still Waters; Sarah Moule and Simon Wallace; Annie Whitehead's Big Sky Big Band; Lackadaisical Big Band; Christine Tobin Band, and John Etheridge.

For further information on performers and venues call Margate Town Partnership on 01843 297350 or go to www.margatetownpartnership.org.uk

25 July 2009

Ingoldsby Gallery, an active member of Margate Old Town Action Group (OTAG), is facilitating the Art & Crafts Market taking place over the last weekend of July in the Old Town Market Square. From 11 – 4pm. For more information contact Margate Town Partnership on 01843 297350 or email a.nixey@qingart.co.uk

01 & 02 August 2009

2 Days of Fun, Music and the Carnival Parade on the Sunday 2nd August in Margate The Biggest Carnival parade in the South East of England. The Parade moves off at 3pm from Westbrook and follows the seafront route into Cliftonville. Music at the Harbour Piazza and a free dance at the Winter Gardens. Firework display late evening. For more information please contact Cllr Mick Tomlinson on 01843 293733 or email margatecarnivalgroup@btinternet.com

29 & 30 August

Old Town Action Group – Kent Food – Margate Old Town Market Square. From 11 – 4pm. For more information contact Margate Town Partnership on 01843 297350 or email a.nixey@qingart.co.uk