



# **Council Policy & supplementary planning guidance for residential accommodation in Cliftonville West Renewal Area**

**Statement of main issues raised in  
representations and how they have  
been addressed.**

## Introduction

On 14 December 2006, Thanet District Council adopted a Council Policy and supplementary planning guidance for residential accommodation in Cliftonville West Renewal Area. The Policy and guidance are set out in a separate document.

The policy and guidance address issues raised by local stakeholders prior to declaration of the Cliftonville West Renewal Area in 2005. A programme of public consultation was subsequently carried out on these specific issues, and the Council took into account the responses received when deciding to adopt the policy and guidance.

This document summarises the range of issues raised in the responses to consultation and how these were addressed.

An annex to this document summarises the consultation process and measures.

## Summary of the range of issues raised and how these were addressed in adopting the Policy & supplementary guidance.

### Range of Issues Raised

Consultation revealed considerable (often very strong) support for the policy in response to a range of problems recognised in the Renewal Area. This includes strong support by Eastern and Coastal Kent Primary Care Trust. Questionnaire responses show that 80% of respondents support the aim to make the housing stock more balanced and believe that the Council would be right to adopt the policy.

Discussions and responses to consultation raised a wide range of issues. Two issues of particular relevance were:

1 Concern that applications could still be received for small units, but, in order to circumvent the policy, might be described as 2 or 3 bedroom accommodation. This would result in accommodation inadequately sized for occupation on such basis, and could serve to inflate the number of units that could be sensibly accommodated within buildings.

2 Concern regarding whether restrictions on 1 bed flats and Houses in Multiple Occupation in the Renewal Area would result in “displacement” pressures to convert larger buildings to provide such accommodation elsewhere in the District, and whether the area covered by the policy should be widened in order to head off such possibility.

Consultation also revealed many other issues including:

- Existing parking problems/need to introduce a 20mph zone
- Need quality accommodation and of decent size.
- Ensure conversions are to high standards
- Encourage buy-to-live not buy-to-let/speculation
- Lack of community/social facilities
- Empty property
- Need also to deal with problems of existing accommodation
- Irresponsible landlords/poor management of tenants
- Need for joined up Council intervention
- Planning conditions regarding issues such as bin storage
- Possible merits of declaring the area a conservation area
- Problems in area with noise, rubbish, alcohol and drug taking.
- Need greater police presence
- High population density
- Small flats often attract bad tenants and transience
- Need higher level of owner occupation
- Transience slowing community development/commitment to area.
- Effect on supply of affordable housing

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In response to issue 1 above the Policy & guidance have been augmented to draw attention to minimum floor-space standards for 2 bedroom flats (contained in existing guidance issued by the Council) in order to clarify that accommodation below such area would be regarded as insufficient for 2 bedrooms and therefore contrary to the policy & guidance.

The question of displacement pressures (issue 2 above) has been addressed in the proposals for monitoring the impact of the policy & guidance.

The Council considered the issues addressed in the Policy & Guidance to be sufficiently urgent as to warrant adoption in December 2006. However, the Council also intends to incorporate and refine the policy & guidance as necessary as part of the Local Development Framework process, noting that this process will allow further exploration of the additional issues raised in consultation and in the light of monitoring.

## Annex

### Outline of consultation process and measures

#### 1 PERIOD OF CONSULTATION:

General Consultation: 4 September 2006 to 10 November 2006. Online survey: 2 October 2006 to 10 November 2006

**2 METHODOLOGY:** Principal consultation initiatives were focus group meetings, a public meeting and questionnaires seeking views on the issues affecting the Renewal Area and on the merits of introducing the draft policy. These are elaborated on below.

#### a). Focus Groups

Four focus groups were held during the consultation period.

1. Monday 4 September (2-3pm) Margate Media Centre
2. Wednesday 13 September (6.30-7.30pm) Margate Media Centre
3. Monday 2 October (6.30-7.30pm) Margate Media Centre
4. Members Focus Group Monday 6 November (4.30-6.30pm) Thanet District Council Committee Rooms

Focus Groups sessions included:

- Welcome by Head of Development Services
- Ice breaker exercise asking people to identify a) any negative aspects of the Cliftonville West Renewal Area and b) positive or improving aspects of the area.
- Presentation on background and policy.
- Group discussion on the proposed policy. 1) Does it address the issues identified? 2) Does the policy need to be amended?
- Final question and answer session.

#### Identification of consultees:

Attendees to the Community Open Day held by the Renewal Team at the Winter Gardens 1 March 2005 were invited to the first two focus groups. This event formed part of the consultation around the renewal area and revealed a number of concerns within Cliftonville West, which subsequently led to the proposed policy. This group comprised of local residents, landlords and businesses with an interest in the Cliftonville West Renewal area.

The third focus group invited landlords and letting agents within the area to attend.

The fourth focus group invited Council Members with a direct interest in the proposed policy. Those invited included members from the two relevant wards Margate Central and Cliftonville West.

#### Publicity:

- Invitations to the first two focus groups were sent by post to the Community Open Day attendees. (A number of landlords were also included within this first mail shot).
- Press release sent to local papers with details of the focus groups.

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- Flyers and posters were distributed around the Cliftonville West area for the landlords' focus group.
- A number of Letting Agents in the area were notified. Flyers were sent to Letting Agents for distribution to relevant landlords within the area.
- Details of focus group and public meeting were posted on South East section of the National Landlord Association web site.
- Letters of invitation went to the relevant Council Members.

#### **b) Public Meeting**

Event held Monday 30 October (7-9pm) at Margate Winter Gardens.

The TDC panel included Head of Development Services Brian White, Strategic Planning, Conservation and Enforcement Manager Colin Fitt, Principal Planner Steve Moore and Private Sector Manager Steve O'Shea.

Format of public meeting:

- Welcome by Chair: Corporate Director Jennifer Seeley.
- Presentation on background and policy given by Principal Planner Steve Moore.
- Small group discussion held with at least one Thanet Council Officer on each table to facilitate the discussion. 1) Does it address the issues identified? 2) Does the policy need to be amended?
- Each table then agreed two questions to put to TDC panel. Questions from all tables put to panel.
- Final open floor discussion.

#### **Publicity:**

- Details of the public meeting were sent to all attendees to the Community Open Day.
- Adverts were placed in the local paper for two consecutive weeks prior to the event. The first was published in The Isle of Thanet Gazette 20/10/06, and the second in Thanet Extra (27/10/06).
- A press release was sent to local papers with details of the meeting.
- Flyers were distributed around the Renewal Area by members of the Area Renewal Team and also during Local Democracy Week consultation.
- Details of public meeting posted on South East section of the Landlord Association web site

#### **c). Questionnaires**

##### **Details:**

Hard copies available from Thanet District Council Officers and also available to complete online [www.thanet.gov.uk](http://www.thanet.gov.uk).

Online survey available from 2 October 2006 to 10 November 2006.

Results of the questionnaires compiled using "Snap" software

##### **Identification of consultees:**

- Questionnaires given to attendees of focus group and public meeting.
- Questionnaires available to be completed online.

##### **Publicity:**

Questionnaires posted on Thanet District Council web site. Summary of the consultation given and chance to complete and return forms online.

Press release sent to local papers with details of the consultation.

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