

# Thanet District Local Plan Examination Matter Statement

## Matter 11 – Tourism

**on behalf of Margate Estates Limited**

May 2019



## Contact

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## 1.0 Introduction

### **Matter Statement**

- 1.1 This Matter Statement has been prepared on behalf of Margate Estates Limited in relation to *Matter 11 – Tourism* of the Inspectors' Matters. Issues and Questions for Examination document, updated 4 March 2019.
- 1.2 This Statement specifically relates to Issue 1 – Serviced Tourist Accommodation (Policy E07).

### **Margate Estates Limited**

- 1.3 Since acquiring Dreamland in November 2017, Margate Estates have invested more than £50 million in Dreamland and more widely, Margate. Margate Estates have been working tirelessly to put Dreamland on the map as an entertainment, corporate and wedding destination and brought the event spaces back to life, and through investing in other improvements in the surrounding area. By association, their works to Dreamland are making an important contribution to the viability and vitality of Margate and its continued regeneration.
- 1.4 Margate Estates is dedicated to ensuring that Margate's unique appeal is utilised to its utmost potential and that the town becomes a 'year-round' destination. Margate Estates is committed to this resurgence, and aims to build Dreamland into a world-class entertainment venue and provide workspace and facilities for creative industries to thrive.
- 1.5 The submission of this written matter statement is on behalf of Margate Estates, and forms part of the longer term management and development aspirations for Dreamland, and for Margate more widely.

## 2.0 Response to Matter 11 – Tourism

### Issue 1 – Serviced Tourist Accommodation

Q1. How will decision-makers, developers and local communities determine whether proposals for tourist accommodation are “well related to existing built development”? Does this apply in the main built-up areas or across the District? Is the policy effective?

- 2.1 We agree that clarity is required about what is meant by ‘well related to existing built development’. Design is a subjective matter, and therefore decision makers, developments and local communities would benefit from some additional guidance around the expectations of the council in relation to new hotel development coming forward.
- 2.2 It is noted that Policy E08 relating to self-catering tourist accommodation does not include the same requirement for development to be ‘well related to existing built development’. The policy appears to indicate that ‘self-catering accommodation’ would not need to be ‘well-related to existing built development’.

Q3. What impacts does Policy E07(1) seek to avoid? Is the policy sufficiently clear? Is it effective?

- 2.3 Thanet District Council has clearly identified that there is high demand for additional hotel accommodation within the district, which is a result of the growing tourist economy across Thanet. By all accounts, this trend is particularly apparent within seaside towns.
- 2.4 At paragraph 1.10 the Local Plan identifies that it is of primary importance to support the tourism economy within Thanet. A strong visitor economy would provide benefits to Thanet local residents through higher quality leisure facilities, attractive public realm and quality of life. In turn, these benefits can result in further investment.
- 2.5 Hotel developments create employment opportunities for local people, and would contribute to the additional 5,000 jobs that are planned for Thanet to 2031. Policy SP02 sets out that *“New tourism development, which would extend or upgrade the range of tourist facilities particularly those that attract the staying visitor, increase the attraction of tourists to the area and extend the season, will be supported.”*

- 2.6 Notwithstanding the in principle support for improved tourism economy across various policies, at present we consider that wording in policy E07 should be amended to explicitly support all hotel development that is proposed in appropriate locations, and that meets the criteria set out in this policy. It is considered that the existing wording is not explicit in its support of hotels that do not neatly fall within the 'serviced tourist accommodation' or 'self-catering tourist accommodation' (Policy E08) categories. We would also request that the Council provide clarity around the types of tourist accommodation that would fall within the two categories described in Policy E07 and Policy E08, to ensure each definition is unambiguous.

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