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2020



Margate Town Deal Community and Stakeholder Engagement Summary



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Executive Summary

Margate Town Deal is an exciting opportunity to shape investment in the infrastructure of the town for the benefit of the people who live, work and visit there.

To support the Town Investment Plan, which will set out the approach for investment, an initial programme of community and stakeholder engagement was undertaken. The focus of this engagement was on developing a shared vision for the future of Margate and understanding perceptions of the town and the focus for change and development.

A strong shared vision is the golden thread at the heart of the Town Deal. Early on in the engagement process, the Margate Town Deal Board came together to develop a draft vision to test and develop through an engagement strategy. The draft vision was Margate thriving 365.

The community and stakeholder engagement shows broad support for the vision proposed by the Board. It also responds to the key themes for change. However, the significance placed on bringing people and the community together suggests that the vision should be revised and become:

**“Coming together to
make Margate thrive
365.”**

Community Engagement: Drop-in Event



Priorities

Community and stakeholder engagement suggests the following priorities should be considered and explored in the development of the Town Investment Plan.

An All Year Round Thriving Local Economy

One of the Total Towns outcomes is “a thriving local economy”. Engagement suggests that for Margate this means an all year round economy.

Creating jobs including higher skilled jobs, with better wages

Linked to a thriving economy is the creation of jobs for local people, specifically higher skilled jobs with better wages.

Opportunities for young people

This should consider opportunities for young people in the widest sense. Skills development and career pathways are important but consideration should also be given to wider lifestyle issues for younger people, particularly including personal safety.

A Town To Be Proud Of

1 in 3 survey respondents strongly agreed with the statement “I feel proud to live in Margate”. But there is a clear sense that the look and feel of the town is negatively impacting on how people feel about it.

Improving People’s Lives

The Town Deal should seek to improve the place for the benefit of the people. Ideally the Deal should ensure that all communities feel the benefit of change.

Working with the Community for the Community

The community is asking for the Town Deal to be used as a mechanism to bring the community together and reduce the sense of division.

A Green New Deal for Margate

The Towns Fund guidance makes it clear that the Town Deal should be developed to be sustainable and seek to minimise environmental impact and benefit the local environment. The community and stakeholders want to see the Town Deal go further and establish an environmentally focused approach for Margate.

Margate at the Heart of the Creative Coast

The Deal should build on the success of the creative industries already within Margate, and link to the wider Kent Coast.

Introduction and Background



Community and stakeholder engagement is at the heart of the Towns Fund approach. This summary report outlines the approach taken and the key findings.

1. Context: The Town Deal

Margate is one of a 101 towns across England selected to receive support through the Towns Fund. *“The overarching aim of the Towns Fund is to drive the sustainable economic regeneration of towns to deliver long term economic and productivity growth (Ministry of Housing, Communities and Local Government 2020).”* The delivery of change is focused around three key themes:

Urban regeneration

Ensuring towns are thriving places for people to live and work, including by:

- Increasing density in town centres;
- Strengthening local economic assets including local cultural assets;
- Site acquisition, preparation, remediation, and/or development; and
- Making full use of planning tools to bring strategic direction and change.

Skills and enterprise infrastructure

- Driving private sector investment and small business development; and
- Ensuring towns have the space to support skills and small business development.

Connectivity

- Developing local transport schemes that complement regional and national networks; and
- Supporting the delivery of improved digital connectivity.

2. Focus of the Engagement

The Towns Fund Guidance puts an onus on stakeholder and community engagement *“interventions supported through the Towns Fund should have the support of the community, through early and ongoing engagement and genuine partnership arrangements. Plans made with the communities that they affect are most likely to be successful, lead to innovation and creativity, and result in less controversy (Ministry of Housing, Communities and Local Government 2020).”*

It is important to acknowledge that the Town Deal will be delivered over a number of years. That engagement to give the community a voice in the process and form partnerships with stakeholders will continue throughout the lifetime of the Deal.

This initial element of engagement focused on:

- **Where we are now?** People’s perceptions of the Town and exploring the issues facing the town.
- **Where do we want to be?** What are people’s priorities for change within the context of the Town Deal. Working together to develop a shared vision for the future.
- **How are we going to get there?** The types of projects that people want to see to deliver the vision.
- **How will we know when we’ve arrived?** The outcomes people want to see as a result of the investment.
- **Myth Busting:** Helping the community understand how the Town Deal works and what it is seeking to achieve.

3. Opportunities to Engage

Government Guidance on the Town Deal and the development of the Town Investment Plan emphasise that *“the Town Fund should be developed with input from the community, who should feel a sense of ownership”* and *“where possible communities should be part of originating ideas, setting objectives and visions* (Ministry of Housing, Communities and Local Government 2020).” The Town Investment Plan needs to capture the unique identity of Margate and what makes it special. This will help ground the proposals for the future in a strong evidence base and show the golden thread linking where Margate is now to its future. Stakeholder and community engagement will support and shape all elements of the Town Investment Plan.

The approach to engagement was designed to ensure it was:

- Open and inclusive to all interested parties, with particular emphasis on widening participation amongst members of the community who do not traditionally partake in consultations.
- Robust and representative, ensuring that those involved in the process can evidence the value of their participation.
- Providing adequate opportunities for all interested parties to have their say to help shape a plan.
- In line with current guidelines relating to Covid-19 and social distancing.
- Innovative in the way that engagement can take place, accessing as many of the different community and stakeholder groups as possible.

It is important to acknowledge that the COVID-19 pandemic and resulting restrictions have changed how we can engage with stakeholders and the community. The approach sought to blend a combination of suitable face to face engagement with digital participation opportunities. Ways in which people could participate included:

- Completing questionnaires;
- Attending COVID-19 secure drop-in events;
- Participating in stakeholder workshops (digitally or face to face);
- Taking part in digital coffee mornings;
- Focus groups delivered in partnership with organisations including education providers, the third sector and other networks; and;
- Emailing, writing to or telephoning the engagement team.

4. Analysis

This report presents an analysis and summary of the results of the engagement process. It also puts forward recommendations and approaches for future engagement throughout the lifetime of the Deal.

What

Who

When

Where

Why

How

About the Respondents and Responses

This section presents information about the respondents and types of responses received during the engagement. It also sets out the ways in which people could participate.

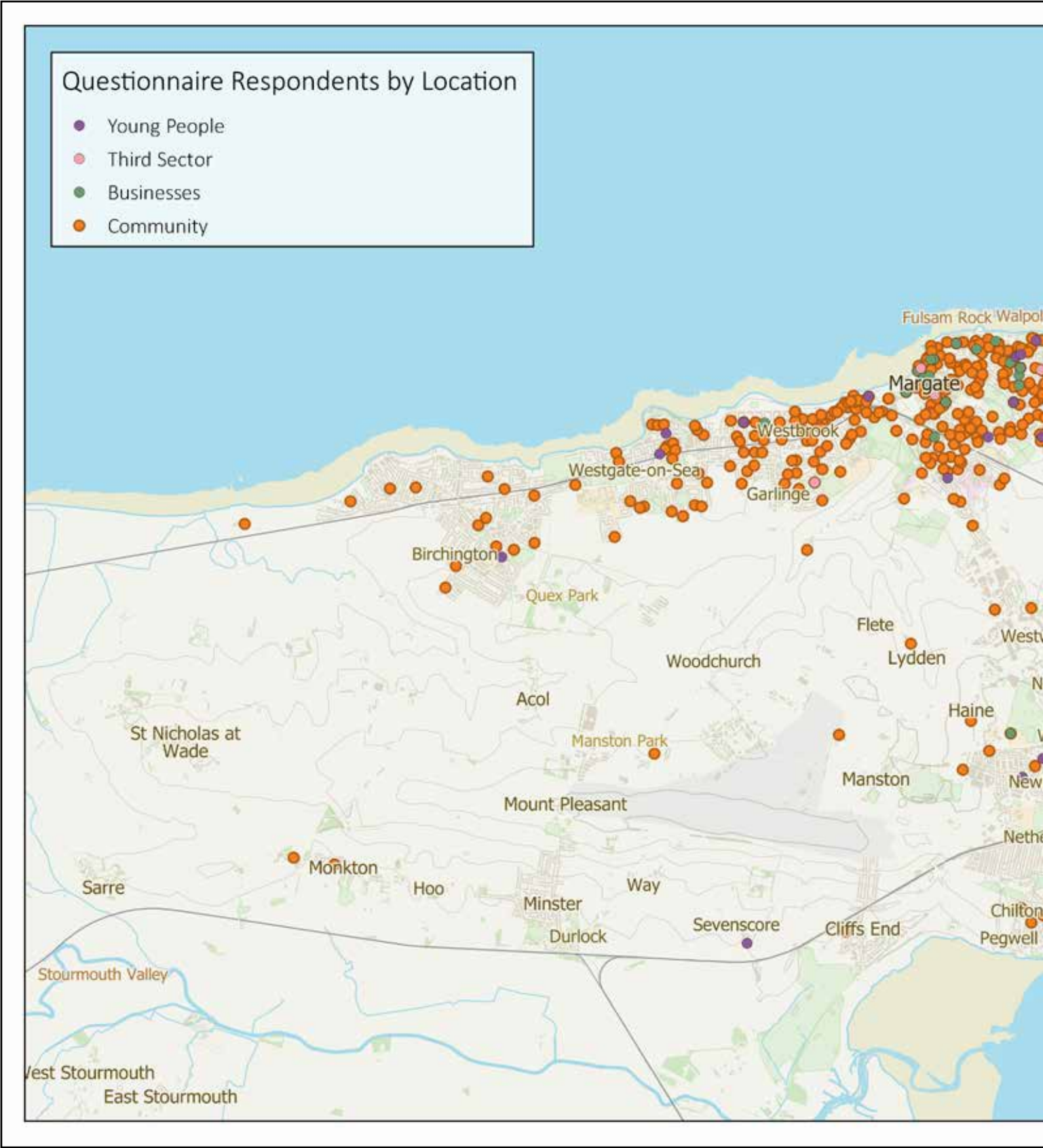
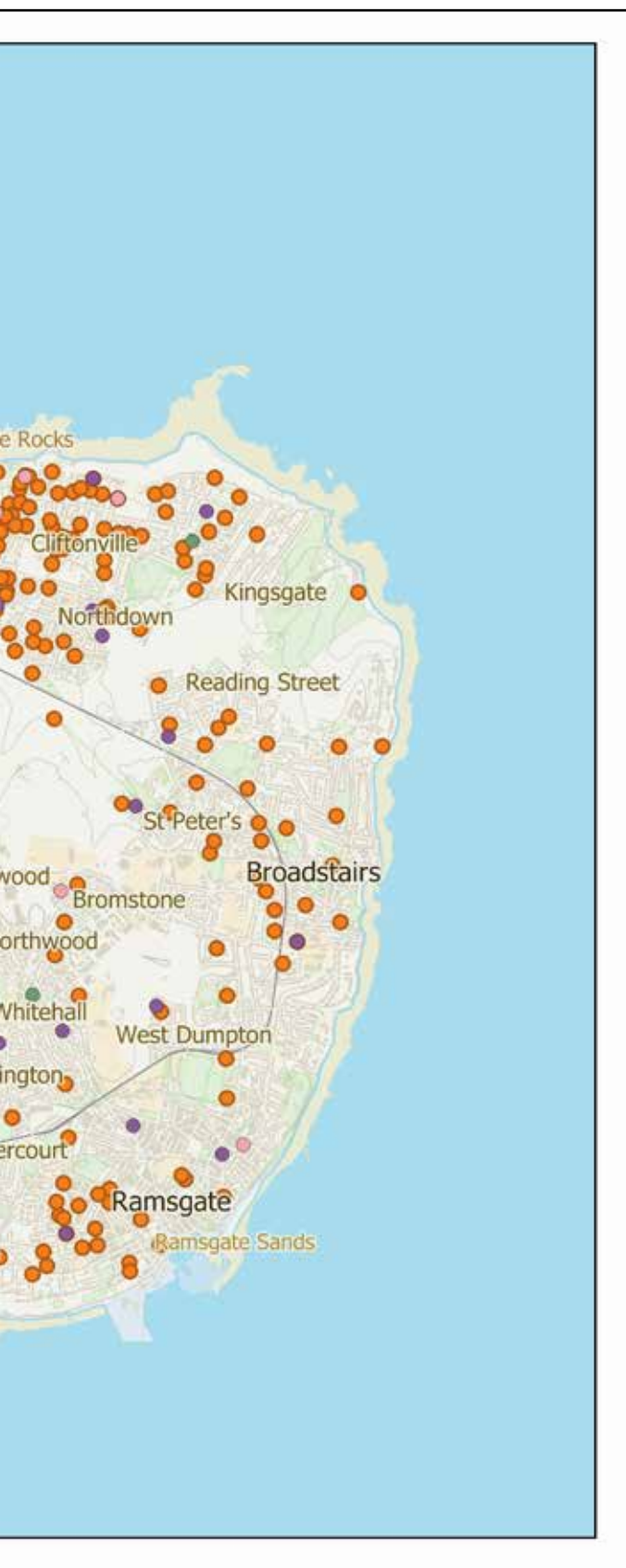


Figure 1. Questionnaire Reach



How People and Organisations Could Participate

This initial period of engagement took place in September 2020. The community could participate in the following formats.

Questionnaire

The community could complete a questionnaire online, or request a hard copy with freepost envelope. As well as the general community questionnaire, there were targeted surveys for local businesses, third sector and young people (under 25s). The map to the left shows the geographical spread of responses from the local area. Responses were received from across Margate as well as from visitors to Margate, including respondents from as far afield as Manchester, Cornwall and Lincoln.

Digital Coffee Mornings

Members of the community were invited to participate in digital coffee mornings, to learn about the Town Deal and share their priorities for the future of Margate.

In Person Drop-In Events

Three days of, socially distanced and COVID-19 secure, drop-in events took part from 12 to 14 September 2020.

Social Media

Building on the Government's #MyTown campaign social media platforms including Facebook, Twitter and Instagram were used to create opportunities for local people to share their ideas.

Email, Post or Telephone

Members of the public could email, post or telephone the team directly during the engagement period. All correspondence was logged and coded as part of the qualitative engagement analysis.

Giving Local People and Organisations a Voice

Digital Focus Groups with Partners

Focus groups were arranged with local schools, colleges and other partners to engage target groups including young people, representatives from third sector organisations and local businesses.

Margate Town Deal People's Panel

A 50 member People's Panel has been established to support the Town Deal Board throughout the lifetime of the Deal. The aim of the Panel is to give members of the public a voice in the development of the Town Deal. Their role will be to help the Board understand public opinions and to put forward ideas for it to consider.

Stakeholders are essentially those individuals and organisations that are affected by Town Deal, effect it or both effect and are affected by the Town Deal. The Consultation Institute recommends using the 'Six Tests' method for the basis of identifying key stakeholders:

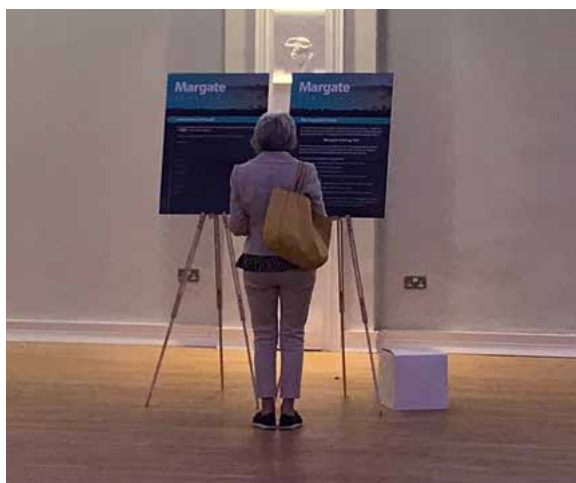
- Test 1: Who is directly impacted by this decision?
- Test 2: Who is indirectly impacted?
- Test 3: Who is potentially impacted?
- Test 4: Whose help is needed to make the decision work?
- Test 5: Who knows about the subject?
- Test 6: Who will have an interest in the subject?

This approach has enabled the identification of a diverse range of stakeholders to engage. Appendix 1 shows the stakeholder mapping work, using an interest/influence matrix to enable us to design our approach in relation to the needs of the stakeholder and the level of interest and influence they are likely to have. This mapping work has influenced the method selection and will be updated and reviewed as work on the Town Deal continues.

High influence and high interest stakeholders were primarily engaged in two ways:

Stakeholder Workshop

In person or digital stakeholder workshop session focusing on establishing a shared vision for the future. The workshop also used the Total Towns Outcome Framework to identify priorities and understand the outcomes they would like to see moving forward.



Engagement Summary



Figure 2.. Engagement Reach

Digital Surgery Sessions

Stakeholders were offered the opportunity to book a digital surgery slot, for a one to one discussion with a member of the engagement team.

All wider stakeholders were invited to participate in the community engagement programme and were asked to encourage their members, staff and / or the people they worked with to participate in the project.

Analysing and Understanding What People Told Us

All engagement activity was recorded and logged in an appropriate manner. All engagement tools have been designed to capture information and feedback from participants, whether this be comments on displays or completion of a questionnaire.

Quantitative data such as responses to questionnaires and polling was analysed using a two step process:

Stage 1: Tabulation Analysis: In essence tabulation analysis involves laying out data in easy to understand summary tables. This commenced with a frequency distribution analysis, which communicates the number of respondents who gave each possible answer to a question. This enables an understanding of the number and percentage of respondents who gave answers to each question and provides an overview of the pattern of responses, which informed further tabulation and analysis.

Further analysis of the data took the form of a cross-tabulation process which enabled the cross-referencing of responses to one question relative to responses from one or more questions. For example, if people who lived in town for 10 years or more had different perspectives to those who had moved into the area in the last 3 years. This provided invaluable insight to inform our understanding.

Stage 2. Statistical Analysis: The next stage was to undertake statistical analysis to examine the data further and identify or confirm patterns to determine if they are statistically significant e.g. *“if a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, then the difference is statistically significant (Wilson, 2006).”*

Qualitative data gathered through techniques such as focus groups and online and offline events, was analysed using inductive coding. The data collated was then reviewed to identify words or phrases that participants use repeatedly. These were used as codes to look for themes and patterns in responses.

Analysing Feedback



Photo by William Iven on Unsplash

**Where are we
now?**

Where do we want
to be?

How are we going
to get there?

How will we
know when we've
arrived?

Understanding How People Perceive Margate

To plan for the future of Margate, it is important to understand how people feel about the town now. What do they perceive to be its strengths and weaknesses? Are there factors that impact on how people feel about Margate, for example how long they have lived in the area?



Figure 3: What Makes Margate Special?: Questionnaire Response Word Cloud

“Wonderful coastline and intoxicating skies. A welcoming and exciting place to live, full of potential and possibility. A nice mix of long time residents and newcomers all of whom are passionate about regenerating Margate.”

Questionnaire Response to the question “What makes Margate special”.

This section explores how participants describe Margate. It is based on questionnaire responses as well as qualitative data collated through events, focus groups and other conversational engagement activity.

The word cloud to the left captures what questionnaire respondents told us makes Margate special. Coding of questionnaire answers to this question showed that responses “the beach”, “the coast” and “the seafront” were the most popular, with 1 in 3 making some reference to these elements of Margate.

“It’s a melting pot of classes and cultures who muddle together to make a town that works for many.”

People and the local community were also seen as a significant part of what makes Margate special. The “sense of community” and work being done by community groups was referenced in both questionnaire responses and during engagement activities.

“I would say Margate is better now than 15 years ago, I think 20 years ago the decline was starting, but that it is now returning to the glory days of old. The beaches are amazing and the links to all of the other lovely towns in Kent, make it a great tourist destination.”

There is a sense that Margate is on a journey, that progress has been made but there is still work to do. For example at drop-in events people were asked to describe Margate now in one single word, the most popular response was “potential”. However, it is important to acknowledge that some people feel “left behind” by the progress and this will be discussed later in this report.

Margate in three words...



Figure 4: What three words would you use to describe how you think visitors see it?: Questionnaire Responses Word Cloud



Photo by Matteo Di Iorio on Unsplash

“It’s hard to put into words. Beautiful coastline, stunning sunsets, fabulous vibe and a great sense of community.”

The ‘vibe’ and lifestyle that Margate offers was seen as part of what makes Margate special, specifically for those who have moved to the area relatively recently (in the last 3 years) and those who commute to work to places such as London. Lifestyle factors that were mentioned included housing prices, the “quirky” nature of the town, transport links to London and the landscape. This connects with figure 5 (page 23) which shows that 50% of respondents agree that Margate is a good place to bring up a family.

“We have the most stunning beaches, some busy, some quieter, whichever suits. We have a busy and interesting old town with the Turner Centre fronting that. We have a huge number of places to eat out and Dreamland bringing in the fun factor.”

Other elements that people told us made the town special included specific features or venues including Dreamland, The Old Town and Turner Contemporary. Local heritage and architecture was also highlighted as was the “entrepreneurial spirit of local independent businesses” and the “new wave of creative people bring fresh ideas and with that new businesses follow.”

Figure 5 (page 23) shows that 57% of respondents said they agreed with the statement I am proud to live in Margate with 69% agreeing that Margate is a welcoming and friendly place to live. It is interesting to note that figure 5 above suggests that Margate is considered to be a better place to visit than to live in and work; this will be explored later in the report.

Margate in Three Words

We asked people “what three words would you use to describe how you think visitors see it?” Figure 4 visualises these responses and shows the balance of positive and negative responses. This reflects the activity at community engagement drop-in events where people were asked to describe Margate now in one word. It can be seen that there was an equal balance of positive / forward looking responses including potential, iconic and hopeful compared to negative responses such as dirty, divided and neglected.

What factors affect people's opinions of the town?

People's opinion of Margate understandably vary in relation to their experiences and a range of factors. The questionnaire and wider programme of engagement enabled an exploration of people's perceptions.

What Do People Dislike About Margate?

"Being born here, and having lived here my whole life. My childhood made it special but unfortunately it's not the same no more."

Just as some in the community think the town is moving forward in a positive direction, others expressed concern that it is not what it once was. They feel that the town is moving in the wrong direction; *"It feels like Margate is being transformed for the DfLs (me included), and being neglected for the longterm residents. For example, the upper high street is very neglected, and the streets out of town look run down. Also not many things to do if you're not a hipster. (I consider myself a 'hipster', so no finger pointing here!)."*

"It's very run down in areas, it's dirty and in many places I don't feel safe."

The appearance of Margate was a consistent issue, with a particular focus on high levels of rubbish and derelict / empty buildings. These factors, alongside concerns about anti-social behaviour are leading to some people feeling unsafe in the town. 52% of respondents said that safer streets / less crime would make Margate a better place to live and work.

"A lot of Margate, particularly where I live in Cliftonville, is very deprived. The poverty is palpable. Parts of it feel like people have been dumped and forgotten about."

The Towns Fund is a key part of the Government's levelling up agenda, and the community is concerned about levels of poverty and deprivation in the town. This concern is for both those in poverty and its wider impact on the town.

"I think there is a real divide between the new community arriving and the 'native' Margate population. There is very little shared activity."

The divide between "Margate Born and Bred" and "DFL's (Down From London's)" was raised by questionnaire respondents and those who participated in engagement activities. Racism and Brexit were also highlighted as factors dividing the community. There is also concern about the impact of visitors to the area and a perception that *"they don't seem to respect the area very much."*

"Lack of opportunities; nothing for kids to do (summer play schemes and such). Lack of bike trails and nature reserves."

The impact of austerity is being felt in Margate, with a focus on a perceived lack of community facilities including public toilets, provision for children and young people, community centres, support services and parks and open spaces.

"The lack of awareness, appreciation and understanding of this symbiotic relationship exhibited by TDC."

It must be acknowledged that there is a level of distrust of Thanet District Council, and organisations, including the Margate Town Deal Board, in some quarters of the community. This is both a barrier to engagement and a challenge that the Board will need to overcome.

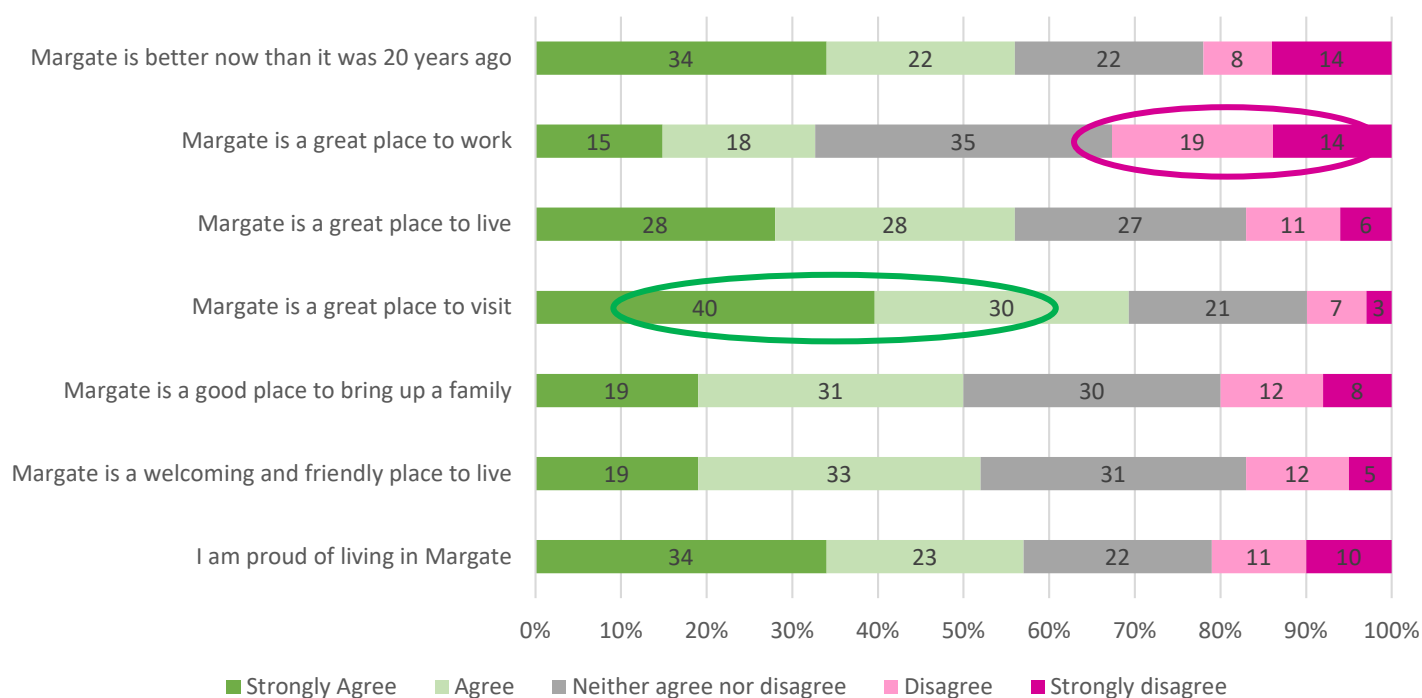
“I have lived in Thanet over 21 years and have seen a big shift in Margate since that time. A lot of it has been positive but Margate has developed a ‘London sub-culture’ full of DFLs (Down From London) and now has an ‘us and them’ character about it where gentrification has taken place but also those who are part of the artsy / hip scene and those who aren’t. This is the case with people but also with the physical infrastructure.”

Questionnaire Response

Living and Working in Margate

In the Community Survey people were asked a series of questions about their experience of living and working in Margate. As can be seen, Margate is seen as offering more to visitors than residents with 70% agreeing that it is a great place to visit compared with 56% who thought it a great place to live and only 33% who saw it as a great place to work. Work and employment attracted the most negative views with 1 in 3 disagreeing that it was a great place to work:

Figure 5. Perceptions of Margate



“Parts of Margate have been left to become run down and the rich/poor divide is very obvious.”

Questionnaire Response

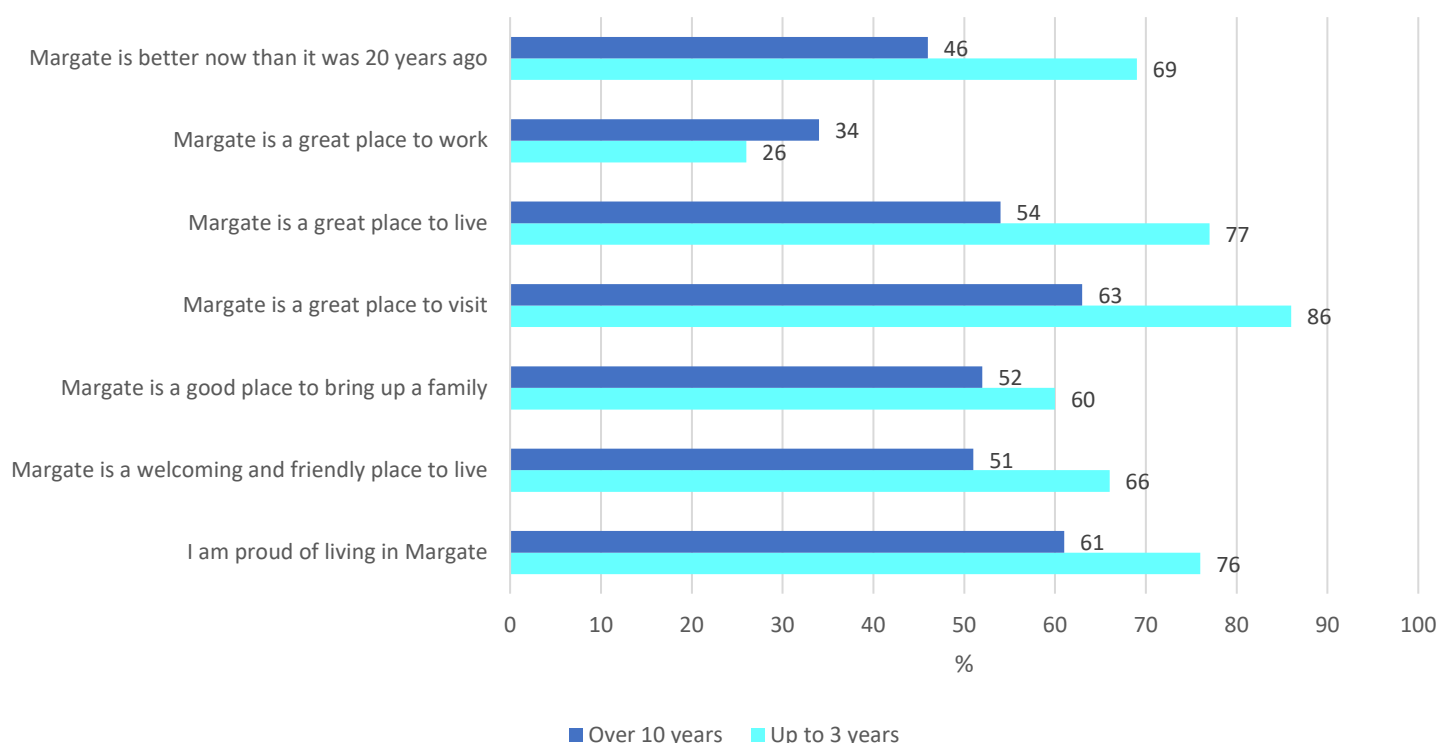
This report points to a divided community and the striking finding from the survey is the disparity of views between newcomers and those who have lived in Margate for a long time / most of their life. In almost all instances, newer residents are far more positive about Margate than longer established residents, the only exception being in relation to Margate as a place to work. In contrast, longer established residents are far less likely to consider that it is a great place to live, visit or that it is welcoming and friendly. 1 in 3 longer term residents disagreed with the proposition that Margate had improved in the last 20 years which, given the level of investment it has attracted, highlights the need to ensure that local residents do not feel further excluded from any new capital investment.

Individual comments from longer term residents highlight these views:

“Despite the regeneration that has taken place, there is still a great deal of poverty and social deprivation here. Some of those that have recently moved from London have taken it upon themselves to be community organisers and ‘place changers’ but are often insensitive to local needs. Furthermore, they often seem more interested in superficial aesthetic improvements to the area rather than dealing with the social deprivation and poverty.”

“I don’t like Londoners and people from surrounded area assuming Margate is just all pretty, smelling roses. The area was a lot different 5-10 years ago which many can’t appreciate. It is still a deprived town and it won’t change overnight. You can’t just throw money at places and expect to make an instant impact”

Figure 6. Perceptions of Margate by length of residence



“The rising homelessness, drug use and gentrification that does nothing to benefit the general population. The town has a lack of free facilities for kids.”

Young People

A small sample of 65 young people (under 25 years of age) completed the community survey, with qualitative engagement taking place in the form of digital focus groups of students from the Broadstairs Campus of the East Kent College Group.

This group tended to see Margate as a place for visitors with a focus on attractions and things to do. There is a perception among this group that they are not the target audience for the town and, apart from the beach, Dreamland, Turner Contemporary and the catering offer, there is not much for them to do.

“I don’t like going there, the High Street is horrible. There are drunks outside Maccys all the time. The whole place looks like no-one cares about it”.

All the young people we spoke to considered the town to be unsafe, particularly in the evening / night time and that was a barrier for those who did and didn’t live in the town. Young people also spoke of being perceived as a source of anti-social behaviour *“if you wear a tracksuit in town you get judged, if you’re with your friends you get judged, it feels like we’re not welcome why would we go there.”*

“Margate is getting better, I’d like more work experience in a really cool restaurant. But when I finish college I’ll be going to work in a city, there’s just not enough here.”

We asked young people if they felt Margate was a place to pursue a career and raise a family. Every young person we spoke to, in a focus group or at an event, planned to leave the area to start their career and there is a strong perception among this group that their aspiration is better served by moving to an area with *“more opportunity, more life, more going on.”*

Businesses

29 local businesses completed the targeted survey, 22 businesses participated in a Business Breakfast delivered with the Thanet Premier Business Group and a further 18 through a Margate Town Deal specific digital event.



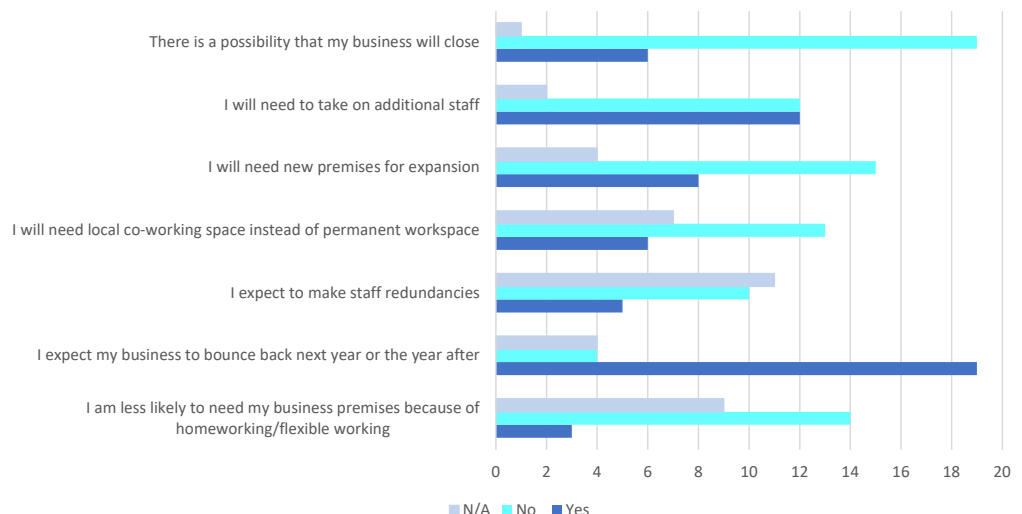
Figure 7: How businesses describe Margate

75% of respondents to the questionnaire said there turnover had grown strongly or slightly in the last

3 years. The impact of COVID-19 on businesses is illustrated in Figure 8, and shows positivity that businesses will recover in the next year.

As with the wider community, businesses expressed concern about the appearance and feel of the town and its subsequent impact on footfall and customers. There was a particular focus on finding businesses friendly solutions to tackle empty shops and derelict buildings.

Figure 8. The Impact of COVID-19



Where are we
now?

**Where do we want
to be?**

How are we going
to get there?

How will we
know when we've
arrived?

What is the future for Margate?

Understanding the type of town people want Margate to be is key to the Town Deal process. This section of the report explores the community and stakeholders' priorities for change.

“Margate already has the artistic edge and connection to the sea, but it needs a more balanced economy with a wider selection of businesses. Not just tourism and arty/creative places.”

Questionnaire Response

The Town Deal is primarily a capital fund that will invest in Margate for the benefit of people. Understanding priorities for change is key to exploring how that investment could be used.

Where would you most like Margate to be like?

To help understand people’s aspirations for the Margate we asked survey respondents what town they would most like Margate to be like. This exercise was to encourage participants to think beyond Margate, be aspirational and think about what makes a good place to live, work and / or visit.

Figure 9 shows the response to the question with the top 5 answers being shown in figure 10 below. The Town Deal and Town Investment Plan is not about ignoring what makes Margate unique and special, and turning it in to another place but this is a useful tool for understanding the aspirations of the community. The reasons for these choices clustered around the ambition of places for transformative change; the range of job opportunities i.e. not just tourism; cleanliness; local pride and feeling safe:

Figure 10: Where would you most like Margate to be like? Top 5 choices

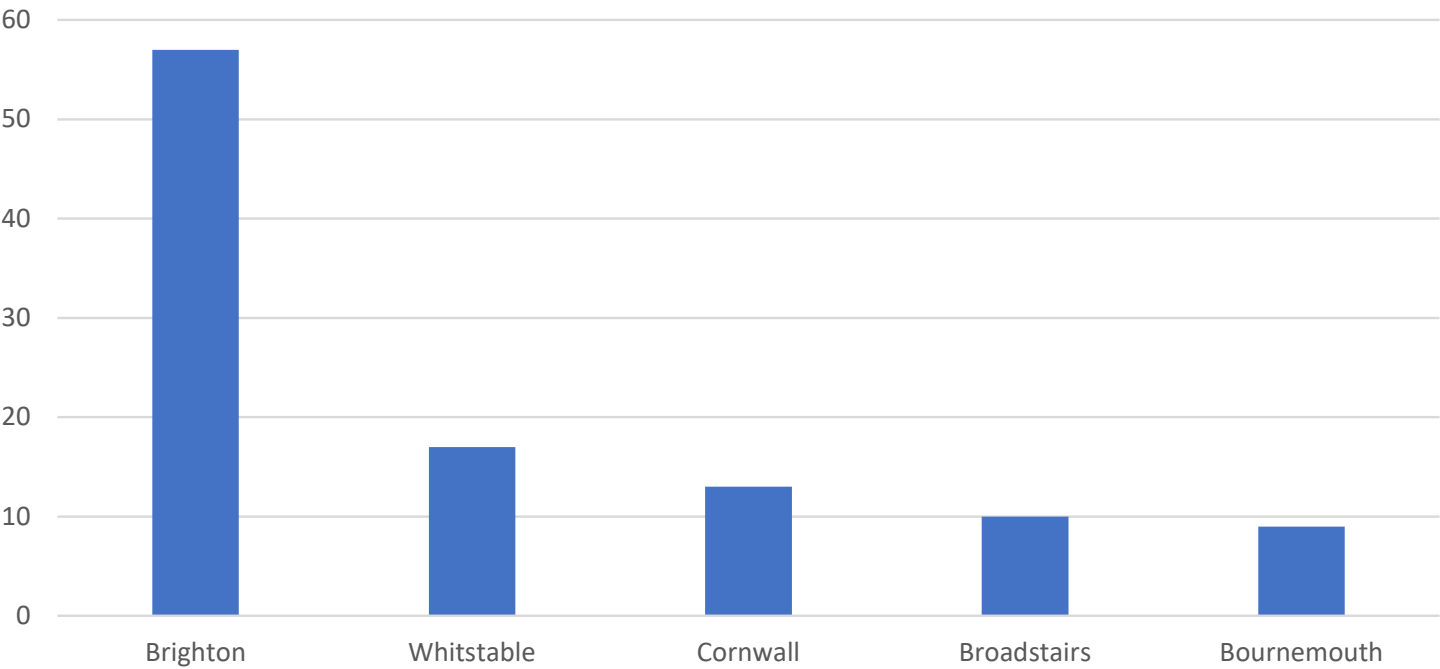


Figure 9: Where Would you Like Margate to Be Like?
Questionnaire Responses Word Cloud



We also asked respondents to explain their choice, a sample of comments are shown below:

'Brighton or Bristol - Margate already has the artistic edge and connection to the sea, but it needs a more balanced economy with a wider selection of businesses. Not just tourism and arty/creative places.'

'Brighton. There's more of a buzz there, so more footfall and consequently more money. Margate just needs to be maintained and spruced up a bit. Maybe help for business owners exclusively focused on improving their pavement frontage. Margate train station is SO depressing! Put pressure on rail companies.'

'Brighton – for a greater variety of work opportunities, and for a wider range of alternative leisure/sport activities.'

'The potential of Brighton has been largely realised - something Margate lacks. Having lived there for 21 years (until moving to Thanet 8 years ago) I have witnessed its transformation. Brighton took a brave and radical approach. I would like to see Margate take more risks and formulate a distinct identity.'

‘Somewhere like Whitstable or Brighton. Both are seaside towns but have councils that look after the beach and the facilities. Plenty of bins, well looked after toilets, actual recycling for the people that live there.’

'A bit more like some of the places in Devon or Cornwall on the coast. Still have the feel, but a bit more classy, don't have to worry about walking down the wrong street at night.'

'Broadstairs! If friends visit from elsewhere around the country, I take them to Broadstairs as more pride seems to be taken with the area/buildings etc. That town looks both less run down and safer than Margate does. It would be good to see further environmental enforcement action so that the streets are cleaner. While I know that there will not be funding to demolish and rebuild the 1960s' concrete eyesore town centre it could do with a modern makeover to make it more like Leigh on Sea and less like a precinct in Shameless.'

“Margate needs to feel and look like it’s loved.”

Questionnaire Response

Margate Thriving 365: A Draft Vision for the Future

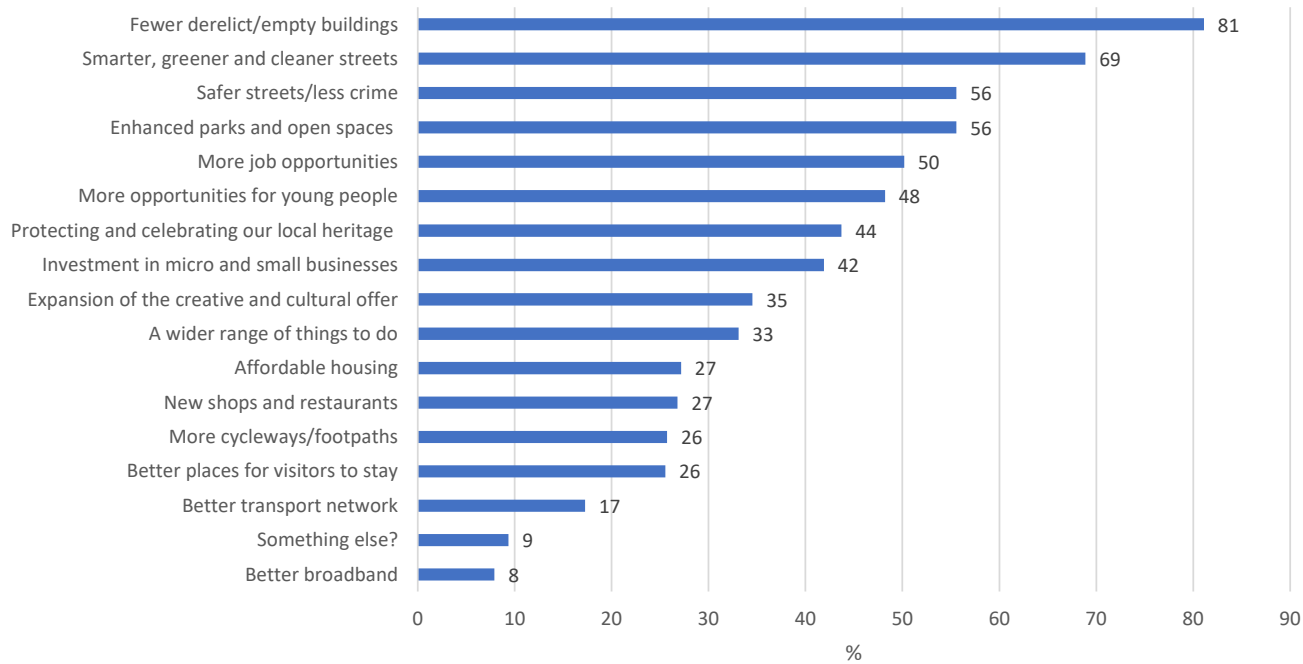
The Margate Town Deal Board developed a draft vision and supporting priorities for the future:

Margate Thriving 365

- Job creation including higher skilled jobs, with better wages;
- Creating opportunities for young people;
- Supporting people to live healthy lives;
- Tourism 365 - Giving people more reasons to visit and stay longer in Margate throughout the year;
- The Public Realm – improving the quality of public space and the look and feel of Margate;
- A creative economy for Margate – building on the success of Turner Contemporary and other creative industries and projects happening in the town;
- A sustainable future – environmental and economic.

This draft vision was a starting point, to start a conversation with the community and stakeholders. In the “How Will We Know When We’ve Arrived” section of this report we explore how this vision could be developed in response to feedback from stakeholders and the community. The Community Survey showed widespread support for the Town Deal Board’s Vision for Margate with 8 out of 10 respondents agreeing that ‘Margate thriving 365’, which works for people all year round captures the right ambition for the town. 8 out of 10 third sector organisations that completed the survey also support the vision. Business were less keen with 61% supporting the draft vision and 29% not being sure. Half of young people supported the vision, with 40% not being sure.

Figure 11: Percentage wanting to see improvements in each area



Priorities for Change

Opportunities to Improve Margate

The Community Survey offered a range of options for improvements to Margate, the top three selected were:

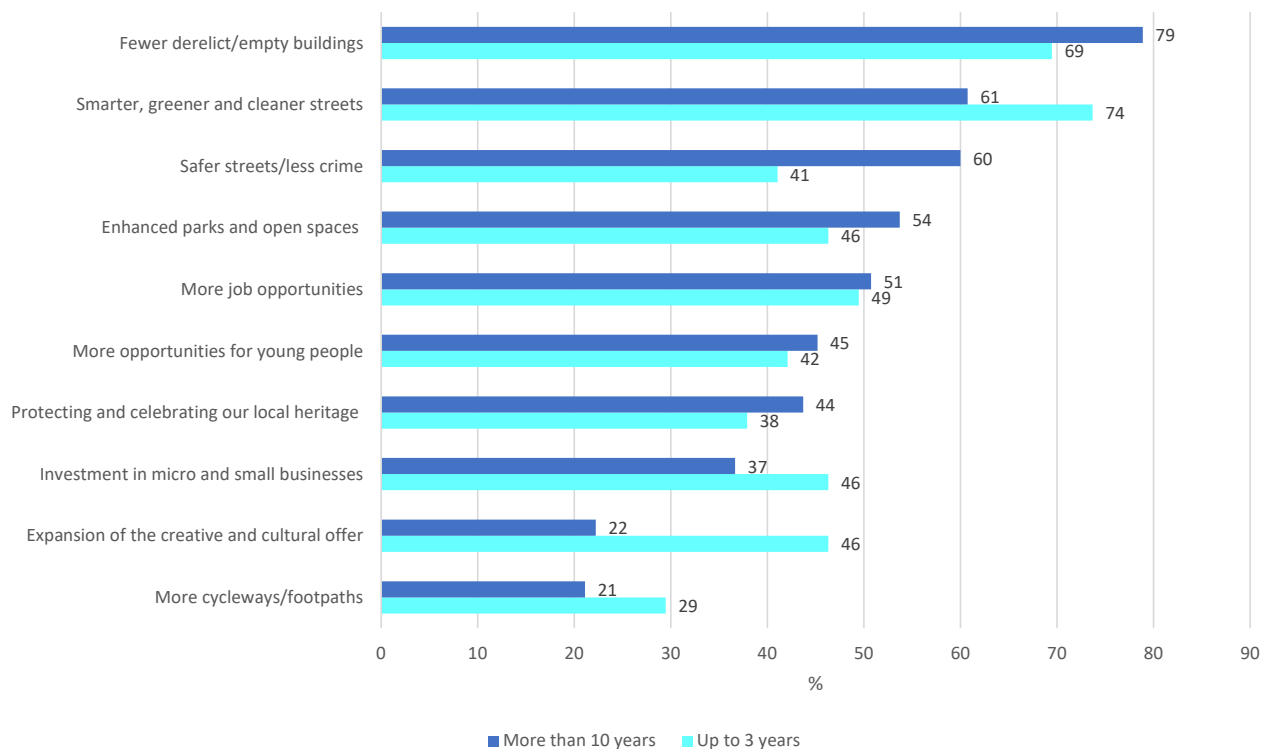
- Fewer derelict / empty buildings (81%)
- Smarter, greener and cleaner streets (69%)
- Safer streets / less crime (56%)
- Enhanced parks and open spaces (56%)

The rankings reflect other findings from the research that residents want the basics to be better – clean streets, more personal safety and better open space.

Although the need for ‘affordable housing’ has attracted considerable comment in other consultation exercises in the town, it ranked relatively low in terms of choices in the Community Survey.

Whilst the top choices were similar between new and longer-standing residents, once again there was evidence of difference of views with longer term residents prioritising safety and crime (60%) much more than newer residents (41%). The clearest division of opinion relates to the expansion of the creative and cultural offer which was ranked fourth equal amongst the newer residents but nine out of ten amongst older residents:

Figure 12: What would make Margate a better place to live and work?

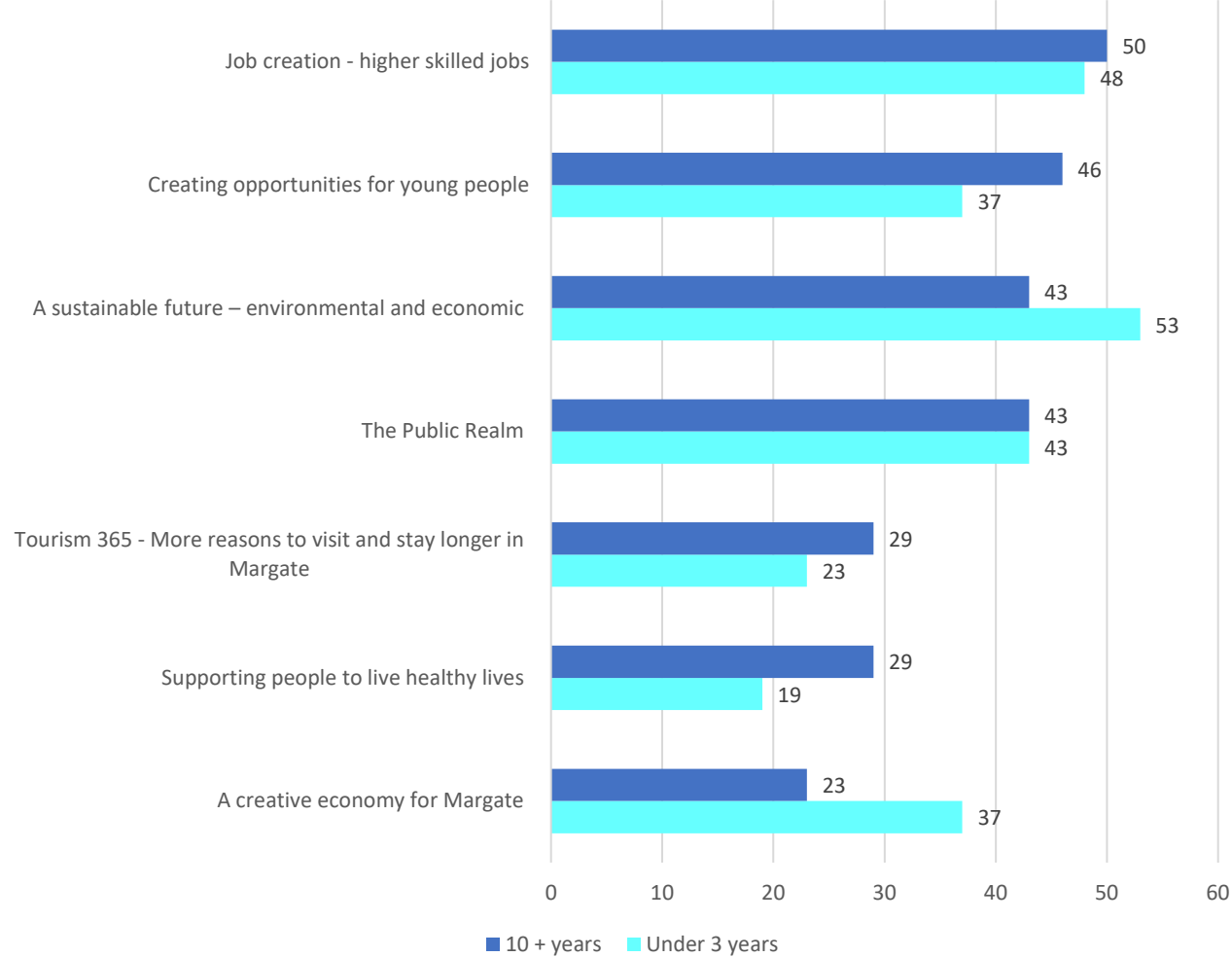


“Crime prevention - there are a number of things that can be done around designing out crime and contextual safeguarding of residents.”

Questionnaire Response

The same diversity of opinion was evident in responses asking individuals to rank their priorities. The following data shows the percentages ranking the priorities as either first or second. Top choice overall was job creation followed by improvements to the public realm, but there were clear differences in preferences by length of residence:

Figure 13. Priorities for investment: % ranking each priority as 1st or 2nd



The Local Economy

A thriving all year round economy is the type of local economy people, businesses and stakeholders want to see.

Asked specifically about the impact of Covid-19 on their business, the Business Survey echoed the challenges identified in the wider consultations: *"Lack of footfall expected this Autumn/Winter 2020 caused by Covid and the closure of major tourist attractions in town will have a massive impact on my business and the ability to make a profit, we normally take the bulk of our turnover in the Spring/Summer, and have not done that this year."* And *"My work depends wholly on large gatherings of people so my earnings have been decimated since March. I do not foresee a significant recovery for a long while."* Significant minorities expected there to be an impact on unemployment in that 19% expected to make staff redundancies. 23% said there was a possibility that their business could close; the majority of these were hospitality and retail concerns. Nevertheless, despite concerns about the immediate future, employers were generally upbeat and indicated potential for growth:

- 70% believed that their business would bounce back in the next couple of years.
- Interestingly, although the Business Survey responses are too small to be statistically reliable, almost 1 in 4 (23%) expected to need co-working space rather than permanent workspace in the future.
- 30% expected to need space for expansion.
- 40% expected to take on additional staff in the future, mainly amongst firms in areas such as business support, digital, professional and technical businesses rather than in hospitality.

In terms of Margate's strengths as a place to do business there was a feeling that the town is up and coming, with a good positive 'vibe'; affordable premises; a strong independent sector and good transport links.

Support for Businesses

Connected to developing a thriving local economy is support for businesses *"you can't stimulate a local economy without us (local businesses) we create jobs and employ people."* The local businesses we spoke to have highlighted concerns around *"extortionate*



rates" and finding affordable bases *"it's frustrating to see empty retail units, when you can't find affordable workspace, isn't it better to have someone in there than it being empty?"* Alongside this, businesses spoke of the challenge of finding local people with the skills they need, for example *"I have a tech business, there is too much work for me but I can't find local people with skills in software and electronics to help my business grow."* These views clearly contrast with those of young people who feel that they need to leave Margate to access good quality employment.

The perceived benefits of having a business in Margate include *"working locally in a beautiful place"*, *"the stunning coastline"* and *"the fast train line to London."* There is an acknowledgment that Margate has received investment and is an *"on its way up"* but a feeling that it has *"frozen Margate in a state of not quite finishedness"* and *"I've lived here 37 years and Margate has been 'up and coming' all that time. When is it going to get there?"*

“Attract technically skilled individuals and technology businesses by providing quality work places and building a local tech community.”

Comment Left on Community Event Display Board

Due to the limited resources at the council's disposal, some businesses, particularly small businesses, feel unsupported - *“the Council doesn't have a Small Business Unit like Maidstone and that is shameful. Where do you go for support to smooth the path to getting started to find out about how to manage your finances or use social media”, “there is nowhere to go for support no-one really cares if you are here or not” and “sometimes it feels like we're being set up to fail.”* They would like to see a specific strategy for working with and supporting small businesses and cited Maidstone, Folkstone and Medway as examples of what good looks like. They also want the opportunity to *“be put in front of the right people when new projects like the airport are happening so we have a chance to pitch what we can do.”*

Asked specifically what could most improve Margate employers focused particular attention on skills and enterprise and urban regeneration:

“Skills and enterprise - for clean, light industry that sits comfortably alongside tourism and creative industry - allowing each to support the other two, and create an environment and town we can all be proud of.”

“Urban regeneration, planning and land use - fill empty shops, regenerate old large buildings into multi use. Create opportunities for new business and start ups. Support small business. Create affordable housing. Put a cap on buy to let for airbnbs that render housing too expensive for local people and create a ghost town of empty airbnb flats in winter. Provide recycling facilities especially plastic.”

In addition as with the wider community; parking, litter and public toilets were key issues *“whatever we do we need to have a coherent parking policy, we're being thrashed by out of town shopping. There needs to be sensible parking in the town at the right price.”*

Housing

As previously discussed, affordable housing ranked relatively low in the priorities identified through the questionnaire.

However, during qualitative engagement exercises it was a key theme. The chance to own your own home is seen as a measure of personal success and local people are concerned that they or their children will not be able to get onto the housing ladder;

“Try buying a house for the first time in Margate - it is impossible for locals to get on the ladder.”

“The average salary in Thanet is about £17,000 it takes years to save up a deposit and then someone comes down from London and gazumps you”, and “every time I think I've got enough for a deposit the prices go up again”. There is a concern about the lack of affordable quality housing, specifically for those trying to get on the housing ladder. The rental market is also perceived to be becoming more expensive and at risk of “pricing people out.” Concerns around housing and home ownership connect with those around gentrification. In addition, the ability to purchase a home in Margate is increasingly being viewed as part of the divide between “locals” and DFLs.

Gentrification v Regeneration

It is apparent that regeneration is seen as gentrification by a proportion of the local population who feel that they have not directly benefited from investment in Margate such as Turner Contemporary and the Old Town - "it is always about bringing people with money in and never about help those of us who have lived here for years and are struggling." Moving forward, to re-engage disengaged communities, the Board will need to find ways to show the wider community the benefits of regeneration to them; connecting it to things they care about and that affect their lives for example the future of the Hospital / wider health service and the local economy.

Whilst stakeholders understand the theory of *"bringing high-net-worth individuals, to spend money in Margate"* there are concerns on the impact this is having on local people. *"I want people to bring their energy, money and new ideas to Margate but I don't want that at the cost of local people feeling disengaged from their town. The people are a big part of what makes Margate special." "I sometimes think people and organisations come down from London and other places, set something up and expect to be applauded by the community just for doing it in a 'poor place' when what they have done is not for anyone but them and their networks."*

One of the challenges for the Margate Town Deal Board and the Town Investment Plan will be to explain the benefits of regeneration. To have an open and honest dialogue with the community about the differences between gentrification and regeneration. The community wants to feel the Town Deal will benefit everyone and not just those within certain sectors, new to the area and *"it can't just be about those who already have money."*

Creative Industries

Those within the creative industries and those who enjoy / benefit from the creative industries consider it to be a sector with "potential" for growth, job creation and development of skills. There is a belief that *"the arts will come first, then the tech businesses and then the professionals"* and that the creative industries can be a foundation for a thriving local economy. For this to succeed stakeholders believe there is a need for a Margate cultural strategy to provide vision, a sense of direction, experiences and mechanisms to drive the creative industries forward.

Existing local businesses and stakeholders also see the creative industries as an opportunity that will complement the existing tourism sector - *"we need to find a way for the bucket and spade brigade to live next door to the art circle."*

**"Gentrification
pushing people out -
we don't need more
yoga studios and
vintage shops."**

“The town needs a new identity beyond tourism. Blackpool has the lights, Margate could have the arts.”

Business Breakfast Participant

Local businesses are particularly keen to see creativity considered in the broadest sense *“not just art, not just what’s at the Turner, but also music, theatre, dance, festivals everything”* and *“we should consider creativity in the broadest sense San Francisco has the silicon valley if we were ambitious we could have the silicon seaside.”*

However, there is a proportion of the population that feels the creative industries is a reason for the *“us and them”* culture and contributes to the *“growing gap between the haves and have nots.”* This part of the community does not connect with the benefits of the creative industries and has not felt the impact of the growth within the sector. Instead, they see it as a barrier to their own aspirations for example home ownership - *“it is people in the arts coming from London, buying what to them is a cheap house that is pushing prices up meaning I can’t afford my own home.”* Some representatives from the creative industries themselves are concerned about this growing divide *“I’m concerned that the projects will be all about the creative industries and I would say nothing for the likes of me - no more events spaces and studios we are catered for. What do some of the other groups need - the elderly, the immigrant community. What do average Margate folk need?”*

Young People

“Please, please, please do something to help the young people...we have a whole generation of young people who are being left behind, who have nothing to do and no plan for their future.” Creating opportunities for young people and clear pathways for them to develop skills and find a career is seen as vital for the future of the town. *“We have entrenched deprivation in this town, we need to break that cycle by giving young people a chance through programmes like apprenticeships. The impact on that young person will have an impact on their whole family.”*

Young people who participated in community engagement activities don’t associate Margate with opportunity and they are not planning to develop careers in the local area. In addition, the town is seen as *“boring”*. When asked about how they would invest the funding, focus group participants focused on attractions and things to do including; skate parks, water parks, youth clubs and revitalising the High Street. Positive activities for young people were seen as key to addressing antisocial behaviour *“youth clubs are a perfect place to talk about climate issues and get younger minds thinking about the future of our worlds and what they’re actions amount to. Also by having less people on the streets will reduce litter greatly as well as improving the look of Margate.”*

50% of survey respondents and all of the young people who participated in focus groups said they didn’t feel safe in Margate. Of those young people who completed the survey who felt unsafe the top three reasons were:

- There is too much crime/antisocial behaviour (74%)
- Other people make me feel unsafe at night (68%)
- Public open spaces feel uncared for (58%)

When asked for particular places that could be improved to help with their feelings of safety, respondents focused on the High Street and Cliftonville.

“More effectively used and beautiful main streets which provide better cycling lanes, street trees and less unnecessary street clutter. This will improve quality of life, increase footfall, and encourage businesses to locate here. Margate seafront, high street and Northdown Road should be the main beneficiaries.”

Questionnaire response

Look and Feel of Margate

The look and feel of the town connects directly to how people feel about the space where they live, work, study and visit. It is noticeable that all of the top priorities for change relate to the appearance and feel of Margate; Fewer derelict/empty buildings (81%), Smarter, greener and cleaner streets (69%), safer streets/ less crime (56%) and enhanced parks and open spaces (56%) relate to the appearance and feel of Margate.

The appearance of the town is an area of particular concern for local people, stakeholders and businesses “you look around and you think Margate has no town pride”, “the appearance of the town is a visual barometer for how people feel about the town” and “there are little gems in Margate but too much of the town is absolute squalor.”

There is a desire to see standards raised throughout Margate and for the Town Deal to “be ambitious about the look and feel of the seafront, the High Street, arrival points like the train station” and “if we want to attract investment the place needs to look like somebody cares for it.” Improving the appearance of the town is seen as critical to changing perceptions around public safety and community pride.

Focal Points

Throughout the engagement process, people and organisations have highlighted key features that they would like to see benefit from the Margate Town Deal. These include Arlington House: “I think that it’s important to make clear that the Town Deal is the start of something to enable Margate to flourish, not the end, or a one off. If this starts with a subsidised workspace incubator at Arlington it has been demonstrated that this is attempting to lead to Margate improving as a whole - not just for people on Zoom chats, or tourists or ‘people moving to Margate’. I thought that the suggestion that making

Arlington something to be proud of could reduce beach litter was very clever.”

The Lido is another “gem, something completely unique to our town and completely wasted. I don’t know what to do with it but please do something to bring it back to life.” There is considerable concern about the future of the High Street “it has become something of a wasteland, full of big empty shops I would rather have almost anything in there than nothing.” “We’re at risk of returning to the 80’s and 90’ when our High Street was pretty much a ghetto.”

The coast and seafront are a significant part of the appeal of Margate, but there is a perception that they are not exploited to their full potential “we need to embrace the beach and do more with it. If the future of the town is about art and creativity, we should have public art on the beach.” Gateways and points of arrival were also points of concern “it doesn’t make a great first impression when most of the buildings around the train station are semi-derelict.”

Community Cohesion

There is a sense of a community divided and stakeholders and the community would like to see the Town Deal, its implementation and its projects move towards addressing this “we need to use this investment to bring people together, there’s too much DFL’s and Margate born and bred and not enough lets work together to make Margate better.” One stakeholder spoke of using the Town Deal to enable “Margate to become a beacon town, tackling big issues like racism, homophobia and poverty. A place where everyone feels welcome.”

Weaknesses and threats identified at the community drop-in events including “divided”, “inequality” and “racism” while the “diversity” of the town was celebrated as a strength by those who took part.

“Margate is a diamond, it has it’s rough moments and just needs consistent polishing.”

Questionnaire Response

Social Issues

The Towns Fund is limited in its scope and specifically states *“many towns face serious social as well as economic challenges. We suggest that towns incorporate this through a focus on inclusive growth. The Towns Fund investments are not intended to target the social challenges directly; these will be covered by other government policy and departments – although you may wish to include actions and investments in these spheres as part of the wider Town Deal (Ministry of Housing, Communities and Local Government 2020).”* The Town Deal may not be able to directly address the social challenges that face Margate, but to achieve community buy in it needs to be able to illustrate how the projects chosen will address / mitigate issues highlighted by the community including anti-social behaviour, disengagement of young people, homelessness and poverty.

Challenging to Think Transformative

The community, and to an extent stakeholders, are concerned about issues including litter, parking, the appearance of the town and access to toilet facilities and consider these to be priorities above strategic, transformative regeneration. It has been challenging to encourage the community to think big, when they are concerned that the small things are being left behind *“they can’t even keep the public toilets open and clean and they expect us to believe they can transform our town.”*



Perceived Shortfalls

The engagement process has suggested a number of perceived shortfalls that should be reviewed and assessed during the Town Investment Plan process. These include:

Office and workspace - *"I don't want to work from home, it has been really hard to find an affordable workspace where I can grow my business. This is particularly galling when you see empty shops and buildings that could be being used."*

Changing day trips into overnight visitors - *"we need to build on the day visit market, turning day trips into overnight stays. That means quality hotel accommodation for a market that has money to spend in the town."*

Night time economy - *"cool people don't go home at 10pm. If we want to be a 365 day town, we need to have a thriving night time economy."*

That extra thing - *"if you've been to Turner, to Dreamland and the Old Town you're pretty much done. If we want people to stay over we need the thing that tips people into an overnight stay, whether that's quality food places, events, music."*

Defining Margate

There is a desire to see the Investment Plan process identify markets / audiences for Margate to focus on, grow and deliver for example *"if it is about creativity and art, then embed that in everything make everything cool and quirky from the point of arrival. Have a cool art mural in the tunnel from the train station have quirky bins on the seafront."*

The idea of Margate as the "creative coastline" was the identity most readily given to Margate by stakeholders, however it is important to acknowledge the community's concerns about this focus highlighted earlier in this report.

Sustainability

In line with residents' aspirations for a sustainable Margate, many suggestions were made as to how tackling climate change could be embedded in any future investment. Ideas focused mainly on recycling, green energy, a reduction in car use and greening the environment through tree planting. People felt strongly that litter is being swept into the sea and that Margate is behind the curve in providing recycling opportunities at the seafront for visitors but also for residents especially in relation to

plastic. Many made the point that initiatives need to be accompanied by education and aftercare.

'Litter and waste, in particular encouraging general public to learn to leave an area how they find it. I am particularly concerned with the amount of beach rubbish that is imported to the area by visitors and then dumped at the end of the day. Perhaps Margate needs to manufacture its own line of beach tents and barbecues to hire out to the public!'

'We could start with basic public recycling bins!!!'

'Recently 100k was spent on tree planting in the area... This is great but we're not ready for that yet, as the vandalised trees in Dane Park is testament to. Teach respect and our efforts at tree planting/ climate change efforts will have a chance at success.'

*'Planting of vastly more trees would seem the greatest imperative. We have lost so many and are due to lose another huge green space in the near future. Driving around, there are many places where trees *could* be planted. One can only wonder why it is not already happening. Where KCC has undertaken some planting of street trees, many have died for want of aftercare.'*

'Action now to create cycle, pedestrian and scooter paths, action on commuter train costs and all other measures that help people to abandon their cars. The young people are up for it, weaving dangerously around on their scooters, needing encouragement and guidance.'

Process and Transparency

It is important to acknowledge that a considerable barrier to engagement has been around the processes of the Towns Fund and Town Deal Board. Issues raised include:

- Concerns about the timescale for the process of developing the Town Investment Plan
- A perception that the process is not transparent and is undemocratic particularly with regard to project process and development.
- A belief that meetings should be public and open to questions.
- A general feeling of mistrust that needs to be overcome in order to develop meaningful community and stakeholder buy-in.

Where are we
now?

Where do we want
to be?

**How are we going
to get there?**

How will we
know when we've
arrived?

Delivering Change in Margate

This section of the report explores the types of projects and changes the community and stakeholders would like to see in Margate.

“I think Margate should be more Margate, I think it’s strength is in its own identity.”

Questionnaire Response

What type of projects and change do people and stakeholders want to see delivered by the Towns Fund, three key themes.

This section of the report explores participants’ priorities around the Towns Fund key themes of urban regeneration, skills and enterprise infrastructure and connectivity. This exploration is based on questionnaire responses and engagement activities including the drop-in events and focus groups. Qualitative engagement has been coded to identify themes and patterns.

Urban regeneration

Empty Buildings

Local people and stakeholders acknowledge that tourism is at the heart of Margate’s local economy.

In line with the community questionnaire, where the top priority was fewer derelict/empty buildings (81%), the focus of this theme is around bringing empty and derelict buildings back to life.

“Vacant buildings being reused for e.g. leisure activities for young people; education. Local businesses working with charities, the Council, other useful parties to provide training, skills development, specific or general to enable more young people to have more hope.”

“Invest in fading beach facilities for the 21st Century - for better visitor experience & local user use of the coastline: from showers, toilets/changing and coastal sports facilities, and cafes/restaurants close to the beach (without road traffic).”

“Redo abandoned properties and give access to small businesses to open new places.”

“Turning empty buildings into social enterprise businesses (making sure they give lots of training and employment opportunities).”

There are two key areas that local people and stakeholders would like to see empty buildings used for:

- Provision of community facilities both general community infrastructure such as public toilets but also as places to bring the community together and provide support such as community hubs.
- Places for businesses to start, develop and grow.

Public Realm

The Towns Fund guidance describes this theme as “ensuring towns are thriving places for people to live and work” participants connect this to the look and feel of Margate. There is a strong desire for the town to look cleaner and cared for. There is significant concern about levels of litter.

“Cleaning up the streets which in turn would filter into a deeper sense of pride in the town.”

“Invest in making the area look smarter (litter tidying, bins, open public toilets) and repairing valuable assets (playgrounds, coastline shelters, cliff top lifts, etc).”

“How could you not mention the litter??”

“Sort out the disused Arlington shop spaces under the high rise - anyone who arrives immediately sees a massive run down area.”

“More innovative, green use of public Spaces. A lot of the walkways in Margate look terrible. The path from the Brittany, above the Winter Garden and along to the Viking play park is rough, uneven and looks like it was paved on a budget. Repaving with a smooth surface, with lots of greenery would make this a much more enjoyable walkway.”

“Margate is one of the most deprived regions in the UK, and spending the money to elevate the prospects of those living here will create a town to be proud of, a town people will want to look after, a town to want to spent time in, and a town to want to visit.”

Questionnaire response

Figure 14. Priorities for Investment % ranking each priority as 1st or 2nd

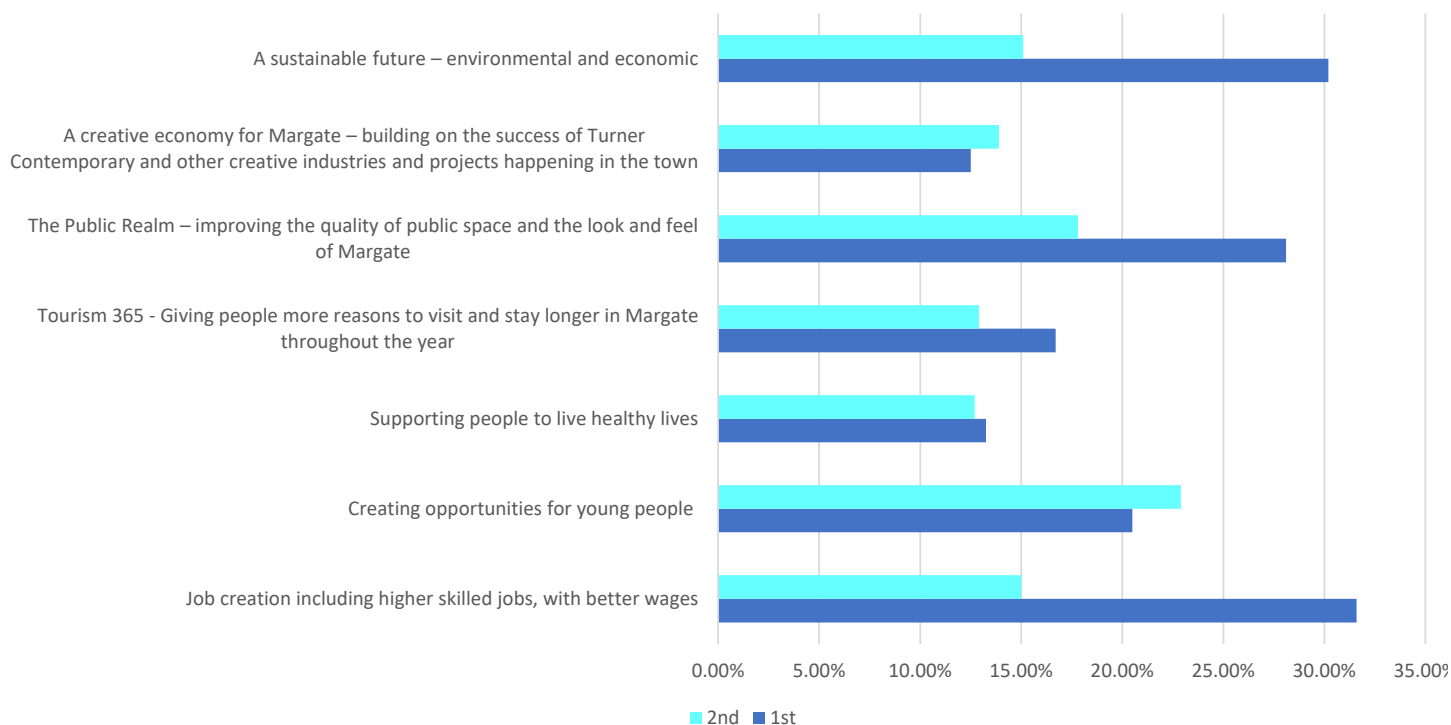


Figure 14 shows that 28% of respondents to the survey ranked “The Public Realm – improving the quality of public space and the look and feel of Margate” as their number one priority for change. As well as the look and feel of the town, provision of green and open spaces for recreation to provide positive opportunities for young people and community activity came out strongly in qualitative engagement. Examples of this include:

“Children’s play areas, the children of Margate deserve better outdoor spaces, which will provide positive experiences. These will lead to happier children at school, at home. Better students, children are the future!”

“I’d really like to see the parks and playgrounds get a revamp. Particularly an outdoor gym or two, so that the local youth can keep fit and not have to pay for a gym. The playgrounds are all in disrepair.”

“Greener spaces that connect urban sprawl, support less cars, enable more walking and cycling - therefore attracting businesses to relocate or set up here.”

The perception of public spaces links back to tackling empty and derelict buildings which are seen as a “*blight on the town*”. As well as connecting to peoples concerns around public safety “*Safer Streets- simple, people would visit more if it were a nice place to visit and with the level of crime, antisocial behavior and its poor reputation it’s becoming a place where nobody wants to visit.*”

“Better, well paid jobs available locally. Young people able to stay here and build a career rather than move away.”

Focus Group Participant

Skills and Enterprise Infrastructure Jobs

As shown in Figure 14, 32% of questionnaire respondents said; “job creation including higher skilled jobs, with better wages” was their number one priority for change. In discursive engagement, the potential impact of the COVID-19 pandemic was an issue for concern *“we’re going to have more unemployed people living in the area, we need to support them and create opportunities to get them back to work.”*

The community wants to see employment that offers opportunity and a pathway to a career. They would like to move away from zero hour contracts *“wouldn’t it be amazing, if Margate banned zero hour contracts”* and seasonal work to sustainable all year round employment.

Jobs are also seen as fundamental to addressing poverty:

“We have a lot of tourism. It’s seasonal. Poverty is year round.”

“If we’re going to address poverty in Margate people need to be able to earn a living wage.”

“It feels like a lot of people have been left behind here, piled into Cliftonville with no employment provided for them, and forgotten.”

Stakeholders highlighted a desire to see the Margate Town Deal Board work in partnership on this issue, specifically with local businesses and key partners such as the Job Centre and Department of Work and Pensions; *“the board should be open to work with those of us who are on the ground addressing these issues, make the most of our experience and knowledge.”*

Young People

There was a clear focus on young people with 43% of respondents selecting “creating opportunities for young people” as their first or second priority for change. In focus groups with young people, there was a clear perception that in terms of jobs and career progression Margate has very little to offer beyond *“working in a shop or in a bar. The more interesting and good jobs are for those who move down from London.”*

“Skills and enterprise to nurture the next generation of local youth and help them achieve.”

“100% It’s time to focus on the next generation and make sure our town has plenty on offer to keep them here and securing jobs and skills they can use once they’ve left education.”

“Education and youth provision is vital to inspire local pride and access to jobs. I work with young people in Thanet and it is so upsetting to see how let down young people are by a lack of options in terms of things to do that are positive and respectful of their right to socialise and play.”

“Provide more opportunities for young people to get jobs or involved in stuff outside of school.”

Young people’s perception of Margate as a place of opportunity is also linked to their feelings about the town:

“Let’s be honest it is boring, what is there for us to do. Why would we want to stay here.”

“There’s no night life, it’s hard to get to. The High Street is a dump and doesn’t feel safe.”

“Why would I stay here and get a job in a shop, if I move to a city I’ll have more options.”

Young People’s Focus Group Participant

“I don’t like how one side of Margate is really nice and well looked after (The Old Town) and then a five minute walk down to the town centre and the high street and it just becomes a place you want to stay clear of, just because of the state of it, litter everywhere and the type of people that usually sit up there it can feel a bit threatening or uncomfortable, whereas the old town feels welcoming and inviting.”

It should also be noted that whilst opportunities for young people is a clear priority, there is a concern that leaves older people behind:

“Don’t forget about the older generation, we need support too.”

“I’m in my 50s and might not have a job for much longer, I get that the young need help but what are you going to do for me.”

“Yet again the old people get left behind and it is all about the young.”

Training and facilities for training were also requested in this theme:

“Training facility for broader skill sets that transfer between industries.”

“Margate apprenticeship scheme with local businesses.”

“Create the best vocational college in the country, address local skills shortages and give local people opportunities.”

Photo by Hannah Pemberton on Unsplash



“How do you stop gentrification from destroying the local community?”

Stakeholder Interview

Creativity Coast

As discussed elsewhere in this report, whilst a proportion of stakeholders and the community see the creative community as fundamental to the regeneration of Margate:

“Build on existing cultural offer and expand this by creating new career entry points for local young people.”

“People and cultural organisations that are already working for the good of Margate.”

“The Formation of an Arts district in the town centre / to include a repurposing of the TDC offices to creative work spaces ,investment in order to complete the repurposing of the former Thanet Press Site as creative work spaces /studios / the restoration of Theatre Royal and the upgrading of the Purpose built Arts School.”

“Expansion of the creative offering. That’s what Margate is known for. It’s worth investing in more.”

Others see the focus on creativity as gentrification and having a divisive impact on the community:

“Better and proper jobs not this arts nonsense which perpetuates class divides.”

“The creative types come down here for the cheap houses and sea views and don’t give jobs to local people. They only look after themselves.”

“How many galleries and yoga places and fancy coffee shops locals can’t afford do we need. That’s not helping local people.”

Tourism

Local people and stakeholders acknowledge that tourism is at the heart of Margate’s local economy, with 30% of questionnaire respondents putting “Tourism 365 - Giving people more reasons to visit and stay longer in Margate throughout the year” as their first or second choice priority. There is a desire to build on Margate’s history as a seaside town, with an all year round tourism offer:

“The ripple effect from the Turner has stopped, we need something new to bring visitors to Margate.”

“Tourism. Covid 19 has virtually stopped all overseas tourism, so Margate should improve its tourism facilities.”

“I don’t want Margate to be as big as Brighton but we should have the ambition to compete for the investment they get - property, tourism, service and digital industry. Our links are much better here than Brighton but Londoners don’t seem to know that. We need hotels that attract groups with money to spend, rather than just day trippers.”

“I think if tourism and longer-term visitors were more successful, the jobs would come, including year round jobs in creative endeavours.”

Alongside this is understanding the Margate needs to diversify its economy:

“We have too many eggs in the tourism basket here, we should be exploring what other industry and big business we can bring to the area.”

"More work opportunities outside tourism and retail business."

"It's the same every year, the tourists come for a couple of months then we don't see them again until next year. There need to be other things and other jobs in this town."

"Margate needs a big new business or investor, maybe it's the airport to create new opportunities."

Sustainable Future

45% of questionnaire respondents stated that "a sustainable future - environmental and economic" was their first or second priority. It is interesting to note that this was a first or second choice priority for

53% of residents who had lived in the area of under 3 years compared to 43% who had lived in Margate for over 10 years. In terms of sustainability, coding suggests that the focus is on recycling and a wider green economy for example:

"Creating a building that would be a centre for all things related to the environment/sustainability. This would include a research facility, an educational facility, a leisure facility (greenhouse, park etc). This place and its workers would also be in charge of cleaning the town, maintaining green spaces. It could have a recycling wing- to recycle things in innovative ways."

"A stronger local green economy, not corporations that buy up assets and bank them, that provides opportunities for people."

“Take traffic away from the seafront and improve public transport to cut down on car use.”

Questionnaire Response

Connectivity Transport

Margate’s links to London are seen as a strength of the town and important to its future. Priorities for the future of transport in the local area focus on a number of themes including, encouraging people to use alternatives to car:

“Road and transport improvements to encourage walking, cycling and use of public transport.”

“Traffic is a real concern in and around Margate, widen Nash Road to help alleviate congestion, cause fewer accidents, and allow locals to move around when there are a lot of visitors. Encourage more electric cars, e.g. offering on-street charging to residents and priority/free parking for electric vehicles.”

“Could we also introduce a ‘Boris Bikes’ scheme to get people out of their cars and visitors would be able to cycle to Ramsgate and Broadstairs too.”

“More cycle lanes and provide park and ride for central Margate.”

Sections of the community support pedestrianisation of areas of the town:

“Close some roads Saturday/Sunday only for pedestrians/cyclists only.”

“Get cars out of the old town. This sort of thing has had a big positive effect on suburbs of London. Better for shops and pedestrians. Cleaner, more friendly environment.”

“Make rail travel affordable for commuters, take this opportunity, when young people especially have shown themselves willing to use unmotorised transport during lock down, to boldly change the streets to favour pedestrians, cyclists and careful scootists and mobility transport.”

“Full pedestrianisation of Margate Town Centre by using out of town car parks and trams.”

Parking is also a concern, particularly among businesses who believe parking charges and locations are having an impact on footfall:

“Why would anyone come to Margate to shop or a coffee with a friend when parking out of town is free. Parking is too expensive here and it is hurting my business.”

“When I did work experience in Margate the parking was really expensive and I had to walk for ages to get to work. It makes Margate hard to get to.”

“Parking is awful in a horrible multi story that is a health hazard and Margate town is an eyesore.”

“Lack of parking available for local people. No resident parking permit I can apply for.”

“Better Internet. Address digital poverty with free Internet.”

Questionnaire Response

Digital

Just 7% of questionnaire respondents stated that better broadband would improve Margate, this was lower still among local businesses with just 3.6% selecting this option. However, there are some areas that would benefit from improved broadband including homeworkers and micro and small businesses:

“Improved broadband = more working from home (which I’m doing as I type this!) / supports development of new businesses.”

“Margate needs Fast Fibre Optic Broadband, 4/5G Networks and I need that for my business.”

“Digital infrastructure to grow the job market and small businesses.”

In addition, there is a concern that “digital poverty” is exacerbating the divide in the town:

“Not everyone has a smart phone, not everyone has access to the Internet we’re leaving whole groups of people behind by going digital.”

“Access to Internet and free WiFi is a human right according to Tim Berners-Lee.”

Community

It could be argued that the biggest connectivity issue is how to bring the community together through the Town Deal. As previously discussed, the community wants to see the Town Deal as a route to community cohesion:

“Its pockets of deprivation are very visible still. There shouldn’t be such a divide in the communities of Margate...why aren’t the pockets of deprivation being addressed more to support the people living there.”

“There’s too many divides there’s locals v DFLs. There’s young v old. There’s Brexit... we need to come together.”

“Community cohesion - creating a sense that everyone has a role to play and that all of our actions no matter how small, matter. Giving younger people a sense of purpose and instilling civic pride-creating a town that makes them proud to be from here and that they have a stake in.”

“The deep divide between poor and better off.”

“Describe the town in three words... Divided Trendy Run down!”

Using the Town Deal as a mechanism to address this perceived community division will be key to securing buy-in from local people. Showing that the aspiration of the Town Investment Plan is to benefit everyone and not just specific communities will be critical.

“To change Margate you need to bring the community together.”

Focus group participant

“Focus on your local strengths and consider how you might build on them in the short- and longer-term”

Total Towns Outcome Framework

The Total Towns Outcome Framework is a tool to “think holistically about the longer-term factors and considerations in shaping a thriving, healthy and economically-sustainable place.”

The Total Towns Outcome Framework was used to inform community and stakeholder engagement. Specifically to understand the outcomes which people were prioritising for change.

Figure 15 overleaf shows the results of a community engagement exercise whereby participants were each given three dots to vote for the outcome they felt was most important.

In terms of place based outcomes, this exercise reflects the wider engagement activity with a focus on:

- A Thriving Local Economy
- Sustainable and Environmental Resilience
- Skills for the Future.

With regard to strong local public organisations, the priorities are:

- Accountability, collaboration and responsible governance; and;
- Leadership, clear vision and sense of place.

This reflects community and stakeholder concerns about the Margate Town Deal process and the role of the Board. As previously discussed, there are significant concerns about transparency and the way in which the Board is operating and the Deal is being delivered. This is resulting in disengagement and frustration.

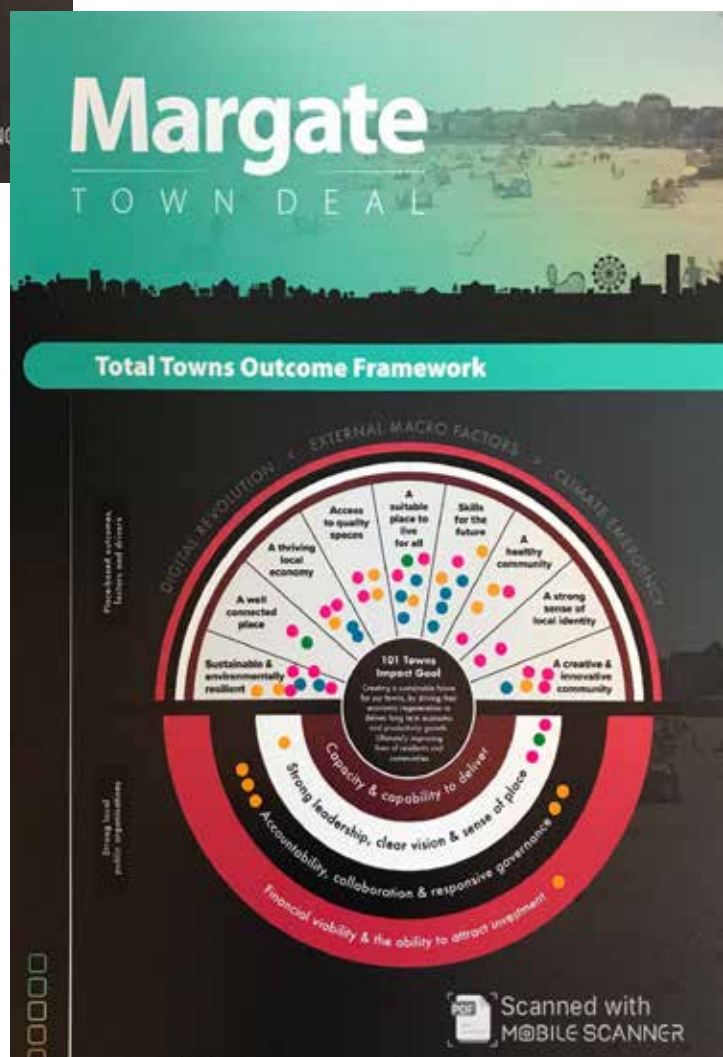
The Town Investment Plan will need to address community and stakeholder concerns around the strong priority given to the local public organisations element of the Total Towns Outcome Framework. To reassure and re-engage the community and stakeholders, the Town Investment Plan and Town Deal Board will need to:

- Put in place processes and approaches that illustrate accountability, collaboration and responsible governance.
- Responsible governance needs to be delivered in a way that the community and stakeholders can see it in action.
- Explore how to support stakeholders to develop the capacity and capability they need to deliver change, the community want to see change coming from the community.
- Be clear about the Leadership of the Deal, how that leadership was chosen and how it can be engaged with.
- Put a clear vision for change at the heart of the Town Investment Plan and show how this has been influenced by need and engagement.
- Celebrate and enhance what the community and stakeholders think is special and vital about Margate.
- Be clear about how the Town Deal Fund monies are being invested and the proposed impact of that investment.
- Explain how the approach outlined in the Town Investment Plan will attract additional investment.
- Make this information easily accessible and clear.



Dreamland Community Event

Figure 15. Community Engagement Total Towns Outcome Framework Exercise



Cliftonville Community Event

Where are we
now?

Where do we want
to be?

How are we going
to get there?

**How will we
know when we've
arrived?**

What Does Success Look Like?

A shared vision for change is the golden thread at the heart of Town Investment Plan. This section of the report puts forward a vision and priority outcomes based on the results of the engagement.

“Margate gentrification so the whole town stays connected and unified and all benefit from change.”









Comment on Community Engagement Event Display Board

This section of the report summaries the findings of the engagement work to put forward a vision for the future and priorities for change to inform the Town Investment Plan.

How Would The Community and Stakeholders Invest the Money?

At the community drop-in events we used a simple participatory budgeting exercise to understand how attendees would invest the £25 million if it was up to them. This exercise used the initial priorities for change identified by the Town Deal Board with each participant having the equivalent of £25 million to spend. Figure 16 shows how those who took part decided to invest their funds.

Figure 16. How Would You Spend the £25 million?

Creating opportunity for young people.		£ 495 million
Improving the quality of public space and the look and feel of Margate		£ 480 million
Creating jobs including higher skilled jobs, with better wages		£ 340 million
Tourism 365; Giving people more reasons to visit and stay longer in Margate throughout the year.		£ 290 million
Supporting people to live healthy lives.		£ 290 million
An environmentally and economically sustainable future for Margate.		£ 270 million
Making Margate the heart of Kent's creative coast.		£ 240 million
Something completely different		£ 95 million

Questionnaire respondents were also asked about the one thing they would invest the money in if it was up to them. Based on coding of qualitative responses, three key themes emerged. These themes represented 63% of the ideas put forward by respondents.

Urban Regeneration and Development

1 in 3 people who completed the survey wanted investment related to urban regeneration and development. This connects with the wider results of the engagement with a focus on tackling derelict and empty buildings. Within this theme, key areas identified for investment include the Lido, Arlington House and the High Street.

Jobs and Skills

Investment to create jobs and develop skills was seen as key to positive change for the town. Within this, there was a particular focus on opportunities for young people.

Public Spaces and Recreation

Just over 1 in 10 people who participated in the survey proposed investment in parks, open spaces, greening (e.g. tree planting) and other outdoor recreation. Within this theme the most popular option was a skate park (42% of responses coded under this theme) which reflects ideas put forward through #MyTown and Margate Millions. A summary of recent relevant community engagement can be found in Appendix 9.

“Offer free or cheap rent to entrepreneurs who can renovate empty high street spaces for better use.”

Questionnaire Response

“Coming together to make Margate thrive 365.”

A Shared Vision for the Future

Early on in the engagement process, the Margate Town Deal Board came together to develop a draft vision to test and develop through engagement. The draft vision was Margate thriving 365.

The community and stakeholder engagement shows broad support for the vision proposed by the Board. It also responds to the key themes for change. However, the significance placed on bringing people and the community together suggests that vision should be revised and become:

“Coming together to make Margate thrive 365.”



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Revised Priorities

Community and stakeholder engagement suggests the following priorities should be considered and explored in the development of the Town Investment Plan.

An All Year Round Thriving Local Economy

One of the Total Towns outcomes is “a thriving local economy”. Engagement suggests that for Margate this means an all year round economy. Within this priority, consideration should be given to:

- Supporting the tourism economy to develop, for example turning day trips into weekend and longer visitors.
- Developing attractions and things to do for both visitors and local people.
- Building the nighttime economy.
- Diversifying the Margate economy by attracting new businesses and investment into the town.
- Improving footfall throughout Margate to benefit all businesses.
- Enabling business to work together and support each other.
- Bringing back derelict and empty buildings to be used to enable businesses to develop and grow.
- Providing affordable spaces for businesses to develop and grow.

Creating jobs including higher skilled jobs, with better wages

Linked to a thriving economy is creation of jobs for local people, specifically higher skilled jobs with better wages. Within this priority consideration should be given to:

- More people working all year round, a reduction in seasonal work.
- Responding to the post COVID economy and identifying sectors that will support job creation in Margate.

- Working closely with key partners and stakeholders to identify and deliver opportunities for change.
- Keeping talent and aspiration in Margate.

Opportunities for young people

This should consider opportunities for young people in the widest sense. Skills development and career pathways are important but consideration should also be given to wider lifestyle issues for younger people, particularly including personal safety. Within this priority consideration should be given to:

- Support young people to be aspirational.
- Enabling young people to develop skills and participate in training.
- Working with local businesses to mentor and develop young people to create career pathways.
- Change young people's perspective on the Town.
- Giving young people something to do, supporting and encouraging positive behaviour.
- Young people feeling safe in Margate.

A Town To Be Proud Of

1 in 3 survey respondents strongly agreed with the statement "I feel proud to live in Margate". But there is a clear sense that the look and feel of the town is negatively impacting on how people feel about it. Within this, priority consideration should be given to:

- The appearance of the town, including addressing people's concerns about litter.
- Tackling empty and derelict buildings.
- Developing and enhancing the public realm.
- Helping people feeling safe in Margate.

Improving People's Lives

The Town Deal should seek to improve the place for the benefit of the people. Ideally the Deal should ensure that all communities feel the benefit of change. Within this, priority consideration should be given to:

- Addressing poverty and deprivation.
- Helping people live healthier lives.
- Tackling mental health.
- Providing support for the community based on need.

Working with the Community for the Community

The community is asking for the Town Deal to be used as a mechanism to bring the community together and reduce the sense of division. Within this, priority consideration should be given to:

- Bringing different and diverse communities together.
- Giving the community, including community based organisations, a role in delivering the Deal.
- Ensuring the community can understand the decision making processes that shape and inform the Town Investment Plan.

A Green New Deal for Margate

The Towns Fund guidance makes it clear that the Town Deal should be developed to be sustainable and seek to minimise environmental impact and benefit the local environment. The community and stakeholders want to see the Town Deal go further and establish an environmentally focused approach for Margate. Within this, priority consideration should be given to:

- Recycling provision to tackle environmental issues and create jobs.

“Talk to local people. It’s that simple. Let us know what is going on.”

Focus group participant

- Exploring opportunities for reducing car usage and improving public transport and cycling infrastructure.
- A local green economy for Margate.

Margate at the Heart of the Creative Coast

The Deal should build on the success of the creative industries already within Margate, and linking it to the wider Kent Coast. Within this priority, consideration should be given to:

- Infrastructure to support the creative industries.
- Link creativity to the wider community.
- Establish a creative brand identity for Margate.
- Help the wider community to understand the benefits of investment in creative industry.
- Jobs and opportunity for local people in the creative sector.
- Skills and training for young people and those looking to change careers.

Further Engagement

Working with stakeholders and the community is at the core of the Towns Fund approach with the Government wanting “towns to demonstrate the buy-in they have secured with the community. We are not being prescriptive about how this looks, however – and it can and should build on existing partnerships, consultation and mobilisation in the local community (Ministry of Housing, Communities and Local Government 2020).” To support this we would recommend the following:

People’s Panel

A 50 people strong public panel has been established to work with Margate Town Deal Board. The Town Deal Board will benefit from the knowledge, ideas and issues that the Panel brings to the table alongside evidence from a wider range of sources. The People’s Panel is not itself a decision making body, so its membership will not be made public. The role of the Panel will be to help the Board understand public opinions and put forward ideas for it to consider.

At the first meeting of the Panel (prior to this report), members were concerned about their role being “nothing more than a box ticking exercise, the definition of tokenistic”. They were concerned that projects had already been submitted and there would be a limited number of meetings and opportunities for debate prior to the submission of the Town Investment Plan.

The aim of the Panel is to work with the Board throughout the lifetime of the Deal so they need reassurance from the Board that their role has meaning and value.

Working with Stakeholders

As previously discussed, a proportion of stakeholders feel disengaged and frustrated by the Town Deal process to date, specifically the decision to ask for projects prior to developing a vision.

Many felt it was a backwards step to focus the initial engagement on understanding perceptions of Margate, developing a shared vision for the future and priorities for change. However, this work needs to take place to inform the Town Investment Plan.

Moving forward, key stakeholders will need to be engaged in more depth to first develop the Town Investment Plan. After that they will be part of creating business cases for change and ultimately delivering on the aspirations of the Deal. Stakeholders need to be communicated with and informed of progress with targeted engagement at specific points in the Town Deal journey.

Wider Community Engagement

Again the decision to call for projects prior to community engagement has frustrated and confused. Participation levels have been strong and the mechanisms used in this process should be used moving forward, for example people on the mailing list should be kept informed and updated as the Deal progresses.

Myth Busting

Throughout the engagement process we have sought to address a range of “myths” around the Town Deal and the processes associated. Moving forward this work should continue, specifically through the FAQs section of the website.

Commitment to Engagement

It would be useful for the Margate Town Deal Board to publicly commit, through the website and in both local and social media, to further engagement. This approach should be within the capacity of the Board and Project Team available, but it would be useful to explain now what future engagement will look like, how people and organisations can work with the Board and how this dialogue will shape the Margate Town Deal.



Photo by Alyssa Bossom on Unsplash

Thank You

The Margate Town Deal Community and Stakeholder Engagement has been shaped, supported and enhanced by a wide variety of people and originations. Every person who took part in the conversation has played a part in shaping the future of Margate and the implementation of the Margate Town Deal.

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Consultation Institute: Identification of Stakeholders

<https://www.consultationinstitute.org/challenge-consulting-many-stakeholder-identification/>

Marketing Research: An Integrated Approach**Wilson, Alan M.**

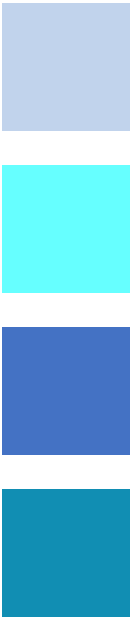
Publisher: Prentice Hall











Publication Date: 2006

Total Towns Outcome Framework**Ministry of Housing, Communities and Local Government August 2020**

<https://static1.squarespace.com/static/5ef3391483c1fe1e25c1e871/t/5f4f91a90194e649f7e72bc6/1599050155637/Total+Towns+Outcomes+Framework+-+August+2020.pdf>

APPENDICES



-----	Appendix 1. Stakeholder Mapping
-----	Appendix 2. Equalities Impact Assessment
-----	Appendix 3. Engagement Log
-----	Appendix 4. Drop in Event Responses
-----	Appendix 5. Questionnaire Results: Community
-----	Appendix 6. Questionnaire Results: Business
-----	Appendix 7. Questionnaire Results: Third Sector
-----	Appendix 8. Questionnaire Results: Young People
-----	Appendix 9. Summary Review of Recent and Relevant Community Engagement
-----	Appendix 10. Margate: A light touch review of the local strategies

Stakeholder Map: The diagram below is a thematic stakeholder map, based on the Towns Fund criteria. It uses an interest / impact to focus approaches to engagement. It is not to say that those in the high interest / impact themes are the only ones to engage with.



LOW

KEEP SATISFIED

- Community groups
- Local businesses and their representatives / organisations that work with them
- Cultural and creative institutions
- Tourist attractions
- Developers and housing associations
- Local Schools, Colleges and Training Providers
- Third Sector Organisations
- Community / Volunteer Groups
- Travel providers e.g. bus and rail service and taxis
- Emergency / public services
- Arms-length bodies and other non-departmental government agencies
- Investors and philanthropists
- Housing Associations

MONITOR

- Emergency / public services
- YourLeisure, gyms and local sports teams
- Wider TDC & KCC Staff

The accompanying stakeholder register which builds on this map with details of specific organisations and individuals based on these
 h interest / low impact won't be engaged with but that the way we engage with them will be different.

HIGH

MANAGE CLOSELY

- The Residents of Margate
- Margate Town Deal Board
- Mayor and Charter Trustees of Margate
- TDC and KCC Councillors
- MP Sir Roger Gale
- South East Local Enterprise Partnership
- Margate Millions organisers
- JobCentre Plus Kent
- East Kent College and the University of Kent
- TDC & KCC Staff in Key Departments: Economic Development, Planning, Skills / Education, Employability, Parks and Leisure, Active Travel and Transport
- Key / major businesses in sectors impacted by the Town Deal
- CCG / QEQM

KEEP INFORMED

- QEQM staff, Local GPs and health professionals
- Local Media
- Faith Groups
- Visitors / Tourists

Equalities Impact Assessment

Step One: Test for Relevance

1. Person responsible for this assessment

Name:	Sarah Wheale-Smith
Job Title:	Associate
Phone:	01952 433211
Email:	research@pleydellsmithyman.co.uk

2. Others involved in carrying out the analysis

- Margate Town Deal Board Members
- Thanet District Council Communications Team
- Local Third Sector Organisations and Community Groups

3. Description of strategy, policy, service, project, activity or decision

Title:	Community and Stakeholder Engagement to Support the Margate Town Deal
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3.1 Aims and Objectives

Consider: What are you doing? Why are you doing it? Who will benefit?

Margate is 1 of 101 towns across England that will benefit from a £25million investment from the Towns Fund. “The overarching aim of the Towns Fund is to drive the sustainable economic regeneration of towns to deliver long term economic and productivity growth (Ministry of Housing, Communities and Local Government 2020).” The community and stakeholder engagement is to support the development of the Town Investment Plan, to ensure that proposals for the funding reflect the priorities of the community and the work of stakeholders. The aim is to ensure a wide range of people and organisations are able to have a meaningful voice in the process and shape the way in which the Towns Fund is invested.

3.2 What outcomes are expected? Who is expected to benefit?

The expected outcome is the delivery of an accessible and meaningful programme of community and stakeholder engagement that will support decision making by the Margate Town Deal Board and be an important evidence base in the development of the Town Investment Plan. This process will benefit the community and stakeholders as well as local businesses, third sector organisations and community groups.



4. Who is affected?

- 4.1 Which groups or individuals does the strategy, policy, service, project, activity or decision affect? For example, the Council, employees (including temporary workers), other public authorities, contractors, partner organisations, wider community, others.

This specific project (Community and Stakeholder Engagement to Support the Margate Town Deal) will affect the community in the widest sense, in that it will influence the Towns Fund Investment which will affect local people, businesses, third sector and community organisations.

- 4.2 Does the strategy, policy, service, project, activity or decision relate to a service area with known inequalities? (Give a brief description).

Not applicable

5. Equality Act 2010

- 5.1 How does the strategy, policy, service, project, activity or decision actively meet the public sector equality duties to:

Eliminate unlawful discrimination (including harassment, victimisation and other prohibited conduct)

The project will ensure that everyone who wishes to participate can participate. That no-one feels discriminated against on the grounds of a protected characteristic and everyone feels able to take part. Communication and engagement activity will be designed and implemented to ensure no participant is harassed or victimised.

Advance equality of opportunity (between people who share a protected characteristic and people who do not share it)

Participation in the project will be open and accessible to anyone who wishes to participate. This will be achieved through the design and implementation of the engagement strategy. Additional tools and support will be readily available to those who need it to be able to participate. The Margate Town Deal People's Panel is being developed to support long term engagement throughout the lifetime of the Deal, will be a random chosen sample of people based on the demographic make up of Margate to reflect protected characteristics and ensure they are represented.

Foster good relations (between people who share a protected characteristic and people who do not share it). Could it have an adverse impact on relations between different diverse groups?

The purpose of the project is to establish and develop relationships to support the implementation of the Town Deal. Fostering good relations will be at the heart of the engagement plan. Providing opportunities for all that want to take part and have their say is very important. This will be achieved through the design and implementation of an engagement strategy that reflects this equalities impact assessment.

6. Priority

- 6.1 The following questions will help you to identify whether this 'service' is a high priority. Please answer all questions with particular reference to the protected characteristics; race, gender, gender reassignment, disability, religion or belief, sexual orientation, age, marriage and civil marriage/partnership and pregnancy and maternity.

Please provide a comment for each answer, providing evidence for your answer, regardless whether you have answered yes or no.

Questions	Yes	No
1. Are there any particular groups who may have trouble accessing the 'service'?	✓	
It is important to acknowledge that COVID-19 has impacted on the ways in which we can engage. It is likely that significant proportions of the engagement will take place digitally, which will have an impact on some groups ability to participate.		
2. Does your information suggest that some groups of people are less satisfied than others with this 'service'?	✓	
At the time of completing this statement the service does not exist. However, we have been made aware of barriers and issues that have prevented or been a barrier to engagement for some groups. For example if surveys are only available in English, this disengages those for whom English is a second language.		
3. Will this service have a significant impact on any of our residents?	✓	
The community and stakeholder engagement itself will not have a significant impact on residents, however the Town Investment Plan which it informs will potentially impact on residents / specific groups within the community.		
4. Do you have any evidence that discrimination, harassment and/or victimisation could occur as part of this service?	✓	
Engagement is a dialogue that takes place both face to face and on-line, there is the potential for discrimination, harassment or victimisation occurring during this process. This will not be tolerated and mechanisms will be put in place to reduce the likelihood of this happening and respond if discrimination, harassment or victimisation occurs during the engagement process.		
5. Do you think the service will hinder communication and negatively impact relations between the organisation and its employees, residents, contractors or anyone else?		✓
The focus of the project is supporting communication and developing relationships between the Margate Town Deal Board, Thanet District Council, other partners and the community.		
6. Does this service need to improve the way in which it is communicated to people who have literacy, numeracy or any other access needs?	✓	
The engagement plan which forms the basis of the strategy needs to implement approaches to ensure that those with literacy, numeracy or any other access needs can and do participate.		
7. Does consultation need to be carried out?	✓	
Engagement is required to support the Margate Town Deal, this project is the design and delivery of that engagement.		

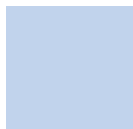
Step Two: Full Equality Impact Assessment

1. Could the strategy, policy, service, project, activity or decision have a negative, positive or neutral effect on groups or individuals?

Protected Characteristics	-ve	+ve	neutral	Evidence/Reasoning (Consider any barriers which will have negative impact and/or good practices giving positive impact)
Age Consider: <ul style="list-style-type: none"> — The way younger and older people access services may be different — Use of technology — Child care/care of other dependant — Timings/flexibility, such as work patterns — Transport arrangements — Venue location 	✓			Then engagement strategy will outline different approaches for different age groups, focusing on the needs of specific audiences. The COVID-19 pandemic means that a significant proportion of the engagement will take place digitally. To support and enable participation we will seek to work in partnership with organisations and groups already working with people in specific audiences including young people (under 25) and older people.
Disability (Includes: physical, learning, sensory (deaf/blind), mental health) Consider: <ul style="list-style-type: none"> — Communication methods — Accessibility – venue, location, transport — Range of support needed to participate — Hearing Loops/Interpreters — Disability awareness training for employees 			✓	Additional support for participants will be made available on request, for example close captioning of digital meetings and large print copies of questionnaires.
Race (Includes; gypsy, travelling, refugee and migrant communities) Consider: <ul style="list-style-type: none"> — The size of the BME communities that your service/project affects. — Language(s) spoken/understood. — Culture, such as hygiene, clothing, physical activities, mixed gender activities. — What access support can you offer? 			✓	We will seek to work in partnership with groups and organisations that have links in a diverse range of communities to encourage and enable participation.

APPENDIX 2

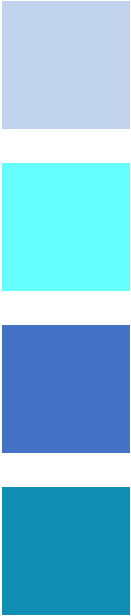
Protected Characteristics	-ve	+ve	neutral	Evidence/Reasoning (Consider any barriers which will have negative impact and/or good practices giving positive impact)
Religion, faith or belief Consider: <ul style="list-style-type: none"> — The diversity within the communities that your service/project affect — Prayer times, meal times, food (some religions do not eat meat), cultural habit or belief, religious holidays such as Ramadan — Awareness training for employees 			✓	We will reach out to local religious, faith and belief groups to promote and raise awareness of the engagement activity and how people can take part.
Pregnancy and maternity Consider: <ul style="list-style-type: none"> — Flexible hours of the service/project — Is there access to private area for breastfeeding mothers? 			✓	Engagement activities will be available at a variety of times including outside working hours.
Gender Consider: <ul style="list-style-type: none"> — The impact on men and women — Child care/care of other dependant — Mixed/single gender groups/activities — Timing of services/projects 			✓	Engagement activities will be available at a variety of times including outside working hours.
Sexual orientation (Includes: lesbian, gay, bisexual) Consider: <ul style="list-style-type: none"> — LGB people should feel safe to disclose their sexual orientation without fear of prejudice — Make it clear you recognise civil marriage and partnerships — Awareness training for employees 			✓	Surveys and engagement tools will be designed to enable disclosure of sexual orientation only if participants so wish.



Protected Characteristics	-ve	+ve	neutral	Evidence/Reasoning (Consider any barriers which will have negative impact and/or good practices giving positive impact)
Transgender Consider: <ul style="list-style-type: none"> — Trans people should be able to disclose their gender identity without fear of prejudice — Making it clear you have a Trans policy and process — Awareness training for employees 			✓	Surveys and engagement tools will be designed to enable disclosure of gender identity only if participants so wish.
Marriage and civil marriage/partnership Consider: <ul style="list-style-type: none"> — All couples or partners, regardless of gender, should be able to access services 			✓	Anyone can participate in engagement, the relationship status of participants is not a characteristic that needs to be taken into account.

Engagement Log

APPENDIX 3



Margate Town Deal Engagement Log
Tally at 22.10.2020

Ref	Date	Event	Project total	Total			Targets					
				Businesses	Organisations	Individuals	Residents	Visitors	Older People	BAME	Young people	Stakeholders
1	11.08.2020	Margate Town Deal Board	13	0	0	13	0	0	0	0	0	13
2	Various	One to One Meetings with Town Deal Board Members	8	0	0	8	0	0	0	0	0	8
3	14.08.2020	Margate Town Team / Project Group	7	0	0	7	0	0	0	0	0	7
4	24.08.2020	Margate Town Deal Board: Vision Workshop Session	9	0	0	9	0	0	0	0	0	9
5	27.08.2020	Multi Agency Task Force Meeting	1	0	1	0	0	0	0	0	0	1
6	02.09.2020	Meeting with Thanet Tourism	1	0	1	0	0	0	0	0	0	1
7	03.09.2020	Meeting with East Kent Hospitals University NHS Foundation Trust	1	0	1	0	0	0	0	0	0	1
8	Various	Stakeholder Surgery Sessions	17	0	11	6	0	0	0	0	0	17
9	08.09.2020	Digital Coffee Morning	1	0	0	1	1	0	0	0	0	0
10	10.09.2020	Digital Coffee Morning	8	0	0	11	8	0	2	1	0	0
11	10.09.2020	Stakeholder Workshop	16	3	13	0	0	0	0	0	0	16
12	11.09.2020	Community Drop In Preview	6	1	3	2	0	0	0	0	0	6
13	12.09.2020	Dreamland Community Drop in Event	78	0	0	78	53	0	17	3	5	0
14	13.09.2020	Digital Coffee Morning	10	0	0	12	9	0	2	1	0	0
15	12.09.2020	Dreamland Community Drop in Event	79	0	0	79	58	0	9	5	7	0
16	13.09.2020	Dreamland Community Drop in Event	48	0	0	48	27	0	9	5	7	0
17	14.09.2020	Cliftonville Community Drop in Event	24	0	0	24	15	0	4	3	2	0
18	15.09.2020	Meeting with Department of Work and Pensions	1	0	1	0	0	0	0	0	0	1
19	15.09.2020	Stakeholder Workshop: Digital	5	0	4	1	0	0	0	0	0	5
20	16.09.2020	Digital Business Breakfast	18	18	0	0	0	0	0	0	0	0
21	September	Questionnaire	686	29	11	646	457	121	137	30	74	0
22	September	Email and Social Media Contact with Community Groups and Organisations	121	0	121	0	0	0	0	0	0	0
23	22.09.2020	Digital Coffee Morning	3	0	0	3	2	0	0	1	0	0
24	23.09.2020	ECKG Focus Group 1	6	0	0	6	0	0	0	0	6	0
25	23.09.2020	ECKG Focus Group 2	8	0	0	8	0	0	0	0	8	0
26	28.09.2020	Kent Coast Volunteering Network September Lunch	14	0	14	0	0	0	0	0	0	0
27	29.09.2020	Thanet District Council Members Briefing	27	0	0	27	0	0	0	0	0	27
28	01.10.2020	ECKG Focus Group 3	6	0	0	6	0	0	0	0	6	0
29	07.10.2020	Thanet Premier Business Group	22	22	0	0	0	0	0	0	0	0
30	15.10.2020	Mencap Meeting	5	0	0	5	5	0	0	0	0	0
			1249	73	181	1000	635	121	180	49	115	112

Drop in Event Responses

APPENDIX 4



Describe Margate Now In One Word

Negative	Positive	Other
Inequality	Progressing	Bubbling
Deprived	Underestimated	Contrasts
Divided - Old Town / High Street and Beyond	Potential	Wary
Directionless	Up and Coming	Fragile
Neglected	Renaissance	Decent community just needs joining together - we must fight this as one.
Fractured	Possibilities	A Rough Diamond
Shabby	Iconic	Edgy
Needy	Needs work, but getting better.	Rough Diamond
Neglected	Potential	Characteristic
Lacking cohesion	Open	Ready
Leaderless	Hopeful	
Divided, challenged, misunderstood.	Home	
Challenging	Open	
Poor	Potential	
Self Sabotaging	Hopeful	
Out-dated (public realm wise)	Iconic	
Vulnerable	Welcoming	
Dirty	Changing	
Unequal	Potential	
Old Fashioned	Stunning	
Poor	Diverse - this strength needs channelling	
Dirty	Potential	
Gentrified	Diverse	
Neglected	Potential	
Failed the Youth	Potential	
Depressing	Prospect	
Suicide	Prospectful	
Depression	Growing	
Neglected	Hopeful	
Town Hall Corruption	Diverse	
Neglected	Creative!	
Under funded	A destination	
Messy	Got potential	
Poor	Rising (a hidden gem)	
Misguided	Emerging	
Neglected	Very Nice	
Unloved	Inspirational	
Dystopian	Developing	
Mismanaged	Inspiring	
Divided	Improving	
Neglected		

Strengths

Tourism / Reasons to Visit	Sea-front	Location and Accessibility	Creativity	Community	Nature and Environment	Architecture & History	Businesses	Other
It has Dreamland, it holds the biggest reggae / ska music event in August.	Beaches, cohesion, vibe.	Location.	Coastline, creativity space	Community, nature, history.	Natural resources	Architecture	Potential for small businesses to experiment.	Lots of brown field sites.
Shell grotto.	Beach	Location, access, infrastructure, ports, cycle routes and leisure assets.	Creativity	Community, local people and social life.	Nature	History.	Interesting town - local businesses trying to improve it.	Good representation in Parliament - Roger Gale
Potential for tourism income.	Beaches	Location, location, location.	Energy and creativity.	People.	Coastal community and environmental assets.	History.	Participation of small business owners in sustainability.	Possibilities.
Great restaurants and coffee shops.	Climate and coast.	Location.	Art, music, culture.	Commitment to improve from many sectors of the community.	Coastal paths.	Incredible history.	Independent businesses	Lots of potential.
Great restaurants and pubs.	Beach.	Uniquely gorgeous.	Turner connection.	Welcoming people.	Amazing environment.	History and architecture.	Innovation	Directionless but full of potential, needs harnessing to progress quicker.
Venues	Beaches, sand.	Location.	Creative community energising the town.	Diversity	Nature.	Culture and heritage.	Availability of spaces for new innovative ventures.	Unprentious - doesn't give itself airs and graces.
Old Town	Beaches - but please do look after them.	Location.	Artistic community.	Diversity	Stunning natural landscape.	Historical legacy	Some great new small businesses	Untapped potential.
Things to Do	Beach	Space, vibrance.	Creative individuals.	Inclusion.	Natural assets.	Amazing heritage (buildings).	Third party - private investment	Vibrant.
Old Town	Amazing coastline	Walkable.	Creative spaces.	A great many people willing to work for the town.	Bubbling diversity, its beauty, it is different from a lot of other places in Kent.	History		Sunsets
Pubs and restaurants	The coast.	Distance to London.	Lots to do cultural.	Mixture of people - old and new love the place.	Natural beauty and attractions.	Heritage.		Inexpensive property
Lots going on	Beaches.	Location and topography	Creativity.	Energy and potential.	Nature / environment	Historical architecture		Strong foundations
Good for food - restaurants	Beach and sea-front	There are lots of areas to work on	Creative sector	Welcoming.	Natural beauty	Strong heritage and cultural identity.		Potential
Tourist attractions	Sea-front and coastline.	Location	Diverse culture	Kindness.	Good natural environment, great potential.	History and architecture.		Potential
Plenty of tourist attractions	Attractive coastline	Excellent cycling	Creative arts	Community.	Natural beauty	Good architecture		
The food!	Sea-front and beach	Geographic location	Creative community	Youth energy.	Connection to nature	Rich history and fine architecture		
Its beautiful locations	The beach	Location	DIY nature of the creative community	People - goodwill.	Beautiful nature	Landmark buildings of Victorian times - that are empty / waiting to be repaired / refurbished		
Touism industry growing	Beach		Arts scene	Lovely community. Active and impactful community groups.	Greenspaces	Amazing unsung heritage		
	Sea-front		Good cultural base	When the community comes together it could be unstoppable.	Naturally beautiful, economically unbalanced.	Heritage.		
	Even TDC can't totally ruin Margate's beaches (aka nice beaches)		Rising creative / entrepreneurial community.	Community spirit.	Wildlife - all year round.			
	Seaside living and traditions		The artistic community	Diversity				
	Good community beaches		Art galleries - cultural attractions	Large pool of active adults and young people				
	Splendid beaches			Homeless support in the community - we all care.				
	Great beach and amusements			Diverse community				
	Beach			Strong willed people				
				A more cosmopolitan "possibility" mindset				
				starting to emerge as a result of young, more middle class DFL's.				
				Voluntary and community sector.				
				Community passion				
				Diverse				
				Young population				
				A football team - for the community				
				Community				
				Active and engaged residents, making positive change.				
				Community spirit				
				Increasingly more people willing to engage				
				A range of old and new Margatian's with a broad skills set and different culture backgrounds that believe in Margate's future				
				Community				
				Project Combat - Westbrook				
				A want for things to improve				
				Strong sense of community				
				Friendly				
				There is a clear willingness that people want Margate to succeed				
				Great community spirit				
				Community				
				Brilliant diverse community				
				Many support groups / community centre				
				People				

Weaknesses

High Street	Community	Appearance	Facilities	Connectivity	Process and Transparency
Closed upper High Street shops in Margate.	Nimbyism.	Rubbish everywhere - poor recycling programme.	Lack of public loos.	Expensive car parks.	Margate funds go mysteriously missing.
Crumbling High Street.	Lack of cohesion and common thread to tie all areas of Margate together.	Has been left to neglect.	Lack of recycling facilities.	Poor cycle routes.	Lack of leadership from TDC.
Lack of action against absentee landlords.	Poverty.	Shabby especially base of Arlington Tower - finish thing you can see from the main parts of the town. Looks derelict.	Not enough to offer local families e.g. playgrounds for different age groups, splash park.	Too many cars.	Capital investment e.g. the decision on Manston.
Boarded up shops	Poverty	Dirty in places. Smells horrible. Tower block on the seafront.	All services.	Ridiculous car parking charges - more expensive than Cambridge.	Poor leadership from Council - no vision to care for heritage.
Lack of development by the Council - especially with High Street, Woolworth buidling empty for 10 years	Teenagers / youth feeling of no hope.	Too many derelict buildings.	Lack of opportunities; nothing for kids to do (summer play schemes and such). Lack of bike trails and nature reserves.		Lack of vision and competing priorities working at cross purposes.
Poor High Street - too many empty buildings	Inertia of residents.	KCC - broken pavements / pot holes. Dirty.	Neglect of public spaces.		Old vested interests controlling and benefitting from local resources and infrastructure. Time to break up the old boys network and bring new faces in.
Unused buildings	A feeling of helplessness for too many, no education. Feeling excluded. To hard hit by the country's problems and too poor to cope.	Boarded up seafront, nayland rock	Lack of cycle routes.		Hard for good ideas to come to fruition - blocks need removing, Council more dynamic. Old vested interests and new ones have to much control.
Margate High Street - moved to Westbrook	Racism	Doesn't look inviting	Lack of community spaces.		TDC - over development, lack of support from green businesses.
	Divided community - lack of understanding	Run down bits	Lack on investment in shared public areas.		Think carefully about who should be on the committee.
	Risk of people being priced out.	Looks quiet "ruff"	No university and old buildings		Council is short-sighted and restrictive.
	Health and education metrics both abysmal - when compared to UK as a whole even the South East.	Looks neglected and dated	Nowhere for kids to go.		Lack of public consultation.
	Deeply ingrained culture of expectations among indigenous residents.	Run down, depressed, in a rut	Lack of infrastructure		TDC - lack of vision.
	Racism	Lack on maintained green spaces	Unequal access to the good parts. Contrast of wealth / poverty in different areas.		Council!
	Lack of connectivity between new and old Margatians.	Unloved	Litter infrastructure		Lack of vision
	Clash of cultures - long term 'locals', DFLs and migrants	Lack of care for envrionment and heritage	No funding for improving infrastructure for residents and tourists		No sense of direction and suspicious of Local Authority
	Disconnected communities	Dirty messy, rubbish, litter.	Lack of recycling / envrionmental concern.		Unenthusiastic local authority
	Local mindset (some)	Large number of neglected land and buildings			Mis-management of investment, unethical land grabs and dysfunctional council
	Apathy	Underused buildings			Lack of vision, lack of considered thought and imagination in terms of planning and vision for its future. Long game investment.
	Huge gaps in diverstiy, difficulty to bring all community together.	Derelict buildings / landworks like harbour area and LIDO			Politically motivated, corrupt, not community minded.
	Apathy - narrow mindnesses				Out of touch Council.
	The predominance of the "creatives moving to Margate and improving it narrative" - it's inhuman				Poor vision from the Council
	Various communities that coexist in Margate are fragmented.				TDC
	Divison				Corruption
					Our MPs
					Corruption by own Council - lack of vision by the Council
					Previous poor decisions and leadership
					Systematic and structural local government ineptitude and corruption.
					Corrupt council
					The people in charge
					Developing the town in conjunction with private investors and not local people.

Opportunities

Tourism	Retail / High Street / Old Town / Town Centre	Events	Business	Creative Industries	Community
Hotel	Independent Shops	Festivals	Support new business.		Making sure it is inclusive of all age groups etc.
Larger visitor offer.	Opportunity to re-brand the shabby, depressing Primark building as a cultural centre for black / brown / Roma history. Performance space. Learning area for little ones. Take the building back from the developer who brought if for £770k and is now asking for £2.2m - with planning permission now which no one will buy. TAKE IT BACK!	Good entertainment infrastructure on coast and beaches.	Use vacant site to support new businesses and grow creative industries.		Margate Pride and People Dem Collective want to do amazing things and bring people together.
Tourist pound.	Redevelop Margate of bygone years. Fill empty buildings etc. Revive the High Street.	Town festivals	Great artists and small businesses.		Community spirit.
COVID and climate change mean more people will not travel aboard and discover Margate.	Empty buildings to be revived as Sands has done.	Community work - festivals and markets.	Entrepreneurs willing to start businesses.	More creative people here and still more coming but there is a lack of spaces to use and cost is restrictive.	Positive energy.
We need to maintain, with a good strategy, the recent boom in tourism. Invest!	Revise High Street - allow more people up shops or short term lets.		Huge growth potential with Manston, Thanet Parkway coming on board. Great for local businesses, ports etc.	We have a wealth of creative talent here - it needs connective. We can help each other and create opportunities for young people to enter creative jobs.	Community spirit and will to improve the town.
COVID and climate change will bring so many more people to our coast, we must be ready.	Improvements were happening before COVID it must be about Margate Town only.		Support and foster a culture of social enterprise to connect business and community.	Art spaces	To provide a community hub, to be used by community organisations such as POW, WI etc.
Focus on year round economy.	Make use of derelict buildings bring back the town centre. I think there is a need for that "town centre feeling" here.		Small enterprises, non-profit, wellness orientated leisure	Bringing young people into the creative scene through local government initiatives	To use / regenerate existing buildings to allow community spirit for all. To support local groups further.
Potential for jobs from increased tourism.	Regenerate the High Street		Lots of empty properties could be used as work space - Arlington Arcade Right bang next door to Europe (a market with 500 + million people)	Creative sector	Willingness of residents.
Tourism / sea trips	Empty buildings to be revived as Sands has done.			Culture and arts	People moving in with fresh ideas.
Investment in town centre and Margate as a tourist destination	Keep Old Town traffic free.		Work with employers to improve Margate.	Invest in creative industries - particularly youth extra curricula performing and media arts	Huge potential everywhere - allow unused buildings for voluntary / youth / groups.
The draw of the seaside in light of COVID.	Empty buildings doing nothing.		Make more of disused spaces and shops - pop ups, give free or cheap to start ups	Art / music	To be more connected and supportive to local organisations - young and old.
Need to keep attracting visitors for the local economy.			Places to work	The "DFL", trade and economy via the Turner Centre.	Margate gentrification so the whole town stays connected and unified and all benefit from change.
			Independent businesses Massive potential for investment and development.		Opportunities for youth and venerable.
			Diverse workforce.		Do with the community not to the community.
					Work with community leaders already there.
					Young people with enthusiasm. Community Strong community spirit Lots of enthusiasm, lots of skills, community groups, ideas everywhere Engage with youth and different cultures (possibly using art and creatives) Empower the community Volunteer help to clean streets of weeds, community care and understanding of all religions and people. Engaging the community - thinking positive Willingness of the town.
					Balance the regeneration and keep everything accessible to all . Divides can be created by gentrification. Margate is wonderfully diverse.
					Community spirit. We need strategic inclusive approaches that benefit Margate and its residents at all / various levels. Buildings lie the Westbrook Gate - Huge buildings with no clubs / activities for young / old / community.

Transport	Heritage / Historic Architecture	Key Features	Education / Training	Coastline and Natural Assets	Other
London rail links.	Beautiful old architecture.	LIDO area	Pie factory for kids with musical talents.	The sea and access to nature.	The town at present has excellent opportunities.
Distance to London	Historic buildings - previously under invested.	Sunken garden at Westbook.	Technical college for kids who struggle with mainstream schooling.	Seaside potential jobs and clean up.	Endless.
Airport at Manston = major opportunity	Beautiful coastal buildings: Winter Gardens, Coastal Shelters, LIDO, Old Town Hall, Westbook beachside building.	Nayland Rock, Dreamland and the LIDO	Never mind degrees; more on the job training and certification opportunities for fresh starters	Nature	Extend recycling to include business and community groups.
	Old facilities revived (LIDO, Gardens, Dreamland).	Massive potential: Nayland Rock, LIDO, Arlington	Training in hospitality is a way forward to train young people for the future.	Natural assets	Playgrounds
	Potential to revive Old Town feel from years gone, easily with Council care.	Nayland Rock, Dreamland		Chance to improve and upgrade faded coastal facilities and assets.	To be more inviting and prettier. Improve the area around the train station.
	Utilise the seafront buildings			Margate is a beautiful seaside town with a stunning coastline.	Project Combat - Westbrook
	The history of Margate could be tapped into more - tourism.				Sustainability and the environment should be at the forefront of any plans.
	History / countryside				Goodwill, brand recognition, expertise.
	Empty buildings				Large housing stock.
	Lots of great seaside buildings to renovate				
	Historic and architectural buildings that already exist				
	Well known and well loved beautiful place with a rich heritage and environment to build on.				

Tourism	Local Economy	Community Safety	Other
Not enough to do in tourism terms.	Lack of employment	Drug problem / crime	Sewage pollution in the sea
Lack of footfall especially in winter.	Deprivation	Drug culture	Lack of educational establishments
Its seasonal.	Limited skills based opportunities	Anti-social behaviour seems to be rising	LIDO, LIDO, LIDO
	Seasonal destination, seasonal jobs	Anti-social behaviour	The Milmead area is completely isolated.
	Poverty	Lack of care from people - litter, poor parking and anti-social behaviour	Cliftonville changing / lack of housing stock for lower wage bracket.
	Poverty	Disrespect for streets and parks.	
	Lack of jobs / reliance on London for Jobs	Lack of pride in our envrionment	
	Lack of employment - inequalities		
	Poverty		
	Seasonal - can't we do something in winter; festivals, concerts etc		
	Lack on employment		
	Poverty		
	Seasonal unemployment		
	Child poverty		
	Disparity of wealth / gentrification leading to divided community		
	Lack of work		
	Lack of investment		
	Low wage economy		
	Poverty		
	Lack of Jobs		
	High unemployment no opportunities for young people		
	Under funded		
	A lot of deprived areas in the town		
	Dreamlands future.		
	Huge pvoerty and lack of child support services for people families.		
	Wasting money		

Threats

Planning / Development	Community	Support Services	Groups / Organisations / TDC	Local Economy	Anti-social Behaviour / Crime	Other
Inertia - look at all the planning permission awarded to developers for derelict buildings, which stay exactly that.	Lack of cohesion.	Lack of policing.	Lots of groups not always talking to each other - need to build links to be sustainable.	Brexit	Criminal damage and lack of respect for any investment / improvement.	Thanet Parkway
Too many planned house - no infrastructure.	Lack of pride in own houses / streets.	The coming recession means we must be ready to double down and support the most vulnerable - get services and systems ready.	Communication between groups trying to regenerate - lets work together.	Through life management - investment needs to have a long term vision.	People's behaviour.	Better (faster and cheaper) links to London.
Manston does not ever get developed.	Gentrification - can Margate write a new story of how incoming people can lift everyone.	Our hospital and healthcare - more people into the area but healthcare not matching requirements.	TDC - lack of leadership, inequality.	Incoming residents pricing locals out of opportunities.	Xenophobia.	Profit and productivity about health and wellness.
Need to balance need of environment / biodiversity v development.	A local "can't do attitude" - negativity.	Poverty, crime, mis-management.	Infighting from different factions - not making sure vision is clear.	Uncertainty of economic climate.	I love Cliftonville but I am worried about young people being sucked into gang crime and prostitution. This is so damaging to humanity and I feel like the police do little.	Bad public / local transport system only survive with a car.
Clash between old and new.	Lack of cohesion - between different areas of Margate.	Poverty - lowest life expectancy.	TDC - lack of leadership, inequality.	Overcrowding in tourist in honeypots and COVID 19 threat. TDC needs to support new businesses to start, give them grants or short term let options. Give Margate a chance, we have so many creative people desperate to showcase their work - allow and support.	Threats to our young and vulnerable from county line gangs.	
Iconic sites decaying.	Segregation / isolation young and old European communities. There's an apparent divide amongst groups here. Prejudice.	Poverty.	Same "old gang" running everything no desire to change.			
Prejudice - outdate offer and business model. Out of town centre development strategy undermines central / urban / creative. Development competes against development. Incoherence.	Gentrification - increasing inequality.	Lack of educational opportunities.	There is a willingness that people and organisations want to invest in Margate. The biggest barrier is the short sited nature of the Council.	We need to maintain links with the creative communities in Europe and facilitate talent in Margate.		
Manston being used for houses.	Possibility of isolating locals.	Not many accessible opportunities for young people.	I don't think we have good Council Leadership and they aren't trusted by the community.	No clear plan or goal. Council needs to run as a business and understand Margate.		
Too much time, effort and money wasted on Manston.	Locals stop using facilities because of the focus on tourists.	Limited local education for mature students.	Only for the people with connections.	Xenophobic mindsets means its unable to capitalise on being right next door to Europe - with the opportunities that potentially provides.		
Exploited by businesses not interested in regeneration.	History of closed mindset.		Let down by local administration.	Lack of real opportunities for young people. Fragility of the service economy.		
Over development. Bad development. Loss of greenspace and trees. Airport. Toxic groundwork pollution.	Gentrification pushing people out - we don't need more yoga studios and vintage shops.		Incompetent local authority - people think it is corrupt.	Commercialisation - Margate's independent shops are part of our independent spirit.		
All local greenfield being build on including new double carriageway roads that are being built.	Build a stronger integrated community.		Corruption	Stay local - money should not go to business owners who don't live here or landlords.		
Infrastructure spending often neglects to factor in ongoing costs, affecting the long-term viability and value for money.	Don't only focus on tourists - lack of community centres for the youth.		Lack of local expertise in project delivery.	Spread funding through many small businesses as opposed to fewer larger businesses.		
Lack on an overall vision or strategy to improve the area.	Divide between tourist / visitor and community needs. Not getting any government help.		Poor management of previous capital projects.	Brexit is an issue.		
Funds will be used to benefit big business.	Gentrification		Lack of vision from TDC. Corruption. Lack of funding. Old school attitudes.	Lack of visitors.		
Things just fizzle out, lack of long term planning.	Coronavirus isolation.		Large organisations monopolising opportunities.	Don't focus on tourism because it's seasonal.		
Long term planning - missed opportunity.	Incohesive isolated community.		Corruption and lack of transparency at local Government level (TDC) - contracts are given to friends, acquaintances etc.	Transitory nature of tourist economy.		
Mary Portas said develop High Street into affordable housing. Nothing done!	Trying buying a house for the first time in Margate - it is impossible for locals to get on the ladder.		Lack of trust in local government.	Small businesses need support.		
Funding provided for spaces that will not meet objectives.	Too much money from London - less opportunities for lower income families (all the locals).		The people in power not using the chances for the good of the people.	Service economy.		
If key assets - Dreamland, Winter Gardens are sold off training / employment opportunities lost and outside development won't be drawn down into difficult sites like the LIDO.	Too much attention paid to "lifestyle creatives."		Lack of good leadership and community engagement.	Lack of enthusiasm for tourism in general.		
	The Town Deal is merely a transfer of funds from the Treasury to businesses, by passing the genuine needs / aspirations of destitute locals.		Corruption in a local government.	Business rates are a threat to businesses.		
			Lack of trust in local government - too corrupt and inept. The Council / MP	Seasonal, lack of diverse industry. Air B&B		
			Lack of local confidence in local government.			
			Short - sighted self centred, historically inept Council.			
			Appalling, corrupt, self-seeing, unaccountable, misspending local Council - TDC			
			Misinterpretation, willfull ignorance of the prospectus with the process being sidelined and mismanaged to benefit extant businesses and development companies.			

Dreamland Event

Margate could become one of the most important creative towns in the south. To do that need flexible and affordable spaces. An entrepreneurial environment which encourages risk taking, personal investment and community pride. With outflux from London its ours to lose. So lets create conditions for success.

Work with local attractions e.g. Museum / Shell Grotto on education packs for local and from elsewhere. Margate has a fanstastic histroical heritage from bronze age to Turner. Use it.

The LOGGIA Westbook - Currently rented by Thanet Lifeguard Club. Unit for sale / auction now. Club would have liked to have been involved with regneration of entire building. Club wishes to continue offering free lifesaving lessons free of charge in teh community. Been in operation since 1970's and have trained children age 7 to adults over 90. We are being pushed out but would love the opportuntiy to help regenerate this lovely buidling for the whole of Thanet as well as its visitors.

Create a land of history, fantasy and discovery. A great big beautiful tomorrow.

Clean, safe, looked after. Caring for the people and the area.

Make Margate an attractive place for investors. Investment means jobs, training, beautiful spaces etc.

Training for young people to make them employable and give them hope.

Margate has one of the shortest life expectancy in the country. My vision is "improve the health and wellbeing of its residents." I want to see initiatives that support people to live healthy lives. This area of Kent desperately needs this; there is so much poverty.

Tourism has to be a priority. Tourism = more jobs, more investment, identity.

Improving the quality and feel of Margate must be a priority - decades of neglect and loss. People have expected this as normal. Many new dawns and lots of false hope.

Increase cleaning / litter picking especially on proms, stairwells, seafront in Cliftonville. Engage with all parts of community. Discourage low level crime openly smoking cannablis everywhere! Clamp down on graffiti and ASB. Provide disabled access everywhere improve pavements for wheelchairs. Sack the Council's inept parking team who are dishonest and stopping the money from parking being invested across Kent. The parking charges are absolutely bonkers. People will not shop locally when you pay a lot to park and can only park for free for 1 hour. The management of parking is poorly managed.

A seaside town cannot survive for few months in the summer - we need to attract visitors and maintain community spirit all year round. Providing services like waste / cleaning streets and our beaches and be transparent about it TDC. Improvements come with biter services - public toilets, clean streets and beaches, greening public spaces.

Cliftonville Event

Invest / build a higher education establishment (maybe working with Kent of Canterbury). Encourage access with free childcare for mums and dad's under 25. Have arts / sea / oceanography based bent to HE institute. Clear up sewage and reduce phosphates which can reduce algae and wrack. Train and employ 75+ locals at HE Institute as teachers.

More educational opportunities within Margate for higher education especially. Improve standard of living, a lot of housing. Opportunities for young families especially young mums.

I don't see much about equality and diversity in the current town plan beyond income. How can this money be used to celebrate, enhance and protect the experience of people of all different genders, races, religions, class etc.

Other seaside towns have added to the summer season - conferences and festivals, we could have more exhibitions and Margate is great for restaurants. It could have a food festival too!

For a sustainable 365 future, Margate needs to protect its historic natural environment from erroision by unsympathetic developers. This would create jobs and train a new generation of craftsmen/women. Another straightforward way of making Margate a destination would be to create entrances from a renewed Cecil Square into the first floor of the old M&S building exiting onto a first floor level within an enclosed top of Lower High Street runnign alond the East Side with access to other shops on this level. With a rooftop restaraunt on top of M&S and emerging exit on to Britton Square. This new "arcade" would run fomr the junction with Queen Street through Old Britons.

A future based on the digital economy. That means strengthening the digital infrastructure e.g. high speed broadband. By the way if has a problem with property-related corruption monies are likely to be misplaced.

Make people feel proud to live in and be from Margate. Look after heritage. Bring back "old fashioned" values.

Being a leader in health and environmental issues that the rest of the country can learn from.

Margate can innovate and be the first place in the UK to thrive without gentrifying. Could be a test case for all of UK and beyond. Requires bold new thinking and policies.

A key priority should be to bring the community of Margate together to help realise the vision.

Seasonal for tourism, all year round for the community.

Priorities for Change

Empty / Derelict Buildings	Look and Feel of the Town	Green, Open and Public Spaces	Environment	Community
Opening up currently empty buildings for creative use, art displays, music and performance.	Aesthetics of the town as this makes a big difference to how people feel about where they live, work and visit.	The Sunken Garden at Westbook - great local volunteer support but much more needed in terms of investment to carry out improvements.	Leading the away on environmental issues. Respect for ourselves, our environment and community.	UK is too divided - Margate can build truly inclusive / cohesive community.
Existing space and buildings to be supported and used for community hubs. Ideal use for beach side places for all.	Street cleaning.	Improving public space needs to emphasise our coastal assets. Identity as a coastal town.	Biodiversity	Community engagement and cohesion.
The boarded up seafront (Arlington) big opportunities for bike hire, retro arcade, restaurants and micropubs).	Street cleaning. Why are there Christmas Lights up all year it looks neglected.	More civic pride in gardens, street furniture etc - to make people want to comeback and stay longer.	Trees.	Equality
	Stop any 1 bed flat developments in deprived areas. Increase cleaning in Cliftonville. Litter picking etc.	Keep Margate clean.	Recycling and reusing - be more eco.	You have missed the opportunity to consult and build trust.
	Beach cleanliness.	We must make the town more attractive and cleaner.	A green clean town - ideally plastic free.	BAME issues.
		We all deserve a clean town - bins!	Making Margate the green heart of Kent - climate change.	Inequality.
		Yes, people live better when they have good surroundings. A sense of provide has to be generated and maintained - anger reduced.		Inequalities between social groups - women, ethnic minorities etc.
		The countryside - the coast yes BUT also Kent / Thanet garden of England. Look at ways to make this central to health and wellbeing.		Need to create opportunity for all, not just the young.
		Coast and beaches are greatest asset so need to be priorities too. Leisure, recreation, wildlife etc.		Improve our care for the elderly and vulnerable. Not just the homes, more extensively. Accessibility fights isolation.
		Make Margate proud of its gardens and public spaces with investment.		Too divided - bring the town together.
		Public space improvements.		Encourage the coming together of all diverse groups. Different talents and skills all combined.
		Improve and maintain public spaces.		Central hub for all the great volunteering groups to come together - lets be a team working for greater good.
		Tree lined streets.		Moving "peoples voice" into the local authority decisions, maybe a parish council or similar.
		More greenery - increase public space.		Work with the community, community inclusivity, implementation and decision making.
		The sea-front, open up the closed spaces.		Bring people together
		Too many houses being built on green spaces.		Communities working together
		Tree removed. Sunken Gardens - Westbrook		

Business	Support Services	Housing	Heritage	Education and Training
Need to attract larger businesses.	Better help for the homeless - I know when I have a room that I am happy.	We need cheap housing and good public transport, physical access, adult education.	Improving our historical assets and culture.	Providing childcare to young mums and dads to encourage higher education and work involvement.
The "beach" economy needs to be development. To many tourists accessing the beach and not spending any money.	Mental health needs support.	Sustainable housing and community support.	There must be a joined-up vision and strategy with a long term plan that engages the community and takes into account our heritage and environment.	Educational needs to those who may not follow mainstream school, where technical college may not be an option.
Encourage young to volunteer in new start up ventures. People want to help show they how.	More support for mental health in younger generation.			Focus education on the community.
Create a "small businesses / creatives" office hub with IT access, printers, book keeping, office services, phone answering and such like to help expansions.	Cultural opportunities for young people to engage with outside the problematic youth centre. Need some deep nurturing of youth services here.			
Invest in long term employment, building houses creates only TEMPORARY JOBS.	Discourage antisocial behaviour and smoking dope.			
Diversity industry - create a range of jobs emerging youth.				
Become an incubator.				
Encourage and provide incentives to businesses so that they can relocate to Margate. This will improve employment and training. Become a true arts and tech hub.				
A focus on jobs in winter.				

Tourism	Other
A unique must visit indoor tourist attraction - the overrated Turner isn't sufficient.	There are many strands to each of these which need to working up. The broad bush stroke points are great, but detailing these carefully is essential.
Improve respite tourism.	Work life balance (not only productivity / profit).
The diametric positioning is wrong - Margate 365 includes 365 tourism.	Better communication and transparency from TDC.
Hotels not flats make tourism a priority.	Cycling safety.
Introduction of more hotels to generate more employment. This has been a missed opportunity in the past. An all year economy that benefits everyone.	Project Combat Westbrook
Tourism needs to be a priority it's a seaside town.	Lots of priorities is this realistic.
Reduce Air B&B	

Urban Regeneration, Planning and Land Use

Empty / Abandoned / Under Used Buildings & Sites	Development Sites and Opportunities	Support for Businesses	Appearance
Offer those who currently rent buildings the opportunity to become involved in regeneration projects instead of making them leave and leaving buildings to rot.	Develop old Cliftonville Coach park - currently a dumping ground. Create a cheap to enter splash park (see Happy Mount Park, Morecambe) for our local families and visitors.	Incentives to shop local like free parking / bus rides and transport for shopping days.	Tidy up
Sort out the base on Arlington House.	Work out what to do with Manston Airport. An open spaces which could be used to develop more jobs, schooling and recreational purposes.	Support independent traders.	Keep streets cleaner
Prize the empties out of the hands of crap landlords.	Revive Lido and Winter Gardens.	Encourage independent shops / businesses with local people.	Dig up weeds on footpaths to give pride in the environment.
Restore derelict Westbrook Pavilion as a coastal interpretation centre with water sports facilities, café, community hub and training centre for lifeguards and volunteers.	Decide on Manston or it will all be houses.	Social enterprise hub.	Deal with litter on public roads.
Westbrook Area - pavilion café and community space.	Development of the LIDO - recreational.	More affordable co-working spaces both office and technical / industrial. Support creatives and start ups.	Clean up the areas / gardens - lets make this place great.
Old Town Hall.	But how? Redevelopment for the sake of it or for the need?		There are no vistas for example. Good examples of regeneration are blighted by poor rubbish arrangements and areas of shabby neglect.
Repurpose empty buildings with affordable pop ups, community workshops etc.	Old School premises - Tivoli Road, Margate		Need more bins and cleaner streets.
Low rent shop start-up opportunities for local people.	Cliftonville		
Compulsory purchase of empty buildings.	LIDO		
Respect and repurposing of old buildings and structures.	Invest in the LIDO cater for all ages and abilities.		
Use of vacant buildings for education on history of Margate.	Invest in iconic buildings like the Winter Gardens.		
Do we need more shop space? Refurbish existing shops and support local businesses by preventing big supermarkets killing local trade.	Redevelop LOGGIA buildings as a creative hub for all.		

Urban Regeneration, Planning and Land Use

Empty / Abandoned / Under Used Buildings & Sites

Bring empty and poor condition property into use and up to standard.

Shops / cafes at the beaches.

Development Sites and Opportunities

Regeneration of existing theatre - the Theatre Royal Margate is a forgotten gem.

Decent consultation and future planning.

Reimagining Arlington, LIDO, Nayland Rock and High Street.

Make sure space for the community is created when developing.

Re-do the LIDO area.

Redevelop / upgrade the run down assets along Cliftonville Coastline.

Cinema sports hall / gym in the old Dreamland cinema restaurant.

Spa in the LIDO

Area around Arlington Arcade; link to jobs, creative workshop, tourism and arts education offer.

A new boutique cinema.

Reinstate Dreamland Cinema and LIDO for 21st Century audiences.

Arlington arcade being a cycle hire, office, shops.

Purchase and redevelop the LIDO this would attract people to Cliftonville which would spread visitors throughout the town. The Lido is currently waster and this is no footfall beyond the Turner Contemporary. When the mains sands are overcrowded beaches further east are still empty. The focus of holidays in Margate could again be health and fitness.

All building, development and refurbishment work to be green and carbon neutral add solar panels to all buildings.

Support for Businesses

Appearance

Infrastructure	Green Space	Community Facilities	Environment - Think Green
Fix up rusting and broken railings from Winter Gardens to part the Lido.	More and improved green space.	Westbrook Bat - café for whole local community.	Carbon neutral energy efficient sustainable architecture with apprenticeship opportunities. Current standards in the build environment is very poor compared to Margate at its peak.
Much better parking is needed.	More street trees and gardens.	Using empty buildings in Margate and Cliftonville for the people i.e. education, place for the young and social housing e.g. Primark building.	Environmental concerns need to be embedded in planning and regeneration decisions. Greenspaces, eco buildings etc.
Cheaper parking.	Sunken Garden - enhance, invest and improve.	Repair old coastal shelters	Aim for a plastic free town. All takeaways should use paper / card etc.
Better parking to assist small businesses.	Sunken Gardens	People Dem Collective - National Black Cultural Centre	Tackle the lack of recycling faculties in the town. No designated recycling bins for glass, cans, cardboard etc along Marine Parade.
There are no architectural links between different routes / parts of the town.	Redevelopment only in conjunction with greening and planting trees (as an obligation).	Create a community hub for use of local organisations such as POW, WI etc	Exploring the possibilities of recycling as a community venture, involving schools as done elsewhere.
Cycle ways.	Community orchard and more trees.	Use / update existing space / buildings as a community space. Available for young and old to use - offer volunteer / community groups. Allow training development opportunities. Spend to invest in the people of the area.	Green schemes like rainwater capture to supply water.
	Stop appalling designed building on green space. Stop cutting down trees. Look after our parks and coastline. Much better playgrounds.	People Dem Collective - National Black Cultural Centre, genius concept.	Household recycling must be compulsory.
	Improve greenspaces - more trees and meadows.	Use coast for education and set up a marine hub.	
	Wasteland utilised as community gardens for food production, involve schools, youth organisations, use as learning opportunities.	Junior Lifeguards need a home / RNLI need a home. Local after local groups.	
		Use of land at Tivoli Road for residential parking and community hub, providing resources, training, meeting place. Build and fully fund staffing of a performing arts centre. Youth training for NEETs / Young Adults / Teens - Theatre Royal Margate is it!	
		Westbrook Beach Café	

Infrastructure

Green Space

Community Facilities

Environment - Think Green

A higher education institute - to provide income to spend at local businesses.
Use the LIDO toilets at the beaches - Walpole Bay etc.
A dance studio rehearsal spaces to support artists and offer community engagement for health, wellbeing and to support young peoples ambitions.
A community hub with: meeting rooms, free internet, support for grant applications and free courses.

Develop the land with derelict building into a community facility, working from home spaces, space for activates, café, meeting room.

Tourism / Visitor Experience	Housing	Other
A 5 Star Hotel	Cheaper housing.	Project Combat Westbook
Entertainment Hub invest in Theatre Royal, Winter Garden, Cinemas, Local Group Venues.	Affordable housing.	Sewage treatment for main beach to prevent smell / algae
Margate Museum.	Make the High Street into affordable housing. Or any housing together with local businesses. Reduce business rates.	Add a gym
Make tourism a priority - hotels not flats.	Affordable homes for local people.	Well being opportunities for all.
Identifying opportunities to grow tourism, visitors to the area.	Better understanding of homelessness in Thanet and seeing past the stigma. We are all human.	
	Rent officer.	

Skills and Infrastructure

Training	Support for Businesses	Training Centre / Facilities	Young People	Other
Training facility for broader skills sets that transfer between industries.	Adapt business rates by rubbish created rather than size of premises.	Sustainable / green education centre - like centre for Alt Tech in Wales.	More apprenticeships for school leavers.	Involve local schools.
Teach typing / keyboard / IT.	Fund for local people (not those down from London) to start businesses and invest in property.	Community centres, skate park, outdoor play areas. Places for our young people.	Workshop connecting community and schools.	Improve the health of people through education and life skills cookery etc.
Training and support for environmental and community based enterprises.	Create co-working facilities providing business enterprise support.	Training college for practical skills e.g. plumbing, plastering, building etc.	Ensure a synergy between youth and job creation.	Project Combat
Support local culture e.g. Museum to provide educational opportunities.	Provide more business grants / loans to inspiring businesses.	Set up a coastal / marine hub and support education and learning about Margate life and town.	Better links between colleges and businesses.	Many jobs could be fulfilling and suitable for people with special needs, provided there is a proper support structure.
Training offer for young people.	Diversifying industry.	People Dem Collective Cultural Centre idea. I think this could be a major attraction / destination and would benefit the community immensely.	Young people need to be able to stay local.	
Margate apprenticeship scheme with local businesses.	Environmental business growth.	Create one learning and skills centre in Thanet.	Education - higher level jobs available locally. Young people able to progress rather than moving away.	
Kinds need something to do and find confidence. The creative community can help. Voices need to be heard.	Stop landlords from hiking rents for locally owned businesses.	People Dem Collective.	Apprenticeships for young people.	
All regeneration projects can be used as learning opportunities, skills development etc.		Better support for the Margate Adult Education Centre. Better physical access.	There are lots of highly skilled people now living in Margate. We need to provide skills workshops for the young.	
More concentration on developing a skilled workforce. Basic skills - plumbing, carpentry etc.		Higher Education Institute - lots of subjects to cater for locals, with arts, oceanography. Local businesses will develop from this.	Need facilities for young people that don't cost, skate or similair maybe get schools and young people invovled with design and build.	
More investment into skills that will lead to jobs that protect our environment.				
Apprenticeships				
Need lots of educational opportunities to upskill workers to move out of zero hour contract minimum wage jobs.				
Better jobs, with better wages.				
Skills development utilising the coast.				
Support for those offering training and education locally.				

Connectivity

Cycling

Cycle and other facilities around Walpole Bay and Lido

Pedestrianisation

Remove motor vehicles from the old town

Roads

Improve roads into Margate and between Ramsgate and Broadstairs.

Sustainable Transport

Promote walking and cycling over car use.

More street trees, cycle lanes and pathways.

More pedestrianisation.

Speed limit reduction.

Improved walking and cycle routes need to happen alongside measures to reduce care use.

Proper cycle lanes in Margate please and seperation of pedestrians and bicycles.

Make the sea front car free in the summer.

Reduce speed limits.

Improve walking and cycling.

Cycle routes to Canterbury.

Pedestrianise Old Town and get rid of temporary road blocks, unsightly and a hazard.

Limit cars: 1 per household.

Car and bike charging facilities - clean energy utilising power from wind farms and solar.

Need new cycle route to connect towards Ramsgate - without cars.

Improve quality and maintain footpaths.

Allow wildflower planting on sides of road etc - reduces cost of mainteance and good for the envrionment.

More walking - be radical.

Cycle paths.

Create more pedestrian only areas of the town and seafrong. This was proposed in the Margate Masterplan 2004 but never happened.

20 mph speed limit across the island

Priority given to public trasport, cylcing and walking please.

Make safe areas for bike storage across the town

Lack of zebra crossings around parks i.e. Dane Park has none!

Have King Street "no entry" from Trinity Hill (Cecil Street). Make next entry down Fort Road. Havve loop bustop end of Market / Broad Street where the road is widest.

Attempt to reduce car use.

Better cyclepaths with connectivity in land.

Keep Old Town traffic free - pedestrianised area. Allow pubs, cafes etc tables outside.

The three Thanet towns are within easy reach on a bicycle yet roads are awful to cycle on. A Thanet wide cycle route scheme would be ace!

Cycle ways to schools, to town, Northdown Road.

Connectivity

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Cycle and other facilities around Walpole Bay and Lido

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Public Transport

Connect Margate station to Loop Bus Service

Park and ride.

Buses running late in the evening.

Introduce a pucli light bus services as in Hong Kong.

Park and ride.

Bring back promenade land train from Westbrook to Palm Bay

Better public transport.

Having great online access to travel information, buses times and route planning would be great.

Better bus service e.g. cheaper and faster.
Connection to Canterbury - such as a direct bus cutting travel time by 20 - 30 minutes.

Park and ride into town.

Airport

Cancel Manston.

Access for All

Please don't forget the less mobile who need access and parking. Those who want to use shops / access cultural facilities.

Safer for all abilities and accessible.

Improve public open spaces for less mobile e.g. pathways in the Sunken Garden, Westbrook.

Disability access - inclusive.

Disabled friendly access to promenades e.g. at Fortress Bay.

Parking

Reinstate some parking spaces in the Old Town / Piazza.

Land at Tivoli Road. Make the large car park there residents parking, pay for an annual permit.
CCTV - remove cards from Tivoli Road.
Marlborough Road, Buckingham Road etc.
Serious congestion for buses and lorries by double sided parking.

Digital	Other
Improve broadband	All of your mentioned issues need improving.
Better broadband	Lead the way in influencing big businesses in what we choose to sell in our shops and how it is packaged - recycled.
Better broadband and phone signal at all businesses.	Signage
Full fibre broadband - capacity have been exhausted in West Cliftonville this needs urgent action.	Erect beach huts.
Better internet. Address digital poverty with free internet.	Mainain public areas in an efficient way
Better broadband - this is a deprived area, so internet providers should be doing more than other plances. A free internet hub for locals.	Make sure awards given to Margate and not given to other towns in the district
	Safe and cleaner streets are needed.
	Could football team Margate FC be more connected to local people and sport.
	Better the Margate Coastal Park - wider area.

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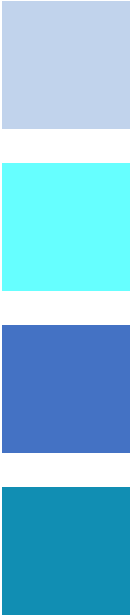
One Word to Describe Margate in 10 Years

Feel	Appearance	Community	Progress	Environment	Special
Abundant	Attractive public spaces, plenty of trees	Diverse	Forward-Looking	Cleaner, Greener, more attractive naturally (trees, flowers)	A busy town all year round for visitors and residents
Buzzing	Cleaner	Engaged	Industrious	Sustainable, ecological & Happy	Popular
Buzzing	Cleaner	Engaging	Productive	Sustainable	Truly Original
Happy	Cleaner	Equal	Prosperous	Sustainable	Unique
Joyful	Greener	Harmonious	Rejuvenated	Sustainable	Unmissable
Joyous	Greener	Together	Reborn	Sustainable	Iconic
Resplendent	Greener	Unified	Non-dystopian	Sustainable	Thriving, tourist destination, clean, well run, growing.
Thriving	Managed!	A place for all communities	A place of opportunity	Sustainable	
Thriving	Look better and inviting	Fair	Opportunity		
Thriving	Better looking	Equal opportunities for all			
Thriving	Well kept and modern with heritage protected / enhanced such as the Old	A nice place to grow up			
Thriving	Clean and the jewel in Kent	My community			
Thriving	Clean	Diverse, prosperous, opportunities			
Thriving		A place where poor people aren't pushed out be house price rises.			
Welcoming					
Thriving / Lovely					
Vibrant and Thriving					
Thriving					
Flourishing					
Vibrant					
Thriving					
Home					
Vibrant					
Thriving					
Happy					
Splendiferous					
Proud					
Thriving					
Thriving					
Thriving					
Proud					

Tourism	People	Other
The thriving happy place, jobs for everyone no end of season.	Respected by visitors and locals alike	Connected (mentally and physically)
Main tourist destination in England; vibrant, clean, inviting.	Valued	Holistic
The place on top of mind when people are asked where they would	A good place for all, decent work for all and everyone paid a living wage.	Symbolic
A great destination for local people and those from elsewhere. Tourist		Connected

Questionnaire Results: Community

APPENDIX 5



Community Questionnaire

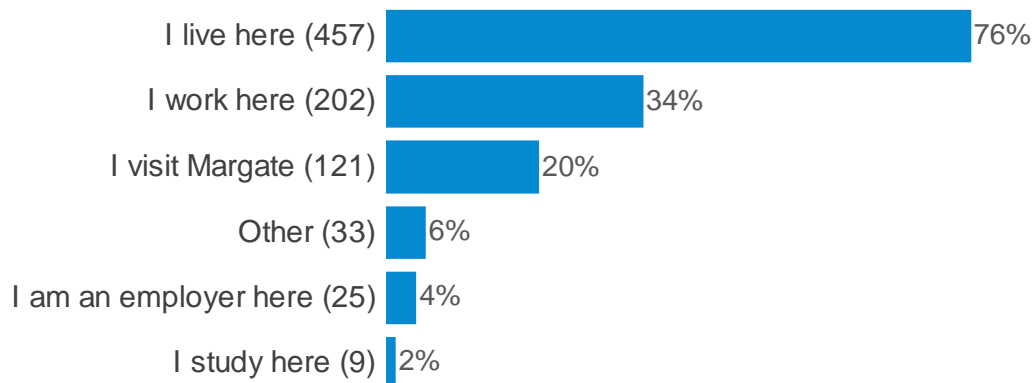
Community Questionnaire

This report was generated on 29/09/20. Overall 608 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

What is your connection with Margate?

Tick all that apply



If other please state.

Thanet resident

This is unfair. It is heartbreaking to destroy Ramsgate with an airport, then give 25m to Margate

Business owner - holiday let

My family have lived here for generations

I have a property in nearby Ramsgate.

I have lived in Margate but grew up in London/Ramsgate and now live in Birchington

Live in Birchington, near by

I lived in Margate for 31 years growing up

Used to live here

I own a flat here

I sell photography through a gallery there.

I have family who also live in Margate

I live in Ramsgate

Volunteer with MNDA East Kent

Ramsgate resident and home owner concerned at the significant and pervasive favoritism and positive bias consistently shown towards Margate

I own a flat

member of margate yacht club

lived in margate for 34 years and currently living in broadstairs

I was born in Margate 73 years ago, still live in thanet, Ramsgate for 47 years

I live near here

Community Questionnaire

If other please state.

Live in st.peters now but grew up in Cliftonville where my mother still lives and my brother and family live in Margate.

Used to live there have family there

I currently live in Broadstairs, but have rented in Margate previously and looking to move back to Margate soon.

Kent

I was born here.

6 members of my family live in Margate, plus 2 more I am a regular visitor to the area over the last 20 or more years

I am concerned about the welfare of the whole of Thanet including Margate.

I'm a landlord and will move back to Margate

Belong to a Margate choir

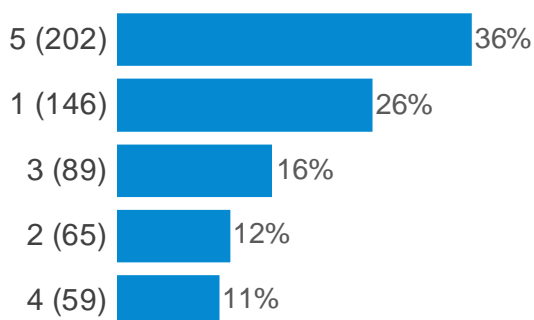
I live in Birchington

I live in Thanet and consider Thanet as one big place

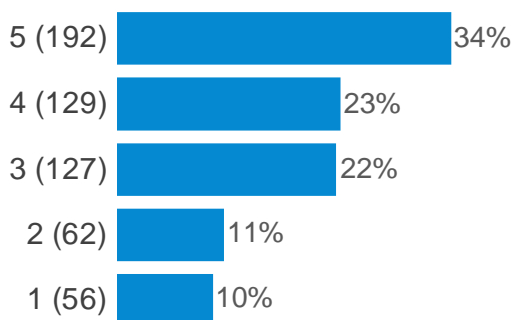
Broadstairs

I share the same district council and local economy

Thinking about how you feel about Margate, how far do you agree or disagree with each of the following statements (1 being disagree strongly, 5 agree strongly). (I have lived in and around Margate most of my life and have strong associations with it)

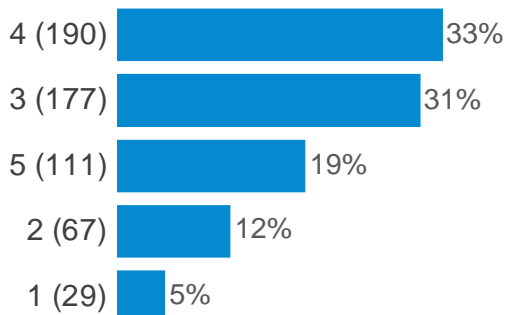


Thinking about how you feel about Margate, how far do you agree or disagree with each of the following statements (1 being disagree strongly, 5 agree strongly). (I am proud of living in Margate)

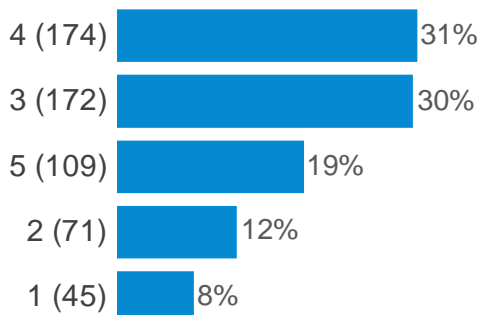


Community Questionnaire

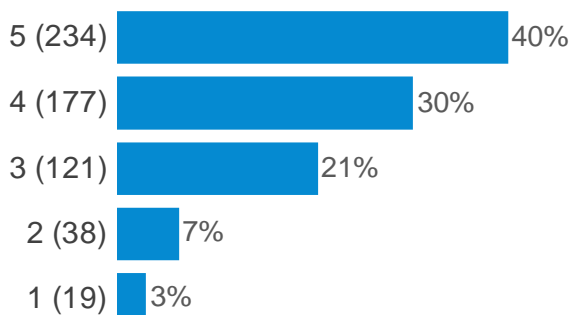
Thinking about how you feel about Margate, how far do you agree or disagree with each of the following statements (1 being disagree strongly, 5 agree strongly). (Margate is a welcoming and friendly place to live)



Thinking about how you feel about Margate, how far do you agree or disagree with each of the following statements (1 being disagree strongly, 5 agree strongly). (Margate is a good place to bring up a family)

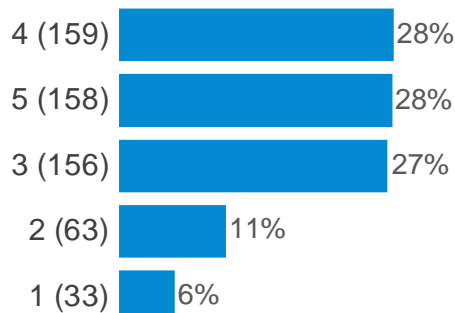


Thinking about how you feel about Margate, how far do you agree or disagree with each of the following statements (1 being disagree strongly, 5 agree strongly). (Margate is a great place to visit)

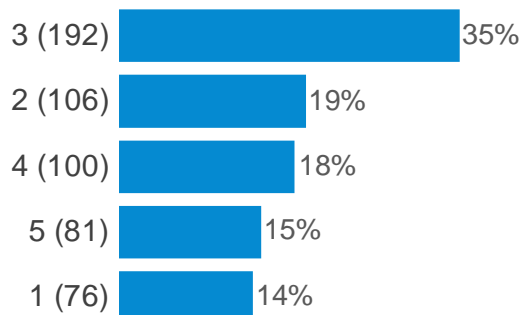


Community Questionnaire

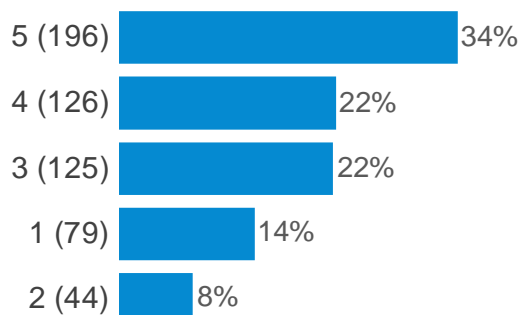
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Thinking about how you feel about Margate, how far do you agree or disagree with each of the following statements (1 being disagree strongly, 5 agree strongly). (Margate is a great place to work)



Thinking about how you feel about Margate, how far do you agree or disagree with each of the following statements (1 being disagree strongly, 5 agree strongly). (Margate is better now than it was 20 years ago)



In a few words, what makes Margate special?

It's history and creativity

the bay, shops and cafes, Shell Grotto, Dreamland

Coastline, views, variety of property

Art, the people, the food

Community Questionnaire

In a few words, what makes Margate special?

The beaches

It's very diverse in its residents and in what it offers as a town. It's such a friendly and quirky place – I can see why Londoners are flocking.

Lovely little town with quaint and quirky independent shops and outlets to browse.

The town, the sunsets, the beach, the food scene, the music scene

The community, Seaside, Turner gallery, coastal walks, bars and cafes

The beaches, restaurants and locally run businesses

Architecture and the beach

A mix of natural assets, beach etc. visitor attractions, gallery a great success. Also housing, schools and community groups.

I love here

The sea and fabulous sandy beaches, the gorgeous sunsets. There's always something to do, somewhere to go, someone to see. With a wealth of history & heritage behind it, it also now has a much more positive feel to it. It's never boring - Margate has bags of personality!

The beach, close to train station, lots to do there

Sunsets, slightly gritty feeling gives it an edge, all growing food scene, the creative community, the Turner Contemporary, it's a small town with a big reputation. The High Speed train makes coming here feel modern and

It's an unique seaside town

Creative individuals, elements of a great community, potential for greatness within the views, beaches, creative sector etc.

the beach, attractions, weather

the Sea, the sun and the Old Town; plus Dreamland, the train service and the Turner. Lots of active local groups to join

The beach and Turner gallery

The beach. Margate's history.

The community and the landscape

Dreamland and Football Club

The diversity of cultures and the people of Margate.

The beaches. The arts. The multicultural nature of it

The sea, sky and the food available.

sea

turner centre

Iconic reputation of the typical British seaside destination

Its beaches and its history

Seaside

The creativity, the bravery to be different, the art

Nature, community, ease of getting around, cost of living and available services.

Beaches, diversity, cafe/art culture

Sea, beaches and range of independent shops and restaurants

The sea.

Lovely beach, lots of history, creative activities

Community Questionnaire

In a few words, what makes Margate special?

It's typically British seaside resort character, the variety of buildings, shops, attractions and new found arts scene

The Sea front and main sands. The sun. The Harbour Arm. The Margate Steps. The Old Town. The Art Scene, Turner Contemp, Dreamland

Chalk cliffs, blue flag beaches, craft beer

It's just a classic seaside town

The beach

lovely beach, good eating places, still retains character - architecture, not overbuilt, friendly atmosphere, pretty clean, not overcrowded, accessible, the current set up for outdoor eating is really good

Beautiful coastline, characterful Old Town, the history, brilliant unique 'attractions' like Shell Grotto, Margate Caves, etc, Dreamland, Turner Contemporary, lots of great independent businesses - galleries, shops, restaurants, bars, etc

Beach, community and independent businesses.

The sea, the great businesses, the lovely people.

The lovely sandy beach, pretty harbour, amazing sea views with fantastic sun rises and sun sets. Cafes and bars along the seafront and in the old town.

So much! The first being what a beautiful coastline that is so special. Before covid, the music scene and pubs and restaurants, and the many new younger people moving here with their businesses, so many spoke of a slower and peaceful way of life away from the expenses of London. Also the many artists and galleries here have made a difference.

Sea beach amazing weather. Lovely places to walk

Location; lovely beaches and nice weather. Seaside traditions and views out to sea. The Turner. Dreamland. It has a quirkiness that is unique

The location, the town, the culture & arts, the sunsets!

The coastline, the arts, the leisure businesses

The burgeoning diversity, the creative energy, the unique restaurants and cafes, the Turner Contemporary, Dreamland and the fantastic beaches.

Sea Views, Sea Air, amazing Beaches, adequate shopping, good attractions

The beautiful golden beach

Diversity and drive to improve

Its beaches, Dreamland and charity run services

Great History, a great community spirit has increased over the past few years.

The strong sense of community and the opportunities to meet new people easily.

It has a bright, friendly feeling - particularly in the summer. It's a very creative place.

It's unafraid to change. The sea is spectacular. There are many independent small businesses.

Beautiful part of the UK that i love visiting

A new generation and vibe of younger people wanting to make a positive impact on the town, starting small businesses and make changes.

The Turner Contemporary. The old town with its small independent shops, restaurants, cafes and bars. Dreamland. Music events at Winter Gardens. And of course it's amazing beaches.

The re-opening of Dreamland.

Tap rooms and hipster style bars and cafes

Dreamland

Community Questionnaire

In a few words, what makes Margate special?

our beautiful coastline and relaxed way of life

The coast line, beaches, Turner, people, artists, vintage, parks.

The sea views

The coast, the caves, the weather

The melting pot of cultures and people from around the country and world, a great place to live and work.

Natural beauty, architecture, history, concentration of people in creative industries, great restaurants, Turner contemporary

Beautiful coastline and architecture

Beautiful natural resources, some sense of community in various places, good community projects, beautiful architecture.

The coastline, the beaches, the tidal pools, the mix of people, affordable homes, the mix of older and newer businesses for locals and visitors, the train connections

The beach. Seafront. Harbour. Clifftops. Old Town. Northern Belle Margates Oldest Pub. Shell Grotto.

Independent businesses and cultural diversity

Not a lot really

Coastal location, turner Gallery and links to art, people, independent restaurants and businesses, light, Walpole bay tidal pool

Diverse mix of people

The promenades and the coast

Skyline, Old Town, Restaurants, Turner, Dreamland, vibe, edginess

It's symbiotic relationship with the rest of Thanet

The most beautiful beaches

Great beach great places to eat and drink

Community, exciting new businesses, beaches

The beach, the art scene, the old town

We have the best beach in the UK

Beautiful town, full of life and activities and things to do. Friendly people.

Lots of things to do. Great restaurants, food and art scene. Wonderful beaches. Amazing climate. Relatively safe

Beach, parks, dreamland, turner centre, margate old town, wine bars and restaurants.

The beaches! The promenade, beach bars, old town, the Arts, Dreamland and location of the train

The beach, the Old Town and all the places of interest.

The beautiful coastline, proximity to nature, swimming in the sea, lovely sandy beaches, friendly neighbours and close community, as well as cheap living costs.

There is a cohesive ethos between those choosing to live and work in Margate. Its getting smarter, cleaner and has a unique mix of arts, retro and modern providers. You often don't need to leave Margate, for work, shopping or leisure activities.

Creativity, entrepreneurship, heritage, the way local businesses support each other

Strong sense of community, regeneration of old town and Cliftonville with cafes, restaurants, bars. Much improving how Margate was not so long ago

Art, Culture, The Sea and Entrepreneurial Spirit (local independent businesses- cafes, restaurants etc)

Community Questionnaire

What don't you like about it?

Lack of investment . The eyesore of Arlington house.

That's it's not been looked after and seems to be a dumping ground

filth, dirt, unkempt, broken, unwelcoming, overpriced car parking. Business cartels.

Graffiti and rubbish

The beaches and the restaurants

It feels like Margate is being transformed for the DfLs (me included), and being neglected for the long-term residents. For example, the upper high street is very neglected, and the streets out of town look run down. Also not many things to do if you're not a hipster. (I consider myself a 'hipster', so no finger pointing here!)

There are some very tired areas that could do with some TLC and improvement required on green spaces.

The poverty, the way TDC allocate funding, the cleanliness

There is no recycling and some streets feel unsafe in the evenings.

Lots of missed opportunities to develop great attractions for locals and visitors alike eg the Lido

Litter everywhere Lack of care in all public spaces Lack of policing on ASB

Negativity of some sectors of the community and always lack of investment monies

Dirty streets run down appearance

1. The stinky rotting seaweed every summer - it's a natural phenomenon I know, but good grief, that smell lingers & puts people off! 2. That there's no free parking near town, and so everyone who works there parks in my road - which is annoying when you've got bags of shopping to unload & have to park miles away... 3. Some people don't appreciate what we have - Margate has lots going for it 4. Negativity. 5. Intolerance

The top end of the high street, and the empty shops

It's often very dirty, there are lots of beggars and large groups of kids on bikes, it's pretty much a ghost town after 6pm on a weekday, there are so many boarded up shops, the road layout isn't very pedestrian friendly, it could all be much better lit, the public toilets are bad, apart from the Loop the local buses aren't very frequent and there are hardly any in the evenings or on a Sunday. In the summer, people visiting don't seem to respect the area very much.

Bits are rundown and need updating

other elements of the community, crime, cultural differences creating awkward tension, low level attaining schools, lack of positive options for children

the big hole along the seafront where a building was.

undercurrent of racism; anti Londoners; and pro Brexit. Social and economic disadvantages of some areas and for some the feeling of being trapped. (not me I moved to Margate)

The drugs and alcohol crowd

It is rundown. Areas of extreme deprivation. Cecil square is unwelcoming and unappealing. Nothing has been done about Arlington House and the condemned carpark ruin the seafront.

I HATE the rubbish, especially in the kids playgrounds, there isn't even a bin at Dane Park and all us Mums spend a huge portion of our time asking our kids to put down the rubbish. It's so relentless that we can't even chip away it ourselves. And the streets look unloved covered in trash. It's not synonymous with the place I know

The undesirable people

The use of empty spaces (i.e. the old Primark) for galleries or pop ups, when there are the homeless sleeping on unprotected benches less than 50 metres away!

The filthy streets. The poverty. The MP

Rubbish, everywhere, overflowing from the bins.

Community Questionnaire

What don't you like about it?

rubbish everywhere

it is drab and uninviting

It's very run down in areas, it's dirty And in many places I don't feel safe

Litter, unused, unloved derelict buildings.

not enough jobs

I think there is a real divide between the new community arriving and the 'native' Margate population. There is very little shared activity

Inequality.. a lot of the things I love about being here are still a privilege to enjoy as someone being paid London wages.. and not a given for the whole community. Instill see a lot of new business opening but not employing long term residents of Margate / young people who could do with the opportunity. It feels that a lot of what is new, great and fun about living here is only truly enjoyed by a few... And it would be good to address this. I also worry that people like me have priced long term residents out of the housing market and this worries me.

A "lazy" Town Team only interested in own benefits! Unkempt roads=pavements (KCC) One rule for one but not same for everyone!

Thanet council corruption and disorganisation, division between locals & Londoners, lack of education, training and opportunity for those living in poverty

The rubbish and empty properties in Cliftonville. The deep divide between poor and better off.

The negativity surrounding certain areas in margate

I have lived in Thanet over 21 years and have seen a big shift in Margate since that time. A lot of it has been positive but Margate has developed a 'London sub-culture' full of DFLs (Down From Londoner) and now has an 'us and them' character about it where gentrification has taken place but also those who are part of the artsy / hip scene and those who aren't. This is the case with people but also with the physical infrastructure

Delapidated / Empty Buildings. No Trees. Crime, Litter, Dog Fowling. Poor state of Arlington. Run down feel of sea front.

Londoners who open shops in old town for 2 hours a week and buy up properties to turn into Airbnbs. Complete lack of job opportunities- unless you are loaded and can start a small business (but not hire anyone local to work in it), or you want to work at SAGA, you are out of luck. Housing is atrocious; rentals are grotty and poorly kept, and properties to buy are astronomically expensive, especially considering the lack of job opportunities.

I don't like Londoners and people from surrounding area assuming Margate is just all pretty, smelling roses. The area was a lot different 5-10 years ago which many can't appreciate. It is still a deprived town and it won't change overnight. You can't just throw money at places and expect to make an instant impact

The lack of investment in useable property. Pedestrianised sea front and empty properties converted into nice flats.

empty buildings particularly near station, grotty looking arcades, not enough eating places for young families (not macdonalds etc. but family friendly restaurants/cafes) large coaches bringing visitors that don't contribute to local businesses by bringing own food and drink, too many antisocial people in summer months, homeless bedding

Aspects of the seafront need repair and the area you see as soon as you arrive around Arlington House need investment, top end of the High Street needs tidying up (love the revitalised area already but more could be done to support businesses in the locality), etc

Litter, dog poo, the state of the playground facilities.

It doesn't always feel the safest, particularly at night. Lots of areas are poorly lit and quiet at night, making it hard to get around without taking ridiculously long routes to stay safe. Also the gap between rich and poor appears to be widening, deprivation seems to be getting worse.

Community Questionnaire

What don't you like about it?

The dirty ,run down high street

Some of the run- down buildings and scruffy "welcoming site" as you walk down from the train station the main site being around Dreamland. Scruffy shelters along the sea front, and peeling paint on the wrought iron fencing along the Winter Gardens, that hasn't been touched for many years. Most of the site along the walk to Cliftonville, and derelict Lido building. Plus main Lido Car Park with cracked and missing concrete. Also the former Butlins site is an eyesore of boarded up area that needs some sort of development. This has been left for many years.

Some areas are really run down and sometimes unruly behaviour visitors do not respect environment

Run down and tired. Has to be the most desolate high street in the country! Travel connections not great

Litter, dogs on beach and dog poo everywhere.

I don't like how negative some of the local people are about the area and about newcomers. I also don't like the litter/rubbish/flytipping issue.

The unused spaces that have so much potential. The lack of investment in some infrastructure, the tawdry and uninspiring high street, a highroad on the seafront (a pedestrianised highstreet with trees, cafes and restaurants would be much better).

Still not good for entertainment

Litter

Poverty in some areas and daytime drinking

Poverty, gangs, children in care from out of Kent, domestic abuse, significant lack of mental health provision

Thanet Council don't seem to care about environmental issues or saving the important places in Margate such as the Theatre Royal.

The rubbish, majorly due to the lack of refuse and recycling options for locals.

A lot of Margate, particularly where I live in Cliftonville, is very deprived. The poverty is palpable. Parts of it feel like people have been dumped and forgotten about.

Like most seaside towns, there are lovely parts but a great deal of genuine deprivation.

Not much, but it would be amazign to have a good place to skate

The High Street is a blight on the town, especially the upper high street, work needs to be done to encourage new businesses . The town is not clean and unkempt, in relation to other towns. Railings and gardens not painted or looked after, rubbish and fly tipping. Cliftonville as massive potential but is not shown any love. Dog fouling is abundant. Established businesses need to be encouraged to come back, local shopping for many items is lacking. 24hr sainsburys local, Tesco metro etc are needed. The poor range of dining options. Larger chains, Nandos etc will expand the dining options in town and invite more people to come to the town centre. There is so much potential that is being over looked, left to rot or not encouraged.

The county drug lines. Shelters & beautiful old building in disrepair. The state of the bottom of Arlington House where shops used to be. The seafront looks scruffy and isn't a good first impression on arriving in Margate.

The upper high st. Scruffy, anti-social behaviour & empty shops.

The top of the high street

Many eyesores from closed businesses, dilapidated buildings etc Feels unsafe

lack of prospects

It's not being cleaned on the regular basis

Poverty, lack of care for the green areas and childrens parks

The poverty, drunks, beggars, street level drug dealing and Arlington House.

Community Questionnaire

What don't you like about it?

Neglected areas that have been abandoned need serious attention by the local government.

Constant Rubbish and broken glass on residential streets, green areas and beach in high season.
Amount of people smoking weed.

Rubbish, dog waste, lack recycling

What seems to be chaotic local government in some cases and lack of transparency. Neglect of buildings and litter in various places. Failing high street. Temporary one way measures around market place just plan ugly and not thought out. Dog walkers flouting beach rules. Lack of leisure resources for young people.

Below average litter collection for residents, community racism towards travellers, green spaces feel uncared for, no recycling in street bins, lack of resources for people with addiction issues

Derelict and empty shops along seafront and town. Insufficient staple rubbish bins. The portaloos are awful instead of repairing underground toilets. Lack of communication between residents and council. A clock tower that continuously says its 2 o'clock. Drinking alcohol on beach and steps should be banned. Harbour smells disgusting and is getting worse yearly(have the sluice gates reopened, this is exactly what it was designed for) Absolutely ban and enforce cars and jetskis driving on to beach from lifeboat ramp (easy solution, get a gate that fits correctly)

Not sustainable enough.

The drug and alcohol problems on the streets, the uncollected rubbish, dog-shit, filthy seafront pavements and the dilapidated High St. The seagulls should be culled.

Litter problem, derelict sights, lack of love and care of street scene by TDC.

Nothing

Dirty, tatty, badly maintained,

Dirty, run down, unsafe areas, nighttimes. High Street.

The lack of awareness, appreciation and understanding of this symbiotic relationship exhibited by TDC

seaweed

Attitudes from people who put the area down but don't seem to have a positive attitude to themselves or their surroundings

No recycling, no cycle sheds, poor street cleaning, high council tax

Rubbish, port-a-loos

The amount of empty shops and the run down areas once you are away from the seafront. No shops on the sea front only cafes and arcades. Better public conveniences. Recycling bins around the seafront area

The amount of litter and rubbish everywhere.

Margate High Street. Litter and graffiti in town. Shops that are shut. Lack of employment and opportunity.

Crime, dirty, run down properties, poor local council, margate high street, yobish behaviour and high unemployment.

The pavements are awful in the town centre. Not enough pedestrian focus. There are too many amusement arcades. Crime is high and the police seem disinterested. (not at all visible either)
Visitors trash the beach and the bins are small and there aren't enough of them. Visitors do not spend locally, they come with their food and leave it on the beach . No focus on recycling.

The beach and all the things to do and places to go and see.

Community Questionnaire

What don't you like about it?

It feels like a lot of people have been left behind here, piled into Cliftonville with no employment provided for them, and forgotten. Somebody on the town deal board told us at the community meeting that some young women here “shouldn’t be having babies so young”, and I think this is indicative of an attitude that Poverty is the fault of those in poverty, rather than a more helpful and less blameful attitude, such as, if lots of people have families young, providing higher education and workplaces with free childcare. Helping people out of poverty would clear up a lot of the problems here — like not having enough council tax, and litter pick ups not being able to be properly funded, or the homeless people on our streets. The same person suggested tourism was a way to change this, but I disagree—we have a lot of tourism. It’s seasonal. Poverty is year round.

Still grubby in parts. We need more street cleaners- could TDC not work in a joined up fashion with the Jobcentre? To access those claiming benefit to give them paid work experience as cleaners, park keepers, street and verge smartening and the clearing of dog poop?

Journey to London is too long on the train to allow daily commute. Street litter is an awful problem. Not enough practical facilities for tourists i.e. Public toilets, changing areas, bins.

Dilapidated parts literally being left to rot - eg the Lido Many empty shops demanding too high rent preventing anyone from ever occupying them and regenerating the town to its full potential

Social economic problems born out of poverty and not enough / seasonal jobs.

What three words would you use to describe how you think visitors see it?

Busy, exciting, dirty

Sadly a dump.

Cheap day out to the beach

Interesting, varied attractions, great beach

dirty, filthy, uncared for, overpriced.

Changing, arty, fun

dirty, derelict, dive

Quirky, inviting, run-down-in-parts

Beach, quirky, art

Fun, cheap, dirty

Seaside, cute, friendly

Sunny, entertaining, interesting

Neglected interesting characterful

Fun, variety, shabby

Run down 30s resort

Sand, Sea, smaller (than people expect)

Retro. Cheap. Fun

Cool Rundown Retro

English , coastal, old

Sunny, Arty and independent

nice, welcoming, fun

Brash, bustling, sunny (on a busy hot day)

Beach/ multicultural/ poverty

Rundown seaside town

Arty, beachy, relaxing

Community Questionnaire

What three words would you use to describe how you think visitors see it?

Up and coming

Vibrant. Sunny. Improved

Cheap day out.

as a seaside to spend a day

dirty unfriendly selective

Cheesy, fun, run-down

scruffy, vintage, traditional

Ok

Art, beach, trendy

Seaside, trendy, fun

Dirty Unloved Interesting

Some areas are lovely, exciting and welcoming, others are dirty, badly maintained and can be dangerous

Beautiful. Quirky. Up and coming.

Regenerated, historical, vibrant

Divided Trendy Run down

Could be so much better / has potential. Run down and in need of regeneration.

Quirky, charming, run-down.

Quirky seaside town

Warm, sandy, scruffy

could be good

Nostalgic, trashy (in parts), potential

Fun, dirty, messy.

Colourful, deprived, fun.

Picturesque, buzzing, deprived.

Shabby but interesting.

Beautiful beaches fun

Shabby, dated, grim

Arty, trendy, sunsets

sunny, fashionable, contrasts

Buzzing, seedy, fun.

A beach, dreamland, turner contemporary

Fun, beautiful, memories

Retro, seaside, youthful

Unloved

Changing, Down from London's, creative

Trendy, up and coming, rough round the edges

Fun. Warm. Derelict.

Mix. Tacky Hip

Quiet, seasonal, quirky

Dirty. Potential. Seaside

Community Questionnaire

What three words would you use to describe how you think visitors see it?

Cultural. Deprived. Scruffy.

Deprived, up and coming

Dirty, rundown, unsafe

Surprising, sunsets, beaches

Main Sands, Dream Land, local people

Beautiful Variety Retro

Dirty, Inbred, beautiful

Hipster, varied and sunny

Changing, beautiful, inexpensive

Waste poor facilities

Beautiful natural resources.

Trendy, bleak, racist

Buzzing Smelly Beautiful

Fresh, unique and

A shit hole

Sunny, welcoming, untidy

Kiss me quick

Past it's best.

Fashionable, edgy, cultural

Ask those visitors

Relaxing beautiful enjoyable

Vibrant, multicultural, evolving

Grubby, young, fun

Poorly maintained, poorly managed, backwards thinking council

Shabby unkept dowdy

fun, exciting, dirty

Retro Foodie Down at heel

Dirty, abandoned and disappointing.

Fun Mixed Accessible

Beautiful sandy beach

Arty, cultural, hip.

Quirky, sociable and a blast from the past!

Run down, messy, nostalgic

Rough and ready

faded seaside historic

Community Questionnaire

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

Southend on sea ... It's clean and has job opportunities and more things to do

Margate doesn't have to be posh. It can be place for weekends and families like Bognor Regis. Margate should have a festival in the summer (it can be Comedy festival, summer painting, international food day)and local food market. Also airport could be re-opened but it can also affect tourism in negative way.

Bristol which attracts creatives and start ups and cares for the built and natural environment.

Margate needs more complete cultural attractiveness - contemporary performance venue would enhance that. It also needs more leisure and calm retreat aura - not having a spa here is a mistake.

Any loved town where time is spent improving area. Its such a shame that the area is so run down as could and used to be a lovely sea side town, now it reminds me of all the bad bits of a sea side town

Spain - They make more use of area beside beach with small chiringuitos you can stroll onto for lunch etc without leaving the beach. Streets and beach are cleaned more often and very early in the morning. Large dumpsters are used for communities to put in their rubbish and emptied everyday early morning

I think Margate should be more Margate, I think it's strength is in its own identity. I think it's cultural offer is key and can set it apart, I think it can have a world leading relationship with those that are less privileged / living in deprivation here and offer great opportunities for its citizens to have more choices. Margate is a diamond, it has it's rough moments and just needs consistent polishing. I actually think regeneration in a lot of other similar places has been problematic and this is an opportunity for Margate to learn from it and not be like it e.g. Bath over the last 40 years, now gentrified far too far and failing the less privileged.

Ireland. Beautiful natural beaches, lots and lots of trees, greenery and respect for all.

Not sure

Maragte seafront should be one way for traffic and allow the bars and resturants to have more outside seating area like they do in most European resorts

Deal because its got class, neat clean and tidy.

Bristol, it has a good cross of the arts, music, & culture with diverse bars, restaurants, markets, mini festivals.

Margate is unique, its problem is the business cartels that run town centre and TDC who's history in bullying and intimidation and paying for NDC,s leaves little money to get the streets swept.

Broadstairs

Canterbury - safer, less vandalism and trash, economy is better not as many empty shops/buildings.

Brighton, where you have a good mix of quirkiness with a proper high street and good local services and schools.

Camden, London, as there is the same sort of scene and feel for independent retailers and food outlets.

Broadstairs

London and Bristol, and Sweden - I think Margate should be better at welcoming and celebrating a diversity of people and cultures, and I would like more music, art and culture to happen, like in London and Bristol. I think Margate needs to invest in recycling and generally making the town a cleaner and green, like Sweden.

It's its own place but needs proper local authority management to enhance what it already is . Mini Brighton would be best comparison

Collioure, France. Mix of art, history and coffee culture

Broadstairs

I'm not sure I want it to be like anywhere else - it's Margate. Unique & special.

Community Questionnaire

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

Brighton, Whitstable, broadstairs

Brighton which has a great track record for acceptance, creativity, visitor community however I am unsure on what it is like to live in.

San Antonio, Ibiza. cafes/bars along the bench near Nayland rock. sunset views I the summer. chilling music. nice a relaxing

Barcelona - the city that has everything - beaches, sun, sea, culture, refinement, history, great food and entertainment, countryside close by, good transport, lots of activities and free things to do.

Canterbury because of the old town / history/ quaint shops/ more parks/ safe places for young people to meet and socialize/ more green spaces/ education/ more jobs for young people.

Margate shouldn't be trying to replicate other places. It should be celebrated for having it's own identity. With funding, it could be as successfully regenerated at Folkestone.

Margate should be more like Margate. We don't need to be like anyone else. We just need to get better at being like us

Cornwall

I think it should be it's own and unique place that could welcome people from all walks of life! When comparing to others, I fear there is the risk of being too much like one class or group of people!

Brighton. More amenities. Cleaner. Greener

Stratford Upon Avon - it has this brilliant mixture of arts, culture and tourism. It's also very clean and looked after by it's council.

cannes

Anywhere that is vibrant, personable and has a variety of opportunities and event to broaden the scope of positive experience for people from all walks of life.

Anywhere that is clean and looked after

It should capitalise on the beach and cafe culture. More pedestrian walkways, places to sit and watch the world go by.

Poole, Dorset

From what I hear, Folkestone has managed to balance gentrification / house price escalation and maintains an inclusive local community. This may be because rents remain low for locals .. this may be a utopian dream but we need to avoid steep rent increases (both commercial and residential).. introduce affordable housing/price caps and benefits/incentives for new businesses to support young people, jobseekers from the area and afford them the opportunities as opposed to just their circle of friends.

France....care more about what they have and have respect for their history

Even looking at seaside towns close by (eg. whitstable) are much cleaner, better maintained, more jobs etc. Simple things that make a big different to communities.

Halifax Nova Scotia

Whitstable - just where the High Street is the main focus of the town and well-used / visited as it has lots of restaurants shops etc that cater for everyone

In the UK St Ives, Lights of Blackpool, Broastais, Whitstable and Folkestone to different degree but also different to them all. Ibiza for sunsets and music scene.

Cornwall - it feels more inclusive, the people engage in a lot of outdoor sports and recreational activities and it is far more green.

None - Margate is Margate

Any of the seaside towns taht have nice flats and houses on the sea front

Community Questionnaire

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

don't know, however during Covid it has been very pleasant with people being respectful, sections of roads being designated for outdoor eating, somehow more civilised

Padstow, Chester, Whitstable

I'd like to take on more of a green initiative like Brighton and Hove.

Somewhere Mediterranean - a late night culture in Margate would not only make the area feel safer, but also help local businesses struggling with reduced capacity due to covid-19.

Bournemouth and Brighton. Great places to visit all year round. There are beautiful parks, visitor attractions i.e Sea Life centres. There are good shopping centres. Excellent variety of restaurants and hospitality through-out these locations.

I would like Margate to be unique rather like an urban seaside town, perhaps Blackpool but with much more in the way of a pretty sea front with lovely palm trees and welcoming flowers and much more in the way of a tidy and welcoming path to walk along to Cliftonville and further towards all the bays. (Without all the litter that is always on show)

Bright

Anywhere!

More like Brighton - more shops / high street / more to visit / make more of the amazing location and scenery

More like areas of Barcelona- where outdoor areas are really considered design-wise and communities have a lot of shared outdoor and semi-covered spaces. Also, the digital city plan that Barcelona have had is really inspirational.

https://ajuntament.barcelona.cat/digital/sites/default/files/pla_barcelona_digital_city_in.pdf

I would like it to be more like Brighton because it wears its diversity proudly, it has been invested in and attracts more investment as a result. Brighton has a global reputation as a cool place to visit. It has distinct neighbourhoods with their own personality, identity and character. Culturally, Brighton also caters to all tastes. It has a youthful energy that doesn't impinge on the more stately aspects of Brighton. It is all things to all (wo)men. The potential of Brighton has been largely realised - something Margate lacks. Having lived there for 21 years (until moving to Thanet 8 years ago) I have witnessed its transformation. Brighton took a brave and radical approach. I would like to see Margate take more risks and formulate a distinct identity.

Blackpool, Liverpool - Margate and the surrounding areas, are ok, we need more LIVE entertainment, and Events to bring crowds down, think outside the box, Liverpool has dedicated Busking Sites, and the Council even arranges Pianos for buskers to play, this would attract more visitors, maybe even live entertainment on beaches.

South of France with lovely individual restaurants with outside seating along the promenade

Brighton

Whitstable. It feels looked after and is safer. I

Barcelona. They placed a ban/cap on Air BnB properties to provide affordable long term rentals for locals and anyone working in the area. This would also prevent Margate becoming a 'ghost town' in winter.

Margate is Margate, and that's what makes it great. More investment in the town both as a destination and as somewhere for people who live here to thrive would amplify its best parts.

Bruges, because of the individuality and charm.

Margate is cool, but imagine it was the UK equivalent of cali!

Eastbourne: It uses its location to its advantage. Clean, has good large scale shopping if needed. Food options, local businesses. Folkstone: Clean developments and support its creative arts and culture.

Community Questionnaire

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

Lisbon. Perfect mix of culture, pride, heritage, entertainment, places of interest. Has great transport links and is by the sea too.

Folkestone

Whitstable of Westgate

Brighton - give more opportunities for youngsters - university or decent higher education

Margate is a unique town, it should excel its own attractiveness in all aspects.

Southend. Local investment, not ignored by the county council and a thriving airport.

Tenterden as it is a lovely old british town that is kept clean and regenerated in a way that compliments what is there already. Margates new developments are too outlandish and are more becoming of Folkestones 'arty' and in my opinion tacky regeneration.

I would like it to be more like Finland, where wellbeing and health of citizens is important. Environmental sustainability is also paramount.

Herne bay, seems cleaner with better kept vegetation

Totnes with possibly more joined up local government, focus on promoting local produce and businesses and community, exploiting their natural resources to the full, sense of pride in the place.

Brighton - a seaside resort with a long history, a green ethos, well maintained parks and beach, and a bustling centre where there are both quirky shops and places that sell more practical things! More local jobs that give young people work, for example software design, that can be done remotely.

Whitstable....more choice in seafood stools along seafront (competition is good) Craft huts along harbour arm instead of parking (which is dangerous)

More support for artist

Any well managed seaside resort in Croatia or Italy.

St ives-same great arty town by the sea but better loved and kept clean by council.

Nowhere. It's unique and needs to stay this way

Brighton

Valencia- clean,

Cinque Terra, Italy, in recognising it is one part of a larger whole

Caribbean all year round good weather

Portugal, laidback and easy going

Amsterdam! Clean. First Bicycle friendly beach town. Somewhere that caters all year round in all weathers and doesn't look miserable in winter

I think Margate has its own identity and we should work on building just that

nowhere else - just cleaner

Belgium clean, lots of outside dining and drinking. Good transport links.

Milan!

Eastbourne, Brighton and Blackpool all of which realise as a tourist attraction have made the necessary investment to ensure that it thrives and continues to attract tourists ensuring it shows its best features at all time.

Denmark. More tolerance, more community groups, more equality and mixing of different classes—for instance in sports and leisure clubs.

Salcombe, Devon. Rows of Victorian cottages and villas, beautifully painted and preserved. Painted ice cream colours, cobbled pedestrian streets making Margate a sought after destination, people's no.1 choice.

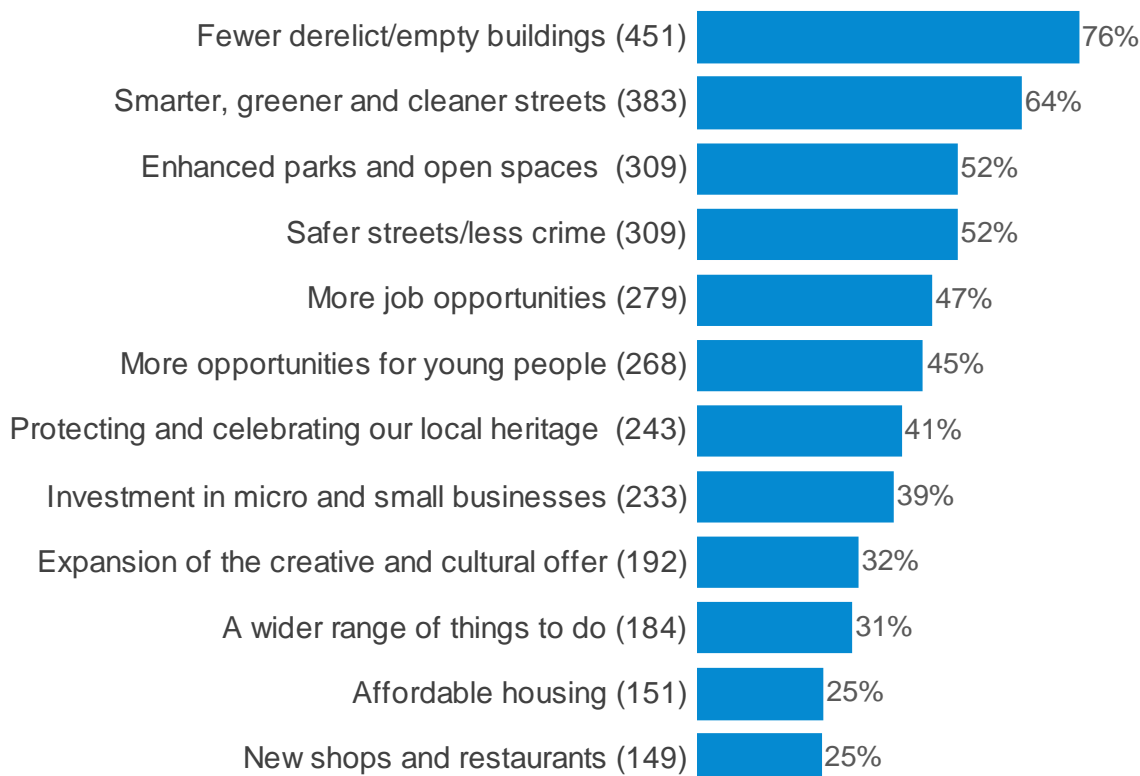
Community Questionnaire

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

Seaside towns in France, Italy, and Greece. Locals and visitors there seem to have more pride about the local environment so keep their seaside towns and villages cleaner - less litter, less vandalism.

Deal- fewer tacky seafront shops and poor quality food options for visitors Shops occupied Thriving high street Mix of shops to appeal to everyone

Folkstone due to high quality investment in public realm, heritage and culture (public art which has historical resonance)

What would make Margate a better place to live and work? Tick up to 5***If something else please state...***

There are lots of independent shops and restaurants already here, let's support them and make them profitable before investing in more. There is a thriving community of Airbnb's and short term rentals — if hotels open it will put them out of business. People rely on these properties for income, as the job ops are few and far between in Thanet. The derelict buildings should be given over to artists and for the community.

All the above of course apply to everywhere in Thanet, perhaps more so as at least they have a regular police presence.

Better community facilities

More parking for residents and visitors. Less vintage at London prices

Protect the unique and rare grade 1 farmland . Don't cover 3 square miles of the heat soil in the country with concrete. If you are going to do anything with it set up allotments. Do not destroy this rare natural asset for future generations

Fewer holiday homes, huge provision of basic pods for weekenders, run by the council?

More watersports, teenage lead activities

Community Questionnaire

If something else please state...

Project Combat

Rent control

Celebrating Deaf culture. There is a large local Deaf community that should be celebrated!

Less litter, less open drug dealing and drug taking

Invest in making the area look smarter (litter tidying, bins, open public toilets) and repairing valuable assets (playgrounds, coastline shelters, cliff top lifts, etc).

Cliftonville area and coast needs investment

Better investment to protect and enjoy the coastline's 'marine protected area' status, whilst servicing the community and economy

Clean the place up.

Better and proper jobs not this arts nonsense which perpetuates class divides.

More water sports

Make the QEQM hospital the real 24 hour A&E hospital to serve all of Thanet -as it was 25 years ago

Action against drugs - specifically crack / heroine etc

More public toilet

Better Policing and control of offending minority

Margate needs council house not affordable housing that no one can afford or get a mortgage for!

less antisocial behaviour and drug taking and dealing

A decent Skatepark

Skatepark would be amazing!

Skateparks

Skatepark

A skatepark

A skatepark, come on margate do it. Look at what Watford juts did and so many places around the World

A skatepark

Take the old building or abandoned building and re do them for affordable housing. We need to slow the rate of how many new builds are built. As we are losing that beach town countryside all within walking distance. Skate park

A skatepark for young people, there is a huge skate scene in Margate who get vilified for skating in the streets. The simple solution is to invest in a skatepark for them, there are so many areas and derelict buildings that could be used for this

Skatepark

Skateboard park

A new Skatepark

A skatepark and pumptrack. Skateboarding is seeing a resurgence with young and old; and it could be a great event space for skateboarding, longboard dancing and art festival.

A skatepark

A skatepark.

A skatepark as a natural meeting place for 12-18 year olds and older and younger generations of course.

A skatepark would be good. Lots of kids skating on streets there.

Skatepark

Community Questionnaire

If something else please state...

Two night bus services on the weekend one Anti clockwise loop and 8 to Canterbury for night life.

How could you not mention the litter??

The strip of seafront landscape and all the buildings facing the sea and clifftop needs to be comprehensively transformed and greened.

Margate is one of the most deprived regions in the UK, and spending the money to elevate the prospects of those living here will create a town to be proud of, a town people will want to look after, a town to want to spent time in, and a town to want to visit.

Tackling poverty

A modern conference and entertainment centre

free parking for short stays in town to encourage people to shop locally

Crack down on drugs and alcohol

Better collaboration and cooperation with its neighbouring towns

More events organised or created on palm bay. Better use of sea during summer months for entertainment generating income and attracting more visitors

What one thing would you invest in that will most improve Margate for future generations?

I'd like to see absent landlords bring the run down buildings they own brought up to scratch. There are some beautiful buildings down here which are left to rot.

Urban regeneration, planning and land use. Specifically, the stretch of road between the train station to the clock tower. So much standing empty. And could really do with a supermarket in this area, nothing between Morrisons and Tesco Extra (which is expensive).

The seafront especially around Arlington house

Renovate Arlington house, its an eyesore and the first thing visitors see before they have an opportunity of seeing the good parts of Margate.

Skill and enterprise for all age group not just the young

Decent, truly affordable and accessible homes for all.

REOPEN ARLINGTON SHOPS. But only to locals

better roads

redevelop vacant sites and buildings affordably so that people can afford them after renovation, there is no point putting loads of money in if people cant afford it after, its a waste of time and resources

Creating more 'things to do' for locals, which doesn't involve leaving margate.

Redevelop derelict buildings and areas into businesses such as cafes, with open green spaces, providing employment and training to people, particular the top of the seafront near the promenade/train station. This would make the seafront more attractive and provide paid employment and on the job training and qualifications for residents, perhaps in hospitality and retail.

Urban regeneration, planning and land use

Please invest in the People Dem Collective's National Cultural Centre, see crowdfunder: <https://www.crowdfunder.co.uk/people-dem-collective-cultural-centre>

Seaside towns need to attract visitors all year round and also keep local people amused. All towns need to consider the teenage age range and provide activities and places for them to meet to help reduce anti-social behaviour. Places like skate Parks, all-weather pitches etc

A digital college with free courses for anyone unemployed

Rebuild Winter Gardens to be a modern conference and entertainment centre. A catalyst for new hotels, jobs and local pride,

Community Questionnaire

What one thing would you invest in that will most improve Margate for future generations?

Opportunities for young people

More things like the Feelgood Factory / Ageless Thanet initiative - have seen what a difference these make to over 50s of all ages and backgrounds - whether Margate born & bred or people who have moved to the area... great for keeping fit, social cohesion and combating loneliness and isolation. We're an ageing population & it's important to support people to look after themselves and each other (potential for saving overstretched public services), and keep working as long as possible / they want to. This would link with Skills & Enterprise & Connectivity (above). Appreciate there is a need for similar for younger people too maybe?

Local businesses

Community cohesion - creating a sense that everyone has a role to play and that all of our actions no matter how small, matter. Giving younger people a sense of purpose and instilling civic pride- creating a town that makes them proud to be from here and that they have a stake in.

A skatepark at a coastal town is standard fare nowadays

Education is lacking and the mixture of culture needs additional support to allow all to access education suitable to their level.

seafront buildings

digital infrastructure to grow the job market and small businesses

Skills and Enterprise

Probably investing in the high street, which would both be redeveloping vacant sites and creating spaces for small businesses. The more visitors can be attracted to the town, the better the economy will be to improve other areas. I know visitors come for the Turner gallery and Dreamland events. We need to draw them in to the town for other reasons, too.

Expansion of the creative offering. That's what Margate is known for. It's worth investing in more

Waste disposal/beach cleaning/street cleaning

Free Skills and enterprise initiatives for all.

The high street.

Education facilities that are predominantly about practical skills that future generations will need in their everyday and serve to give them transferable skills in their working lives.

Repurpose old/disused buildings for affordable housing/businesses in ALL areas of Margate, not just around the Turner Gallery

Continued development of Dreamland with related events.

airport and port

Cross-community projects

Support existing initiatives underway, such as People Dem Collective cultural centre.

Cycle and safer footpaths. Pedestrian areas

Community integration centre or programmes, such as that proposed at Westbrook, that can support young people to join activities and clubs, leading to better integration of minority groups and those with less opportunity. This would also create jobs, provide somewhere to develop skills, join recreational activities. Something to support locals not tourists!

Urban regeneration

Redevelopment of vacant or derelict buildings or those that need TLC

Skills and enterprise - this would help lessen the divide in Margate but needs to focus on creating opportunities for locals as well as attracting new businesses and people from out of town. Investing in skills around planning / building would mean that the community can be involved in developing the vacant sites, investing in business skills would mean the community can then fill these buildings

Community Questionnaire

What one thing would you invest in that will most improve Margate for future generations?

Landscape the seafront which is the show for Margate. Plant trees, bring back the festoon lights, pedestrianise Marine Drive

Green spaces. Thanet is deprived of green space, and getting out in the green has been proven to have a positive effect on the wellbeing of people.

Making use of the empty and derelict buildings

Housing

redevelop the current empty derelict area by the station, (introduce pop up units, if need be) and upgrade the station area, it's too dark and not visually appealing or welcoming.

Sustainable job opportunities and heritage

The parks and playgrounds

Pride in our homes and a feeling of safety.

Businesses occupying the empty buildings

Job opportunities by keeping the entertainment side so invest in the(Winter gardens /Theatre Royal)

Enhance the natural beauty take care of existing housing stock add indoor activities

Skills and enterprise - this would have a knock on effect on everything else

Small businesses , local businesses - the more the town thrives, the more people will come here, the more jobs for young people. Everyone needs to see it keep improving and moving forward

I think the redevelopment of a site with a mixed leisure, business, housing use could potentially have an effect on all three- urban regeneration, skills and enterprise and depending on the build/renovation itself, also improve connectivity. Perhaps with green outdoors spaces/courtyards that all could access. Thinking of the Brunswick centre or the Barbican Estate.

Urban regeneration.

Fast Fibre optic broadband, Upgrade of Sound and Lighting at Music Venues.

Connectivity

Providing equipment to small local businesses that can be used by young apprentices, saving business additional costs. Such as tools for apprentice carpenters or plumbers, or laptops for apprentice office workers

Housing

Skills and enterprise - beach school- teaching of the marine conservation of the area.

For Margate to become a leader in tackling climate change for a small seaside town.

Ensuring that there are more job opportunities that enhance the town and make it an exciting place for visitors and residents alike.

Help for young people to find nd their way into work or to create their own businesses

Youth support services and outdoor/indoor sports and activity centres, including places for extended education

Development of high street. Shops, and restaurants. Cleaner and well maintained.

Long term employment

Education - spaces for teenagers and young adults to gain skills so they can be employed education

Better Recycling

Children's play areas, thw children of Margate deserve better outdoors spaces, which will provide positive experiences. These will lead to happier children at school, at home. Better students, children are the future!

Community Questionnaire

What one thing would you invest in that will most improve Margate for future generations?

Urban regeneration

Plant more trees on the roads and increase the greenery!

Creating a building that would be a centre for all things related to the environment/sustainability. This would include a research facility, an educational facility, a leisure facility (greenhouse, park etc). This place and its workers would also be in charge of cleaning the town, maintaining green spaces. It could have a recycling wing- to recycle things in innovative ways.

Alcohol ban on steps at seafront and surrounding areas and warning to off-licences.

urban regeneration/planning/land use

Rewilding brown lots, planting trees, maintaining parks

Harbour

Sustainable living, SDG goals

More street cleaners

Revamping the Margate/Cliftonville coastline to make it clean, safe and better tourist offers.

Skills training

Manston, let's have some proper jobs in the area.

Community spaces with low, shared rents as hubs for businesses, arts, food halls, indoor markets etc.

The Towns Fund Prospectus provides an option at paragraph 2.37 for a Joint Investment Plan with neighbouring towns where the following conditions are met, all of which apply to Margate, Ramsgate and Broadstairs... • The towns in question are next to each other and/or are part of the same continued urban area • The towns have significant overlap in terms of economic and social geography • Having multiple smaller geography partnerships would dilute from a more strategic approach across multiple towns • There are wider strategic benefits from bringing the towns together Consequently, the one thing that will most improve Margate - and Ramsgate and Broadstairs - would be to recognise that these economies are inter-dependent and submit a Joint Investment Plan to benefit the wider Thanet area

tourism

Education

Protecting buildings/land/structures/heritage instead of it all being sold off. Show the town off to its former glory. Reinstate the lift. Landscape the parks. Clean the streets.

Beautiful, clean, well maintained public spaces (streets/parks/beach).

Leisure facilities (swimming pool Theatres)

Industry for young people to work in.

Using outside space. E.g close off Marine Terrace and use as heated outside space for pubs and restaurants. More cosmopolitan. Improve the whole area so more independent businesses. Food courts.

Urban regeneration

Connectivity

Urban regeneration, planning and land use.

A centre for higher education, with a specialism in oceanography, green industry, and the arts.

Community Questionnaire

What one thing would you invest in that will most improve Margate for future generations?

Stricter planning directives to prevent beautiful buildings being chopped up into flats and HMO's. Create homes from empty and derelict properties, give the unemployed young a trade to learn by involving them directly in the regeneration for a reduced rent. Limit the number of B&B's in one street/area so that the residential side of the street can flourish again. Some areas of Cliftonville and Old Town Margate are scruffy because there's renters, hostels, asylum seekers and refugees en masse... resulting in no-one 'owning' the space. Thus, the incentive to keep things tidy is lost.

Repair and rebuild the old Lido on the seafront into a recreation space for the local community and visitors e.g. cafe/bar, ice rink in the Winter, paddling pool for kids in the Summer

Regenerating the lido

Traffic management, new roads and bypass. Or park and ride scheme.

How could the investment be used to help tackle the effects of climate change?

Encouraging people to shop local is always more sustainable - both economically and for the environment.

Solar power

green buses, promote railway connection (cheaper tickets at the weekends, combined tickets with attractions, holiday park for families), a little railway to Botany Bay and around the old town,

Limit or deny any developments that remove trees or habitats, plant more trees and meadows, encourage green business to base themselves in the area.

Better cycling infrastructure, pathways/walkways would reduce car use.

eco friendly, local produce

Make any redeveloping of buildings using greener methods which are now available

Creating more industry in Margate means that people can work local, work with lower environmental impact, make use of what is already here rather than building more. Creating more jobs here will raise the self-esteem of local young people who can then support caring for Margate - increased local pride means more care for the environment.

People have to learn to take pride in the natural surroundings and be mindful of what we have. We need to offset our carbon footprint with more greenery. Stop cutting down trees, less driving, better public transport.

Make cycling routes a priority. Viking trail is not well sign posted and the road surfaces are terrible, damaging to bike tyres.

dedicated cycle lane thru Margate.

Make Margate 0 Emissions, look at renewable energy and how to input more uses around the town.

Ensure all new builds (housing and commercial) were environmentally sustainable eg had solar panels for electricity and hot water, rainwater harvesting, insulated properly etc and retrofit existing buildings.

local business less transport, movement etc. Keep it local!!

More wind and solar power

repurposing the current buildings so they are fit for use prevents resources being spent on tearing them down to just rebuild more expensive buildings

Perhaps better cycle routes to shops and entertainment out of town?

Look to a small carbon footprint, reduced plastic use, recycling/refill schemes, veggie/vegan options

Cleanliness, supporting cleaning initiatives, improved waste solutions and collections

Please invest in recycling.

Na

Community Questionnaire

How could the investment be used to help tackle the effects of climate change?

New build with modern materials and “green” considerations. Improved local economy will drive refurbishment of old inefficient buildings.

No view

Improved broadband = more working from home (which I'm doing as I type this!) / supports development of new businesses. Focus on attracting greener ones eg Salt of The Earth (in Broadstairs) / Grain Grocer (Northdown Road) etc. The recycling centre (by the cemetery) is working well these days, the majority of waste deposited avoids landfill. Free / subsidised green collections from households? Free / subsidised collection of bulky waste? Or a wider promotion of the services offered to newer residents / in a range of languages? Have seen a rise in furniture being dumped just lately...

Lots of recycling bins. Regular beach cleans.

Make it easier for people to ditch the car and walk or cycle. Slow the cars down, the speeding has to stop. Improve the frequency of buses - extend the Loop route to include the train station in Margate. Create more greenery in Margate, living walls, roof gardens etc. Protect the existing open spaces from development, stop letting people destroy trees and hedges.

Solar powered lights

Focus on getting building up to a reasonable sustainable target. Local community change and education around sustainable alternatives.

renewable energy.

more home working, more local tech start ups meaning reduced commuting to Canterbury and beyond. More local opportunities for employment.

Because more people would invest in Margate after acquiring new skills and take pride in where they live.

Margate can be reached by public transport. Promote this. Although it doesn't help that train fares are extremely high. Bike rental schemes and cycle routes to visit tourist spots. Invest in allotment land/allotment schemes. Keep the beach and sea clean.

Awareness built around artistic themes that capitalise on engagement with the landscape

Reduce the plastic waste left on the beach, therefore reducing the risk to marine life.

Pedestrianise old town. Add cycle paths. Grants for green home improvements.

More focus on looking after the beaches.

If the skills that are taught encompass practical solutions to discourage making needless waste and find ways to reuse items that are not fit for their original purpose this would cut down on rubbish, manufacturing effluvia and also possibly help with poverty while promoting a sense of pride in people and the area.

Encouraging public recycling on the beaches and public spaces. Educate people to look after public spaces including coast lines

Continual investment in solar and wind power. More places to recycle things that cannot be put in the recycling bin that is collected.

Creating open spaces that are used for cross-community engagement

Support existing initiatives underway, such as rise up clean up.

Elec charging points in TDC car parks More open discussions with Community before expensive decisions are made

Supporting groups like ‘rise up clean up’, creating recycling bins on the seafront, better cycle routes into and out of Margate (Canterbury rd for example), bike hire schemes, benefits for ‘green’ businesses.

Not sure.

Pedestrianise high Street completely

Community Questionnaire

How could the investment be used to help tackle the effects of climate change?

Reusing the existing building stock is a better alternative to total redevelopment of sites because of the embedded carbon. Buildings should be refurbished rather than redeveloped, with a focus on making them more energy efficient and also installing more renewable energy sources like solar panels

Plant Trees, green spaces, pedestrianise Marine Drive old town and lower end of High St so less cars.

More trees would directly negate some of the effects of climate change. Adding more safe, accessible cycling paths and bike parking could encourage people to use their cars less.

Potentially making all of the high street and old town pedestrianised

More outside eatin area with adaptable covering - to protect from wind, rain etc

provide cleaner environment, increase rubbish collections during high seasons, 3 times a day if need be, improve sanitation

Pedestrianised areas but car parking too!

Litter stations people handing out bin bags to tourists, proper recycling bins on sea front. Money for depositing plastic in recycling bins.

Re-furbishing and developing current buildings with energy efficient products

Solar energy for buildings.

Help with wind farms. Protect coastline

Tackling climate change should be considered in EVERYTHING we do - it is not possible to solve with one idea. On any development you need to know what your trying to achieve and ensure it is ecologically sound.

Car free areas, more public transport, investment in more green energy on housing

Perhaps an innovative carbon neutral build with capacity for green energy going back into the grid?

Ensure that the development is carbon neutral!

Solar Power used more

More cycle paths and more people on bikes and walking less pollution

More cycle lanes for kids to safely cycle to school, keeping more cars off the roads. Investment in creating more allotments and providing compost at reduced rates for garden waste users

More investment in green spaces and local produce.

Up to date recycling and refuse options for locals as well as around the main tourist spots. More access for bikes and clear cycle paths away from the sea front.

Only make investment available to projects with a viable and long term plan for sustainability.

The emphasis could be on environmental businesses, horticulture, recycling etc.

It'll teach people to be more respectful and potentially make people more conscious of the environment

Improved Public transport links so less cars on the road

More pedestrianised areas, a larger number of bins and tougher crackdown on litter left on the beach

the council needs to lead better in this area -work with organisations who can give us the confidence to be real innovators in this area

Smarter use of greener transport

Spend more money in clearing the streets, beaches less rubbish to ended up in the oceans.

Only allow carbon neutral buildings

Investment in solar power for Margate town and pier. Wind turbines to large buildings and pier properties. Enforcement of electric and hybrid taxi and bus services.

Community Questionnaire

How could the investment be used to help tackle the effects of climate change?

It's very purpose would be researching and creating environmental sustainability. Another part of it could also be dedicated purely to climate change: through education, research etc., making Margate a pioneering town in the uk in this respect.

More mini recycling centers and cleaned up afterwards. The one but the doctors on the sea front is discaful

the climate is always changing, please recognise the real science on this. Good water conservation utilities for the public, plant drought resistant plants for marine climate, help all local food growers work with this. Beware where you invest in climate change, as many make money out of it on useless projects.

Buy back bare land and reforest it, employing local people to plant and coppice trees. It captures carbon, prevents soil erosion and reduces flooding. And gives people jobs.

Recycle and remove seaweed daily and stop the toxic gases developing

Solar panels, support electric cars ownerships

What's that got to do with it ???

To invest in green sites and more trees

Harness the sea

Better recycling, sea defences

Planting schemes for parks and open spaces to aesthetically improve the area and add biodiversity.

Ensure the investment benefits only those sectors and industries that do not harmfully impact the environment. This excludes schemes such as the Manston Airport development or its sponsors, RSP beach cleaners

More trees from landscaping greenspaces, more bicycles/paths, bike sheds on the roads for the community, offering recycling on all the roads and not using open recycling bags that allow rubbish to blow out.

More facilities for cyclists (cycle lanes/cycle parking).

Clean industry - expansion of companies like the windfarms with investment in apprenticeships.

Less traffic

Being green is key in any regeneration and works carried including labour and materials should be sourced locally to minimise it's carbon footprint. Alternative energy sources for running any new enterprise should be assessed in any planning.

Reduce, reuse, recycle education and opportunities and incentives to do this. Encourage more walking, cycling etc and car pooling initiatives (particularly for kids drivingtinschool) or local school buses would be great.

Connectivity

A centre for higher education, focusing on oceanography, green industry, and the arts, could train Margate residents for future careers in renewables, as well as protection of the sea, and perhaps even development of Tidal renewable power in the area. A local institute would also mean people could cycle to work and training rather than travel by car to Canterbury.

More wind farms, more recycling bases, more refuse points on beaches and areas of natural beauty. More patrols of these areas. Build all affordable housing with ground source heat pumps/ solar panels so they are more cost effective to live in. Invest in the removal of all single used plastic in Thanet. Fund the education primary school children so they don't become as destructive and inward looking as their parents. Invest in the seasonal workforce so they have a secondary job role through the winter months.

Subsidise small wind power turbines for local businesses to fit on their buildings for electricity generation. Similar schemes have worked in Germany.

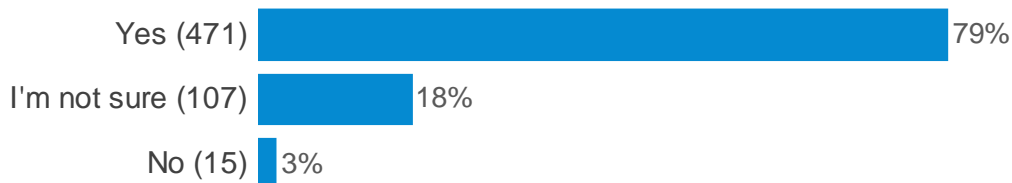
Wind power on rooves

Community Questionnaire

How could the investment be used to help tackle the effects of climate change?

Education on the seas and coastline for the community, visitors and businesses (corporate social responsibility commitment from business - specifically large chains).

The Town Deal Board's draft vision for Margate is 'Margate thriving 365'. This is about creating a sustainable economy for Margate that works for people all year round. It is not just about tourism, but about a Margate which works for local people / the people that live here all year.

Does this vision capture the right future for Margate?

If 'no' do you have an alternative suggestion? Please bear in mind the funding rules set out above (regeneration/skills/connectivity). (If 'no' do you have an alternative suggestion? Please bea...)

We don't need a all sing singing/dancing sports club. We need a community hub for our local people, run by our locally SEN young adults gi

No uk coastal town has a 365 vision and tourist economy this is ridiculous and as visions go this is ridiculous and unachievable

I think it has the beginning of the right vision but is short sighted in that it shouldnt be focused just on a sustainable economy but sus

The economy is going to need to change due to Covid anyway - some people won't return to how. Was.. better to improve the areas that give

I ticked "no" because there was no opportunity to comment if you put "yes". Margate Thriving 365 partly captures what is required. We do n

We will never have a 365 economy this is a rubbish vision

Already we can see the board is self serving and only the top table can benefit from it. Break the line with environmental and economic it

it is a seaside town, emphasis should be on that!

all I can see is the few who will again take advantage, again.

It all talks and wasting ink

Unlocking Margate - the idea that everything we need to make Margate thrive is already there (buildings, people) but it just needs to be g

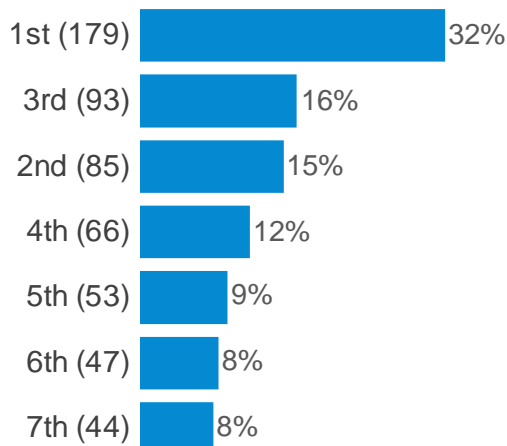
Clean, green and regenerated

Recognise that supporting a thriving Thanet - including its three major towns - will best support all of Margate, all year round

Community Questionnaire

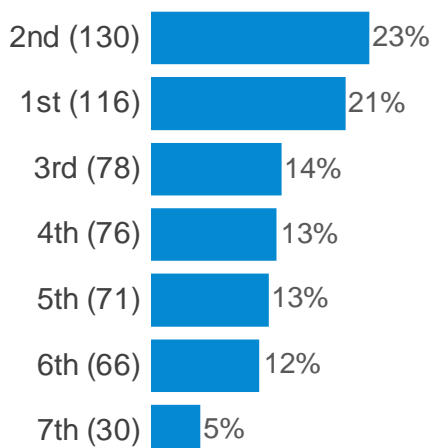
Please rank the following priorities for Margate from 1 to 7 with 1 being the most important and 7 the least important. You don't have to rank them all if you think some of them are not important.

If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority. (Job creation including higher skilled jobs, with better wages)



Please rank the following priorities for Margate from 1 to 7 with 1 being the most important and 7 the least important. You don't have to rank them all if you think some of them are not important.

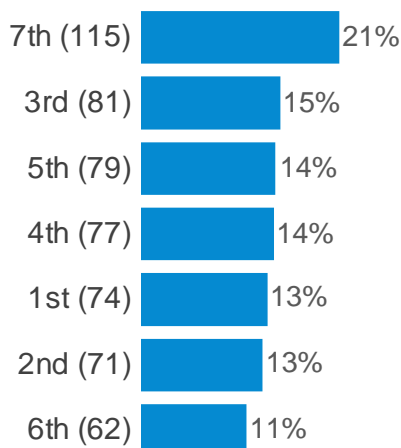
If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority. (Creating opportunities for young people)



Community Questionnaire

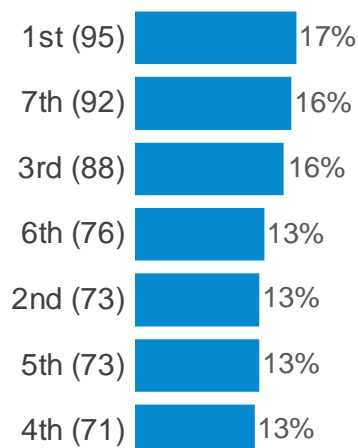
Please rank the following priorities for Margate from 1 to 7 with 1 being the most important and 7 the least important. You don't have to rank them all if you think some of them are not important.

If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority. (Supporting people to live healthy lives)



Please rank the following priorities for Margate from 1 to 7 with 1 being the most important and 7 the least important. You don't have to rank them all if you think some of them are not important.

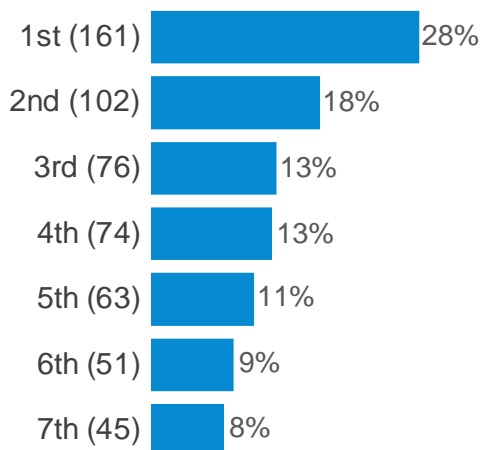
If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority. (Tourism 365 - Giving people more reasons to visit and stay longer in Margate throughout the year)



Community Questionnaire

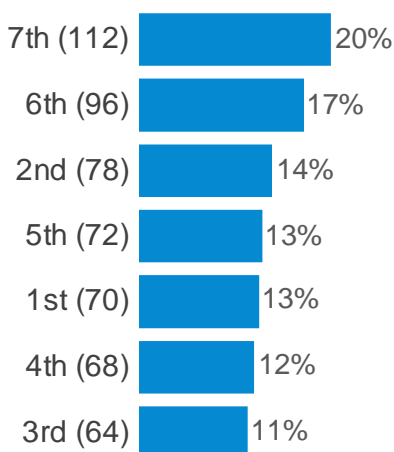
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If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority. (The Public Realm – improving the quality of public space and the look and feel of Margate)



Please rank the following priorities for Margate from 1 to 7 with 1 being the most important and 7 the least important. You don't have to rank them all if you think some of them are not important.

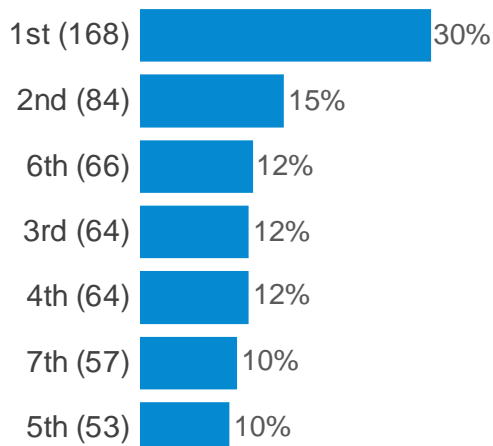
If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority. (A creative economy for Margate – building on the success of Turner Contemporary and other creative industries and projects happening in the town)



Community Questionnaire

Please rank the following priorities for Margate from 1 to 7 with 1 being the most important and 7 the least important. You don't have to rank them all if you think some of them are not important.

If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority. (A sustainable future – environmental and economic)



Is anything missing from those priorities? If so, please state here.

Good landscaping / Planting / Flowers / Palm trees

providing public security with more police and dismantle of relevant drug lines is absolute priority

Reduce crime and illegal immigration

Enhancing the existing buildings and dealing with rundown buildings and vacant sites e g The Lido complex. Making the most of the coastline which is our greatest asset.

Investment and improvement of Theatres, public toilets etc

Cleaner, tidier spaces with more wardens to enforce litter and dog mess fines and foster the pride that people should feel in their town. It is the sort of place where I expect to see drugs being taken in empty shop doorways. I don't feel safe there and I don't like taking my children there. Turn part of the high street into affordable housing if most of it is empty. Better to house people than have derelict shops. Pedestrianise as much as possible and encourage a cafe culture. People want to be outdoors where possible. Make some covered areas for sitting outside in the Winter to have a hot chocolate and watch the world go by. Wlth Covid 19, we are all safer outdoors!

There should be some investment in Cliftonville, Northdown rd really needs investment it can be the best and longest high st in the County, a wasted jewel in Thanets crown at the moment.

Affordable housing, stop landlords buying up new houses and charging inflationary rents which people cannot afford

a little more pride in the appearance of the town.

More visible and effective safeguarding / policing / enforcement of rules and standards.

Improving public perception

I couldn't get the drag and drop to work. priorities 1 - The Public Realm, 2 - Tourism 365, 3 - A creative economy, 4 - Job creation, 5 - sustainable future, 6 - opportunities for young people, 7 - Supporting people to live healthy lives

n/a

co=ordinated approach with rest of Thanet

Community Questionnaire

Is anything missing from those priorities? If so, please state here.

Campaigning to retain green space

Unable to operate the above question

Very good

Sorry to go on and on about this, but tackle offenders more severely, from littering to crime, to drink disorders and drink dealing

Better infrastructure and take away all obstructions on roads that have been narrowed unnecessarily around Margate and extra wide pavements so traffic can flow freely again and not standing idle in traffic jams letting exhaust fumes pollute the air which is far more damaging. To many unnecessary road bumps to slow down traffic, more profitable to install traffic cameras and fines.

Crime reduction so that the people coming to Margate actually feel safe while here. It would be amazing to see a sustainable eco-friendly conference centre built at Margate so that arts festivals and environment festivals could take place, and so that the centre could also be used as an education facility for the community - to give them skills, courses and opportunities that they might be discouraged from seeking if having to travel further afield.

Supporting businesses that are already in Margate and encouraging them where possible to expand, look after what is here and build on their success.

No

Less over development on farmland. Better, faster and affordable transport infrastructure

Improve litter cleaning in streets and beach.

Can't complete Q12 on my PC so completing here 1 Sustainable future etc- 2 Supporting people to live healthy lives - 3 Creating opportunities for young people - 4 Job creation etc - 5 The Public Realm etc - 6 Tourism 365 etc - 7 A creative economy for Margate etc -

Affordable housing, investment into local schools and education

An end to 'moral poverty' and the 'entitlement culture' that gives endlessly to people who don't deserve it.

Kent infrastructure improvements to make travel to Margate easier. Particularly road.

A safe and supportive environment to live in.

No

Margate isn't a cash grab people need to care about it not just see money here. And care more about the real locals who are moving here as it's fashionable but who have been here and will still be here after the fashion has past

Preserving all green areas including wildlife

"Building on the success of Turner Contemporary" it's just interesting how TDC has the goal to create job opportunities for locals and yet TC have all their staff on 0 hour contracts and have now put them on leave for 5 months without pay whilst capital works go underway causing approx 50 people to be temporarily unemployed

A well run local council

Race tracks and skate parks for younger people

Better public spaces to keep youth entertained and out of trouble.

Free activity areas for the youths to use, like a world class skateboard facility

Margate needs to feel and look like it's loved. It also needs to be more accessible to park in and near the Old Town. Parking restrictions in place at the moment discourage visitors to spend more time in the town.

A skate park. We have been promised a skate park for years but nothing comes of the council's word.

Parks children's playgrounds

Build a skatepark

Community Questionnaire

Is anything missing from those priorities? If so, please state here.

Combating anti social behaviour spoiling Margate - for example being unable to enjoy a sunset from the steps because every time major fights/incidents would break out amongst large groups of people so in the end we just avoid going there :(

Increased police presence

Margaret is in desperate need of a skatepark

all very noble, keep it simple please

More skateparks

mah

Skatepark

A skatepark! My son is an avid skater so would need an area to use

Community team always accessible and interactive with public to make the development of the area inclusive and self generating.

skatepark

Skate park as a safe place for people of all levels and background to go.

Not that I can think of, no.

Recreational opportunities.

Making sure that scheme is inclusive and includes all age groups. EVERYBODY regardless of age, gender, ethnicity, etc needs to feel a part of the scheme rather than this being for a select group.

Well, I reluctantly put the job creation slot high up although it is unimaginative in the way it is framed, in that robotisation is going to steal jobs and occupation is going to be the challenge for the future

Make Margate a welcoming place. Regenerate the High Street, with low rental rates and parking costs

Educational opportunities re our special coast line. Could be run from the Tourist Board maybe in conjunction with the seaweed walk for tourists. Perhaps sending a trained speaker into schools or set up a permanent display near the tourist office.

listening to local people and putting party politics out of decision making

Mental health support, substance abuse support, better social support to struggling families .

Creating and encouraging maritime-based industries and businesses.

Walk before you can run - get the litter and dogs under control!

Affordable housing

Better support for transient communities, refugees and asylum seekers arriving on Kent shores.

If possible, the involvement of local businesses in sponsoring certain projects.

Could I just say that I think that work to create a greener environment presents training and job opportunities for young people and unemployed people in landscape and horticulture. For example, a scheme to re-landscape the whole of the clifftop zone along the Cliftonville side could form a 2 or 3 year rolling programme to train people to operate landscape machinery such as mini-diggers, and actually carry out topsoiling and planting, and new paving. (We used to do this in Lewisham Council in the 1980's) Finally, surely there must be opportunities to re-connect young people with the sea-- why not train fishermen and women, and have a sustainable fishing industry ? With on-shore sales, and vans to distribute to Kent, East Surrey, S and SE London? Why not pay local fishermen to take on an apprentice?

Drastically reduce local council wage bill starting at the top with pay less than the Prime Minister and reducing at least the top 50% pro rata.

Community Questionnaire

Is anything missing from those priorities? If so, please state here.

Nothing specific about improving the rented housing stock and the shortage of affordable rented housing for local people. The lack of adequate supply is detrimental to the health and well-being to local residents on low pay, state benefits or inadequate pensions. CT9 has a shortage of 3 bedroom affordable rented houses and one bedroom homes.

We have a large elderly population, loneliness is huge. A place for meeting where community groups can use

Removing Council Office & Courts from most prestigious and valuable site in town. Could be resited on old College site. or old Deaf School site if not used for Secondary Education establishment.

Genuinely affordable homes

Crime prevention - there are a number of things that can be done around designing out crime and contextual safeguarding of residents

Fund and incentivise engagement with circular economy - this would be bold and give a unifying framework to all of Margate's sustainable / green activities

Suggestions for those seven priorities would be: 1. An eco marine life centre, giving another reason to visit the town or to stay here, a place for employment, another reason to believe in Margate, and a place to learn. Like the aquarium in La Rochelle, France <https://www.aquarium-larochelle.com/en> which is a leader in marine life understanding, promotes green ways of thinking, hosts talks and classes and has on site hospitality and retail. It is a cultural destination. 2. A skate park, to take children and teens off the streets and out of their homes and give them something positive and physical to do. The 'wild flower' area next to the Pirate Park would be ideal, with the Victorian structure next to it being ideal for a rental kiosk, a place to book lessons, listen to talks and buy coffee and tea. 3. An activity centre - create a venue to house a business such as Oxygen Freejumping which takes children and teens away from home and allows them to exercise and is able to be used throughout the whole year, not just when the sun shines. 3. Similar to the development in Folkstone on the harbour, but recognising that there is more to Margate than just the Old Town, stretch the interest along the coastline towards Walpole Bay, which is pretty neglected. There are large amounts of concrete pathways here and containers for food and drink retail rental would work well (a container is currently on Botany Bay sands doing just the same). Food, drink, dog grooming, ice creams, massage, paddle board hire, etc etc - this could be a place to house micro businesses which pay peppercorn rents to cover investment and overheads only.

Protecting our urban and architectural heritage & preventing developers destroying our town.

Support young people who live in pathological families (support at schools or community). Not only financial support but also counselling, guidance etc.

Having basic infrastructure and facilities for proposed housing developments across Thanet and increased number of people living within the area such as enough capacity in schools, gp and dental practices, hospital and social care

Making it safer, less crime and violence

Tackling poverty

It does not work to tick, but all are important. For me the most important statements are: a sustainable future and a creative economy.

Creating new reasons to visit, conferences etc.

I'd have given some of them equal weighting... tricky to prioritise them! What about affordable housing... massive impact on people's lives. Tricky as this is a wider issue - 'ordinary' people's wages just not keeping up with rising house prices. Appreciate Margate already has cheaper housing than many places in the country... still doesn't make it affordable though if you're one of the many families on minimum wage / zero hours contracts, etc.

Education through youth clubs/ more sport facilities

Ensuring people feel safe both visiting and living in Margate - ALL areas of Margate (not just the Old Town)

Community Questionnaire

Is anything missing from those priorities? If so, please state here.

Bringing people together and lessening the divides (social and economic)

I know it's tough as its very seasonal but you need to attempt to attract people to Margate all year round.

keep the seaside 'feel' to Margate it's why people want live and work there

Fast Fibre Optic Broadband, 4/5G Networks

Supporting the theatres

Enforcement.

Regeneration of existing buildings currently decaying. This would impact positively on locals, young people and tourists alike.

Encouraging mutually positive community relations - overcoming divisions

Support electric car buying

Sort the mess out that KCC have forced on College Rd, now gridlocked every day. Never used to be like this till they changed it!

Move beyond just Margate and aim for a wider benefit across Thanet

Reducing crime with more cctv

A larger police force to enable them to tackle the crime in the area.

Ending child poverty in Margate Providing accessible, local higher education Cleaning up sewage in the sea Cycle paths

Creating a faster train line

Preserving heritage and history, creating a sense of place and civic pride.

Questionnaire Results: Businesses

APPENDIX 6

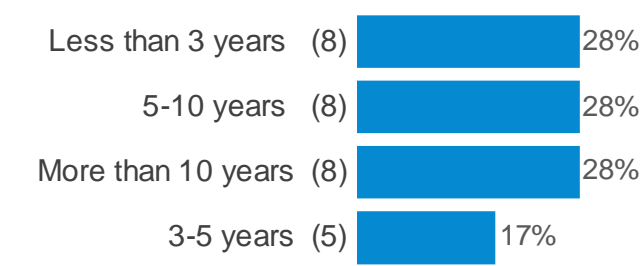


Business Survey

This report was generated on 15/10/20. Overall 29 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

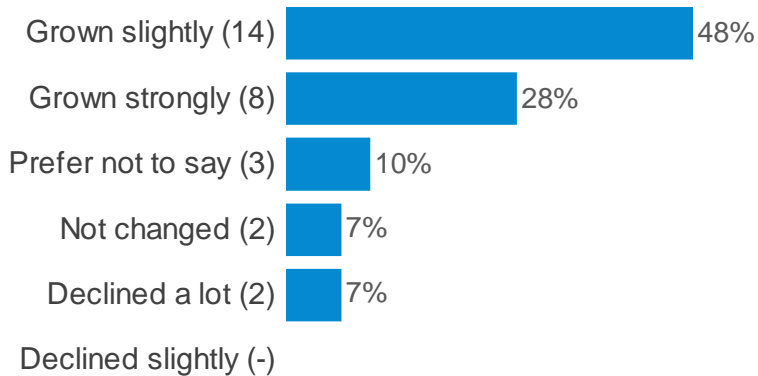
How long have you been based in Margate? Select one



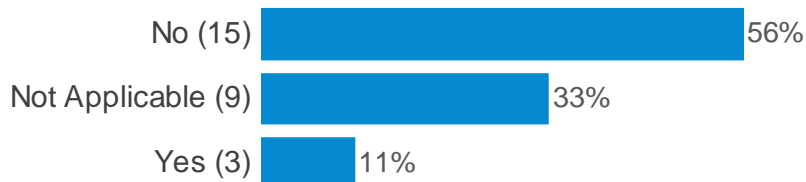
For all those who say less than 3 years: What attracted you to start a business here? (For all those who say less than 3 years: What attracted y...)

- Good local community spirit and support of small businesses.
- Where we are in Margate is very community focussed and this gave us the support and focus to start out business. Commercial property/retail space prices in the town also allow us to take the financial risk.
- I have lived here all my life. I have worked here, it made sense to build a business here which can help my local community.
- The vibrant hospitality sector, the fantastic views, cultural scene. A desire for taste tourism and experience led dining.
- I have lived in Thanet since 2015, my partner has been here for most of his life, but we moved to Margate just over a year ago. Margate is a vibrant, buzzing town with so much potential. It has its problems, but then most places do. I can't think of a better place to be based and since I started my business, through networking I have met tens of wonderful small business people who feel the same, from across the Thanet and East Kent area.
- Born and raised in the area and also live here. Seemed only right that we build our business here because of the opportunity
- I believed there would be an exodus from the city as transport become cheaper (autonomous) and remote working evolved. It was actually a longer term vision for when automation and A.I became a lot more prominent and jobs changed. We believed people would flock to nature.

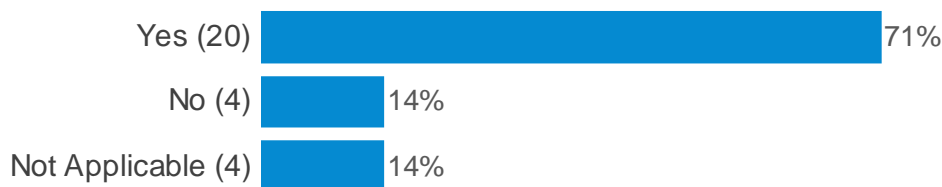
Business Survey

In the past 3 years has your turnover? Select one**As a result of COVID-19, what do you consider the long term prospects are for your business?**

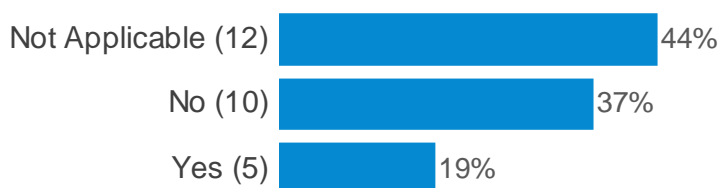
Select 'yes', 'no' or 'not applicable' for each (I am less likely to need my business premises because of homeworking/flexible working)

**As a result of COVID-19, what do you consider the long term prospects are for your business?**

Select 'yes', 'no' or 'not applicable' for each (I expect my business to bounce back next year or the year after)

**As a result of COVID-19, what do you consider the long term prospects are for your business?**

Select 'yes', 'no' or 'not applicable' for each (I expect to make staff redundancies)



Business Survey

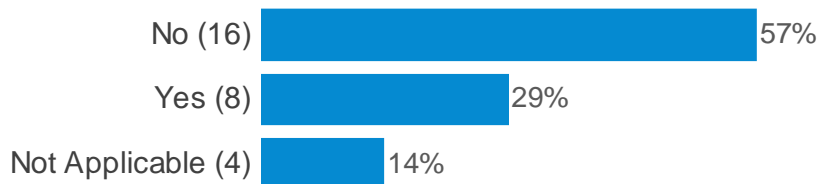
As a result of COVID-19, what do you consider the long term prospects are for your business?

Select 'yes', 'no' or 'not applicable' for each (I will need local co-working space instead of permanent workspace)



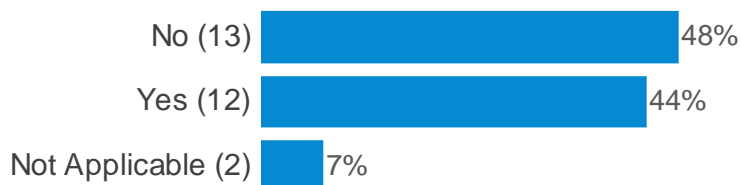
As a result of COVID-19, what do you consider the long term prospects are for your business?

Select 'yes', 'no' or 'not applicable' for each (I will need new premises for expansion)



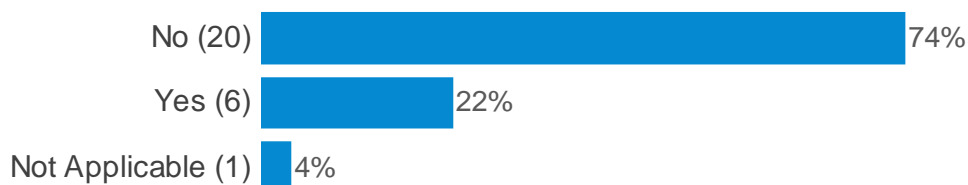
As a result of COVID-19, what do you consider the long term prospects are for your business?

Select 'yes', 'no' or 'not applicable' for each (I will need to take on additional staff)



As a result of COVID-19, what do you consider the long term prospects are for your business?

Select 'yes', 'no' or 'not applicable' for each (There is a possibility that my business will close)



Business Survey

Are there any other impacts of COVID-19 on the long term prospects for your business that you would like to make us aware of?

I'm an estate and Lettings agent so if rents are not paid our cash flow will suffer and redundancies could follow.,

Having volunteers of an age that is still "shielding" it can be difficult staffing the shop.

We run workshops which have not been possible due to Covid. It is a big part of our business so it's a shame we can't do it at the moment.

In the era of 'staycations' Margate needs to be promoted more and this promotion needs to include all that's on offer but just focused on old town

We are now working far more remotely for our clients. Also any staff can work remote as we now are completely set up for this.

Footfall in the highstreet is dire

I work in the events industry serving clients from a range of organisations including fashion, tourism, art and private parties and weddings. My work depends wholly on large gatherings of people so my earnings have been decimated since March. I do not foresee a significant recovery for a long while.

I have taken on a permanent workspace instead of renting a desk. I want other people to co-work in this space. COVID-19 has shown that remote working works, and I think more professional people will be looking for local co-working space close to home. There will be more demand for places to work outside of major cities.

More home working facilities for a number of staff have been implemented.

There have been various legislative changes in housing and the law must be reformed but cannot happen on a local scale but feel there's a housing crisis and antisocial behaviour issue that needs tackling for our areas future growth

I think the councils inability to implement suspended parking along Marine Drive shows how disorganised they are in a crisis which could have massively helped the hospitality businesses who had lost income over summer. There are few public toilet facilities as well which has impacted people visiting places.

dreamland closing for over a year.

My business is trending upwards at present, so I am hoping that it will continue.

Lack of footfall expected this A/W 2020 caused by Covid and the closure of major tourist attractions in town will have a massive impact on my business and the ability to make a profit, we normally take the bulk of our turnover in the S/S, and have not done that this year.

Depending on longer term changes to social distancing we may run into problems. We are a restaurant. Small premises and while we have added take out and new ideas to our offer the reduced number of covers we can seat us having an impact on turnover and staff requirements.

We have become even more relevant than before, or it has sped up our progress as the rate in which people are moving into the area has massively increased. We have this week just achieved the same amount of memberships we had when the lock down first kicked in and memberships are now growing exponentially. Covid meant we have postponed the venue side of our business, though we are gearing up to launch that Spring 2021.

The impact depends on how long and how frequently we are forced to close. Also the current obvious intention to pedestrianise Old Town will have a major effect on foot traffic and general safety and security of premises.

Restrictions to movement is still having a dramatic effect on the hospitality sector which will have a terrible effect on the Margate atmosphere if these businesses do not survive.

Business Survey

In a few words, what makes Margate a good place to run a business?

Margate appears to be "The Place" for people moving down from other parts of the country. Plus Margate plays to it's strengths.

The people, generally.

Beautiful place to live, diverse arty but still has typical seaside elements

It's up and coming so there is a sense of excitement. There is a boutique culture developing.

The visitors, new residents, the mixture of people and the unique layout and size (ie not too big and sprawling like Brighton).

The history of margate as a seaside resort has always been there to achieve again. Especially with local residents who have been here for some time. This gives people a feeling of community when it comes to new things and a lot of support is given by the public.

It's becoming a hotspot for holiday makers again

Strong location to London, Cheap afford space, Good creative community to attract new talent

A poular destination for staycations.

There is a high number of properties and the standard of the property is improving

Not much competition, good transport links both car and train

Space is cheaper than in London but London is still within reasonably easy reach which is necessary for my business. The coastline and what nature there is to enjoy can be calming and inspiring. There is a strong and supportive creative community.

The beautiful environment, beaches etc. to enjoy life outside of work. Relatively low rents/costs of premises.

None

It is a place attracting many home movers to the area

The influx of Londoners and tourists wanting to be here, the opening of bars and restaurants makes it desirable

No business in Margate can survive on the residents alone. We are fortunate that there is a good transport network from London, a variety of attractions and hospitality businesses that appeal to tourists. Without the tourists spending within the local economy many businesses wouldn't survive. The small independent businesses have worked hard to promote each other to create a local economy and offer recommendations to tourists. Things such as the Margate Map which promote venues without bias as they have paid to be associated are important.

Locals know one another, some help, others hinder

Good vibe, positivity amongst local business people, eclectic mix of residents, the beach!

As we operate in the hospitality and tourism sector, Margate is perfect for that

Great footfall from Turner & Dreamland. Recent COVID road closures. Our regular street cleaner who in recent years has made a massive impact on the look of the streets.

It is good in the summer with the concentrated summer tourist trade, however not so much in the winter. The shop rents are relatively affordable according to other towns. Small business rates relief helps.

Affordable and large scale spaces. Access to local business and resources eg timber yards in addition to skilled crafts people eg sign writers and fabricators Good transport links via rail to London and formerly the continent.

It's a creative town with a strong independent sector and people from out of town are now interested in visiting year round more than they were when I started here.

Business Survey

In a few words, what makes Margate a good place to run a business?

Small local community makes word of mouth very strong, definitely more of a support network. If a business can work for the local community first and then have a massive bonus and boost from tourism then they are onto a winner. Margate is also home to a very talented and successful bunch of people, who gravitate to the sea. A lot of these people also are sensitive to the area and are thinking about their place in society, not just part of the 'gentrification' but sensitive to regeneration.

The Turner brings money and tourists.

The 1/2 mile stretch of golden sand

The new businesses who have created a lovely and vibrant atmosphere in Margate, complimenting the opening of the Turner Gallery and Dreamland. It has created a unique experience for visitors to Margate, obviously along with the beautiful coastal walks.

What don't you like about it, from a business perspective?

The weather in January & February, but there's bugger all that can be done about that.

The lack of support from a defunct Town Team who only care about "themselves"

Lack of marketing for new businesses.

Too many empty shops, the first impression as you enter the town from the station (Arlington Arcade), seems to be a huge focus in old town while the high street appears to be ignored. Shortage of hotels, bars and clubs.

There are areas of Margate that need investment to make them more attractive to visitors. This would encourage more people to the area.

There are few business opportunities in the area. My business is based here because I want to live here, not the other way round. There are little business networking opportunities that would suit me.

Lack of council support, no engagement with any town council etc, no footfall lots of closed shops - too many of the same business fighting for business

Lack of business premises, Lack of niche creative talent currently,

Some areas run down. Some large empty shop premises

Nothing

No focus on business from local council

Buildings have not been well maintained so although space is relatively cheap it is not of a high standard and this affects how I am able to use it.

Not enough skills in my field - software development, electronics etc. Slow response of other businesses.

No support

Parking restrictions and charges

antisocial behaviour, lack of cleanliness, derelict high street units and shops, too high rents on the said shops, need to encourage businesses into the town as well as dredge the god damn seaweed, its stinks

That there is so much prime real estate left to be derelict or run down which drags down the atmosphere and is a missed opportunity to let other businesses thrive in the property. A lot of the Kent Council tourist material is outdated and promotes a limited number of venues rather than targeting particular types of tourists, e.g. young couples, families, taste tourists, sports enthusiasts, culture vultures

TDC, the way they keep our streets dirt and weed infested, the way they keep our public toilets, the way from the CEO down is a bullying toxic culture.

Business Survey

What don't you like about it, from a business perspective?

Some areas of Margate really, really need some love. There are local residents' groups doing some wonderful work, but they need help, they can't do it all by themselves. I feel that sometimes TDC can be shortsighted in the decisions that they make for the 'good' of the area. Margate can also be really insular; if you haven't lived here for thirty years, or don't live in a selected few streets, some sections of the community frown upon you. It's like it's 'their' Margate and everyone else isn't welcome. This is evidenced by some of the local 'activist' groups, who have a bit of an elitist attitude towards everyone else. Margate is not attractive to those business people who may have a disability or who may be older, because of the healthcare. The frontline staff at QEQM do a fantastic job, but removing the stroke unit and gradually starving the hospital of resources is putting people off of settling here. Nearly everybody I speak to is frustrated by the poor GP offering, the wait for appointments and the general standard of healthcare in Margate and across east Kent. The East Kent Hospitals Trust need to take a long, hard look at themselves, as they are reaching crisis point in this area.

The local attitude and the way the council run the area

Recent issues with parking enforcement not permitting parking for loading and unloading and ticketing vehicles has been an issue. Removal of free on street parking has driven customers away, and makes other very rushed. The overpowering smell from rotting seaweed, off putting for customers.

It's seasonal and weather dependent which means footfall is not guaranteed. Lots of shops in the Old Town are part time which closes the town down and negatively affects the businesses that are open. An incentive to keep shops open all week would be good. The Turner Gallery closing from September to January is a lost opportunity to encourage tourists all year round and adds to the general understanding that Margate is closed in the winter. We need visitors all year round to help us keep trading all year round.

Push to convert commercial property to residential reducing availability for jobs and local business / entrepreneurship. This is the opposite of what attracted us to bring our business to the area.

There are some problems with anti social behaviour such as litter, and things like the seaweed smell in the harbour are off putting for visitors.

The stresses that seem to be on the council being able to keep the streets clean. I've noticed sometimes unhealthy competition between smaller businesses, ironically affecting each businesses, where they should be working together. I think the coast is upset by loud motorbikes and motor vehicles in general, I think it should be pedestrianized. I think in general and not just for Margate businesses should be given a lot more support in the first few years of establishing themselves, free or reductions on business rates, employment incentives and easier access to funds. I also think more needs to be established for the winter months, for instance larger hotels that can cater for conferences, bringing in tourism through the winter.

Lockdown, mask wearing and social distancing are all detrimental and unwarranted.

The toilet facilities both ends of the beach and the pier are draconian and need updating in vandal proof stainless steel units.

Lack of attention to the areas on the outskirts of the Old Town & Margate Sands. From the station first impressions of Margate are not good at all due to the lack of regular street cleaning.

Which three words would you use to describe how you think visitors see it?

Vibrant, Alive, Hopeful

Dirty Unkempt Run-down

Empty, shabby, arty

Holiday, seaside, entertainment.

Buzzing, underfunded, unique

up and coming.

Business Survey

Which three words would you use to describe how you think visitors see it?

Seasonal, Fun, Gentrifying

Trendy , friendly , arty

Creative, upcoming, run-down,

Rough round edges.

Professional, nostalgic, opportunity

Easy to trash

Fun, trendy, 'up-and-coming'

Beautiful, healthy, remote.

Dirty filthy chaos

Cultural, cheap, potential

Shit London by the sea (well that's four but you get me) Lively smelly monotonous

Independent, Mixed, Grubby

Dirty, uncared, poor

Tired, trendy, edgy.

Quirky, creative, arty

Amazing, crap, arty.

Quirky, beautiful, dirty

Lots of potential

'Creative', 'fun',but unfortunately, still a bit 'run-down'.

Dirty Beautiful Cool

Arty, historic, fun

Great when sunny

Words from past guests which come to mind are "charming", "unique", "dirty".

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

Florida or one of the Spanish Costa's, purely for the weather

Kalkan in Turkey. It's clean and all facilities are well run by the local authority.

Continent....plenty of toilet facilities/showers, kerbsides with no weeds, working lights, clocks etc etc

It's already becoming its own entity. It shouldn't try to be like anywhere else.

Margate is unique, there's no need for it to copy anywhere else, there are enough creative passionate locals to make this town stand alone and embrace it's history and new found quirkiness as long as we get the support with things such as funding, planning permission and vision for new ideas

Nowhere. Margate has unique features and should remain unique - trying to copy another town is likely to result in failure. It would be better to emphasise what is here, look to creating somewhere unusual.

The board work - New Jersey , USA, always bustling

Bristol, Portland for their creative communities and business outside of traditional big cities

None. It has its own identity

Barcelona as it has a good transport system, clear pedestrian and cycle paths and a lovely beach and old town.

Business Survey

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

I would love Margate to be more itself, improve the look of the properties on the sea front, open up more of Dreamland site, more hotel/B&B accommodation.

Silicon valley/silicon roundabout. A vibrant community of technically skilled people and technology businesses working together and enjoying a healthy balanced life at the same time. Opportunities for change (I can only select one tick box): Better quality business premises. The ability to recruit and retain skilled and motivated local people. Access for local businesses to resources, skills and training. Expansion of the creative and cultural offer.

Hastings

Brighton - variety of small businesses, attractions, places to visit and eat as well as much better beaches!

Brighton because there's a lot to see not just basic attractions, add in rural urban parks. watersports that are done well

I don't think Margate should be like anywhere else, it should just have some town pride. The seafront is filthy and the council has neglected public toilet facilities and the shelters for a long time, wilfully letting them fall into disrepair.

nowhere we have a superb place, its just the toxic uncaring people who run tdc ruin it.

There are places abroad that handle certain aspects of daily life in such a better way, for example we have a big litter problem here in Margate. I feel that rather than blaming residents, we could look to how they do things in Spain, where they are really efficient with such things. Not a great example, but sometimes the best solutions to problems are not always found because of the short sightedness on the authorities' part to look further afield for good examples. I am originally from the Bournemouth/Poole area and they have implemented some great tourist initiatives and creative solutions to things, I wish we could be more like them, but I know they have their problems, too. By the way - somebody has chosen the wrong option for Q8 - I can only select one option, so I would choose - A wider range of things to do Better broadband/digital connectivity Better transport network Cleaner, smarter and greener streets The ability to recruit and retain skilled and motivated local people I would also comment that new businesses starting out cannot afford the expensive rates for co-working spaces - with the exception of Arco Barco in Ramsgate, the prices are on a par with London, which is ridiculous. I work from home but it would be great to get out of the house once in a while for a change of scenery - I'm not going to pay £100 plus every month to spend half a day a week in a co-working space (Although admittedly the view is beautiful!). I get that these places are trying to build a community, but it sure is an expensive one.

Somewhere like Tenerife-I say this from the point of view that they understand without tourism, they wouldn't be successful and as a result they really look after their country.

Brighton, Hastings, Folkestone or any busy seaside town that has control of it's litter, recycling and waste disposal, invests in its local attractions, creates business all year round and ensures it's high streets are not full of empty shops or run-down buildings. Margate needs to rebuild it's town centre and ensure shops remain shops and businesses and not become a ghost town full of flats and soulless holiday lets.

Machynlleth, Wales home of the Centre of Alternative Technology. We would like it to have a balanced mix of residential and small commercial, and industrial alongside each other providing skilled jobs, a sense of community and civic pride. Run in a sustainable fashion that benefits the local ecology both natural environment and human inhabitants.

Having visiting Malo-les-Bains outside Dunkerque and seeing how well managed the beaches and town are, I would say there. They have drinking water, hits for rent, warm showers, plenty of bins, free car parking and a free shuttle along the beach. The town authorities have created an environment where business can thrive and visitors have access to the facilities they need to enjoy the town and beaches.

I think Venice beach, LA is a good comparison. The arts and culture, the smart use of facilities by the coast, healthy food etc.

Business Survey

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

Venice California as it is quirky and cool ,arty and historic and draws people from all walks of life.

Brighton London by the sea more in keeping with the 21st century

Margate, but a more cared for version.

**What would make Margate a better place to run a business and attract new businesses?
Select up to five answers**

Business Survey

If something else please write in.

It would only allow me to select one, so i will list my 5. Access for local businesses to resources, skills and training. Fewer derelict / empty buildings. Better transport netw

I'm not able to click 5 answers: Better places for visitors to stay, cleaner, smarter and greener streets, expansion of the creative and cultural offer, fewer derelict/empty bui

The selections above would only let me choose one so I select... Better broadband/digital connectivity (mine is fine at work but I don't yet have it at home and this facility w

The council needs to run more like a business

You can't select 5, only lets you select one! Better internet, more parking (free period) safer streets, deal with empty shops that are left empty intentionally by the owner. Ri

It will not let me select above so here are my answers: 1. CLEANER, SMARTER AND GREENER STREETS 2. A WIDER RANGE OF THINGS TO DO 3. FEWER DERELICT / EMPTY BUILDINGS 4. EXPAN

This will only let me select one, but cleaner, greener streets, more parking (but better places), more cycle ways, more opportunities for young people and less empty buildings.

The tick button only let me select 1 so i've added them in here. Better broadband/digital connectivity Cleaner, smarter and greener streets Expansion of the creative and cultur

What one thing would you invest in that will most improve Margate for future generations?

Make use of the many empty properties, both business and residential

Derelict building regeneration

Our heritage and historical buildings currently not looked after

Urban regeneration, planning and land use

Capitalising on all the visitors who a lot of the time don't have anywhere to stay overnight or attractive places to go. A large proportion only come for the day and only get as far as Dreamland it the beach, Margate could offer so much more.

Urban regeneration, planning and land use. This is the hub of businesses. The transport and connectivity goes hand in hand once the buildings are in place.

Skills and enterprise - this would support locals and focuses on what's here rather than improving things for transient visitors.

The highstreet

More office space, project space and business centres for growth to happen

The previous question did not allow 5 answers ?? Inclusiveness

Property

Redevelop sea front properties and main shopping area.

Coastline facilities - redeveloping the lido area, the shelters and benches etc that have been allowed to rot all along the Cliftonville coastline and installing toilet, shower and changing facilities near the Walpole bay tidal pool and more importantly, maintaining them.

Attract technically skilled individuals and technology businesses by providing quality work places and building a local tech community.

Improving Cliftonville

Connectivity

Shipping the antisocial behaviour tenants and residents off to other locations that can cater for them.

Business Survey

What one thing would you invest in that will most improve Margate for future generations?

I would like to see vacant green space such as the old crazy golf on Ethelbert crescent owned by the council and on their disposal list be given over to local businesses to grow produce on for use in the hospitality sector and creating a seaside eco-system. These gardens could be dotted around creating a tour across Margate, with some landscaped and with frequent open days.

PUT ARLINGTON SHOPPING ARCADE BACK INTO PUBLIC HANDS

Local employment and infrastructure.

Skills and enterprise

lido

Urban regeneration, planning and land use - fill empty shops, regenerate old large buildings into multi use. Create opportunities for new business and start ups. Support small business. Create affordable housing. Put a cap on buy to let for air-bnbs that render housing too expensive for local people and create a ghost town of empty air bnb flats in winter. Provide recycling facilities especially plastic.

Skills and enterprise - for clean, light industry that sits comfortably alongside tourism and creative industry - allowing each to support the other two, and create an environment and town we can all be proud of.

Improving the seafront facilities - removing parking from the seafront and improving the toilets and bins (particularly on the Harbour Arm), Doug something about the seaweed smell and generally keeping the beaches and seafront tidier.

This is an incredibly difficult question. I think regenerating The Lido site would be the biggest impact to hit a lot of benefits to Margate at once.

Free activities such as a skate park on the seafront, like Venice.

The toilet blocks

Arlington Square - it is one of the first sights for visitors arriving at Margate Station so there must be business opportunities there and the building is certainly a complete eyesore.

How could the investment be used to help tackle the effects of climate change?

Increased Sea Defences

Build to modern standards of insulation using renewable energy systems such as air source heat pumps.,

Many new small businesses - including ours - are climate conscious. So if we all thrive, then the environment benefits. It'll make climate conscious businesses the norm.

Ensuring there is space for environmentally friendly transport. Also when redeveloping areas ensuring renewable energy is a priority. Adding more green areas.

Solar panels maybe? Community recycling

space to develop green tech

Reduce traffic. Reduce plastic .

Make property in Margate more energy efficient.

If retailers were encouraged to relocate to Margate Town Centre, it would stop people travelling to Westwood.

Encouraging the public to use and enjoy the natural beauty of the coastline increases connection with the natural world and consists mostly of very low carbon activities, walking, cycling, swimming. Throw in eco toilets, a ground source heat pump shower block (maybe?!) and lots of litter bins alongside locally sourced refreshment stands and you have a wonderful, affordable and sustainable day out for all!

Business Survey

How could the investment be used to help tackle the effects of climate change?

Reducing carbon footprint of individuals and businesses... help to improve energy efficiency e.g. advice, loans/grants, mandatory regulations strongly incentivising if not insisting on efficient energy use. Showcasing, recognising, rewarding local projects that implement energy efficiency improvements - a local green badge of honour.

Reduce the need for cars and promote healthier means of transport

better council recycling used recycled material to build eco housing

With the above we could create ecosystems for insects such as bees and re-introduce plants that thrive in a coastal environment. Some of the green space could be more child friendly so as to encourage a love of nature and a concern for the environment from an early age.

green everything from straws etc

Don't get me started on climate change.

Education

Invest in Recycling - there is currently no plastic recycling in Margate. The council has a real issue with waste, collection and recycling. Invest in Margate being the world leader in tackling plastic pollution by creating dedicated centres for plastic collection and recycling. You could create a sculpture to signify this out of the plastic found on the beach. As a coastal town Margate should be leading the way in education on plastic pollution and helping to solve the issue. At least give the residents opportunity to recycle their plastic and a place to put plastic that is collected on the beach. Invest in development of a product from this plastic - perhaps all street furniture in Margate could be made from recycled plastic - demonstrating that plastic waste can be put to good use. Lets be imaginative and forward thinking whilst creating practical solutions to problems.

Community based recycling initiatives; repair shops and the like. Rubbish is one of Margate's largest resources - why not make use of it, and create somewhere that can be proud of its ingenuity and resourcefulness. Support local small agriculture, allotments and community farms - allowing initiatives like Ecological Land Cooperative to encourage skills and jobs that are tied to nurturing the land and environment.

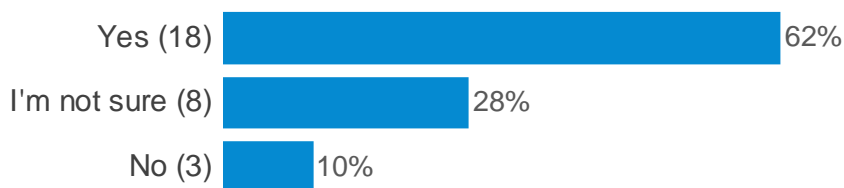
Cheap micro wind or solar power for residents and businesses. Incentives for visitors to travel to town by train or bus, Incentives for old buildings to upgrade energy efficiency wise - including business leaseholders and renters who don't currently benefit from Government schemes.

We're installing an electric car charging point soon. I think predominately Margate should focus on electric car use and reducing motorised traffic along the coast.

Make sure streets and the beaches are clean and rubbish free!

Keep up the clean beaches campaigns. Separate pedestrian/cycle lanes on our pathways especially with the introduction of electric scooters.

The Town Deal Board's emerging vision for Margate is '*Margate thriving 365*'. This is about creating a sustainable economy for Margate that works for people all year round. It is not just about tourism, but about a Margate which works for local people / the people that live and work here all year.

Does this vision capture the right future for Margate? Yes/No/I'm not sure

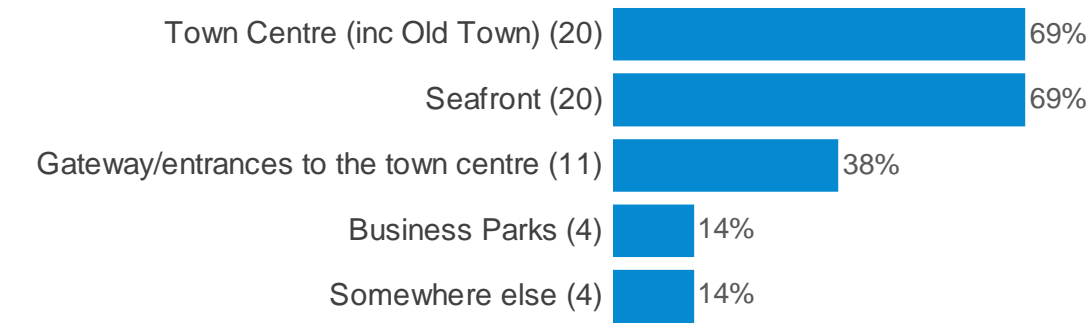
Business Survey

If ‘no’ do you have an alternative suggestion? Please bear in mind the funding rules set out in the introduction (regeneration/skills/connectivity).

yet again its a "job for the boys/girls in the club and how much can be skimmed from the top, the board is made up of privileged people who don't need the jobs, the decent pay, already i am hearing, for example the 20mph zone, if your against it you get vilified.

Everyone benefits from tourists without which Margate would be a dying crack den.

Where do you think should be the priority for investment to create economic growth? Select all that apply.



If somewhere else please write in

The Arlington Arcade area. It's been a total disgrace for years and shame on TDC for allowing it to be.

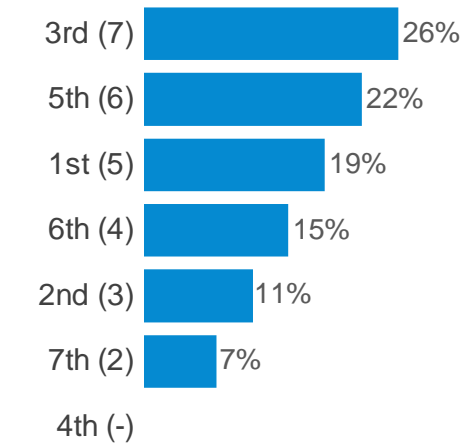
Cliftonville, from approx the Tudor house all along to the Oval lawns including Dane Park

Cliftonville

Cliftonville

The Town Deal Board has identified the following priorities. Can you rank them from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important.

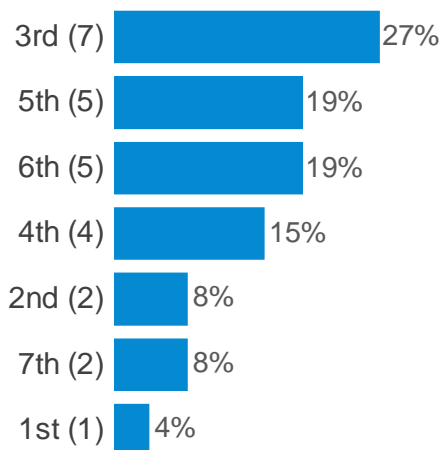
If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smart phone or tablet, please select the relevant ranking for each priority. (Job creation including higher skilled jobs, with better wages)



Business Survey

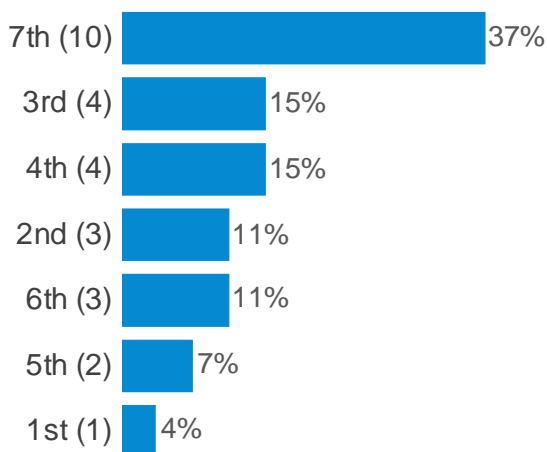
The Town Deal Board has identified the following priorities. Can you rank them from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important.

If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority.
(Creating opportunities for young people)



The Town Deal Board has identified the following priorities. Can you rank them from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important.

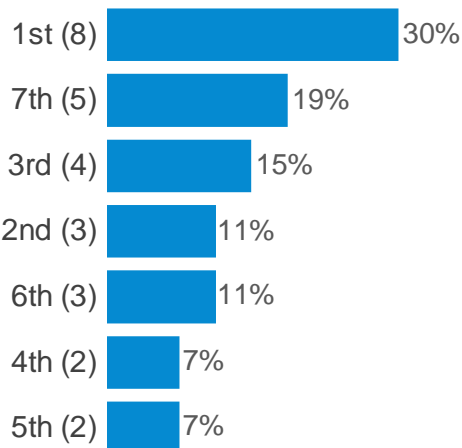
If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority.
(Supporting people to live healthier lives)



Business Survey

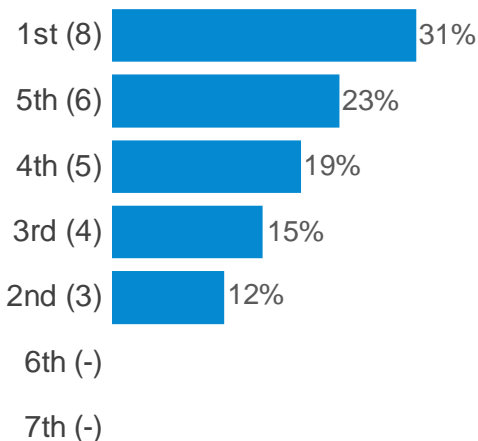
The Town Deal Board has identified the following priorities. Can you rank them from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important.

If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority.
(Tourism 365 - Giving people more reasons to visit and stay longer in Margate throughout the year)



The Town Deal Board has identified the following priorities. Can you rank them from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important.

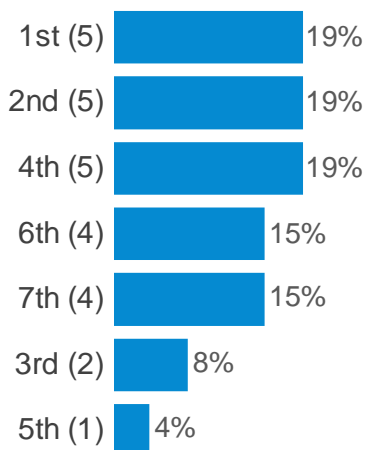
If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority. (The Public Realm – improving the quality of public space and the look and feel of Margate)



Business Survey

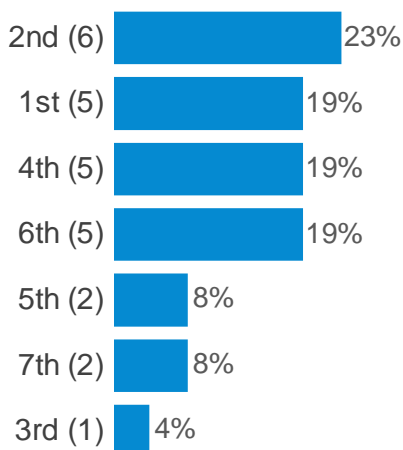
The Town Deal Board has identified the following priorities. Can you rank them from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important.

If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority. (A creative economy for Margate – building on the success of Turner Contemporary and other creative industries and projects happening in the town)



The Town Deal Board has identified the following priorities. Can you rank them from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important.

If you're viewing this survey on your laptop please drag and drop the priorities into the relevant column. On a smartphone or tablet, please select the relevant ranking for each priority. (A sustainable future – environmental and economic)



Business Survey

Is anything missing from those priorities?

Repairing our Historical buildings

More space for businesses!

Social inclusion

Better housing

Proper maintenance of buildings, both public and privately owned. I feel lots of buildings are invested in then left to rot while the investor waits for the area to improve around them so they can cash in with low risk. Restoring current stock should be prioritised above building new so the area doesn't lose it's character and valuable architectural assets. It's criminal the the Tudor House is not properly maintained, same goes for the shelters along the coastline and the Lido area. TDC planning do not enforce planning laws or make sure conservation rules are adhered to so people behave with impunity and historic details are lost forever. I put the 4th,5,6,7th in that order because I feel that if the creative economy is encouraged first then the other priorities will likely follow naturally and in that order. Tourists are the lowest priority as local people should benefit most from this investment.

Make Margate an awesome place to live, providing spaces for skilled people to work near to transport networks and near to the cultural and natural side of Margate. Google attract talent by providing incredible working environments, Margate is an incredible place to live, but there needs to be a drive to attract higher skilled people to work here - especially in my opinion technical people who may be more able to work remotely.

The form doesn't work! In order - 3, 4, 7, 6, 5, 1, 2

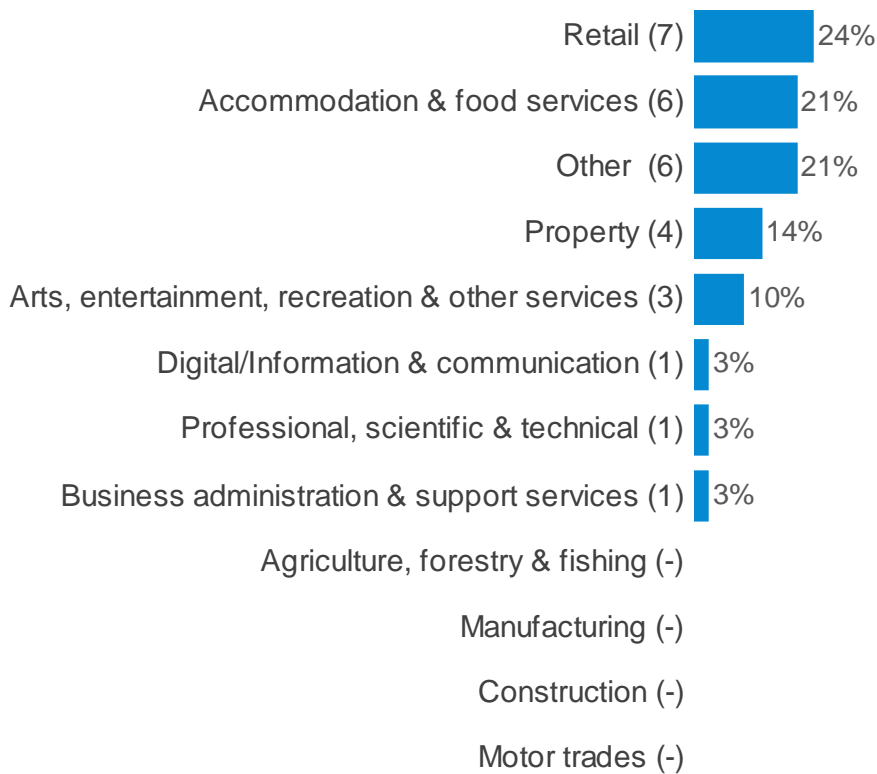
dread the seaweed clean ups and more available bins for waste upon bank holidays more public toilets that charge 20p pays for the cleaning and up keep

Regarding supporting people to live healthier lives, see my comments about the healthcare system here. It is a sticking plaster on a carotid artery that patches people up and doesn't really address issues. I would have placed it higher, but I feel that the first two issues are equally important. Also, it is great that we are a creative, arty town, but that won't sustain us long term. Margate is reinventing itself because of the Turner and the associated business that have been created because of it, but more solutions need to be found to suit a wider range of businesses.

RECYCLING - especially plastic. IMPROVING WASTE COLLECTION SERVICE - Improve refuse services for local residents. There are currently not enough bins for local residents who are not able to have their rubbish collected by the council.

They seem good - I think they are all pretty important.

Business Survey

What type of business do you run? Select one**If other please state.**

Local Advertising Magazine

Business Group

I have two businesses: cat hotel and business administration/support service

Hospitality

A 340 capacity broadcast and arts venue with a shared community workspace.

Deckchair hire

Including yourself, how many people does your business employ all year round?

2	1
2	1
1	5
2	36
One	3
32	3
2	2
3	Just me at present
9	5
2	None
3	3
2	2

Business Survey

Including yourself, how many people does your business employ all year round?

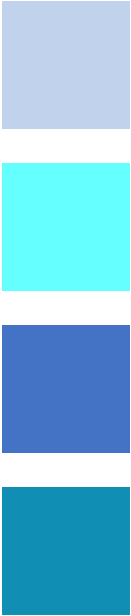
7	1
2 - but we haven't opened fully yet.	2
5	

On average, how many additional seasonal staff do you take on each year?

0	1
0	0
4/5 volunteers	0
0	no seasonal all staff we take on our permanent
None yet	5
2	None
3	0
1	3
30	2
1	0
0	We try not to.
1	0
0	6
0	0

Questionnaire Results: Third Sector

APPENDIX 7



Third Sector Survey

Third Sector Survey

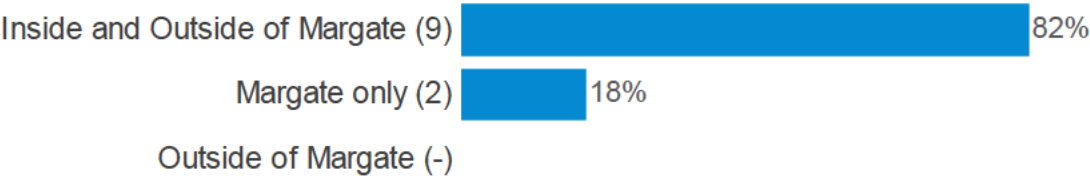
This report was generated on 15/10/20. Overall 11 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

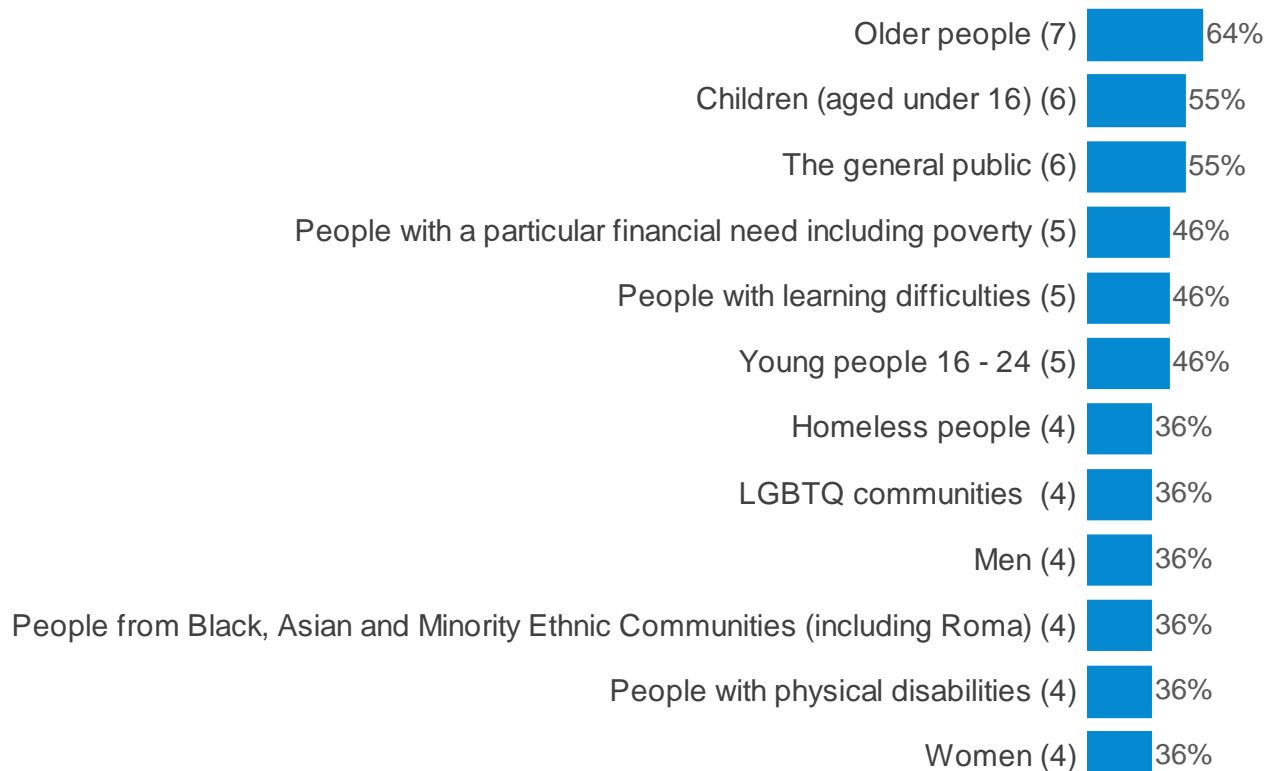
Please tell us the name of your organisation/charity?



Which area does your organisation/charity operate in?
Select one



Third Sector Survey

Which are the main people/areas your organisation is aiming to support?**Select all that apply:****If other please state.**

We are determined to be open to all the Community and would turn nobody away. At our early stage of development I cannot say which of the above would be our primary users we would hope to live up to our desire to be "for the Community, by the Community" and therefore all encompassing All.

Local Thanet Businesses

What are the specific issues in Margate that adversely affect your clients/the issues your organisation aims to address?

Lack of educational attainment, youth unemployment, poverty, social and racial exclusion.

Anyone affected by domestic abuse receives our support. Our clients are adversely affected by physical and mental harm, criminal justice failings, poverty, exclusion, a lack of affordable housing (currently being exacerbated by gentrification) and various other issues.

Based in Garlinge we are on the fringes of Margate and as such almost forgotten ? It at present appears that much thought and support is being given to Margate Central and we are stuck between them and Westgate on Sea. All we have as a community base is a Methodist Church Hall. There is little to do for both young and old. A good example of the isolation is the lack of a Sunday bus service !

Drug dealers/use lack of employment/lack of places for homeless/lack of activities for young people/lack of suitable housing for families trying to get away from difficult occupiers families. Lack of apprenticeships and work experience placements. young people and families with no aspiration

Keeping the local economy live and vibrant

Third Sector Survey

What are the specific issues in Margate that adversely affect your clients/the issues your organisation aims to address?

We are supporting clients with a range of difficulties. These range from Benefit applications, appeals and tribunals. We are also seeing more people who need help with housing issues and the threat of being made homeless. Part of this is down to high rents by private landlords. There is also a high range of people with mental health issues that have been impacted by Covid-19 to the point of safeguarding requirements. Poverty is another area and we are supporting people with their financial difficulties and making sure they can manage their debt.

ease of using public transport. poor street lighting at night, fearful of leaving homes or being out too late in the dark winter evenings. Difficulty engaging with minority groups Succinct information and advice

Poverty. Disempowerment. Addiction. Isolation. Disconnection.

lack of communication, transparency and understanding

we run several groups that reach out to people suffering with dependencys, financial issues, benefits, job applications, interviews and those needing to be connected to community.

Helping the people aged over 45 back into work or training.

What are the positives about Margate in terms of your clients or the issues your organisation aims to address?

Proximity, connectivity, solidarity

Sorry! Don't understand the question? having an organisation like Oasis is very positive! The fab community support the organisation gets is very positive!

It seems evident that Margate is indeed on an upward spiral it would be more than beneficial to see Garlinge part of this. Although we are based in Garlinge we would hope to be able to look " outwards " not only for support but also participation.

Londoners moving down so a mix of people and new ideas. Quarterdeck youth hub .all people working with families doing best to support

Margate has dozens of things going for it. 1) It's geographic location by the sea. 2) The fact that it has local people working tirelessly to promote the area. 3) People believe in Margate and all it has to offer.

The support that is available from being able to network with other local organisations to help support clients in a positive and proactive way.

Loneliness and isolation. Dementia support is critical

Desire to change for the better.

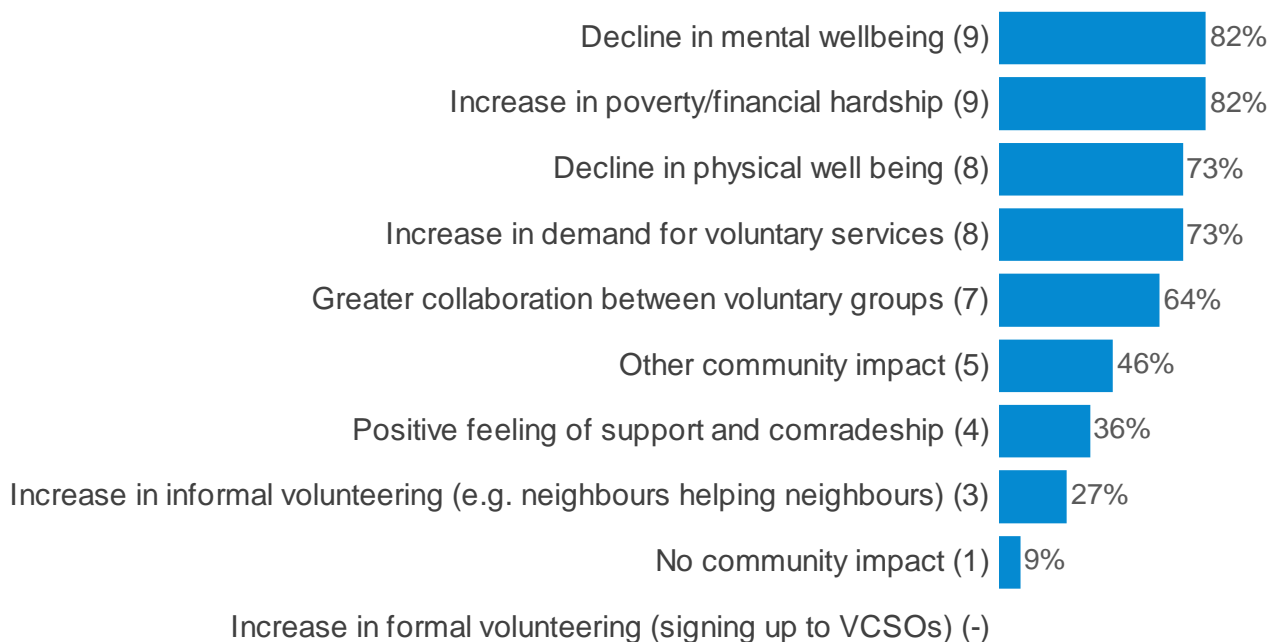
being able to keep people abreast of changes to services that helps them to understand and make informed decisions

Sadly that there are so many people that need our help and support.

Lots of older people around that need the help.

Third Sector Survey

What is happening within the communities you serve as a result of COVID-19? Please select all that apply.



If other please write in.

margate has several very different communities, the well off that have moved from London, ethnic groups, and those society has passed by. This can make connecting with them all very challenging.

In the context of the Towns Fund, what one thing would you invest in that will best address the challenges your charity/organisation is set up to serve?

Skills and enterprise

A women's centre to address the needs of women in the community adversely affected, in a multitude of ways, by domestic abuse. The centre would create opportunities for support, education and personal growth for all women in this community. Oasis has been particularly successful at empowering women into self-sufficient lives through recovery and employability programmes and this centre is a strategic vision for us for women and mothers of our future generations.

We have already started and laid the groundwork for a Community Herb & Sensory Garden attached to an allotment site. This would have been ready to open in August this year if not for COVID-19. It would have been a very "simple" opening allowing the Community to access our site whenever possible and therefore see the potential it COULD offer. Investment/funding for improved access pathways and minimal solar power would be a "game changer". Pathways to allow safe access for mobility challenged users (we have purchased an All Access Chemical Toilet) and mothers with prams and young children is essential. Solar power would enable us to offer extended facilities in our cabin and converted polytunnel for groups in the evenings as well as being able to provide simple cafe facilities. In addition to our present site we are negotiating with TDC to use a large plot of overgrown scrubland at the rear and attached to our present location. Interest has been expressed by The PCC, KCC, Garlinge Scouts, Garlinge W.I. and the Community Payback Organisation in jointly developing this piece of land into a Community Park/Woodland Area and then the establishment of a Community Hub/centre. We feel that going forward there is the potential to develop a fully integrated, operable and beneficial Community Project. "Big oaks from little acorns" !

An affordable option for young people to engage in that they want. Apprenticeships

All of the above.

Third Sector Survey

In the context of the Towns Fund, what one thing would you invest in that will best address the challenges your charity/organisation is set up to serve?

A local hub that would be available to the general public and a great networking team of organisations that would be able to meet the public's needs on a day to day basis - a one stop shop where everything is under one roof.

Connectivity

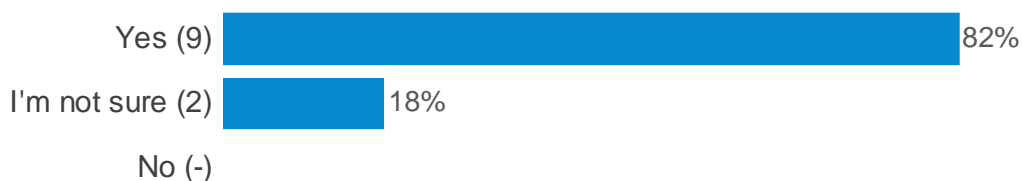
In recent years, we have found great success in working with an external funder to build 'The Corner' - a new community building in the deprived Newington and Northwood area of Ramsgate. see www.thecorner.org.uk This new community building now houses our own growing work in Ramsgate, and also provides a base for many other organisations and groups. We would love the opportunity to replicate our very successful model and build a community building in the Cliftonville area of Margate.

centre that can be shared with third sector organisations so information can be delivered.

Urban regeneration. We have a vast amount of people needing somewhere to go to find communities

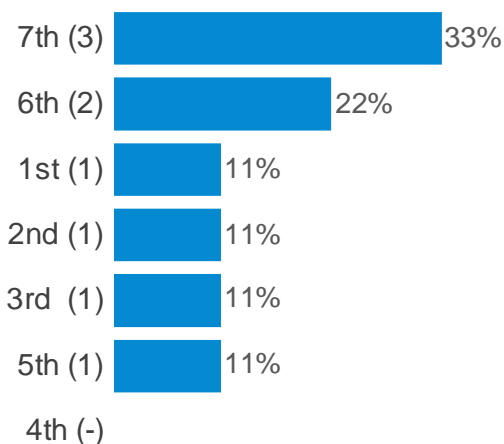
We need to meet with participants and clients in a public space we used to use the libraries but they are not open to more than one person at a time now. Municipal building space - I would go for the middle one above.

The Town Deal Board's emerging vision for Margate is '*Margate thriving 365*'. This is about creating a sustainable economy for Margate that works for people all year round. It is not just about tourism, but about a Margate which works for local people / the people that live here all year.

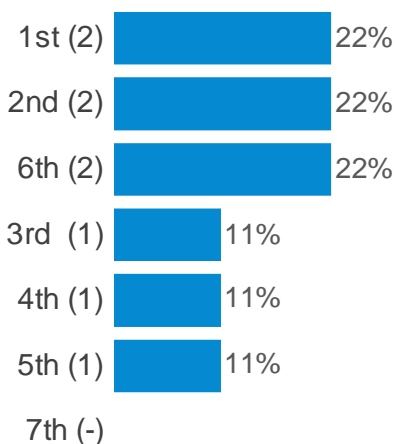
Does this vision capture the right future for Margate? Yes/No

Third Sector Survey

From the perspective of your organisation, can you please rank the following priorities from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (A creative economy for Margate – building on the success of the Turner and other creative industries and projects happening in the town)

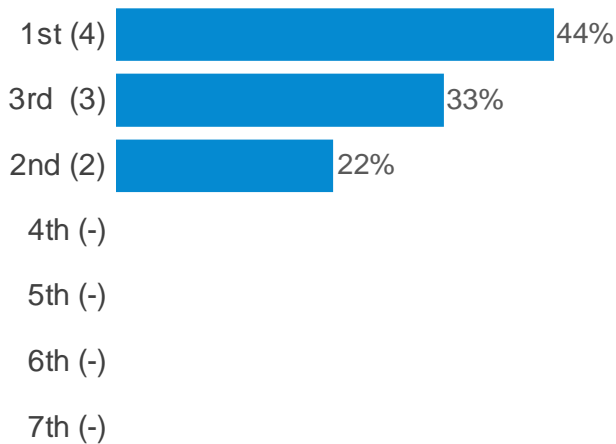


From the perspective of your organisation, can you please rank the following priorities from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (A sustainable future – environmental and economic)

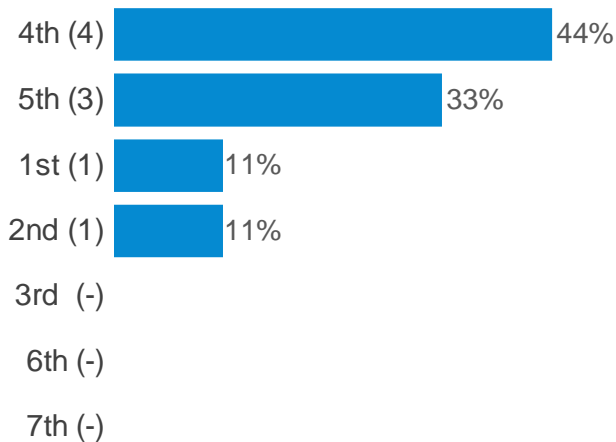


Third Sector Survey

From the perspective of your organisation, can you please rank the following priorities from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Creating opportunities for young people)

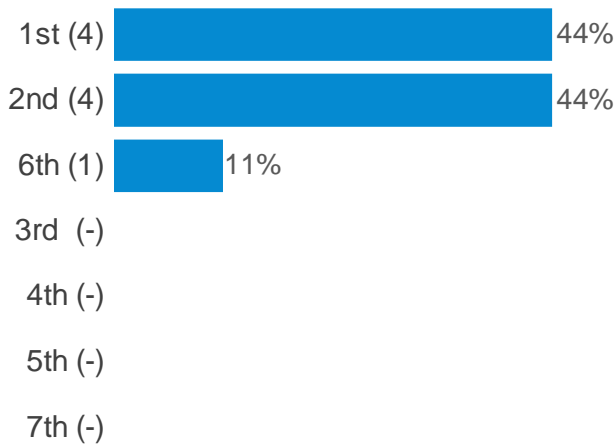


From the perspective of your organisation, can you please rank the following priorities from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Job creation including higher skilled jobs, with better wages)

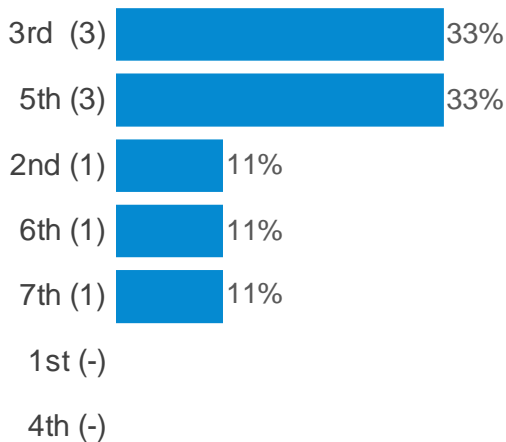


Third Sector Survey

From the perspective of your organisation, can you please rank the following priorities from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Supporting people to live healthy lives)

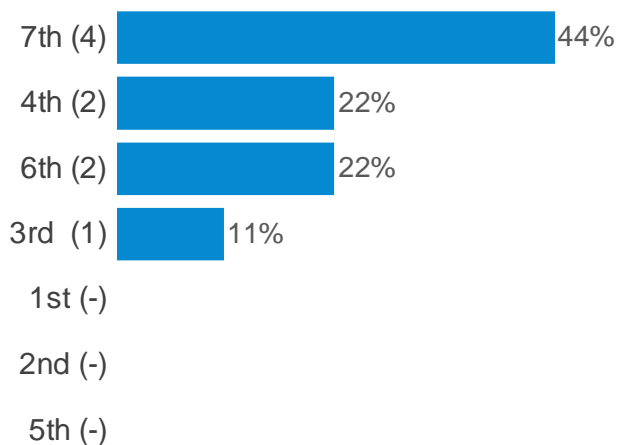


From the perspective of your organisation, can you please rank the following priorities from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (The Public Realm – improving the quality of public space and the look and feel of Margate)



Third Sector Survey

From the perspective of your organisation, can you please rank the following priorities from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Tourism 365 - Giving people more reasons to visit and stay longer in Margate throughout the year)



Is anything missing from those priorities? Write in

Ensuring that those with lower incomes/ poorer life chances are not pushed out of a regenerating area because of house prices/ second homeownership.

Creating sustainable regeneration for the future generations

I wasn't able to get my figures into the above list so here they are, with the Top one in the list, A creative economy etc. being number 1 and the bottom one on the list, Tourism 365, being number 7. By answers read. 1, 3, 2, 4, 7, 6, 5

The importance of the local authority, parish councils and town councils work with what our charity and its projects provide. For example Kent Coast Volunteering specialises in recruiting and providing volunteers for many different needs and we seem to be invisible and when we stepped forward and our skills were used as part of the Volunteer in your community part of the TDC volunteer for covid they did not help us to become more visible.

Would your organisation like to take part in further community engagement about the Town Deal?



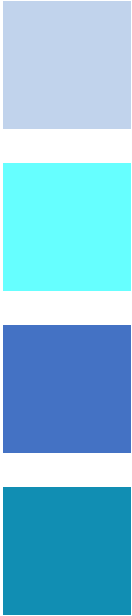
Questionnaire Results: Young People

APPENDIX 8



East Kent College Students

APPENDIX 8



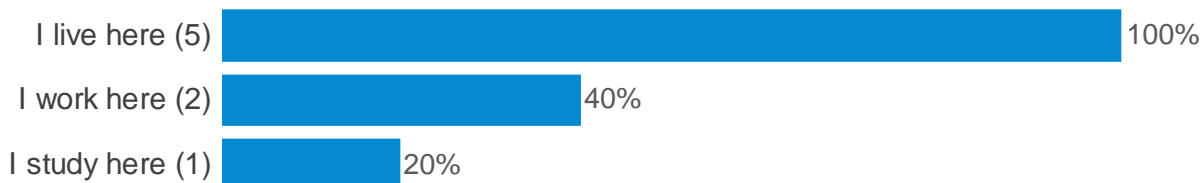
Margate Town Deal

Margate Town Deal

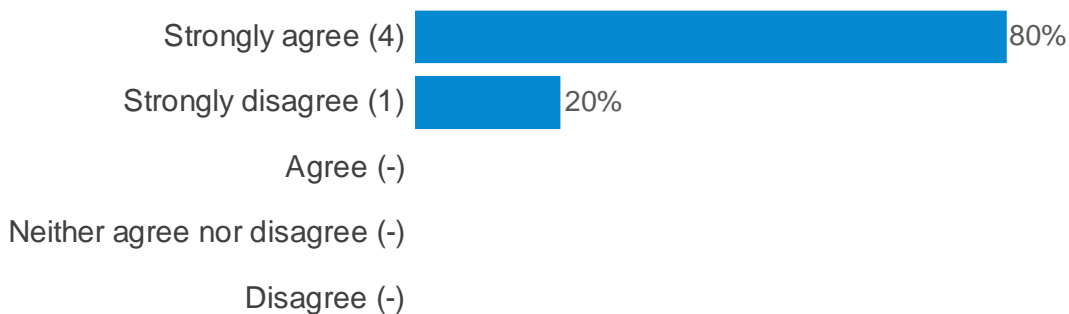
This report was generated on 15/10/20. Overall 5 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

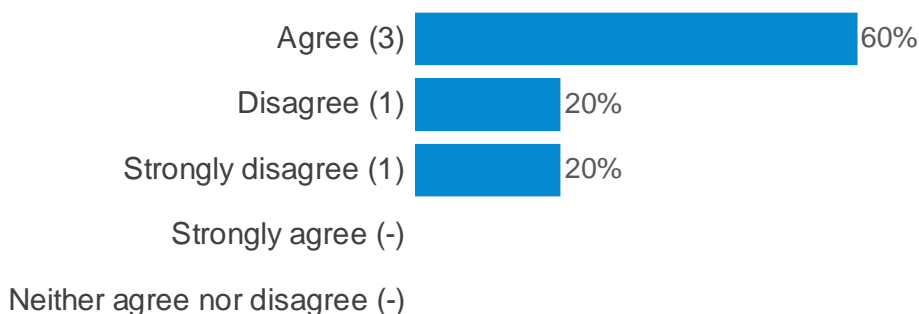
What is your connection with Margate? Select all that apply



Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (I have lived in and around Margate most of my life and have strong associations with it)

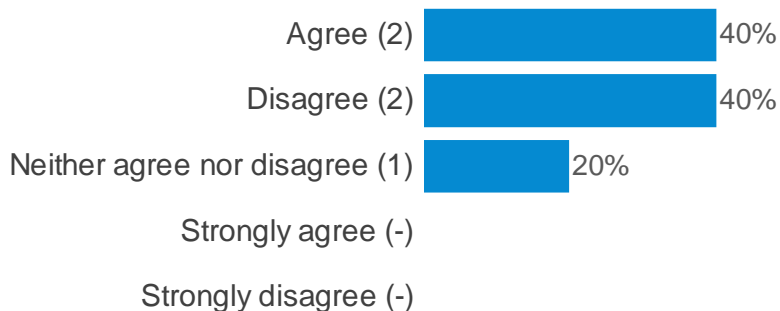


Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (I am proud of living in Margate)

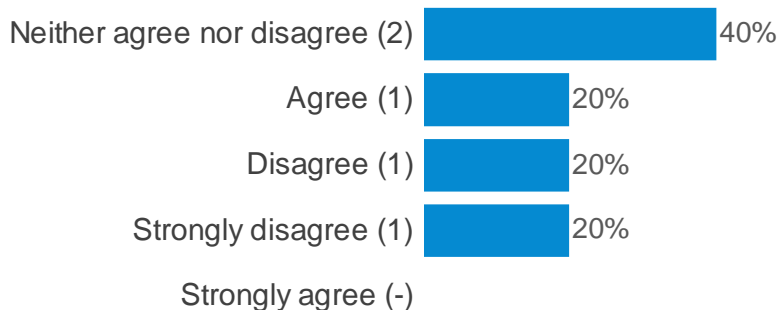


Margate Town Deal

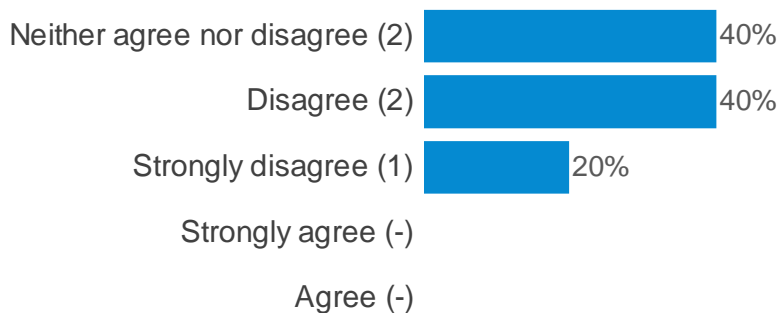
Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a welcoming and friendly place to live)



Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a good place to bring up a family)

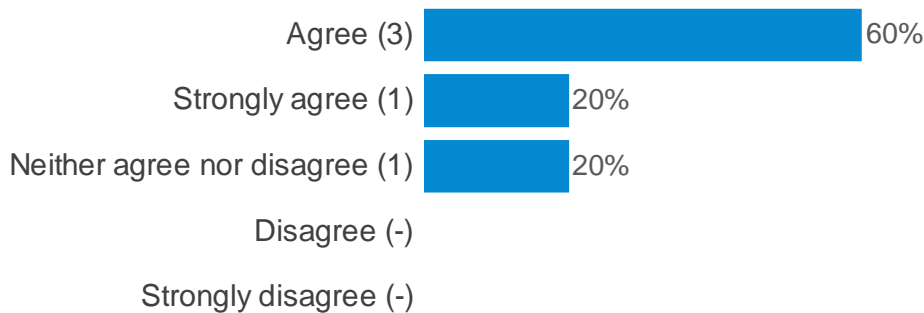


Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a great place for children and young people)

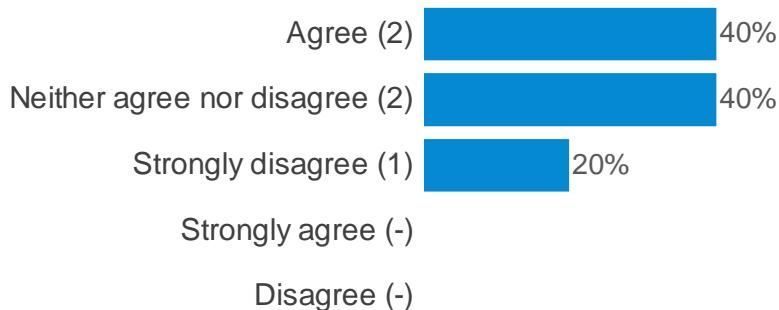


Margate Town Deal

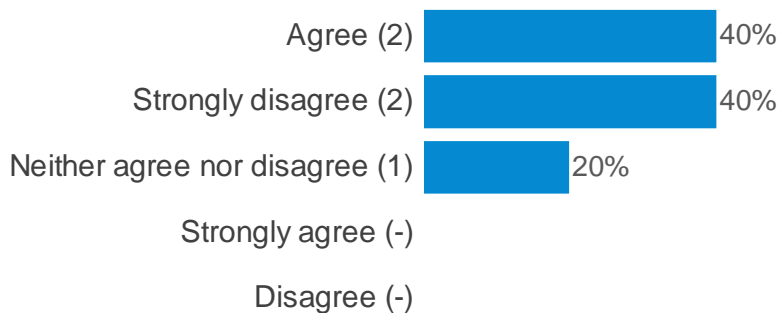
Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a great place to visit)



Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a great place to live)



Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a great place to work)



In a few words, what makes Margate special?

Being the main sea front town in Thanet with the turner and a selections of cafe,bars and restaurants

The creativity of Margate, the nostalgia, and being on the coast yet still being a transport link to places like London.

I like the history, i.e - Dreamland, the beaches are a lovely place to spend the day, there are some beautiful pubs and restaurants and the art and popular culture scene is thriving.

It's beaches and seafront are the main part of Margate

The beautiful beach.

What don't you like about it?

- The Quality Of Life. Needs to be more facilities for people.
- There's a lot of deprivation and closed/empty shops and some areas seem unwelcoming. There's also not much to do socially like clubs. In winter it is pretty dead.
- There is an anti-immigrant/racist mentality present in local media, politicians and those born and bred here. This makes for a hostile and uncomfortable atmosphere, and white silence has allowed for these racist and offensive opinions to circulate. There's a large homeless problem. Drugs and crime are rife in certain areas of Margate. And the town is becoming victim to county lines drug pushing.
- As you move further into Margate it gets worse, however over recent years it has got better with more wealth moving into the area
- Too many drug dealers, litter everywhere, dangerous youths on the streets, council not spending money on things, broken places

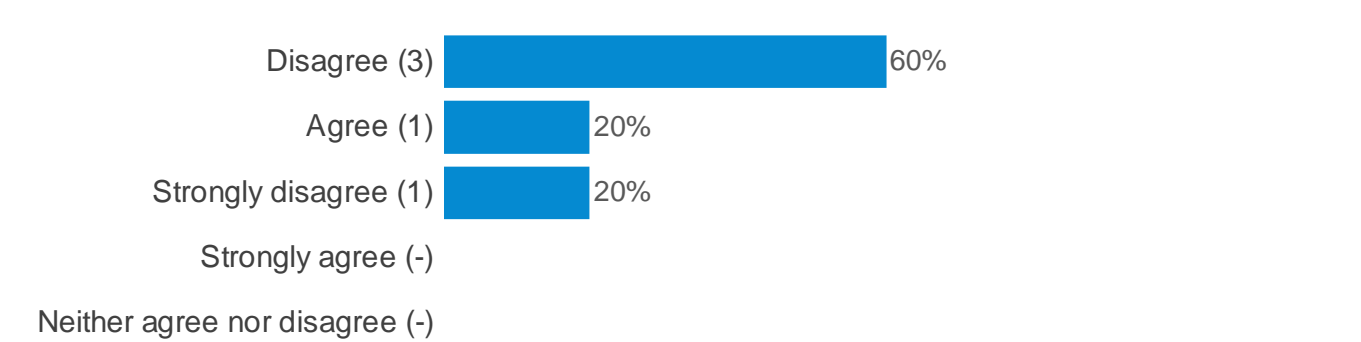
Which three words would you use to describe how you think visitors see it?

- Seaside,unpleasant,under developed
- Nostalgic, arty, deprived.
- Quaint, cute, old-town
- If they stick to the coast then its excellent with a mix of pubs, clubs and restaurants. With an amazing night life
- Delightful yet disappointing

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

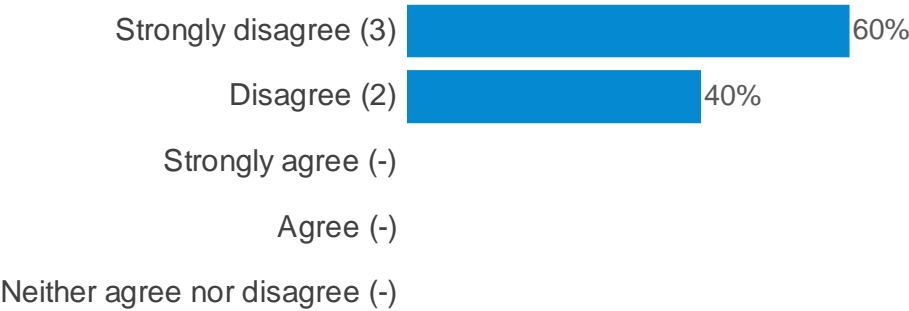
- Broadstairs. Offer all types of things to do aswell being more pleasant
- I think a place like Barcelona is a great example of combining a beachside city (or town in Margate's case) which keeps its 'flavour' and heritage but is also bustling and modern. A way of combining city life and seaside life.
- I would like Margate to be more like New York: culturally diverse, accepting and promoting learning about everyone's cultures.
- I generally think Margate needs to stay unique but keep coming up and getting better with more wealth moving in but stick to its roots
- I want Margate to be more like Devon as there is more chances for young people to be involved.

How far do you agree with the following? (Margate has good places to just hang out and socialise)

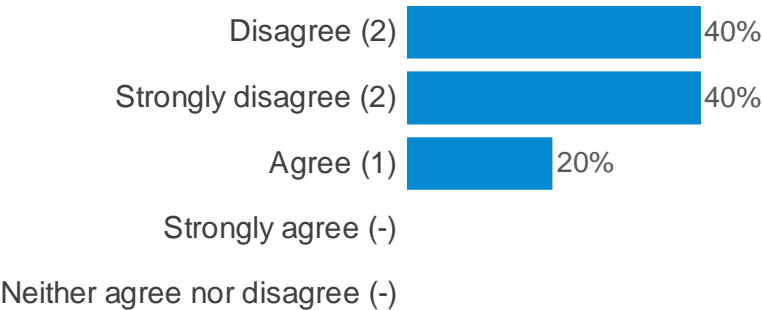


Margate Town Deal

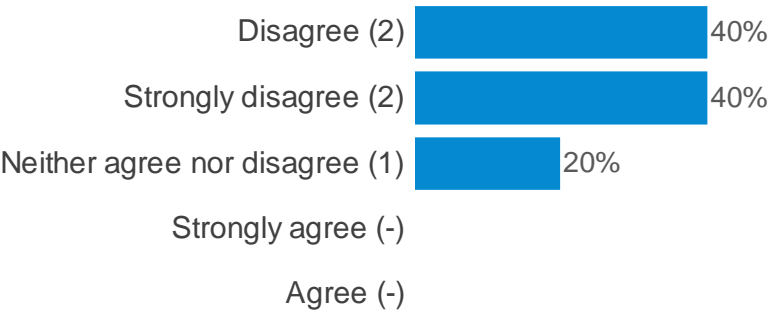
How far do you agree with the following? (In Margate I can build the skills and qualifications that I will need for a good job)



How far do you agree with the following? (I want to live in Margate when I'm older)

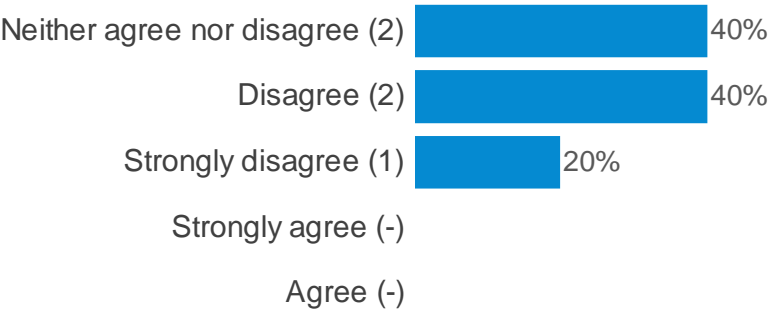


How far do you agree with the following? (There are lots of things for young people to do in Margate)

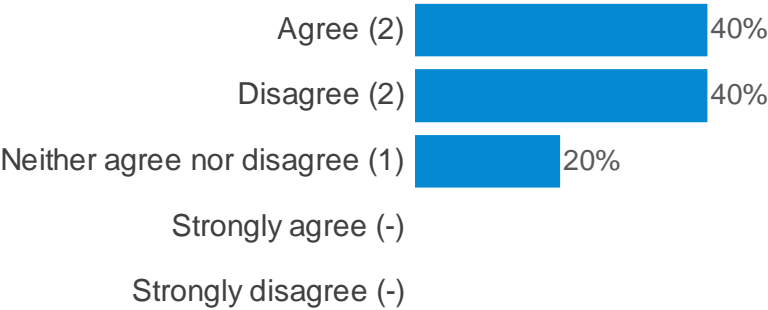


Margate Town Deal

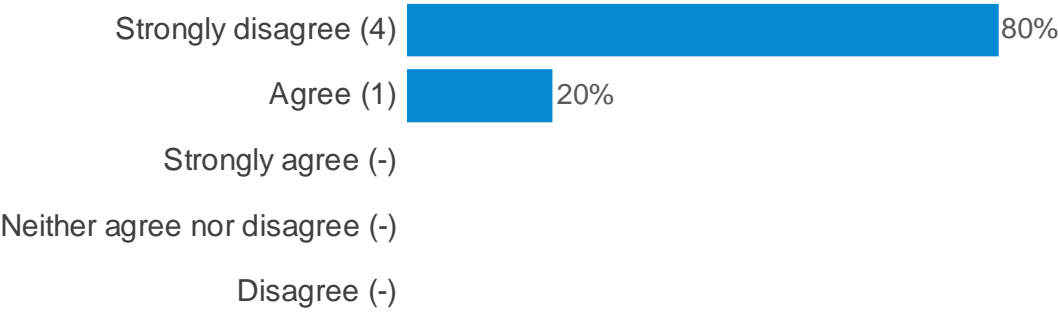
How far do you agree with the following? (There are plenty of things for me to do outdoors in my spare time)



How far do you agree with the following? (There are enough health and fitness facilities to help improve my health and wellbeing)



How far do you agree with the following? (There are good job prospects for young people in Margate)



Do you feel safe in Margate?



Margate Town Deal

If 'no', why is that? Select all that apply**Are there particular places in Margate where more could be done to improve your feeling of safety?**

More security on the sea front

For me I feel safe with lots of people around particularly in the day time. But at night or by myself it can feel unsafe, in areas where there's empty buildings and not many people and the train station can have antisocial behaviour. I think when you move away from 'old town' you may feel a bit more unsafe particularly if you're a tourist.

I feel safe within the Palm Bay community in which I live, but in terms of the centre of Margate, you're more likely to see fights, catcalling at the train stations (i.e - women being harassed by men). At the train station, there needs to be staff on the platforms ensuring everyone is safe and those who are travelling alone are not being harassed. On the beach there's needs to be qualified police, not non-chalant security, spread across the beach especially in times of tourism making sure the beach is safe for all.

Everywhere, especially wide streets the lights are too dark, walking down them is scary at night because you cannot see what is ahead of you

Cecil square, Northdown road, millmead.

Margate Town Deal

What one thing would you invest in that will most improve Margate for your generation over the next five years?

- Nicer Facilities/public areas
- Transforming empty spaces in to hubs which include more shops, more places that host courses for education and fun, clubs and social centres. People want to go out and do stuff and there's not much to do in Margate except for bars.
- Building - turning abandoned, decrepit properties into thriving centres of learning, socialising and cultural education for everyone of Margate to enjoy, i.e- People Dem Collective Cultural Centre!!
- More housing and schools, especially a proper college other than broadstairs.
- Better student opportunities/discounts as things are expensive.

How could the investment be used to help tackle the effects of climate change?

- N/A
- I think awareness is a big issue. Maybe even encouraging people to be more sustainable by subsidising reusable cups/cutlery/vegan recipes etc. Cycle hire. More recycling and litter places especially along the beach.
- Put money into ensuring that all businesses use sustainable materials, and recycle anything that they're able to.
- A better park, dane Park is big but feels neglected, it needs to be advertised more and have more of a family orientation
- You could encourage students to do things that help the town (litter picking, trimming bushes/hedges, rehoming animals) and reward them with student exclusives.

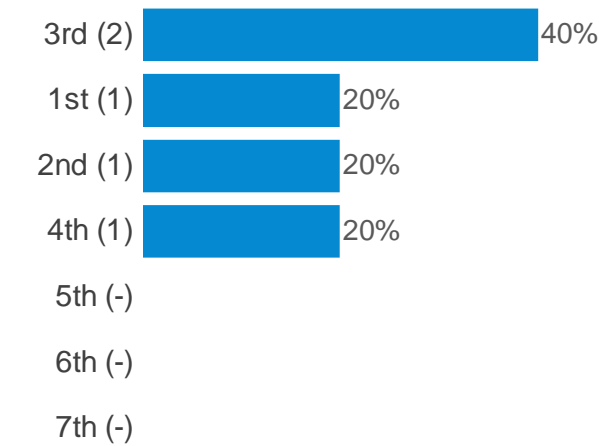
The Town Deal Board's emerging vision for Margate is 'Margate thriving 365'. This is about creating a sustainable economy for Margate that works for people all year round. It is not just about tourism, but about a Margate which works for local people / the people that live, study and work here all year.

Does this emerging vision capture the right future for Margate?

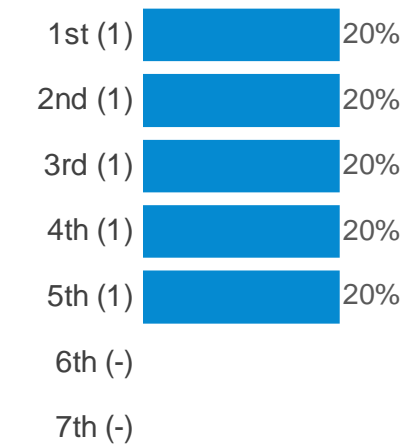


Margate Town Deal

Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Job creation including higher skilled jobs, with better wages)

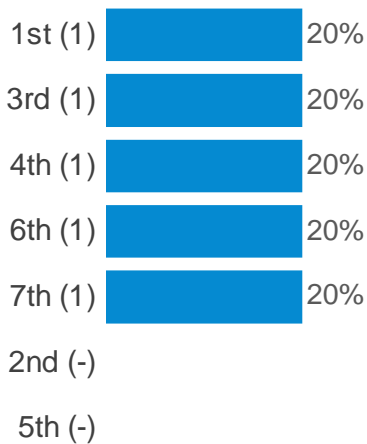


Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Creating opportunities for young people)

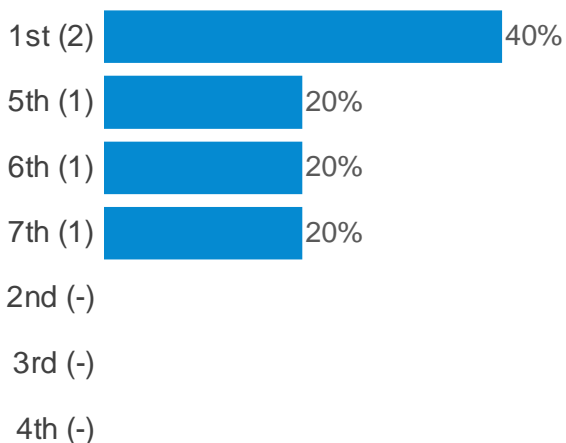


Margate Town Deal

Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Supporting people to live healthier lives)

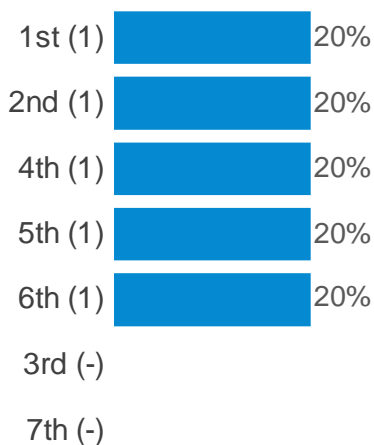


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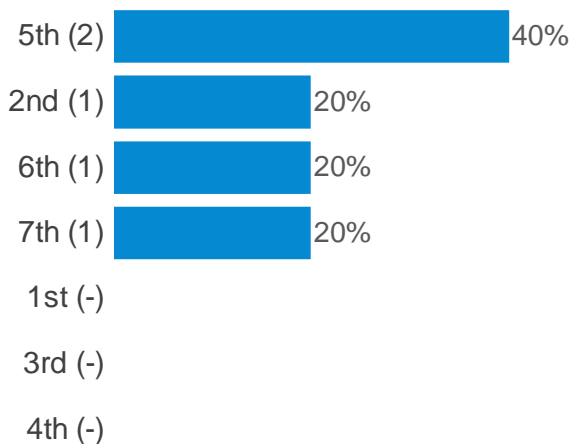


Margate Town Deal

Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (The Public Realm – improving the quality of public space and the look and feel of Margate)

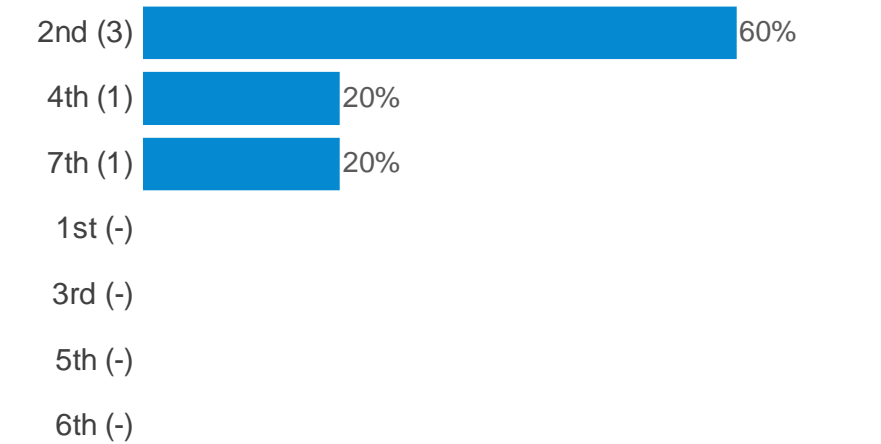


Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (A creative economy for Margate – building on the success of Turner Contemporary and other creative industries and projects happening in the town)



Margate Town Deal

Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (A sustainable future – environmental and economic)

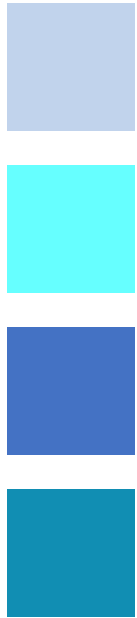


Is anything missing from those priorities?

- No
- Improving public transport and access to mental health services.
- Cultural education - teaching about systemic racism in insitutions.

Website responses

APPENDIX 8



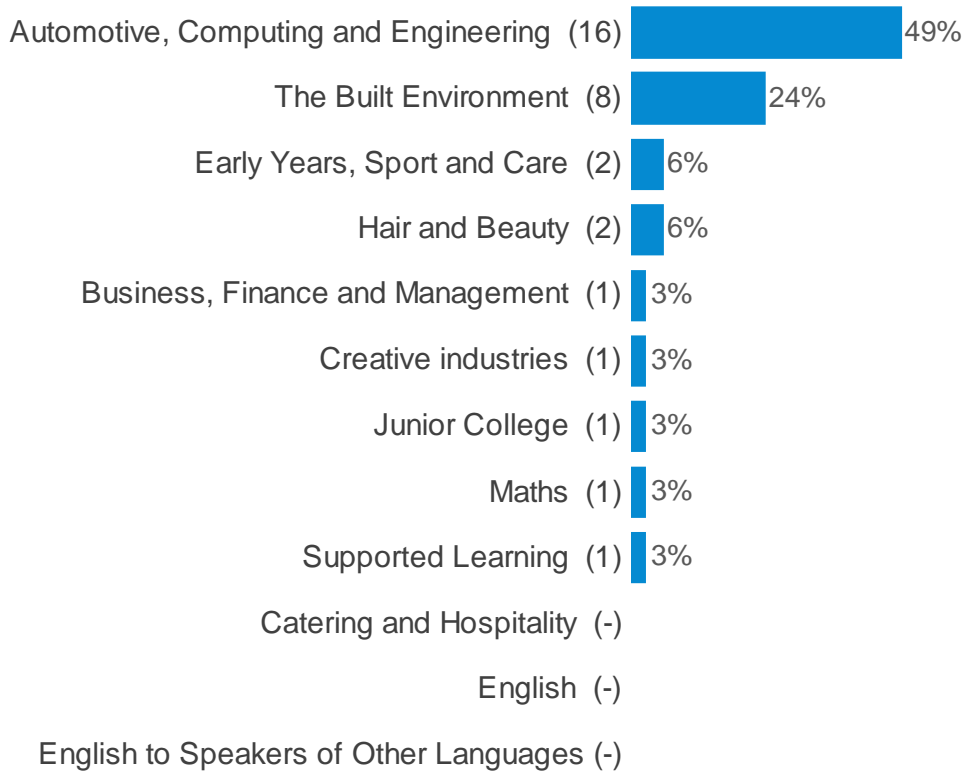
Margate Town Deal

Margate Town Deal

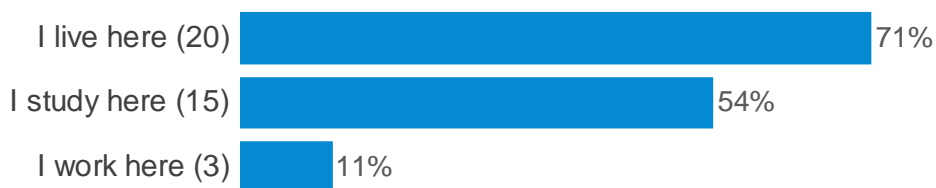
This report was generated on 08/10/20. Overall 33 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

What are you studying?

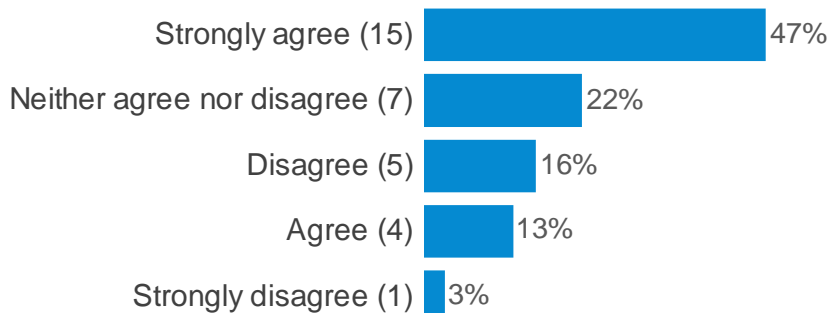


What is your connection with Margate? Select all that apply

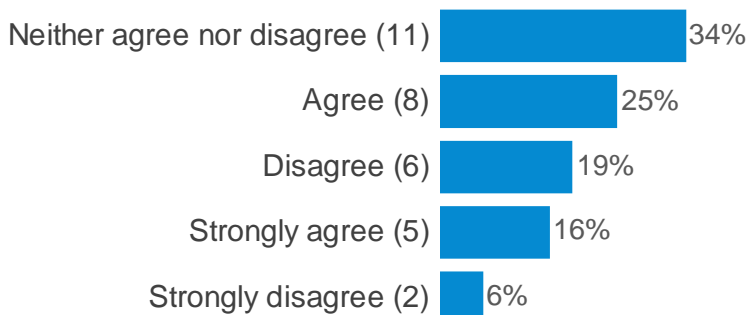


Margate Town Deal

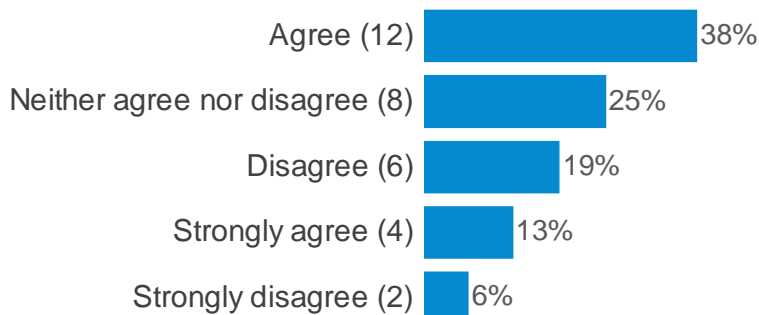
Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (I have lived in and around Margate most of my life and have strong associations with it)



Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (I am proud of living in Margate)

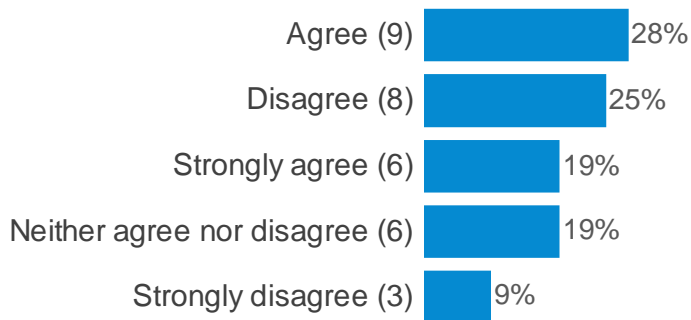


Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a welcoming and friendly place to live)

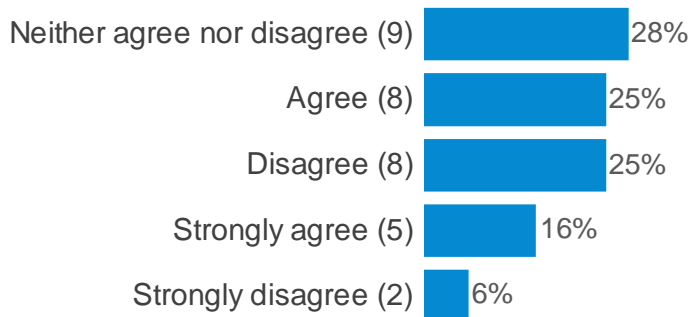


Margate Town Deal

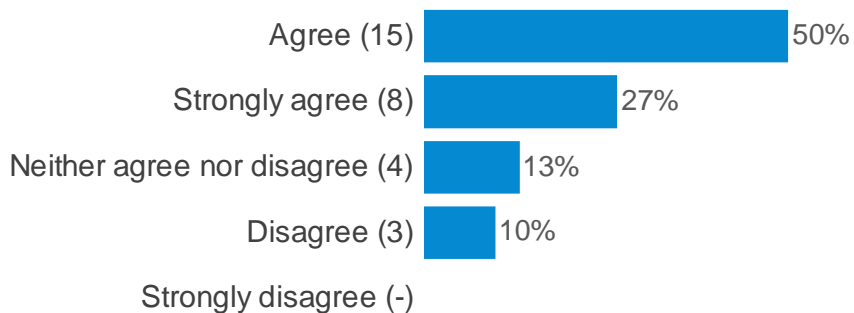
Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a good place to bring up a family)



Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a great place for children and young people)

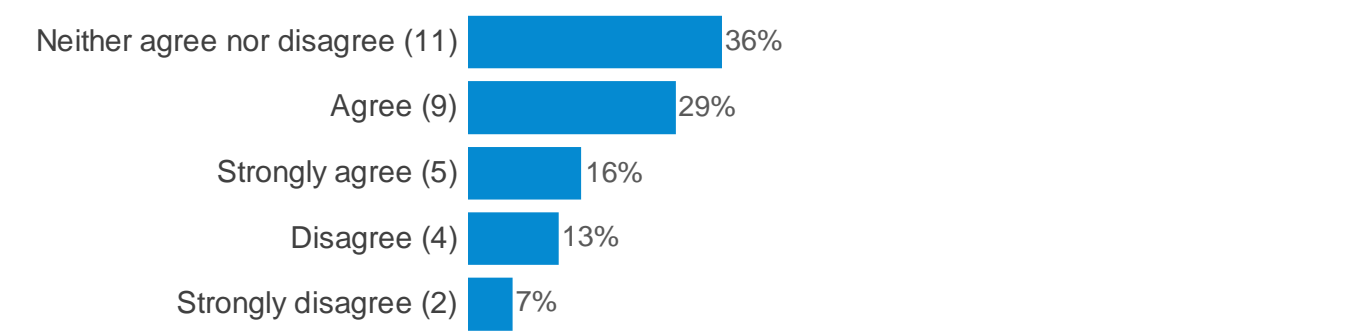


Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a great place to visit)

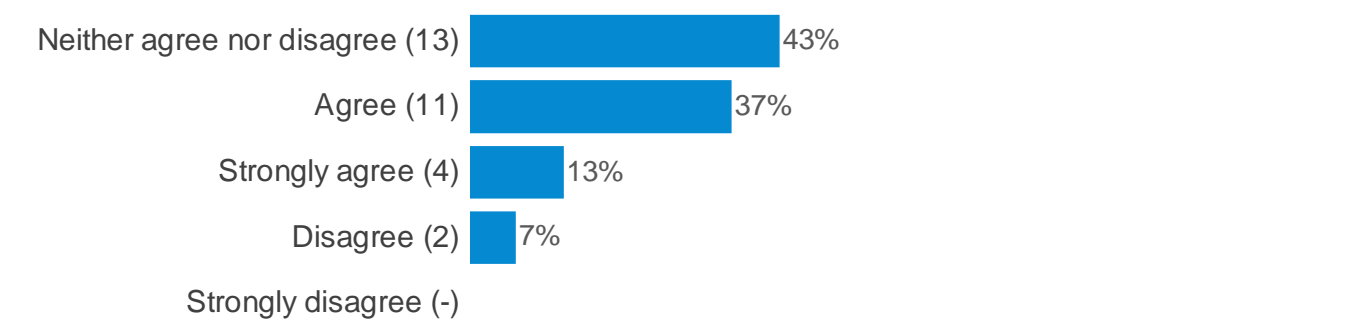


Margate Town Deal

Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a great place to live)



Thinking about how you feel about Margate, how far do you agree or disagree with the following statements. (Margate is a great place to work)



In a few words, what makes Margate special?

- How little decent shops there are
- The beaches, as they are beautiful and easy to get to.
- Beautiful coastline and parks
- The Turner Contemporary, restaurants, the beach, arcades and parks
- the beach and the attractions it has to offer
- the beach and dreamland
- dreamland and is beach.
- Good place for tourists
- The old town and tourist attractions such as; the beach and the sea front, dreamland and the turner gallery.
- It has a great beach and many other attractions.
- Its high street and dream land
- it has a big beach for families to visit, as well as lots of cafes and places to grab drinks, its a tourist attraction due to dreamland and has lots of things to entertain kids, also good for the adults with the historic places and back roads with cafes and bars, so there is lots to do
- Dreamland
- Margate is fully of things to do going from things such as the arcade beach dreamland or skateparks even popping into town

Margate Town Deal

In a few words, what makes Margate special?

The arcades and beach are a great for people to visit if they are on a holiday or just to visit if they live in the area.

It is a very unique and quirky place it has lots of different things to do such as the shell grotto and also turner contemporary and if you aren't into those things you got dreamland theme park also

Margate is the home of dreamland and the amazing seafront along side it,sunset views from margate is special

The beach is very good and attracts lots of people. And dreamland is a good and fun theme park

The beaches, the people are friendly and there is a lot to do.

The People, all the people living of benefits and the rest.

Just the fact that it's by the sea side and family friendly places like Dreamland

beach

Margate is special due to its people; there is a great amount of diversity and acceptance. Beaches, parks and most green areas are lovely to spend time in. There is also great places of historic and culture to visit.

Nice beach, lots of amusements and attractions

The freaks and weirdos

The Turner centre, the beach and arcades!

It has a lovely seaside and a couple of fantastic restaurants.

History and cultrure

Its near Broadstairs. It also has some nice beaches, though Broadstairs beaches are better.

What don't you like about it?

Margate highstreet is unsafe and most of the shops are shut anyway

Parts of margate aren't very safe, such as a few parks due to incidents that have happened previously, like drugs for example.

The local council show no care towards the preservation of Margate. They allow trees to be chopped down wholesale to allow the building of soul-less housing.

Some of the people are not very friendly to be around There's too much litter and there is a lot of dog poo. Some places should offer a discounted rate for local people e.g. Dreamland

the beach and attractions that it has

the town isn't the best, should have more clothing shops like nike, jd, adidas

its always covered in litter makes it look dirty

The People

I don't like how one side of Margate is really nice and well looked after (The Old Town) and then a five minute walk down to the town centre and the high street and it just becomes a place you want to stay clear of, just because of the state of it litter everywhere and the type of people that usually sit up there it can feel a bit threatening or uncomfortable, whereas the old town feels welcoming and inviting.

Some places are not very clean.

mostly the people, never feel safe walking around

there is alot of trouble usually there due to other people coming down from other areas and not treating with respect, with i feel could be policed better to show people how to treat people home town

The roads and mess

The beach is just great

Margate Town Deal

What don't you like about it?

Some of the people that live there give it a bad name because of the way that they act And the bad things that they do there.

It's a friendly and welcoming place and has lots to do

some people can be hostile and rude

I like dreamland the arcades at the front of the main sands and the bowling ally

The grottness, the dog mess and rubbish along the pavements. The high street and dreamland need development.

where do i start

Chip shops...not enough salt

dirty, deprived parts of Margate

I feel like the number of homeless has increased greatly within Margate and other areas of Thanet and feel that more help needs to be put in place. Although I know about there are teams in the area (mind,trust,shelter,salvation army,council) I believe more help needs to be given to these teams. Also a place for children/young to gather; a youth club that charges little and gives the children a place to learn new skills, get help with problems- a safe place so they are not just hanging around on the streets; especially In the colder seasons.

Not a very good town

It is very crowded in a lot of areas and can be very dodgy at times especially during the night.

The nasty people who live there.

The amount of people who don't appreciate it

There are a lot of drunks, a lot of loud noise and is filled with bars and cafe's

littering and general dirtiness

Uhhmm, there isn't really a lot to do in Margate in other than the beaches. Its fine for tourist but for locals its pretty boring. You need to make your own fun. Also Broadstairs is better and Ramsgate has a harbor and spoons.

Which three words would you use to describe how you think visitors see it?

Trendy, Rough, Beach

Full, enjoyable, exciting

Needs more green.

Dirty Busy Good

beautiful , exciting , fun

good location for tourists to visit

social,fun yet dirty

i don't know

Run down. lovely

beach busy happening

wheres my wallet

Friendly, Sociable, Entertaining

Old messy and poor

Eventful cool interesting

I think that they would see Margate as fun, different and a great place to be.

Unique, quirky , colourful

Margate Town Deal

Which three words would you use to describe how you think visitors see it?

Enjoyable, fun, scenic

Fun , relaxing, joyful

Grotty, coastal, holiday.

unforgiving, depressing, intriguing

Clam, family & sea

seaside,

Cultural , Fun, Lively

Fun, exciting, sightly

crowded, unclean and impoverished.

No idea.

Bright, busy, unique

Beaches, Cinema's, Restaurants

Untidy, strange, has potential

Broadstairs abit better

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

Not sure.

I would like Margate to be as it is, but with more green space that is well monitored either by police or cctv, preferably both.

Ramsgate because it feels safer and there's more to do

London

deal, its clean people are always helpful still social and fun to. its more the litter that bothers me

broadstairs

Brighton. as it is just a proper seaside place sunny happy and all positive an enjoyable place to be and a place to be proud of!

IDK margate is pretty good

Ramsgate due to the variety of options available for leisurely activity

cyprus, as they have alot of control on there beaches and stuff, as well as more activities like jetskiing and etc

Canterbury

I would like Margate to be a bit more like Whitstable the reason for this as they seem to have nicer homes

Maybe America as they have really nice shops there and Margate doesn't have many shops to go to that you could buy clothes from or accessories.

Brighton as it needs to bring more it's sea side roots back

I'd like margate to be like LA because it is bright and fun all the time

I would say Brighton because it's about the same size and I think Margate needs more shops and some more amusement Parks/ events / gyms

Cornwall - because its clean and the council and people keep the streets looking nice and respectable.

Anywhere where there is civilized people.

Whitstable just because it's nice and sometimes exciting and they have a good chip shops

Margate Town Deal

What place – in Kent, the UK or anywhere in the world – would you like Margate to be more like and why?

South West

Difficult as I feel Margate is doing well increasing tourism but still keeping it local and family friendly. Maybe a cross between Blackpool and Cornwall.

Ramsgate, the town is better

It would be nice to have Margate somewhat like Broadstairs as its a nice and clean town and is not too far from Margate.

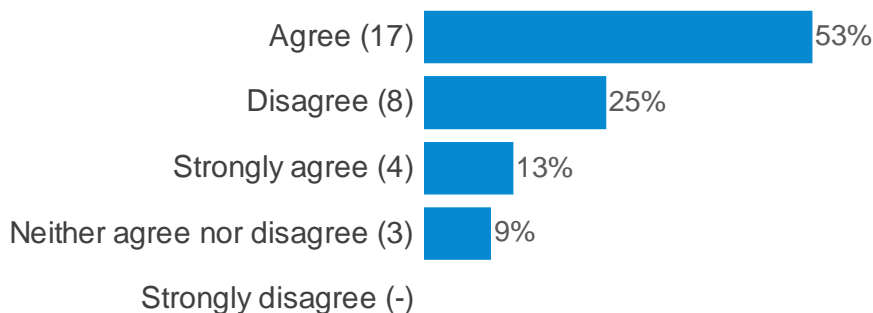
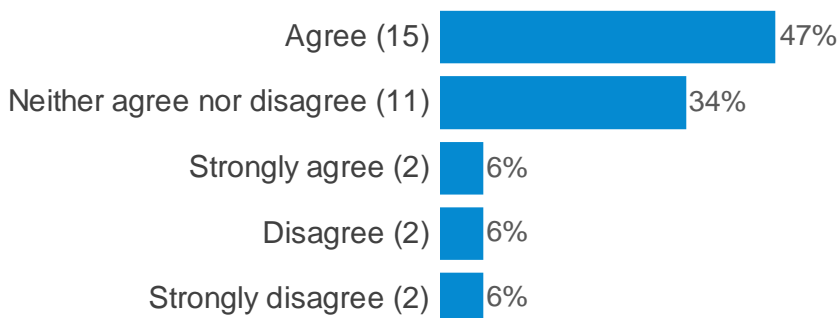
Anywhere that's nice and not got nasty Trampy, people around who spend all their time bullying and beating up other people.

Brighton

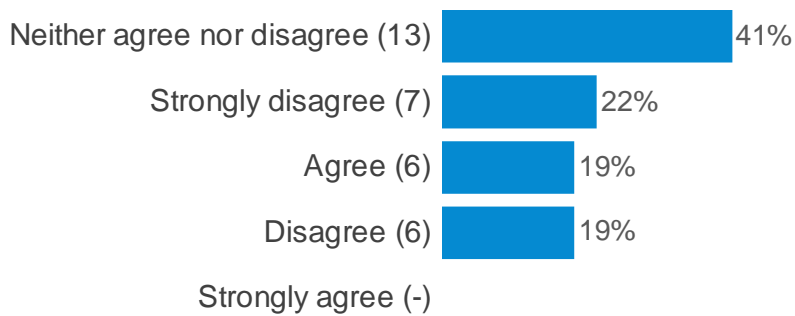
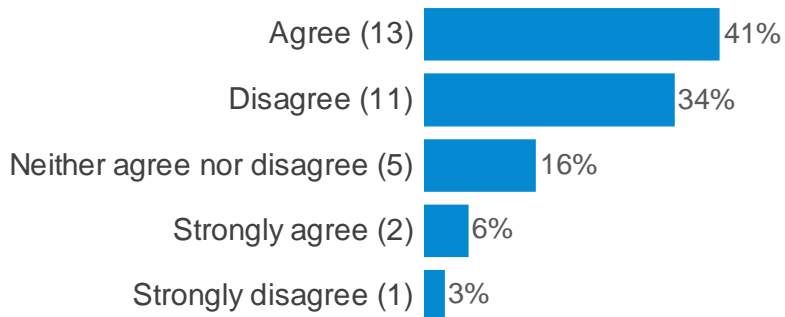
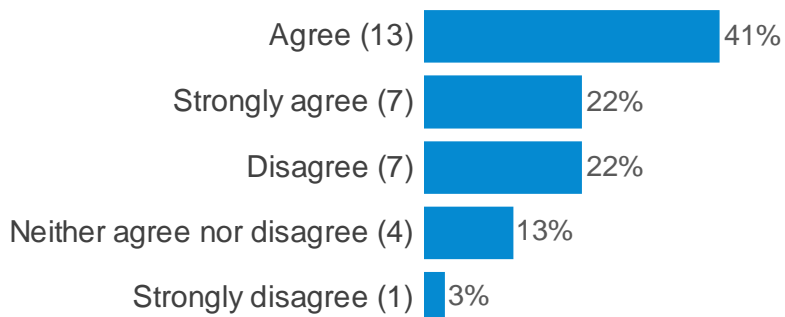
Dover because of the variety of different restaurants, also the lovely seaside sightings and ferries.

Anywhere else better

London so there can be more things to do here rather than having to travel to London or Canterbury to have a good day out for us locals

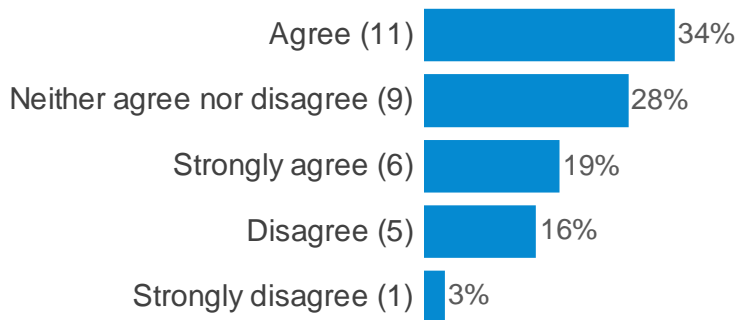
How far do you agree with the following? (Margate has good places to just hang out and socialise)**How far do you agree with the following? (In Margate I can build the skills and qualifications that I will need for a good job)**

Margate Town Deal

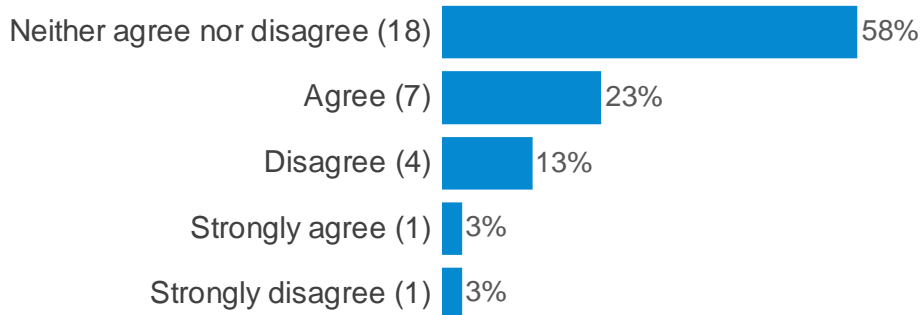
How far do you agree with the following? (I want to live in Margate when I'm older)**How far do you agree with the following? (There are lots of things for young people to do in Margate)****How far do you agree with the following? (There are plenty of things for me to do outdoors in my spare time)**

Margate Town Deal

How far do you agree with the following? (There are enough health and fitness facilities to help improve my health and wellbeing)



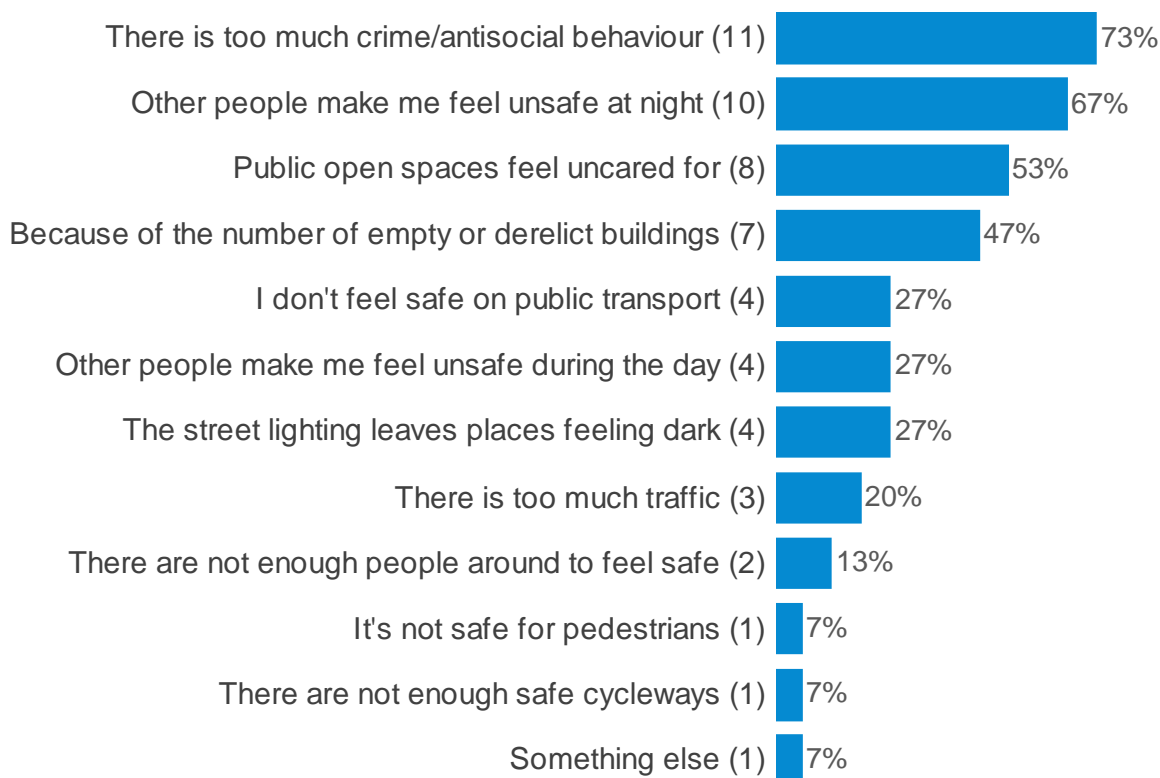
How far do you agree with the following? (There are good job prospects for young people in Margate)



Do you feel safe in Margate?



Margate Town Deal

If 'no', why is that? Select all that apply**If something else please state.**

The police is meant to protect the public, instead they attack innocent people based on their opinion instead of facts. How do you feel safe with a police system that makes you the problem in their eyes, instead of the actual criminals and people planning on ruining other peoples lives.

Are there particular places in Margate where more could be done to improve your feeling of safety?

Dane Park, Tivoli park, the lido.

CCTV and police presence

The alleyways need to be lit up

nope

beach

maybe cliftonville and the highstreet im not sure how to improve it

Beach

Cliftonville, the high street of margate and millmead.

Cliftonville

theres always shifty people in the highstreet

the front, more policing to keep people safe and to stop alot of trouble

The shelters

Maybe just cleaning the streets in general as sometimes they are not the cleanest because some people are disrespectful and litter.

In the high street it can be a little bit dodgy

Margate Town Deal

Are there particular places in Margate where more could be done to improve your feeling of safety?

Cliftonville could use some work to improve the general area

I think there should be more police patrol around the whole of Margate just in case anything happened

CCTV on the beaches/along the sea front

Yes, The Entire Cliftonville.

Hospital waiting rooms

roads off northdown road, millmead

I would not walk through Cliftonville once dark.

It's the people not the place

Cliftonville

Cliftonville, clean it up, remove the immigrants, it'll be much nicer , all the kids down there just go out to hurt and bully others.

More policing in the cliftonville area

Carlton Avenue because whenever crossing that road people never slow down so there is a very high likelihood of either being ran over or being involved in a car crash.

more lights in parks

Millmead i think. Its a mess there. Don't go to Millmead.

What one thing would you invest in that will most improve Margate for your generation over the next five years?

Less derelict buildings

More places for young people to go, after school or over the weekends for support and to make new friendships as it is very lacked in the area.

I would invest in more trees throughout the town, and ensure verges are protected from the harsh cutting that TDC employs on the grasses.

More people that can manage litter Security/police/ patrols walking around

hotels, attractions

The beach and dreamland

cleaning the litter (the beach in particular) people just drop there rubbish i feel either the bins aren't emptied enough or people are just lazy. the beach is the worst place for it. maybe some more places for young children to play clubworld seems to be the only place other than a park and clubworld is the only place indoors.

invest in the beach for more attraction from tourists etc

Urban Generation

education and high skill jobs

policing

an activity hut on the beach for children as the beach is pretty boring this would also have to come with more policing for control over it

More outdoor skate parks ect

Just clear up the beaches

I'm not sure as I think it's fine for people as it is.

More shops and more things to do like skate parks and different things

Margate Town Deal

What one thing would you invest in that will most improve Margate for your generation over the next five years?

Eco friendly environments around

Urban regeneration-planning and land use

Dreamland

Urban Regeneration, Planning and Land use.

More hospital equipment

Youth club and homeless shelter

Better shops

Have sidewalks and roads fixed properl, as you can tell the roads are not well made because their is always holes and bumps in most places. They need to use a durable drum road roller to make the roads completely flat and comfortable to drive on and will ensure all roads will last for many years.

Just improve everything, make it look newer and nicer.

Better shopping facilities

I would put more traffic lights around Broadtails because in many roads in broadtails the roads are chaotic.

provide more opportunities for young people to get jobs or involved in stuff outside of school

More sports halls and parks. Better activities for people to do at Margate as usually you have to go outside of Thanet to do anything interesting. Bring back the air show as well as that used to bring in loads of people across southern England to Margate for a weekend to have fun on the amusement park and watch the planes fly by like the red arrows or the ww2 planes. It was a very enjoyable weekend and it is a massive shame that they kept moving to the point where I don't even know if its still ongoing. So bring that back and that will bring in more domestic tourist coming back into Margate

How could the investment be used to help tackle the effects of climate change?

More rubbish bins, however more recycle bins to help reuse things that can be used again.

More trees equals more carbon being salvaged from the air, and is better for the local wildlife.

Litter picking

beach defense, mitigate flooding.

keep the beach looking nice and clean for people to visit

cleaning litter possibly planting more plants, flowers, trees and moss all these things add to clearing greenhouse gasses moss being a big one in particular that cleans it, if you build more flats put a garden on the roof. if you choose to build houses things such as solar panels would be good for renewable energy as well as wind turbines.

It will keep the beach side of Margate clean and stuff.

Hire bike centre maybe better than people driving everywhere maybe improve the public transport routes.

subsidies for people installing solar panels on their property

more money could be put into recycling

because it would provide more bins and the beaches will become cleaner due to fines in place when someone catches you littering, and a no plastic policy

Invest in solar or water power

Lest animals dying

By decreasing the amount of attractions in the same place as it attracts a lot of tourists which mean a lot of transport.

Margate Town Deal

How could the investment be used to help tackle the effects of climate change?

More eco friendly stuff

eco freindly means it is good for our area

There could be more bins placed around Margate to stop pollution and littering

Could do some campaigns to make people more aware of keeping the streets clean and the impact of rubbish and plastic in the sea.

Make Hazardless factories and power plants that dont use coal or gas, instead wind or sun.

This could strong improve and secure our current and future situations

Youth clubs are a perfect place to talk about climate issue and get younger minds thinking about the future of our worlds and what they're actions amount to. Also by having less people on the streets will reduce litter greatly as well as improving the look of Margate.

Cleaner beaches

Clean all the rubbish off the streets and the beaches consistently and have a restaurant or store that has refillable food and drinks products.

Solar panels

It would also mumian that there is a little les pollution that would help tackle the effects of climate change.

Put more trees along roads and footpaths and put more into educating people on the effects and ways to slow or even reverse climate change.

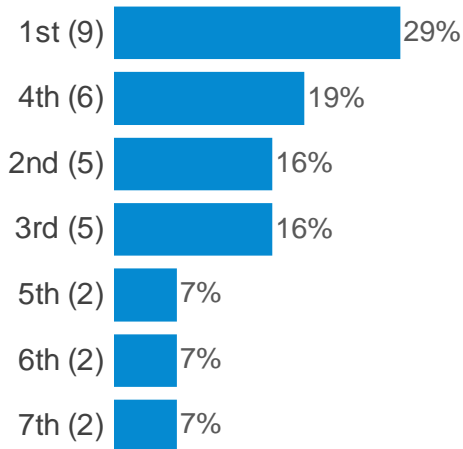
I don' know just promote recycling and use less energy.

The Town Deal Board's emerging vision for Margate is 'Margate thriving 365'. This is about creating a sustainable economy for Margate that works for people all year round. It is not just about tourism, but about a Margate which works for local people / the people that live, study and work here all year.

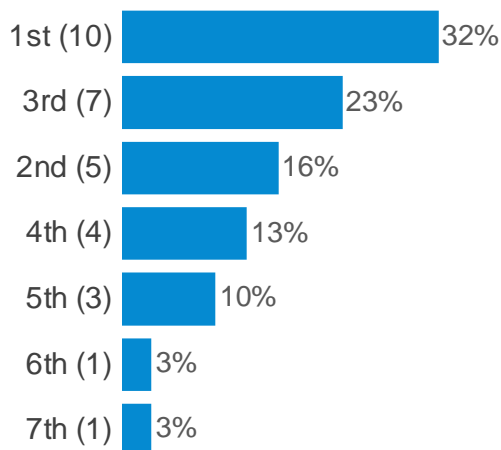
Does this emerging vision capture the right future for Margate?

Margate Town Deal

Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Job creation including higher skilled jobs, with better wages)

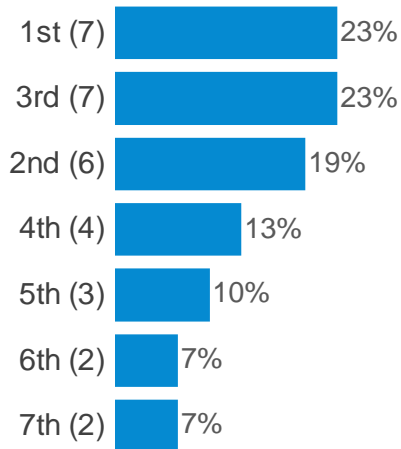


Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Creating opportunities for young people)

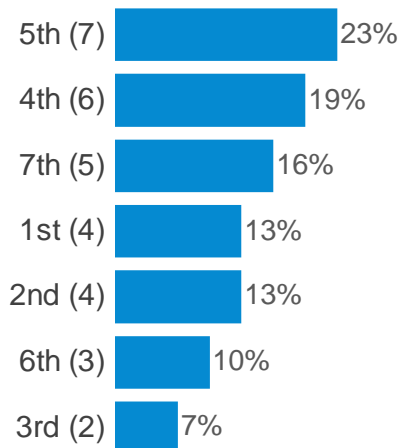


Margate Town Deal

Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Supporting people to live healthier lives)

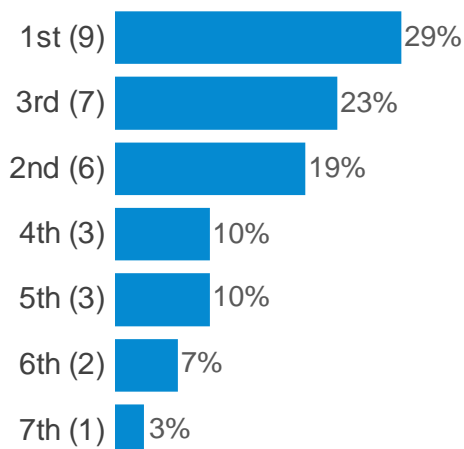


Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (Tourism 365 - Giving people more reasons to visit and stay longer in Margate throughout the year)

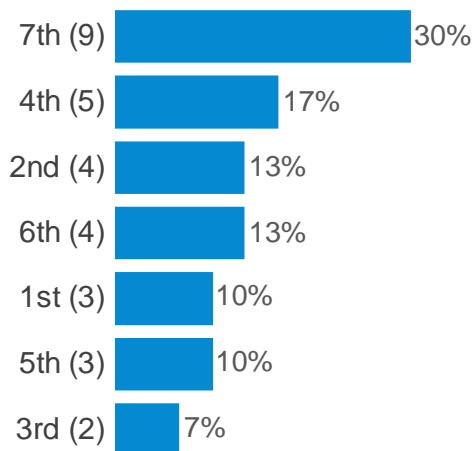


Margate Town Deal

Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (The Public Realm – improving the quality of public space and the look and feel of Margate)

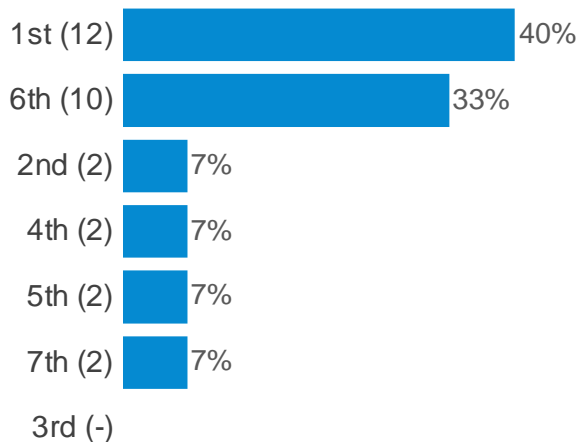


Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (A creative economy for Margate – building on the success of Turner Contemporary and other creative industries and projects happening in the town)



Margate Town Deal

Can you rank the following priorities for investment from 1 to 7 with 1 being the most important and 7 the least important? You don't have to rank them all if you think some of them are not important. (A sustainable future – environmental and economic)



Is anything missing from those priorities?

Improved maintenance on existing public facilities.

No

No

Nope

Yes littering and waste disposal

Keeping the streets clean, more dog bins, more council staff fining people that are littering/ not picking up their dog mess.

Fix the system issues within emergencies that are meant to help people in need. Fixing the Police system would benefit this town greatly, as the police isn't seen as a serious thing, but more a joke and an annoyance. This is why people stay away from contacting them and getting support from them.

Not on the top of my head

Looking after our ever growing homeless.

No

Reducing crime

No there isn't.

no

no

Summary Review of Recent and Relevant Community Engagement

Margate Seafront & Station Approach Public Realm Improvements Scheme Development & Stakeholder Engagement Report (March 2011)

In March 2010 Kent County Council commissioned a conceptual masterplan for improvements to the public realm of Margate's Seafront and Station Approach (from Margate Station to the Turner Contemporary). The vision for this masterplan was:

Margate: Beautiful - Affordable - Sustainable - Connected

The masterplan process was shaped and influenced by public and stakeholder engagement. "Feedback from all of the groups engaged with, provided similar observations and a high level of consensus on recommendations:

Observations

- Long list of recognised existing beautiful elements
- Beautiful on seaside, ugly on the land side
- Fondness of past times and the traditional seafront
- Lack of routine maintenance
- Lack of basic hygiene and comfort facilities
- Young people gathering with nothing to do
- Anti-social behaviour
- Redundant shops and buildings
- Too much clutter
- Dominant highway
- Insufficient and unclear parking arrangements

Recommendations

- Requests for both café culture and arcade style traditional frontage
- Separate character areas to accommodate different activities
- Calmer traffic and a simplified highway
- More seafront activities and entertainment
- More colour and a sense of welcome
- Greater facilities for children and youth
- Improved lighting (functional and aesthetic)
- New street furniture and understandable signage
- Better access to the beach
- Durability, partnership, communication and doing it properly."

The findings of the engagement identified that the approach to the masterplan needed to:

- Create a scheme which enables people to enjoy what is already there
- Provide all the appropriate facilities for a day at the seaside in a way that enhances rather than detracts from the overall aesthetics of the town, which people cherish
- Deliver a simple, minimal and functional scheme that brings harmony to the frontage.

Diagnostic Visit Cliftonville. Academy of Urbanism, 2014

A panel from the Academy of Urbanism spent two days in Cliftonville, listening to different voices including key stakeholders and local residents. Alongside this the panel undertook a programme of research and analysis. The conclusions of this process highlighted 6 key themes:

Housing: The view of the panel was that *“the District Council should do more to enable and encourage residents and new residents to invest in the area.”* With a focus on forms of housing that have a *“stronger commitment to the locality”* such as sustainable self-build, shared ownership and co-operative housing solutions.

Conservation: Implementation of the conservation area to preserve the high quality of built heritage in Cliftonville West.

Enforcement: To support the conservation area mechanisms to enforce compliance *“with higher standards required, and the greater control over development.”*

Environment: The panel recommends tree-planting and greening as well as public realm improvements specifically *“significant improvements could be made to Northdown Road’s public realm. Investment and intensive improvement in a key location could when successful, attract resources for further improvements.”*

Addressing Social Need: *“The enhancement of the community centre could fulfil a wider personal and public health remit and further development of the Margate task force could help the community to adapt to improving circumstances.”*

Vision for Margate and Cliftonville West: The panel worked with stakeholders and the public to develop the concept of a *“string of pearls extending from Margate Station along the sea front to the Turner Contemporary Art Gallery via the Winder Gardens to the Lido and the cliff-top gardens in Cliftonville West.”*

Community Safety Plan 2017-2020 Thanet Community Safety Partnership

A survey on community perceptions and partnership focus areas for the plan, received 340 responses from across Thanet. The survey found:

- Responses on perceptions of safety were divided, when asked: In the past 12 months how have feelings on safety changed:
 - 5.7% felt things had improved, 47.9% ‘stayed the same’ and 46.4% had deteriorated.
- The two factors most influencing perception were ‘Groups hanging around’ (67.4%) and ‘How the area looks – e.g. run down’ (55.1%)
- The issues respondents felt they were most concerned about in order or priority were: Dog fouling, Litter, nuisance parking, people dealing drugs, intimidating groups and fly tipping.
- 75.9% agreed or strongly agreed with the proposed focus areas for the partnership, of reducing offending and re-offending, safeguarding vulnerable people and community reassurance.

Thanet Visitor Research Report 2018: Primary Research Report (April 2019)

The visitor survey aimed to measure the changes in visitor numbers, visitor motivations and visitor profile in Thanet since the last survey in 2010.

Interpretation and recommendations to connect visitors with Margate can be summarised as follows:

Who

- Visits to Margate often comprise of younger visiting groups - 25% are under 24s and 10% fall under, in the 16-24 age group. Overall, 53% of visitors are under 45s.
- Margate attracts the highest proportion of visitors in employment (73%) and the lowest proportion of retired visitors (21%).

APPENDIX 9

- Margate attracts a higher proportion of first-time visitors (25% compared to 22% for Thanet as a whole). It also attracts a slightly higher proportion of visits by groups of friends, students and those travelling alone (31% compared to 27% for Thanet).

How

- Most arrive by car but visitors to Margate are significantly more likely to travel by train (30% compared to 19% for Thanet).
- Overnight visitors are more likely to stay in Margate itself (30% compared to 27% for Thanet). Higher proportions of overnight visitors will stay in serviced accommodation establishments (39% stayed in hotels or B&Bs) or self-catering, especially via Airbnb (16%).
- Accommodation providers in Margate achieve the highest scores for quality of service and value for money.
- This choice of accommodation results in a shorter duration of trip (3.6 nights per trip) but the highest spend per night (£50.63) compared to the average for the three towns (£43.97), driven by higher spend on accommodation but particularly on entertainment (£7.21 per person compared to £3.97 for Thanet).

What

- Visitor attractions and arts and culture are the two biggest influencers when deciding to visit Margate. Not surprisingly, almost half (47%) had or planned to visit Turner Contemporary and a third (34%) had visited Dreamland (or intended to do so), which are the biggest triggers for visitation.
- Visitors to Margate will use destination websites and other websites / search engines when planning their trips but will also rely on recommendations from friends and relatives. Once in Margate, they are the most likely to use the destination's website and social media channels.

Recommendations

- Promote rail links – but remember this will encourage more day visitation
- Ensure quality of accommodation remains high
- Support additional accommodation
- Maximise the potential of Turner Contemporary and Dreamland as triggers for future visitation
- Promote events and harness the opportunities provided by Margate as a dynamic destination
- Make sure destination websites and social media have the latest and most up to date information about things to do in Margate
- Use influencers to inspire visitation
- Use a tone of voice according to the visitor profile.

Thanet District Council: Residents Survey Results 2019

856 people from across Thanet participated in the residents survey. Results pertinent to the Margate Town Deal included:

- The top three things important in making Thanet a good place to live were:
 - Feeling safe (52%);
 - Clean streets (39%);
 - Thriving towns (37%).
- The top three things that needed to be improved were:
 - Clean streets (55%);
 - Thriving towns (41%);
 - Feeling safe (38%).
- 72% of respondents were satisfied with their local neighbourhood in 2019, a slight increase from 70% in 2018.

#MyTown

The Government's MyTown campaign (<https://mytown.communities.gov.uk>) *"gives people a say in how a new generation of Town Deals, each worth up to £25 million, should transform the place they call home."*

This was an online mechanism by which people could put forward their ideas and comments on each others. The most referenced specific project was a Skate park, followed by the LIDO and improvements to traffic links. Ideas reflected the results of the questionnaire and wider community engagement with a focus on community facilities, use of empty buildings, tourism offer and the appearance of the town.

Margate Millions 2020

Margate Millions is *"a community group set up to discuss Margate's opportunity to bid for the £25 million Margate Town Deal Fund."* The group is organised by A Better Cliftonville, GHASS, ARTRA and Margate Conservation Area Advisory Group with the purpose of discussing *"Margate's opportunity to bid for the £25 million Margate Town Deal Fund."*

The group held a community meeting to ask people *"five questions about the principles that should govern the Towns Fund bid. A total of 61 people responded."* A summary of their findings can be found below:

- 47 participants said the £25 million pound town deal funding should definitely be spent in Margate.
- 56 participants felt that when public money is used to develop heritage sites the emphasis should be on creating community assets.
- 56 participants said that the people the money is intended to help must have a voice in the Town Deal process.

- 48 participants said yes the Towns Fund bid needs to include measures to ensure that people can find affordable and high quality housing for themselves and their families.
- All participants said *"the more local people are involved, the better the plan is going to be."*

The group also held a community event to explore ideas around the three key themes of the Towns Fund Connectivity; Skills, Enterprise and Culture; and Urban Regeneration, Land Use and Planning. In addition the following independent categories were created: Credit Union, Housing, Food, Home of the Homeless, "Village", Alternative Education Centre, The Lido, Lido, Ex-Crazy Golf Site, Youth Clubs, Adult Education, Alcohol / Drug Dependency Help. Following a period of discussion and idea development participants were able to vote for ideas they supported.

Connectivity

"The two things that recurred most in the discussion – and attracted the most voting stickers – were cycling and making the town safer for pedestrians. The two most popular individual ideas under this heading were '20 MPH in Margate' with 4 votes and 'Pedestrianise the Old Town' with 5 votes."

Skills, Enterprise and Culture

"By far the most popular single proposal in this category was a Martial Arts School, which would provide probation courses and scholarships, and operate in a building that would be available for the community to use. This idea received 25 votes, almost as many as all the Connectivity proposals combined."

Urban Regeneration, Land Use and Planning

"The three individual properties mentioned that received most sticker-votes were the Theatre Royal (7 votes), the old Mencap building in Tivoli (7 votes) and the Lido building. There were calls for more support for the performing arts at the Theatre, a community hub at the old Mencap building, and a world class swimming pool on the Lido site."

APPENDIX 10

Margate: A light touch review of the local strategies

Key stats

The people

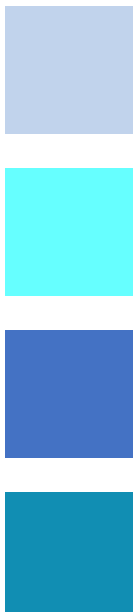
- Ageing population, but 50% under 40. So it's more polarised between young and old than elsewhere. Youthful population should be an asset but it's young people are amongst the most deprived in SE.
- Population is poorly qualified - 30% no qualifications re 22% nationally. In fact more than half are qualified to below Level 2 (GCSE) which is usually taken to be the benchmark of employability (therefore unlikely to attract major inward investment which needs high skilled workforce). In danger of being left further behind as the demand for higher skills rises.
- 1 in 3 of population social grade E (25% nationally)
- In Cliftonville West, almost 30% of the population are from BME backgrounds including large communities of eastern European Roma.

Thanet

- Thanet is predominantly white British with 95.5% of the population
- Over 27.9% of Thanet families are living in poverty which contributes to wider health inequalities.
- In year 6, 21% (300) children are classified as obese.

Employment

- Employment has fallen 7.5% between 2015-18 compared with regional growth of 1.9% and national growth of 3.7%
- Unemployment in Margate (and Thanet generally) usually runs at twice the national average. Unemployment for young people is around twice as high as for older residents.
- Lots of jobs part time (40%) re 33% nationally which suggests low wages.
- Public sector (health) and education plus retail and tourism jobs predominate.
- The present largest private sector employer is SAGA Insurance and these are low-paid clerical jobs extremely vulnerable to automation.
- South East LEP has more workless households than any other LEP – so it's not just Margate.
- Thanet features amongst the worst 5% of local authorities for empty properties.
- There is also research by the Joseph Rowntree Foundation which shows Thanet to be in the top ten places most likely to be affected by the economic impact of Covid.



The place

- Below average house prices and much more rented accommodation than average. Bed and breakfasts became low-rent bedsits altering the social character so that the wards of Margate Central and Cliftonville West became two of the most deprived in the country with attendant problems of ill-health and crime.
- 27% of households renting accommodation privately: England and Wales average 17%.
- High vacancy rates within shopping areas; High Street and Northdown Road.
- Crime is the key issue in the IMD (Index of Multiple Deprivation).
- It has the usual High Street problems of empty premises and 'evening ghost town' exacerbated by large numbers of empty private accommodations.

The positives

- The HS1 connection means London is less than 80 minutes away (but up to 2 hours on the 'traditional' lines.)
- Has over 1,000 listed buildings
- J M W Turner famously praised it for having the 'finest skies in Europe'
- Thanet has a number of regular Blue Flag beaches.
- Advent of the Turner Contemporary Art Gallery has spearheaded the clear revival of Margate
- "Margate is a Work-in-Progress and great strides are already being made in the 'reclamation' of the urban environment as demonstrated by the ongoing Dalby Square Townscape Heritage Initiative in Cliftonville and the Harbour Steps construction which won the Civic Voice National Design Public Realm Award."
- The burgeoning number of cafes, micropubs and retro-shops is evidence of small-scale enterprise gradually transforming central areas
- "Margate's prime strength is the developing 'creative cluster' for which the Turner Contemporary was designed to be the catalyst."

- It already hosts an annual GEEK Fair exhibiting the large computer games sector and attracts a fast growing 'creative cluster' of professionals looking for agreeable and affordable accommodation within reasonable occasional commuting time to London.
- Visit Kent's research into the perceptions of thousands of people – visitors and non-visitors who live outside Kent, both in the UK and in nearby Europe – show increasing recognition that the county has a "stunning coastline" and high awareness in the UK for Margate (86%) and Ramsgate (81%). However, these visitors and potential visitors do not see the seaside towns in Thanet as places that are "year round" or "natural"; and they single Margate out as "tacky".

Summary of Key Strategies

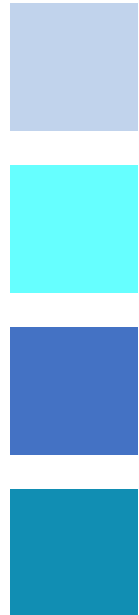
South East LEP – policies which seem relevant to Margate but which are SE LEP wide:

There is both a growing need for more start-up / entrepreneurial, leadership and management skills as well as skills in digital and a need to adapt and train the existing workforce due to the speed and level of change in the nature of work.

The creative sector is expanding rapidly, and there are emerging concentrations of digital activity.

In consultation, businesses highlighted increasingly flexible working patterns, enabled by technology. However, while demand for flexible workspace is rising, supply is falling (particularly in the light of the widespread loss of commercial space through permitted development rights), and recent research indicates a shortfall in supply across a wide range of business space types and price brackets.

SELEP will support the capital investment in our further and higher education capacity that our growing population and business base needs to succeed.



There is an opportunity to re-purpose the High Street to provide new opportunities for modern business growth.

Thanet

Active Thanet strategy: We want to create a more active and healthier district, empower intergenerational learning as a means to transform behavioural change. If families are being active together, they should remain active for life.

Economic Growth Strategy for Thanet Nov 16

Of relevance are ambitions to:

- develop the provision of managed workspace and focused business support
- Work with local partners to ensure that the visitor economy continues to evolve, reflecting fast-changing patterns of demand

Thanet Local plan

- Local Plan objectives of nurturing tourism and heritage and the developing ‘creative cluster’
- Wants this to be the reality: “Margate is a contemporary seaside resort based on its unique assets of a sandy beach, harbour and rich townscape. The creative industry, niche retail and educational sectors have diversified the economic heart of the town.”
- Cliftonville has an economically independent, settled and mixed community structure, with the pride and confidence to invest in quality development and care for its local environment.

Margate Coastal Community Town Plan (CCT)

The opportunity is to take advantage of a diverse community, particularly as represented in Cliftonville, and the enormously expanded ‘footfall’ which the Turner Contemporary and Dreamland Margate bring in - not only in the ‘high season’ but throughout the year. Margate’s natural scenic and ‘wellbeing’ advantages make it ripe for more longer-stay visitors as boutique hotels are further established.

The ambition is to have a flourishing cultural scene with a variety of niche traders including the growing ‘retro’ scene which will encourage visitors from a larger catchment including adjacent Europe who will explore what the CCT intends will become an extended coastal park throughout the year.

Success will look like Margate being a Prime Choice fun and healthy place for an away-day or short stay: there will always be something new to discover in a culturally broad based town with ‘the finest skies in Europe’ (J M W Turner) with a confident and engaged community optimising its heritage assets both built and natural.

Success will see the Northdown Road in Cliftonville regaining something of the ‘Oxford Street’ bustle it enjoyed eighty-odd years ago taking full advantage of the variety that can be ‘brought to the table’.

Success will mean diverse opportunities for the young in a fluid at-the-edge ‘creative manufacturing industry complex’.

