

RAMSGATEFUTURE

Your town, Our future.



RAMSGATE FUTURE
TOWN INVESTMENT PLAN | JANUARY 2022

Ramsgate Town Investment Plan
January 2022

Written and produced by:

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
WE MADE THAT
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prd

Commissioned by:
Thanet District Council

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FOREWORD

This Town Investment Plan (TIP) is a strategy and action plan for the communities of Ramsgate. It has been designed to bring together the aspirations of local people, businesses and community groups, linking new and emerging projects together in a single document, underpinned by a coherent vision and strategy.

It is a live document, here to evolve and provoke discussion, whilst playing an important role in guiding the future evolution of Ramsgate. It looks to build on current successes and capitalise on progress already being made; our visitor economy is growing, we are home to a hub of exciting new and local businesses and we have an innovative and engaged community who are committed to securing a bright future for the town. Ramsgate boasts not one, but two Heritage Action Zones, reflecting the wealth of heritage buildings and structures across our town. It is home to the only Royal Harbour in the country, and has a rich and important history that stretches back centuries.

Despite our strengths, there is much to be done to secure a prosperous future for the town. This plan considers some of the key challenges faced by Ramsgate, drawn from both government statistics and resident insight. These include social and economic inequalities, a lack of access for many to career opportunities, affordable business space and support, as well as more tangible challenges around connectivity and a lack of open, green public space. The Covid-19 pandemic has exacerbated many of these issues but has also given the town a clear call to action: we know that, collectively, we need to work quickly, creatively and collaboratively to deliver meaningful change for the town.

- 1. We want to create an economy that provides opportunities for everyone, no matter where they're from or what they want to do:** this means support for new and growing businesses, access to new skills and training opportunities and pathways into good careers.
- 2. We want to create a healthy, safe and walkable town:** this means investing in safer crossings,

taking space back from cars, keeping our streets clean and investing in crime reducing measures. It means creating a town that is accessible to all, with better transport links, wayfinding measures and interventions that are inclusive to both able-bodied and disabled people.

- 3. We want Ramsgate to be a town residents feel proud of and people want to visit:** this means capitalising on, and celebrating, our heritage and working with local people to create new community spaces, restaurants and amenities for people of all ages. It also means ensuring that these are open, accessible and affordable to every resident.

We want a town that is, and is seen to be:

Historic, Resilient, Creative, Inclusive and Fun.

This Plan will help guide the way funds received from the Levelling Up Fund will be spent and should be seen as a roadmap to direct future investment. Above all, this is a plan that belongs to the people of Ramsgate, bringing together many of the ideas, initiatives and projects proposed and already being developed within the town.

This plan has focussed on interventions, activities and projects which have the potential, both



↑ Royal Harbour Arches

Image credit: Thanet District Council/Visit Thanet

FORWARD

separately and together, to deliver significant impact. These interventions have been drawn from extensive public engagement but have also been shaped by evidence. It is important to note that the interventions outlined within this document are not exhaustive; this document should be seen primarily as a guiding framework that will flex and adapt as new opportunities develop and new aspirations come forward.

To truly 'level-up' will mean ensuring that the most deprived are empowered to engage with, and shape, the process. Indeed, every investment made through this plan will look to create opportunities accessible to all. Many of the projects held within this plan will be led by local residents, civic groups and businesses; we are committed to supporting these entities to work with local stakeholders to create a place we are all proud to call home. In listening to what local people have said, we have prioritised areas for action into short, medium and long-term interventions and in doing so have carved out space for projects and programmes that will make a real difference to residents and visitors alike.

“Ramsgate has the most stunning fascinating harbour. The beach is always beautiful and the coastline endlessly breath-taking. The architecture of Ramsgate is outstanding. The local community is a brilliant mix. It has an exciting and fascinating history. I adore Ramsgate”

— Questionnaire response



↑ Ramsgate Sands

Image credit: Thanet District Council/Visit Thanet



Royal Harbour Marina
Image credit: We Made That

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Engagement Strategy
Ramsgate Atlas



Harbour Parade
Image credit: Thanet District Council/Visit Thanet

1.0 CONTEXT



High Street
Image credit: Thanet District Council/Visit Thanet

1.0 CONTEXT

Town area

Ramsgate, with a population of around 40,000 people, is a town located on the far northeast coast of Kent on the Isle of Thanet.

It was the landing point for the first Anglo-Saxon settlers in the 5th century, before establishing itself as a small but industrious fishing village in the 13th century. By the late 18th Century it had become a bustling garrison town and important point of exit and entry for soldiers during the Napoleonic wars, and in the 1820s became home to the UK's only Royal Harbour; with its long stretch of golden beach, it became a leisure hotspot for fashionable holidaymakers, seen today in the elegant Georgian terraces and Regency crescents. In WW2 it was used as a key set off point for Dunkirk rescue missions and played a crucial role in the protection of the estuary. It was one of the most bombed places in the UK, a history that can be seen today in the almost 4 miles of underground tunnels built to protect local residents.

“Ramsgate is steeped in our collective cultural history from James Bond to Swallows and Amazons to Pugin and Van Gogh to Coleridge to the first Vegetarian Society to Frith to Turner to Tissot to Jane Austin to Wilkie Collins and to the Royalty”

— Questionnaire response

Opportunities for change

Today, like many seaside towns across the UK, Ramsgate faces a number of deep-rooted challenges. Despite this, it remains a place of resilience and, as ever, continues to adapt to changing circumstances. Its entrepreneurial spirit is palpable; despite its size, it is home to 1,665 businesses, the vast majority of which are micro enterprises.

The Royal Harbour is bustling with life year-round, lit up with sparkling lights at Christmas and adorned with chairs and tables spilling out of cafes during the summer; the renovation of the arches has provided space for new creative businesses and start-ups and has been a welcome addition to the town's 'café culture' feel. Despite these strengths, the challenges that Ramsgate faces are real, and it will take collaboration and creativity over many years to address them.

A number of neighbourhoods across Ramsgate are amongst some of the most statistically deprived in the entire country. The population is, on average, less skilled than surrounding areas, and there are too few opportunities for apprenticeships and training opportunities post-school; youth unemployment is four times the south-east average and continues to grow. Commercial space remains more expensive in Ramsgate than elsewhere in Thanet and limited access to affordable and flexible workspace is reducing opportunities for the town's residents. Vacant buildings in the town centre continue to impact on its vibrancy and speak to missed opportunities.

Ramsgate is a beautiful seaside town, and whilst it is increasing in popularity as a visitor destination (visitor spend has increased by 40% since 2013), studies show that it holds less appeal than other proximate areas such as Broadstairs and Margate. Ramsgate has much to offer its visitors, but this offer needs to be invested in and built on to establish a clear identity for the town.

The Viking Trail links Ramsgate to surrounding towns, and the cliffside walk attracts visitors and residents alike. Since 2011, the High Speed rail link

has reduced journey times to London to within 75 minutes. Despite this, there are improvements to be made; connectivity around the port and down towards the Royal Harbour Approach is poor and public realm improvements would open up more opportunities for walking and cycling. There is a need to invest in inclusive mobility, ensuring that the transport links, road improvements and facilities in Ramsgate are open and accessible to everyone.

The town is home to massive potential, but action needs to be taken now to build momentum and deliver real change. This plan responds to a range of historic and foundational challenges; by focussing on these we hope to create a place that is both more attractive but also more equitable.

Our 'Ramsgate Atlas', which details the latest evidence as well as evidence drawn from our extensive engagement has been used to inform this plan.

“Ramsgate has so much potential to be so much more”

— EKC Group (local College) Focus Group Participant

1.0 CONTEXT

Study area

The geography included in this TIP is focused around the town centre, royal harbour and port, stretching out towards East Cliff. It also supports neighbourhoods beyond this boundary, with interventions shaped in ways that will provide both direct and indirect benefits to them.

Study area location map overview



- Key
- Ramsgate built-up area
 - Ramsgate train station
 - Railway line
 - A-road
 - B-road

2.0 WHERE ARE WE NOW?



Port of Ramsgate
Image credit: We Made That

2.0 WHERE ARE WE NOW?

Ramsgate's economy

Challenges

There are limited spaces available in the town centre for businesses, particularly affordable and flexible spaces.

Ramsgate has a number of vacant buildings and a growing number of creative businesses. It should investigate the suitability for these buildings to house creative industries. A number of buildings have been identified as potential sites for low cost refurbishment to support low threshold workspaces including Celandine Hall market building, York Street offices, West Cliff Concert Hall and Granville Hotel.

Ramsgate's economy is dependent on the precarious hospitality sector as well as the health and education sectors, which lack room for growth.

Engagement suggests the community and stakeholders would like to see the economy of the town diversify and become less reliant on seasonal trade. This is aligned with a desire to create jobs and opportunities for local people.

The port is currently underperforming economically, with large amounts of space underused.

The port provides an important opportunity to spearhead economic and job growth, both of which are greatly needed in Ramsgate.

2030 Opportunity

Explore opportunities through the Future High Street Fund and High Street Heritage Action Zone. Work closely with the private sector to support new and beneficial uses.

Investment in 'higher growth' sectors in tandem with training and skills creates the potential to embed greater diversity, and subsequent resilience into the local economy and labour market.

An opportunity has been identified to create a 'Green Campus' on the port, with opportunities to promote inward investment and create a specialised cluster of new businesses, with links to academia and research bodies; a new centre of excellence, providing office space for cleantech businesses and research departments; training and education space; harbour side breakwater.

Deprivation & opportunity in Ramsgate

Challenges

With a lower level of qualifications in Ramsgate than elsewhere in Thanet, and higher youth unemployment, there is a need for more training and upskilling provision.

Access to training opportunities, internships and apprenticeships will improve employment pathways, particularly for those in the more deprived areas of Ramsgate, which has high levels of unemployment and relatively poor school attainment.

Those living in the most deprived parts of Ramsgate are often unable to access employment or training opportunities.

Access to opportunities or employment pathways are often limited for Ramsgate's most deprived communities. Just 4% of survey respondents agreed or strongly agreed with the statement 'Ramsgate has opportunities for young people.' There is a perceived lack of opportunity and support for young people in Ramsgate which is connected by stakeholders and the community with low attainment, limited aspiration and anti-social behaviour.

Small businesses in the creative and knowledge sectors need more support to scale up and provide more jobs.

The creative and knowledge sectors have grown substantially over the last decade, but they are still not providing significant levels of employment. Enterprise has seen relatively modest job growth, suggesting companies are not scaling to become significant employers.

2030 Opportunity

Engage with developers and local businesses to maximise social value delivered through development. Going beyond S106, encourage ongoing commitment to address local socio-economic priorities.

Improve processes of engagement with Ramsgate's most deprived communities, establishing a physical and digital presence for residents in these areas to access targeted support. Investment in upskilling and training opportunities, as well as apprenticeships to tackle unemployment.

Improved supply of Grow On Space in the town should enable higher growth businesses to be retained locally, rather than having to relocate elsewhere. This should enable more residents to access employment opportunities.

2.0 WHERE ARE WE NOW?

Ramsgate's identity

Challenges

There are a number of vacant historic buildings and important heritage assets in need of repair.

Ramsgate has a rich tapestry of heritage assets, many of which are now vacant and/or in a state of disrepair.

The town centre faces many challenges and could play a stronger role in catering to the civic and economic needs of residents and visitors.

There are limited open spaces available for public gathering and activity, there is a lack of greening and cars remain dominant.

Ramsgate's identity is less clear than other destinations in the Isle of Thanet

Whilst Broadstairs is known for its beaches and Margate is building a thriving arts scene, there is evidence that Ramsgate's identity is less clear in the minds of visitors, despite a wealth in heritage assets and historical events

2030 Opportunity

Restoring key landmark and heritage buildings can create significant improvements in appearance and perceptions, supporting a sense of civic pride.

Create a town centre that provides space for fun and creativity, with opportunities for street performance, art, resident-led markets and activities. Capitalise on Ramsgate's 'café culture', finding new spaces for outdoor seating.

Capitalise on Ramsgate's significant history by restoring heritage assets and creating new visitor attractions and activities.

Resident & visitor offer in Ramsgate

Challenges

The existing Royal Harbour area currently offers a limited visitor experience.

The Royal Harbour currently offers visitor opportunities along the harbour, including F&B uses in the newly refurbished arches. There is, however, a need to build on this offer and create new amenities. Interesting and exciting community and cultural projects and spaces as well as a more diverse F&B offer will be important.

The existing Marina Esplanade/ Eastern Undercliff offers a limited visitor experience.

Ramsgate should look to enhance its waterfront offer at Marina Esplanade including mixed leisure and marina facilities. Beach Club proposals have identified opportunities such as an increased beach hut offer and a new watersports hub to provide further visitor activity and wellbeing experiences as part of a mixed use waterfront. There may also be elements of training and apprenticeships linked to these activities.

Visitor accommodation is currently dominated by low budget hotels, with few alternative options.

Ramsgate currently suffers from a dominance in low budget chain hotels. It should encourage improvements to the quality of visitor accommodation including the development of new accommodation such as mid-range and independent provision.

2030 Opportunity

Further investment in F&B, leisure and commercial activity will help the town to maximise the potential of the waterfront as an asset. Enhanced promotion of the town as a waterfront destination will help further establish this as central in Ramsgate's identity.

Explore opportunities to further establish the local leisure offer in conjunction with its F&B offer to help further enhance Ramsgate's position as a visitor destination to better compete with neighbouring towns.

Explore opportunities to engage with developers to deliver either refurbished or new visitor accommodation. In particular, the Smack Boys Building has been identified for a social enterprise/training boutique hotel, and Townley House for a hotel and/or spa.

2.0 WHERE ARE WE NOW?

Transport & connectivity in Ramsgate

Challenges

The connections between the town centre, seafront and harbour are poor

Ramsgate currently suffers from a poor-quality pedestrian experience between the town centre, seafront and harbour area. There is a need to deliver public realm improvements to create better pedestrian connections around the Royal Parade, Harbour Street and Harbour Parade in order to provide an improved and more inclusive pedestrian experience and increased visitor numbers to the Royal Harbour.

There is currently a limited cycle infrastructure.

Cycle infrastructure is limited, with few designated cycle lanes both within the town centre and connecting to other local areas. Whilst the Viking Coastal Trail cycle route runs along the coast, it does not connect to Ramsgate town centre. In addition, there is little cycle parking in and around the town centre.

Much of Ramsgate's public realm is dominated by cars and car parks.

Key public realm locations, particularly around the Royal Harbour, are dominated by car parks, limiting opportunities for unencumbered and safe pedestrian movement.

2030 Opportunity

Invest in programmes along key pedestrian thoroughfares which partially or completely pedestrianise parts of the town to improve permeability and walkability.

Expand the town's cycling network, storage and parking services beyond coastal areas in conjunction with improved public realm to further disincentivise car use.

A more considered approach to where and when cars can access parts of the town. Better use of time and space to reduce natural conflict between pedestrians and cars.

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2.0 WHERE ARE WE NOW?

How we built our plan:

How we engaged

The Ramsgate Future Investment Plan is the result of a collaboration between Thanet District Council, businesses and the community; the ideas, projects and areas for action outlined in this document represent many of the ambitions and aspirations of these stakeholders.

To support the development of this Town Investment Plan, a programme of engagement took place in Summer 2021.

Ramsgate future microsite

A specific microsite was developed to inform local people and organisations about the aims and aspirations of the Ramsgate Future Investment Plan and the ways in which they can get involved. The website received 978 views during the engagement period, with 277 people joining the mailing list.

Questionnaires

Three questionnaires were developed for local people, businesses and third sector organisations / community groups. The map overleaf shows the geographical spread of respondents across Ramsgate. 822 questionnaires were completed and returned.

Digital town hall

A digital open community event to enable local people to find out about the Investment Plan.

Digital business briefings and walkabouts

Engagement with businesses through digital engagements and walkabouts to talk to local business owners.

Focus groups and meetings

Focus groups and discussions with local community groups, and their members, including EKG Group, Pie Factory, East Kent Mencap, Newington Big Local and a Ramsgate Accessibility and Disability Group.

Community drop-in events

Two socially distanced Covid-19 secure, drop-in events in Ramsgate High Street (Saturday, 6 June 2021) and Newington Community Centre (Sunday,

7 June 2021). 296 local people took part in events, focus groups, meetings and workshop activities.

Walk and talks

Spending time in and around the town talking to local people and visitors in key locations including the Harbour, high street and local parks and open spaces.

Social media

#RamsgateFuture was used across social media to raise awareness of the Investment Plan and encourage participation. A social media listening exercise was also used to capture people's perceptions and aspirations for the town. During the engagement period the project had a social media reach of 23,837 and 860 social media engagements.

Email, post or telephone

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

“We have all the raw materials but can't seem to make them stick together. A coherent vision is missing.”

— Engagement participant

How we built our plan:

Stakeholder engagement

Stakeholders are defined as those individuals and organisations that are affected by the Investment Plan and/ or affect it. High influence and high interest stakeholders were primarily engaged in four ways:

Digital stakeholder launch

Stakeholders, including third sector organisations, community groups, associations and businesses, were invited to participate in a launch event to share the aspirations of the Ramsgate Future Investment Plan and how the plan will be developed.

Digital stakeholder workshops

Discussion sessions for stakeholders were based around the four key investment plan themes.

Targeted engagement with stakeholders

Individual meetings with key stakeholders in relation to the proposed projects including: EKC Group, the Fisherman's Association, Historic England, Ramsgate Town Team, Harbour Master & Marine Operations Manager, Architectural Heritage Fund, Arts Council, Department of Work and Pensions, Jobcentre Plus, South East Local Enterprise Partnership, London Array, Vattenfall, Coastal Community Team, Neighbourhood Plan Team and Ramsgate Society. Engagement was also undertaken by the wider project team with Town, District and County Council members and the Local Member of Parliament.

Vision workshop

A workshop session to enable stakeholders to comment and feedback on the proposals for the town investment plan and collaborate on a shared vision for the future.

Many exciting and important ideas for projects and interventions came forward through this process. Those included in this iteration of the plan have displayed potential to respond to need and/or demand as outlined in the Ramsgate Atlas or have formed part of a broader narrative to address specific challenges faced by the town. That is not to say, however, that the ideas not included do not hold significant value and we will look to support and welcome initiatives raised in the future led by our community.

2.0 WHERE ARE WE NOW?

What we need to do

We need to know that the projects we focus on are genuinely delivering the benefits we want to see for Ramsgate in order to build momentum that will drive future growth and ensure that Ramsgate prospers in the long term.

This is first and foremost a plan for Ramsgate; these aspirations for action reflect what the people of Ramsgate want and need and respond directly to the challenges that the town faces. The activities outlined below should be seen as areas of focus, needing input, collaboration and support across many different groups, including local government, businesses and civil society to enact.

Support businesses to grow

There has been no job growth in Ramsgate over the last decade and many business owners lack the support or access to flexible and accessible workspace they need to grow. Increases in the cost of commercial space suggest a lack of supply and provide barriers to growth.

Collectively, we will look to:

- Provide support and advice for local businesses, providing more tailored local support, linked to the new spaces we seek to create
- Activate underused spaces to provide affordable workspace, particularly where these are owned by the public sector
- Improve business networks and information sharing
- Welcome new businesses into the town

Diversify our economy

Hospitality provides around 1 in 5 jobs. Health, education and retail are also significant sectors for the town. Hospitality and retail are in a precarious position, affected by wider economic trends more directly than other sectors, whilst health and education provide little scope for growth.

Collectively, we will look to:

- Diversify the local economy and reduce reliance on seasonal trade
- Support the year round marine jobs which

already thrive in Ramsgate

- Create a centre of excellence that attracts businesses and provides jobs, skills and training for local people
- Build upon our locational advantages to create opportunities within Green and Low carbon sectors

Provide access to new skills and aspirational careers

Youth unemployment is almost 10% higher in Ramsgate than in England on average, whilst unemployment in the over 50s is twice as high as England on average. Many of Ramsgate's areas fall within the top 10% most deprived in the UK. Stakeholders and the community agree there is a need to provide those in Ramsgate with access to new skills and routes to employment, particularly to support recovery post Covid-19.

Collectively, we will look to:

- Leverage capital investment to provide opportunities for local people including apprenticeships, skills and training
- Encourage young people to be aspirational and provide skills and training pathways
- Support local businesses to offer work experiences and apprenticeships
- Invest in young people's infrastructure and places where they can spend time including parks, open spaces and youth programmes
- Enable young people to see there are options and opportunities for them in Ramsgate
- Give young people more of a say in the future of the town
- Improve physical connections to mobilise young people and link them to skills and employment

Tackle long-term health deprivation

Health deprivation, which measures the risk of premature death and poor physical and mental health, is higher in Ramsgate than in Thanet and England more broadly, although lower than Margate. Those living with long term health conditions also make up a higher proportion of Ramsgate's population, impacting negatively on workforce participation. Compounding this, opportunities for

walking and cycling remain limited. Deprivation, as documented by local GP practices, is significantly higher in both Newington and Summerhill than the UK average.

Collectively, we will look to:

- Improve the infrastructure and maintenance of existing parks and greenspaces.
- Improved community spaces to create closer links and address loneliness
- Address poor pedestrian and cycling infrastructure.
- Encourage and enable active transport.
- Invest in new public realm spaces for the benefit of residents and visitors.

Promote the local and visitor economy through better provision of amenity

The cost of leisure and entertainment space has risen in recent years, suggesting a lack of supply, whilst there is an acknowledged lack of hotel offer. The look and feel of the town is a concern for local people and stakeholders. These concerns, primarily around the quality, safety, appearance, and accessibility of the public realm must be addressed.

Collectively, we will look to:

- Grow the tourism economy, attracting more visitors and encouraging them to stay longer.
- Explore opportunities to develop a coastal offer in partnership with other towns in Thanet and Kent
- Build the hospitality and night-time economy and offer
- Address people's concerns about not feeling safe in the town
- Tackle concerns around safety and antisocial behaviour
- Create spaces for events and activities such as markets and festivals
- Address concerns about the appearance of the town including litter and graffiti
- Invest in inclusive mobility measures that will make Ramsgate more navigable and accessible for all

Capitalise on Ramsgate's heritage to build a strong local identity

Ramsgate is rich in heritage assets, but many of these are vacant, underused and/or in need of repair. Engagement has shown a desire to see Ramsgate's history celebrated and shared.

Collectively, we will look to:

- Develop the skills locally to protect and enhance heritage assets
- Use heritage assets to provide new business or cultural spaces
- Share the story of Ramsgate with visitors and local people
- Support collaboration and partnership working across the sector
- Work with the community to build on the legacy of the Heritage Action Zone by continuing to share stories of Ramsgate with visitors and local people through publications, podcasts and other events and activities
- Build the capacity of residents to protect and enhance heritage assets via conservation area appraisals and owner guides

3.0 STRATEGY



Queens Street
Image credit: Thanet District Council/Visit Thanet

3.0 STRATEGY

Our vision for the town

Historic, Resilient, Creative, Inclusive and Fun

A Royal Harbour, a port, golden sands, hidden tunnels, distinctive buildings, creative people and a beautiful outlook - Ramsgate is distinct in the breadth and depth of its offer. We will amplify this, building upon our assets to create an exciting future.

We will do this by empowering the local community to play a more significant role in the evolution of their town; we will create a place with opportunity for everyone, no matter what they want to do. We will put quality at the heart of everything we do, from quality of life and quality of jobs to quality of investment.

We will expect those who come to live, visit, and invest in Ramsgate to see the real value of the town and commit to us for the long term - Ramsgate will be a place where people want to be.

What we need to do to get there

As part of the community questionnaire, respondents were asked to select and rank five priorities for change. The top three selected first choice options were:

- Investment to support the regeneration of the Port of Ramsgate (39%).
- Improving the public realm including high streets, parks and green spaces, designing out opportunities for crime and anti-social behaviour (39%).
- Developing the coast as a unique destination for visitors (32%).

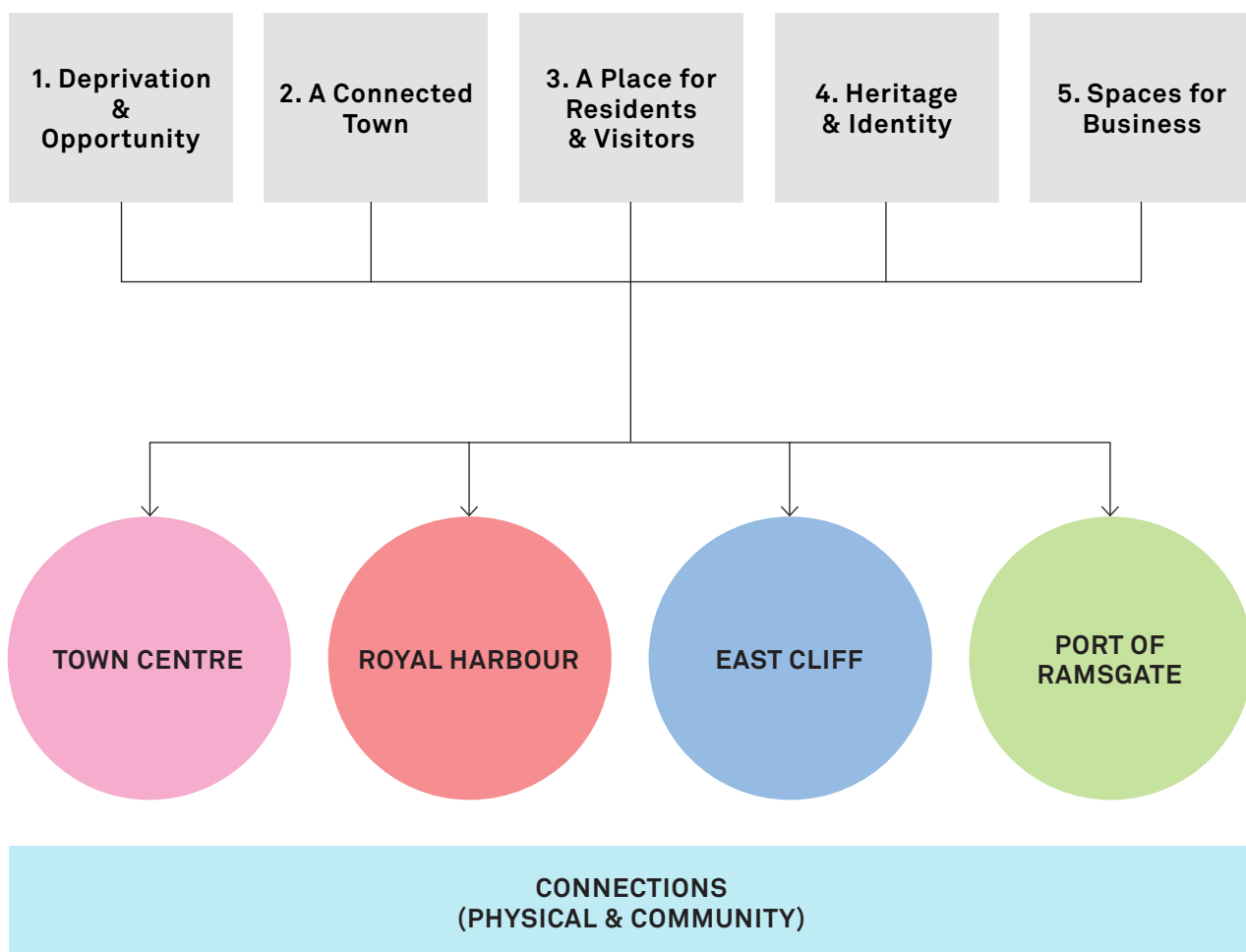
Drawing on these findings, an extensive engagement programme with local residents and businesses and a thorough process of data collection and analysis, we have identified five themes to guide activity:

1. Deprivation & opportunity
2. A connected town
3. A place for residents and visitors
4. Heritage & identity
5. Space for business

Within these themes, specific areas for action have been identified, which are overviewed in the next section. These areas for action will require collaboration and engagement from a number of different stakeholders; in some cases inputs will be led by businesses, individuals or community groups with support from local government. In other cases, local government will spearhead activity or investment, seeking support from other stakeholders.

Identified Areas of Focus

The following five areas of focus will be actioned in different ways across the four core geographic areas (the town centre; Royal Harbour; east cliff and port of Ramsgate) as well as the broader category of physical and community connections, which focuses on ensuring that the benefits of activity will be realised across the town.



3.0 STRATEGY

Areas for action

Theme One: Deprivation & Opportunity

There is a need to provide those in Ramsgate access to new skills and routes to employment, particularly to support recovery post Covid-19.

- Pockets of high deprivation
- A lower skill level in Ramsgate than elsewhere in Thanet
- Poor educational attainment
- High unemployment, particularly in the youth
- Lack of high quality/ aspirational jobs

“I applied for an apprenticeship, there were two places available and I was the third choice. I can’t find anything else at the moment so I’ll have to carry on housekeeping and wait for another opportunity.”

— Questionnaire response

Theme Two: A Connected Town

Ramsgate’s relatively compact footprint is conducive to walking and cycling. The town would benefit from route and public realm improvements to make active travel safer and public transport more efficient and inclusive.

- There is little provision for active travel, with the safety and accessibility of these forms of travel limited
- Access between the town and harbour is limited, dominated by vehicular movement
- Disabled people face a number of barriers in navigating and accessing the town and its amenities

- The Viking Trail through Ramsgate is unclear, with no clear signposting for pedestrians and cyclists
- Connection to and from the station could be improved, creating a safer, clearer and more walkable route
- Better connections are needed from the Harbour to the Beach
- Investing in amenities that are open and accessible to all residents and visitors

Theme Three: A Place for Residents & Visitors

There is a need for more community spaces, activities and amenities accessible to residents and visitors of all ages and backgrounds.

- There is an opportunity to strengthen the visitor economy, building a fun and accessible offer for all ages
- There are fundamental gaps in the resident visitor offer; more hotel rooms and there is an appetite to expand and diversify the F&B offer, building on the ‘cafe culture’ that exists in the town
- Ramsgate has a less clear identity than other places in Thanet, such as Broadstairs and Margate

“Ramsgate needs a focus on a future built on its history, heritage, tourism and leisure.”

— Engagement participant

Theme Four: Heritage & Identity

There is an opportunity to build on Ramsgate’s distinct identity and create new spaces and places for Ramsgate’s residents and visitors.

- A number of heritage assets are vacant or underused

- Ramsgate could do more to capitalise on its heritage to drive the creation of a clear and recognisable identity
-

“Our history is our selling point, it is what makes Ramsgate unique.”

- Engagement participant
-

Theme Five: Sapce for Business

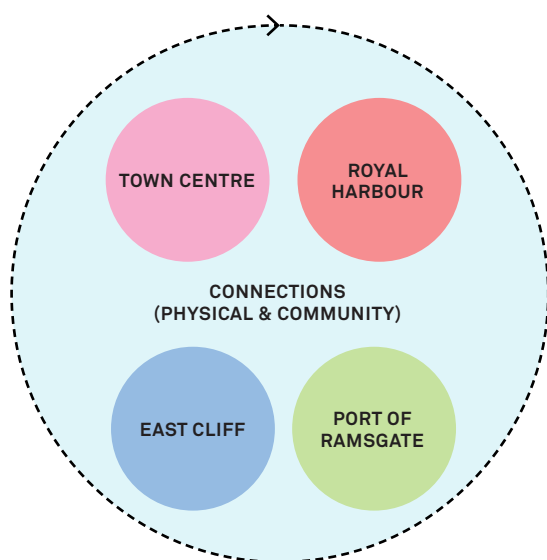
Engagement shows that local businesses are facing challenges and barriers that limit their ability to grow and develop. There is an opportunity in Ramsgate to create more jobs that more people want to do. Ramsgate needs more quality employment space at the right price to support new business, growth and innovation.

- Lack of affordable start-up/ small business spaces, suppressing entrepreneurial activity and business growth
- Too many underused economic spaces in the town
- Lack of Grow On Space to support businesses to scale up, suppressing job growth
- Lack of business support to guide/ help mobilise young businesses and entrepreneurs, to encourage business creation and growth
- Lack of creative/ light industrial/ makerspaces, resulting in individuals commuting to adjacent areas like Margate
- High levels of vacant buildings in the town centre

3.0 STRATEGY

Where will it happen?

We have focused on four specific geographical areas with the theme of 'Connection' running through each, outlined below. These areas have a relatively high number of historically important buildings and clear opportunities for investment; once funded, they will be well placed to deliver positive outcomes quickly. Working with neighbouring areas also allows interventions to work symbiotically, producing a network of places that will deliver a range of benefits. These areas are also the places that our residents have highlighted as important recipients of investment.



↑ Areas of focus diagram

Whilst these five areas are the focus of the Town Investment Plan, the types of projects and initiatives we have identified are designed to bring positive and transformational benefits beyond these geographical boundaries and into neighbouring areas.

1. Town Centre

Our aim: To support a thriving and inviting town centre which is home to all of the civic and economic needs of Ramsgate's residents.

How: Repairing and renovating important town centre buildings, activating vacant and unused shops, creating new affordable spaces for business,

bringing fun and creative activities into the public realm.

2. Royal Harbour

Our aim: The Royal Harbour as the heart of the town; a place for residents and visitors of all ages to meet and play and a thriving hub of enterprise.

How: Capitalising on the Royal Harbour's distinct heritage to create a more walkable, peaceful environment and a place of gathering and socialisation. Supporting business and commerce, with new restaurants, markets and infrastructure for our fishing industry.

3. Port of Ramsgate

Our aim: To support the port to become the economic powerhouse of the town and a groundbreaking space for green and clean industries.

How: Investment in new and underused infrastructure, better zoning of the port and facilities to support opportunities to work with research universities and provision of affordable, flexible space for local and start-up businesses.

4. East Cliff

Our aim: Creating a more desirable and accessible beachfront as a key destination for all of Ramsgate's residents and visitors.

How: Making the most of Ramsgate's golden sands and holiday draw; new green open space and wilding of the public realm, more cafes and publicly accessible toilets, renovating listed structures and finding opportunities to create a new beach club, open to everyone.

5. Connections

Our aim: Creating a town that is easy to get around, but beyond that pleasant to walk around; a town that connects people to opportunities and amenities. This includes better connecting residential areas such as Newington, to the town and the opportunities we seek to encourage in the town.

How: More space for pedestrians and cyclists and safer crossings, signage and wayfinding measures, support for training opportunities and outreach programmes.

Areas of focus



Key

- ■ ■ ■ Port of Ramsgate
- ■ ■ ■ Royal Harbour Marina
- ■ ■ ■ Ramsgate Town Centre
- ■ ■ ■ East Cliff
- ■ ■ ■ Ramsgate Tunnels

4.0 INTERVENTIONS



Royal Harbour Marina
Image credit: Thanet District Council/Visit Thanet

4.0 INTERVENTIONS

Introduction

The interventions detailed in the following sections will require leadership, collaboration, funding and delivery support from a range of partners. Some of these interventions have a defined lead and/or funding stream allocated, but many reflect community aspirations that will require further development to identify the delivery structure.

For each intervention, we have outlined potential funding and delivery arrangements from the following categories

Delivery Lead/ Project Owner	Funding Partner
Local government: <ul style="list-style-type: none">— Thanet District Council— Ramsgate Town Council— Kent County Council	Public & third sector funding: <ul style="list-style-type: none">— Levelling Up Fund— Future High Street Funding— High Street Heritage Action Zone Funding— National Lottery Heritage Fund— Historic England Funding— Cultural Development Funding— Architectural Heritage Funding— Other
Community-led: <ul style="list-style-type: none">— Community groups— Local residents— Charities— Other stakeholders operating outside of governmental or for-profit groups	Community-led: <ul style="list-style-type: none">— Community groups— Local residents— Charities— Other stakeholders operating outside of governmental or for-profit groups
Private sector: <ul style="list-style-type: none">— Businesses— Landowners— Other private entities	Private sector funding: <ul style="list-style-type: none">— Local business— Landowners— Other

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4.0 INTERVENTIONS

Intervention area 1: Ramsgate Town Centre

Ramsgate town centre provides a significant opportunity to address many of the challenges faced by the town. By investing in the centre, its spaces and assets, we can support the creation of opportunities for new business, new employment and new social connections with impacts that reach across the town.

Throughout the engagement process the current condition and future of the high street was highlighted as a concern. A thriving high street and town centre is seen as vital to the town. Within this priority, consideration will be given to:

- Diversifying the town centre and bringing new uses into the area.
- Tackling empty and derelict buildings.
- Improving the look and feel of the high street.
- Collaborating with existing businesses.
- Bringing activity and footfall to the town centre through events such as markets and festivals.
- Improving the link between the Train Station, high street and Harbour.

More spaces for business and community

A barrier to employment growth is the lack of suitable space to support the increase in demand for business space in Ramsgate. Changes to the retail sector and the low socio-economic demographic of the local population have resulted in vacancy rates which are higher than the national average. Activating underused or unused buildings as community and affordable workspace will create new opportunities for growth and employment and provide important spaces for community activity.

A thriving town centre people want to visit

Feedback from the Common Place Survey (2017) of the local community shows that most people feel the town centre is neglected, unattractive and unwelcoming. Repair and refurbishment of historically important buildings will improve the streetscape, whilst the reinstatement of the street

market, investment into new spaces for street activity and exploring opportunities for more street-side seating will create an interesting, exciting town centre that people will want to spend time in.

A greener, healthier environment

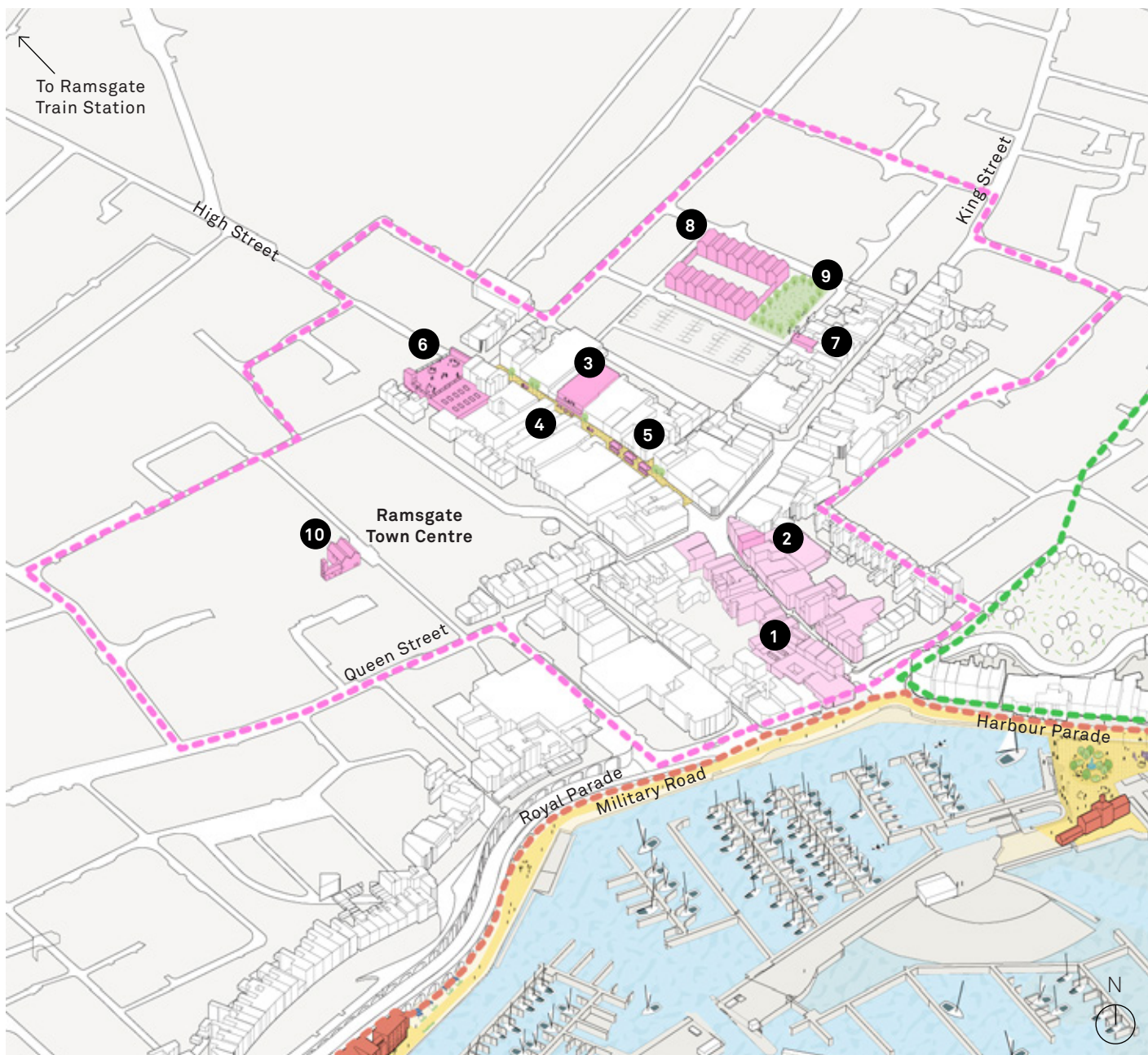
The town centre lacks greenery and more generally spaces for respite. There is an opportunity to improve the public realm with new greenery, not only improving the experience of being in the town centre but also improving air quality. Activating underused spaces across the town centre as open green space and creating new space for public participation, art and performance. In thinking about the town centre and our aspirations for the role it will play in a prosperous future for the town, we have identified specific areas for intervention.

“We need to hold on to the skills that are developed in the town, so people don’t leave and take their skills with them.”

— Workshop Participant

“The town centre is the part that is declining most rapidly. It should be used to draw in visitors, businesses, investors, create jobs and be a place for residents and the community to gather, enjoy, support businesses and be proud of”

— Questionnaire response



Ramsgate Town Centre

Key

	Port of Ramsgate
	Royal Harbour Marina
	Ramsgate Town Centre
	East Cliff

Projects

1. Repairs and activation of underused and vacant historic buildings along Harbour Street
2. Create a creative workspace
3. New community cafe along High Street
4. Explore new licensing arrangements for tables and chairs along High Street to build upon existing 'cafe culture'
5. Reinstate the local market, exploring opportunities for new locations
6. Explore opportunities to refurbish the Argos building as a cultural hub and accessible workspace
7. Explore opportunities to expand and refurbish the Ramsgate Music Hall as a music focussed multi-functional community and performance space
8. Explore the potential opportunity for a new residential development at Staffordshire Street Car Park site (some parking retained)
9. New greening of the town centre and creation of pocket parks
10. Refurbishment of Ramsgate Old Fire Station as a new multifunctional area with a central creative and community hub

4.0 INTERVENTIONS

KEY

- Aspirational projects: those that have been identified as important areas for action but remain in concept
- Projects with an identified funding source or projects that are in the pipeline

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
1. Repairs and activation of underused and vacant historic buildings along Harbour Street	Existing historic buildings are unique assets currently struggling to meet their potential to benefit the town. These areas have considerable potential to improve civic amenity, attract footfall, dwell time and spend.	<ul style="list-style-type: none"> — Perceptions of key town centre street improved — Enhanced visitor numbers and spend supporting local businesses — Historic buildings brought back into use 	Public sector: Thanet District Council	High Street Heritage Action Zone funding
2. Create a creative workspace	Addresses a lack of flexible and affordable creative workspace in the town centre, whilst reducing vacancy.	<ul style="list-style-type: none"> — Enhanced supply of workspace within the town centre area — Small businesses are enabled to evolve and grow in the town 	Thanet District Council	Future High Street Funding
3. New community cafe along High Street	Activating spaces along the high street for community activity identified as a key challenge throughout the engagement process.	<ul style="list-style-type: none"> — Enhanced civic spaces provide much needed social infrastructure and a place to dwell within the town centre. — Potential to provide employment opportunities to local communities. — Will deliver a more mixed, active high street 	Community-led	Community-led funding
4. Explore new licensing arrangements for tables and chairs along High Street to build upon existing 'cafe culture	Will increase visible activity along the high street to facilitate and improve social connections.	<ul style="list-style-type: none"> — Additional space will increase capacity of local businesses to generate income — Greater visible presence can lead to improved perceptions and social cohesion. 	Private sector with support from Public sector - Thanet District Council	N/A

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
5. Reinstate local market along High Street	Provides an additional draw of footfall into the town centre, creating more diverse activity beyond traditional high street uses	<ul style="list-style-type: none"> — Offers an enhanced platform for local producers and businesses — Increased footfall and spend in the town centre — Unlocks additional activity at different times of the day / week 	Public Sector: Thanet District Council	Private sector funding
6. Explore opportunities to refurbish the Argos building as a cultural hub and accessible workspace	Can address lack of diversity of uses in the town centre, enabling a shift away from overreliance on retail to draw in footfall. Will also help to overcome barriers to employment growth.	<ul style="list-style-type: none"> — Meets the need for additional provision of cultural and workspace facilities in the town centre — Increased potential to attract and retain younger residents and small businesses in the town 	Private sector	Private sector with potential to apply for public sector funding
7. Explore opportunities to expand and refurbish the Ramsgate Music Hall as a music focussed multi-functional community and performance space	Further concentration of cultural uses within the town centre can facilitate improved town centre vibrancy, drawing in footfall and enhancing the visitor economy.	<ul style="list-style-type: none"> — Meets a need for additional provision of cultural facilities in the town centre — Better utilisation of valuable town centre assets — Increased footfall and spend 	Private sector	Community-led with potential to apply for public sector funding

4.0 INTERVENTIONS

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
8. Explore the potential opportunity for a new residential development at Staffordshire Street Car Park site (some parking retained)	Further addresses lack of diversity of uses in the town centre. Also supports better utilisation of space and reduced car dependency.	<ul style="list-style-type: none"> — New town centre housing will naturally support increases in footfall — Reduced car parking will discourage private vehicles being brought into the town centre 	Private sector	Private sector funding
9. New greening of the town centre and creation of pocket parks	Town centre currently lacks spaces to attract people to dwell and spend time in the area. Is also challenged by its perceived poor quality of public realm.	<ul style="list-style-type: none"> — Will address a lack of green space and places to dwell throughout the town centre, improving air quality and general perceptions — Additional draw for residents, visitors and businesses into the area increasing spend. 	Community-led with support from public sector: Thanet District Council	Community-led with potential to apply for public sector funding
10. Refurbishment of Ramsgate Old Fire Station as a new multifunctional area with a central creative and community hub	Activation of underutilised heritage assets can further support diversification of uses within the town centre.	<ul style="list-style-type: none"> — Enhanced provision of community facilities — Greater access to workspace for creative businesses 	Public sector: Ramsgate Town Council	Public sector funding: Architectural Heritage Fund

Outcomes

- A more active, diverse and vibrant high street working to support local economic growth
- An inclusive, resilient economy providing opportunities for local employment, and support for small businesses to grow
- Higher growth creative industries are supported to grow and be retained within the town, rather than having to look elsewhere for space.
- A greener, more sustainable town centre supporting active travel, reduced car dependency and improved public health
- Strong presence of culture and civic cohesion within communities attracting and retaining younger residents

4.0 INTERVENTIONS

Project examples



↑ Image credit: SW Londoner

Goldfinger Kitchen and Factory, London

A local café which offers subsidised rent to local entrepreneurs to support them to start their own businesses. In exchange, they donate their time to host a monthly free 'community feast', using surplus food from the area that would otherwise end up in landfill.



↑ Image credit: Thomas Adank

Wealdstone Youth Workshop, London

A public design project in collaboration with the youth of Wealdstone to design and make furniture for use in a local public space. A temporary workshop was set up on the development site and a training programme provided. Proceeds split between the young people and the project.



↑ Image credit: Kings Mall

Start-Up Mall, Hammersmith

A new concept start-up programme is revitalising Kings Mall. Formerly vacant units within the mall are being offered to entrepreneurs, makers and technologists who want to test new ideas. The units will host experimental pop-ups, outlets and an incubator programme.



↑ Image credit: X Days in Y

Rue de Tresor, Paris

Greenery and spaces to sit to encourage pedestrians to dwell along a busy shopping street, bringing additional uses to the high street.



↑ Image credit: Gehl Studio

“Meet in the Street”, Gehl Studio, Denver

An evolving programme to reinvigorate a historic downtown street in Denver, which included steps to make the street more pedestrian / cyclist friendly and a series of experiences to increase dwell time.



↑ Image credit: Jimmy Guano

Birmingham Jewellery Quarter, Birmingham

The Birmingham Jewellery Quarter aims to provide better facilities, amenities and cultural activities for businesses and the local community, specifically through promoting the area’s unique industrial heritage. The community interest company acts as the custodian for the area’s Regeneration Action Plan.

4.0 INTERVENTIONS



↑ Image credit: The Teenage Market

Teenage Market, across the UK

A free platform for young people to run their own stall at their local market and test product and business ideas. Markets also focus on promoting young local performers by providing performance platforms at markets. The scheme builds connections between young traders and established independent retailers.



↑ Image credit: Fine Dining Lovers

Portable Parks, Mexico City

Portable parklets have been used in Mexico City to enable the introduction of greenery and seating into small and constrained spaces

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4.0 INTERVENTIONS

Intervention area 2: The Royal Harbour

Ramsgate harbour is the only Royal Harbour in the UK and is one of Ramsgate’s primary visitor attractions. It is an important space for recreation, still in use as a boating harbour and lined with busy cafes, restaurants and bars. It also remains an active fishing harbour, home to 14 fleets.

There is a need to capitalise on these strengths to create a stronger, more economically resilient place; improved public realm, a more diverse and attractive visitor offer and reduced car dominance will support the Royal Harbour to play a greater role in supporting a prosperous future for the town.

Seen as the jewel in Ramsgate’s crown, the community and stakeholders would like to see the Royal Harbour enhanced and celebrated. They would also like it to continue to contribute to the local economy both through jobs and attracting visitors into the area. Within this priority, consideration should be given to:

- Protecting and retaining the Harbour for the future.
- Improving the public realm around the Harbour.
- Developing the Harbour as a visitor attraction.
- Enhancing the hospitality offer as a mechanism for training and upskilling local people.
- Supporting local fishermen and other businesses to grow.
- Improving the waterfront offer.

“Ramsgate harbour and our beautiful architecture are the jewels in the crown of Thanet, but they need polishing”

— Questionnaire response

An enhanced public realm

The harbour, whilst filled with interesting cafes, restaurants and shops, remains relatively car dominated, with much of the public realm given over to street parking. We will look to rebalance this, finding opportunities for more open space and the creation of a safer and more walkable environment.

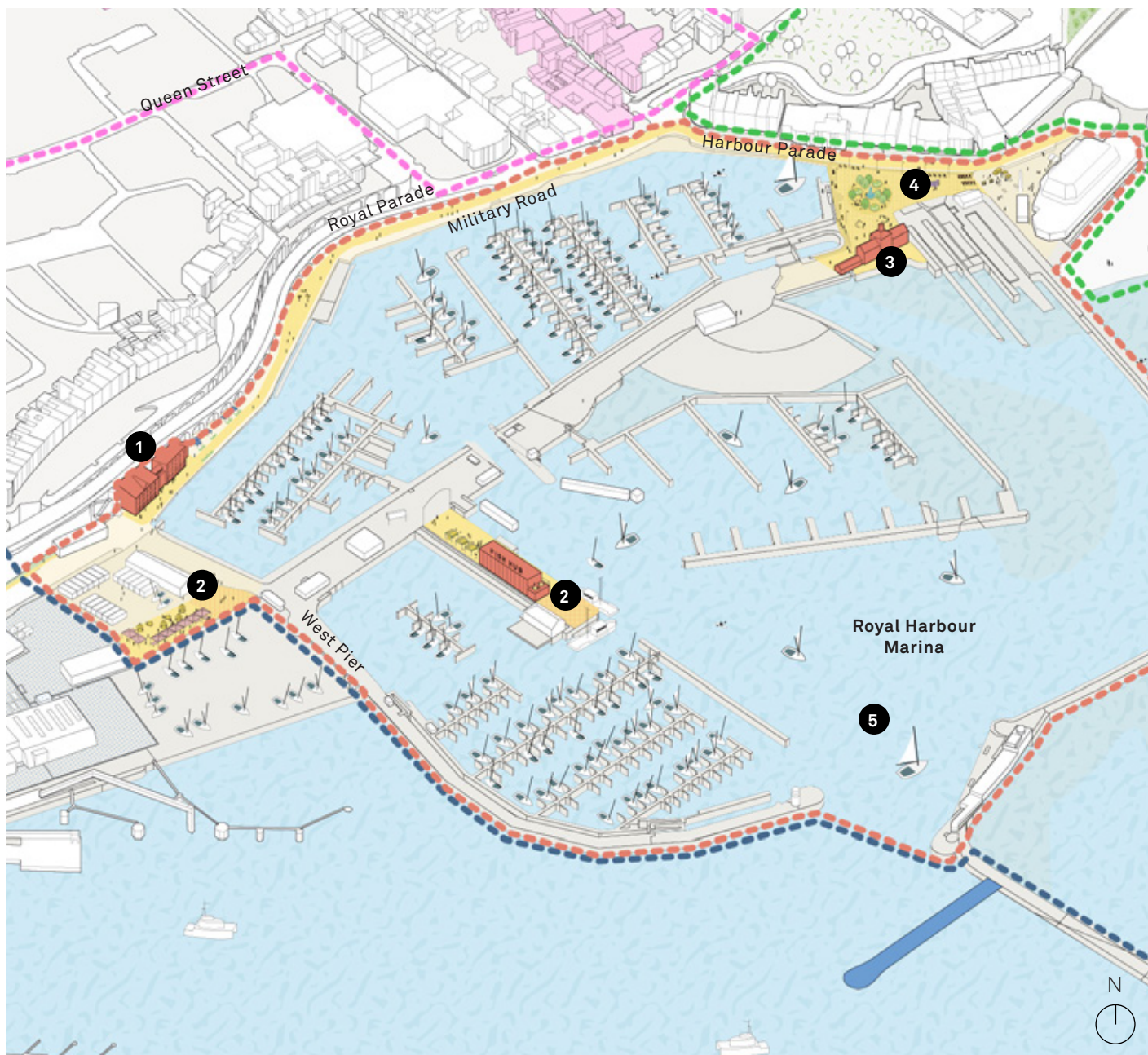
A better visitor offer – and amenities for residents and visitors alike

The Royal Harbour is the biggest visitor attraction in Ramsgate, but car dominance and a lack of public realm let it down. New, interesting restaurants and a linked fish market will create new attractions for the area, whilst the creation of a new public realm will make the Royal Harbour a more accessible and attractive place to spend time.

The Royal Harbour supporting the economy and opportunity

To make a living from fishing in the Thames Estuary has become increasingly difficult. There is a need to support the industry with better infrastructure such as cooling and refrigeration and providing easy to access storage facilities for equipment. A fish market and fish restaurant will enhance the connection between the fishing community and the general public and will support the industries economic resilience. Investing in the fishing industry will have benefits for employment; fishing has traditionally been an employer of young people.

There are unused and underused assets that can be activated; the intention is to use these assets not only to deliver the community and visitor assets the town needs but also to provide new training and upskilling pathways for the town’s unemployed and young people.



Royal Harbour Marina

Key

- Port of Ramsgate
- Royal Harbour Marina
- Ramsgate Town Centre
- East Cliff

Projects

1. Refurbishment of Smack Boys Building to a boutique hotel for training and apprenticeships
2. New and improved fishing infrastructure, facilities, fish market and restaurant
3. Refurbishment of Clock House to a cultural heritage exhibition space and public cafe
4. New public realm at Pier Yard including resurfacing, seating, lighting, soft landscaping
5. Modernisation of marina infrastructure and utilities

4.0 INTERVENTIONS

KEY

- Aspirational projects: those that have been identified as important areas for action but remain in concept
- Projects with an identified funding source or projects that are in the pipeline

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
1. Refurbishment of Smack Boys Building to a boutique hotel for training and apprenticeships	Addresses the lack of high end hotels in Ramsgate to support the town's emergence as a more diverse visitor destination. Training management model provides new career pathways and training opportunities to residents, unlocking higher value career opportunities in hospitality	<ul style="list-style-type: none"> — Enhanced utilisation of built assets — Improved provision of skills and training opportunities for local residents 	Private sector with public sector support	Public sector: Levelling Up Fund
2. New and improved fishing infrastructure, facilities, fish market and restaurant	Addresses the lack of fishing equipment storage space and supports the financial resilience of the fishing community with much needed refrigeration infrastructure which is currently absent. Provide space for a new high-end fish restaurant and linked fish market to drive the visitor economy and provide new training and employment opportunities through a training model linked to the Smackboys hotel.	<ul style="list-style-type: none"> — Increased jobs in the fishing industries — Improved employment opportunities for local communities — More supported and resilient harbourside economy — Improved employment opportunities for local communities — Enhanced connections between local businesses — Greater visitor spend 	Public sector: Thanet District Council	Public sector: Levelling-up Fund

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
3. Refurbishment of Clock House to a cultural heritage exhibition space and public cafe	Provides an important publicly accessible focal point for visitors and residents at the heart of the Royal Harbour, with a new seafront café and space for local history and heritage to be exhibited	<ul style="list-style-type: none"> — Increased recognition and connection to local history and heritage — Supports civic pride — An enhanced draw for visitors, encouraging footfall and spend 	Community-led with public sector: Thanet District Council support	Public sector: Levelling Up Fund. Potential for Historic England funding
4. New public realm at Pier Yard including resurfacing, seating, lighting, soft landscaping	Provides much needed pedestrian and child friendly space at the heart of the harbour as a community and visitor space; creates a more walkable environment which supports active travel; reduces car dominance as well as improving lighting to support the nighttime culture	<ul style="list-style-type: none"> — Improved provision of leisure facilities — Bringing underutilised spaces into active use — Supporting broader objectives to encourage active travel and delivering a more walkable, welcoming public realm. 	Public sector: Thanet District Council	Public sector: Levelling-up Fund

4.0 INTERVENTIONS

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
5. Modernisation of marina infrastructure & utilities	Success of the local fishing industry has come under increasing strain, and requires improved facilities to secure its future.	<ul style="list-style-type: none"> — Better infrastructure will enable improved support and resilience for the local fishing industry and other economic activity around the marina. — Provides additional employment opportunities for younger residents. 	Public sector: Thanet District Council with support from private sector	Public sector: Levelling Up Fund

Outcomes

- An attractive coastal visitor destination
- A thriving, inclusive economy providing opportunities for local residents to benefit from growth
- A strong, resilient local fishing economy of regional importance, supporting local employment and a network of local businesses
- A successful mix of uses attracting a visitor economy at all times of the year
- Sensitive public realm interventions supporting a safer, more walkable public realm

4.0 INTERVENTIONS

Project examples



↑ Image credit: Trip Advisor

Fish markets, Southwold, Suffolk

A lively and thriving harbour side economy based on the sale of fresh seafood; restaurants and fishmongers sell produce purchased directly from local fleets to customers.



↑ Image credit: Green Rooms

Green Rooms, Wood Green

Green Rooms hotel has 80 beds aimed at travellers working in the arts and creative industries. It provides rehearsal space, a bar/café and restaurant as well as flexible working space. The restaurant offers residencies to up-and-coming restaurateurs to help them build capacity and gain experience in the industry. Tenants take the kitchen rent-free for six months and receive business support and introductions to potential funding partners from established industry professionals.



↑ Image credit: Christopher Patrick Connolly

Pilcrow Pub, Manchester

A developer worked with local people to help them build and operate the pub themselves. Learning skills from furniture making to brewing, the community were supported by local traders and artists; the pub now acts as a multi use community space and is a popular visitor attraction.



↑ Recycling Centre.

Fishing Equipment Recycling Centre

A new project piloted in Cornwall to provide net recycling services to local fishermen. The programme is aimed at supporting greater sustainability in the fishing industry and relieve pressure on individual fleets of disposing of nets and other equipment



↑ Image credit: Public Space

Taasinge Square, Copenhagen

Taasinge Square is a retrofit of an existing green space at the centre of Copenhagen's first climate resilient neighbourhood. Located in a densely populated inner city district, it is designed to protect the community from extreme rainfall events following severely damaging flooding in recent years.

4.0 INTERVENTIONS

Intervention area 3: Port of Ramsgate

Probably our towns most latent asset, the Port of Ramsgate represents an exciting opportunity to strengthen and diversify Ramsgate's economy. Our engagement suggests the Port is seen as integral to the town's future and 39% of survey respondents selected investment to support the regeneration of the Port of Ramsgate as their first choice priority. Our investment focus will be on creating a new 'Green Campus' that spearheads new clean technologies and provides affordable and flexible space for green businesses and universities to locate and grow. Better zoning of the port will drive sector intensification and protect the 'Green Campus' and Royal Harbour from heavier industries to the west of the Port.

39% of survey respondents selected investment to support the regeneration of the Port of Ramsgate as their first choice priority. Wider engagement suggests the Port is seen as integral to the town's future. Within this priority, consideration should be given to:

- Defining the role of the Port and its contribution to the wider town.
- Creating opportunities for local people including jobs, skills and training.
- Supporting the green agenda, a green port for the future.

“Ramsgate should aim to be a centre of excellence for green energy skills.”

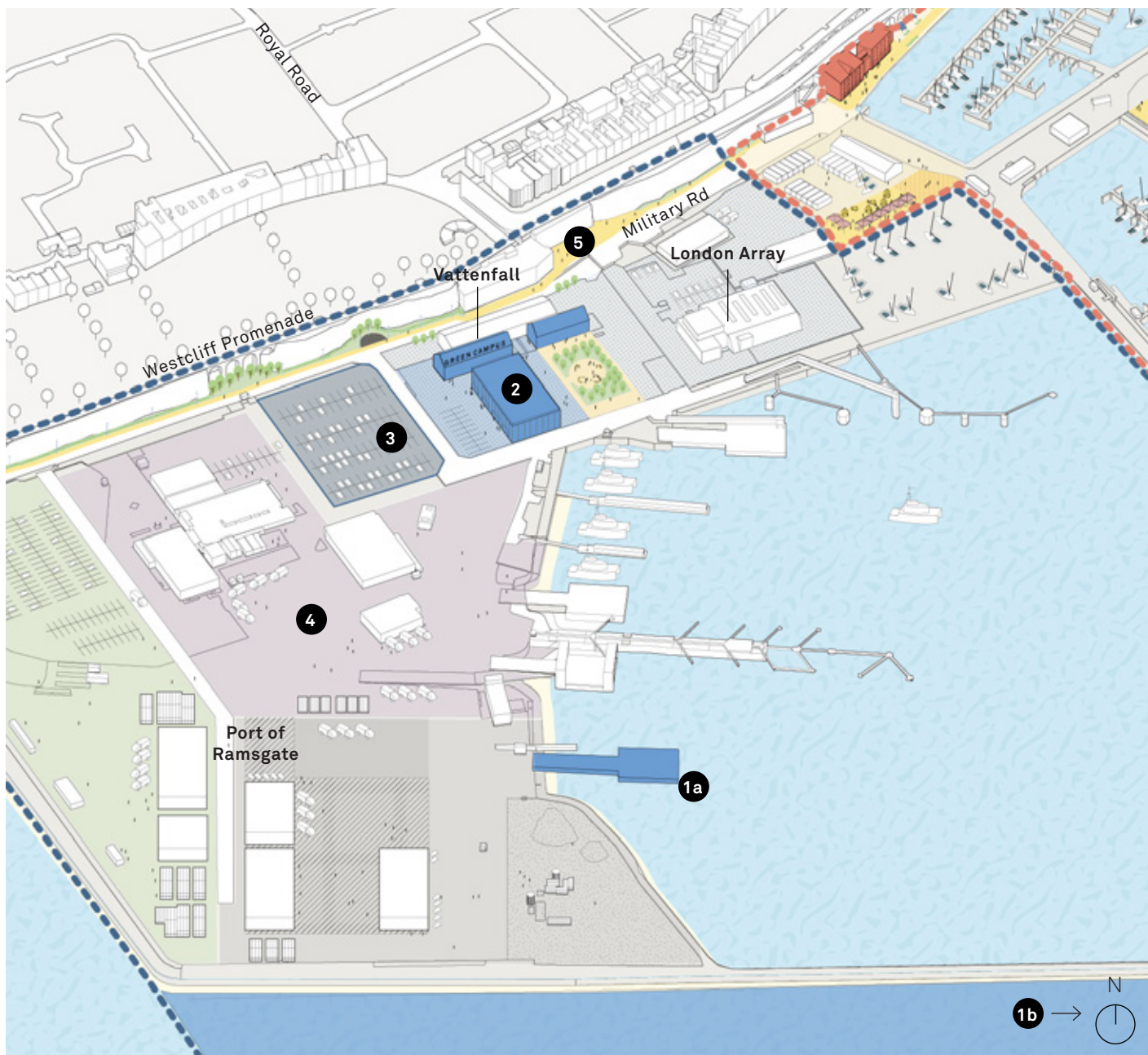
— Questionnaire Response

Better use of space in the Port of Ramsgate
The Port of Ramsgate is currently under-performing economically with large amounts of space underused. The port provides an important opportunity to spearhead economic and job growth, but a lack of distinct identity and some obsolete infrastructure has prevented realisation of specific low carbon opportunities.

Realisation of potential for diversification and growth
Interviews with London Array, Vattenfall and Brett Aggregates have uncovered significant potential to diversify and expand low carbon activity in Ramsgate. Whether this is evolution of earth friendly cements or the much-needed expansion of the maintenance fleet for offshore wind, coordination failures and a lack of available labour has prevented these growing in Ramsgate.

There is a strong community perspective that the Port is fundamental to the future and regeneration of the town. Qualitative engagement suggests that the focus should be on activating the Port and its potential to provide jobs, training and skills for local people.

More opportunities for employment
In the last decade no new jobs (net) have been created in Ramsgate. Unemployment is now at 12.5%, with youth unemployment double this rate and there is a real danger of this growing as the longer-term impacts of the pandemic play out. Only a quarter of residents have a degree or equivalent qualification. Local employers (particularly supporting green energy) have told us they are unable to fill vacancies locally.



Port of Ramsgate

Key

■	Port of Ramsgate
■	Royal Harbour Marina
■	Ramsgate Town Centre
■	East Cliff

Projects

1. Improvements to port infrastructure including breakwater and remediation
 - a. Refurbished ro-ro beach
 - b. New Breakwater (150m long)
2. New Green Campus including new office, research, teaching and start-up space
3. Park and walk facilities
4. Improved zoning of the port against defined uses and functions
5. Tree planting and greening

4.0 INTERVENTIONS

KEY

- Aspirational projects: those that have been identified as important areas for action but remain in concept
- Projects with an identified funding source or projects that are in the pipeline

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
1.Improvements to port infrastructure including breakwater and remediation	<p>This rationalises the footprint of dockside infrastructure to accommodate complementary and auxiliary uses to support diversification and innovation. A new breakwater creates shelter from prevailing tides and easterly winds to enable expanded, safer and more efficient wind farm servicing. New berthing infrastructure to enable safer and more efficient fleet docking and operations.</p> <p>It enables more effective zoning to support a longer term development strategy to create a busy Green Port with the capacity to employ over 1500 people.</p>	<ul style="list-style-type: none"> — The Port itself is more resilient to challenges presented by its harbourside location — Opens up space for new economic activity along the dockside to support the Port and wider economy 	Public sector: Thanet District Council & private sector business	Public sector: Levelling Up Fund

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
2. New Green Campus including new office, research, teaching and start-up space	The Green Campus provides high quality workspace for which there is clear demand. It provides a function for the port in an area (Operations and Maintenance) where there is not only a regional, but national need. The co-location of university and business, provides a platform for innovation and the wider objectives of the Thames Estuary Growth Board in relation to hydrogen and low carbon freight.	<ul style="list-style-type: none"> — Creation of new employment opportunities for local people — Ramsgate's economy is better aligned with national economic objectives — Better utilisation of space 	Public sector: Thanet District Council & private sector business	Public sector: Levelling Up Fund
3. Park and walk facilities	An opportunity to reduce vehicular dominance in the town centre to create a safer, healthier and more walkable environment; create a safer and more pleasant route to the Royal Harbour	<ul style="list-style-type: none"> — A more walkable, safe and healthy public realm 	Public sector: Thanet District Council & private sector	Private sector funding
4. Improved zoning of the port against defined uses and functions	Clear zoning of the port against different, defined uses will support intensification and diversity in economic use and will provide important barriers between heavy industry, green campus activity and the harbour.	<ul style="list-style-type: none"> — Opportunity for specialisation of co-location of economic activity 	Public Sector with private sector support	Public sector: Levelling-up Fund
5. Tree planting and greening	Aims to create a cleaner, healthier environment and an opportunity to improve the visual impact of the port	<ul style="list-style-type: none"> — Improved air quality — Improved town perceptions 	Community-led with private sector support	Community-led

4.0 INTERVENTIONS

Outcomes

- A modern, physically resilient port supporting a diverse and prosperous local economy
- A future facing, high value, specialised green economy supporting local, regional and national growth objectives
- An inclusive and walkable coastal location providing spaces to play and spend time.

Project examples



↑ Image credit: Green Port

Port of Ostend, Belgium

The Port of Ostend is working with partners to deliver a space for green energy production, including wind farms and green hydrogen production. They have established a public private partnership to build knowledge, expertise and skills around green energy production, with research and development intended to support the roll out of green energy across the Flanders region.



↑ Image credit: Bethnal Green Ventures

Tech for Good, Bethnal Green, London

A three month intensive programme to build capacity in social and environmental tech start-ups.



↑ Image credit: Delta Development

Park 20|20, Netherlands

Park 20|20 is the world's first Cradle to Cradle optimized working environment. The park combines innovation with sustainable design. It has taken an ecological approach, working with closed systems for energy and water. It promotes wellbeing with high quality public realm and space for socialisation and, through its approach to innovation, has attracted a high quality ecosystem of new businesses and start-ups.

4.0 INTERVENTIONS

Intervention area 4:

East Cliff

Despite Ramsgate being a seaside town with stunning wide golden beaches and easy access to the sea, a 2019 Visit Kent Perception study shows that it has less visitor appeal than Broadstairs and Margate. There is a limited waterfront offer with few facilities along the Marina Esplanade. There is an opportunity here to leverage our incredible natural assets by investing in new amenities, parks, cafes and restaurants. A new beach club, accessible and affordable to all of Ramsgate's residents and visitors, will provide new activities and attractions to the area.

Many residents feel that East Cliff is not as accessible as it should be to both the Royal Harbour and town centre but also to residents in neighbouring areas. There is a desire for a greater level of publicly accessible amenity and activity to draw more people to the seafront.

- Wilding the area with more green space and space for respite
- Accessible and affordable activities for people of all ages
- A beachfront that is easy to find and access

A place of resident and visitor amenity

East Cliff presents an opportunity to capitalise on the town's natural assets. Investment will be directed towards the amenities that visitors and residents want and need, including more and better quality public toilets, more cafes and places to eat and drink, more greenery and open space providing respite and shade away from the sea.

Identity and heritage

Ramsgate's heritage is visible along the length of East Cliff, with a number of listed civic structures, as well as the war tunnels. However, there is a significant need to direct investment in the refurbishment and repair of these structures to bring them back up to standard and make them again core visitor attractions.

“Ramsgate desperately needs more facilities to engage young people. The beach is wonderful for small children and adults but it has very little to engage the youth of the town. It needs community youth clubs/ skateboard parks/ film clubs etc to keep young people occupied.”

— Engagement Participant



East Cliff

Key

■	Port of Ramsgate
■	Royal Harbour Marina
■	Ramsgate Town Centre
■	East Cliff

Projects

1. A linear park and rewilding along Victoria Parade
2. Improvements to Helen Wills Memorial Gardens and Winterstoke Undercliff including a new Cultural Centre and landscaped garden
3. Refurbishment of Granville Theatre including training opportunities.
4. Refurbishment of Ramsgate Tunnels including a linked wartime museum
5. New leisure facility/ beach club to replace Marina Car Park (some parking retained)
6. Refurbishment of East Cliff Bandstand for events and community uses
7. Refurbishments to Viking Shelters

8. New cycle and repair cafe
9. Improvements to Arklow Square as a space for community events, street art, performance
10. New beach huts along Ramsgate Sands

4.0 INTERVENTIONS

KEY

- Aspirational projects: those that have been identified as important areas for action but remain in concept
- Projects with an identified funding source or projects that are in the pipeline

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
1. A linear park and rewilding along Victoria Parade	Creating new publicly accessible green space, improving biodiversity and providing play space for children	<ul style="list-style-type: none"> — Enhanced greening and spaces for respite — Improved access to amenities 	Community-led	Community-led with potential to apply for public and private sector funding
2. Improvements to Helen Wills Memorial Gardens and Winterstoke Undercliff including a new Cultural Centre and landscaped garden	These are important amenities in East Cliff and there is an opportunity to use them to deliver greater value and accessible amenity for both visitors and the community	<ul style="list-style-type: none"> — Improved provision of green space and places for respite — Enhanced visitor attractiveness — More facilities for residents of all ages 	Community-led	Community-led with potential to apply for public and private sector funding
3. Refurbishment of Granville Theatre including training opportunities.	Better activating this important asset to deliver more amenity in the area, improve the visitor offer and provide opportunities for local residents	<ul style="list-style-type: none"> — Better utilisation of valuable local assets — Improved provision of local training, enabling residents to upskill — Improved visitor offer 	Private sector with support from public sector	Private sectors with potential to apply for public sector funding
4. Refurbishment of Ramsgate Tunnels including a linked wartime museum	Better activation of an important heritage asset that will help build on the visitor offer and support the creation of a stronger local identity	<ul style="list-style-type: none"> — Better utilisation of valuable local assets — Improved cultural 	Community-led: Ramsgate Tunnels	Community-led with potential to apply for public sector support: HLF
5. New leisure facility/ beach club to replace Marina Car Park (some parking retained)	Better activation of the East Cliff beachfront and an opportunity to bring new activities to the area, driving footfall and creating important opportunities for recreation, accessible and attractive to surrounding residents as well as visitors	<ul style="list-style-type: none"> — Improved accessibility to the beachfront — Improved recreational offer — Reduced reliance on private vehicles, encouraging walking and cycling 	Private sector	Private sector

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
6. Refurbishment of East Cliff Bandstand for events and community uses	An important heritage asset that is currently in need of repair; activating it as a space for social gathering and performance	<ul style="list-style-type: none"> — Better utilisation of valuable local assets — Improved provision of cultural facilities for residents and visitors of all ages 	Community-led	Community-led with potential to apply for public sector funding
7. Refurbishments to Viking Shelters including a cafe and public toilets	Delivering improved amenity on the beachfront and improving access to accessible public toilets and changing facilities which are lacking	<ul style="list-style-type: none"> — Improved provision and accessibility of the beachfront 	Community-led	Community-led with potential to apply for public sector funding
8. New cycle and repair cafe	An opportunity to capitalise on the Viking Trail to create a new area for respite, encouraging active travel and providing better amenity to those using the Viking trail	<ul style="list-style-type: none"> — Encouragement for greater active travel across the town — Greater diversity of uses in the area 	Private sector and/or community-led	Community led and/or private funding
9. Improvements to Arklow Square as a space for community events, street art, performance	An opportunity to bring amenity and cultural activity to a more deprived neighbourhood and create a route through from the town centre to East Cliff	<ul style="list-style-type: none"> — Ensure all communities within the town benefit from investment — Improved provision of spaces and activity suited to 'youth' in the town 	Community-led with potential for public sector support	Community-led
10. New beach huts along Ramsgate Sands	Making the beach more accessible and usable to a wider range of people; an opportunity to encourage beach use by people of all backgrounds	<ul style="list-style-type: none"> — Improved accessibility and provision of beachside facilities — Delivery of inclusive spaces for all age groups in the town 	Public or private sector	Public sector

4.0 INTERVENTIONS

Outcomes

- A healthier, more welcoming environment
- A more inclusive and accessible place
- A thriving, mixed coastal location attracting a strong visitor economy
- An established amenity offer providing diversity of uses attracting resident and visitors of all ages
- An area which celebrates and maximises the potential of its heritage assets, supporting a sense of civic pride
- A well-connected place facilitating active, green travel both within the town and connecting to neighbouring areas
- A successful cultural and leisure offer generating strong community cohesion and an attractive tourist location

Project examples



↑ Image credit: Bournemouth

Accessible beach huts, Bournemouth

Bournemouth's Boscombe Beach is home to the UK's first purpose designed fully disabled accessible beach huts. These huts have space for up to four wheelchairs and features four folding chairs, a table, a split level work surface, gas stove, lockable cupboards and a shared fresh drinking water tap. The huts are designed to be affordable, flexible and easily booked.



↑ Image credit: Institute of Making

Islington Boat Club, London

A community focused club which provides access to paddleboard, canoes, kayaks and other water sport activities. It runs affordable community events and offers activities for young people and people with additional needs.



↑ Image credit: GRASS Cliftonville

Oval Bandstand, Margate

GRASS Cliftonville has been named the preferred buyer of Margate's Oval bandstand and lawns. The space will be operated as an inclusive, community-first space, holding events, activities and screenings.

4.0 INTERVENTIONS



Madrid Rio, Madrid

Madrid Rio is a major series of new green areas of 649 ha which has been created along a 6 kilometre stretch of the River Manzanares, on land formerly occupied by a now tunnelled motorway. The parkland is divided into six districts with numerous environmental, sporting, leisure and cultural facilities.

↑ Image credit: Social Design Magazine

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4.0 INTERVENTIONS

Intervention area 5: Physical Connections

Ramsgate currently suffers from a poor-quality pedestrian experience between the town centre, seafront and harbour area. The town centre mainly serves the Thanet residents, whilst the Royal Harbour and seafront boast the primary visitor attractions. In between there is a disconnected public realm along Royal Parade, Harbour Street and Harbour Parade, with an inadequate pedestrian crossings and almost blind bends, limiting and reducing footfall between these areas.

Feedback from community engagement suggests that improved connectivity is key to the success of Ramsgate:

- Better connections from the station down to the waterfront
- Improved Viking Trail, with better wayfinding and a more walkable route through the town
- Addressing the challenges of getting around the town which are increased by narrow pathways, cobbled areas and the lack of drop kerbs.

“Ramsgate is easy to get around if you’re mobile. It’s not if you rely on a wheelchair.”

— Focus Group Participant

“Very poor, good coastal routes but not good links in Ramsgate... I feel safer cycling in London.”

— Engagement participant

A better connected town

Whilst Ramsgate’s relatively compact footprint is conducive to walking and cycling, a number of barriers to active transport were raised by residents. These included not feeling safe walking around the town and factors such as the need to enforce the pedestrian area in the town centre and to improve crossings in key locations. Proposals seek to provide clearer and safer cycle routes along key routes, including new cycle lanes connecting the town centre to Ramsgate train station and the well-used Viking Coastal Trail. Proposals also identify opportunities for increased cycle parking in the town centre to promote and increase cycling to the town and decrease the reliance on private vehicles.

The Viking Trail is an important visitor attraction and resident amenity; investment in it is one of the quickest ways to improve access to active travel; greening of Military road and better wayfinding measures are a key focus.

A more accessible town

The topology of Ramsgate makes it a difficult town for those with physical disabilities to navigate. The route from the station to the town centre presents a number of barriers, with a lack of safe crossings, limited wheelchair infrastructure and poor wayfinding. Many of the town’s amenities prove inaccessible to those with physical disabilities, including the beach and the harbour; infrastructure such as drop curbs and marked road crossings need to be improved whilst the lifts down to the beach need to be brought back into working order. Facilities such as changing/toilet facilities need to be provided to ensure that all of the town’s amenities can be enjoyed by all.

We are committed to ensuring that the investments we make directly address these barriers and will work with our community to target interventions effectively.



Connections

Key

Viking Route

- Existing traffic free shared pedestrian/ cycle route
- Existing segregated pedestrian / cycle route
- Existing pedestrian route only
- ... Existing signed on road cycle route
- FHSF improvements (Harbour Parade)
- FHSF improvements (Royal Harbour Car Park)
- Military Road pedestrian improvements
- Military Road greening/ tree planting improvements
- * Potential wayfinding locations
- Lift improvements
- P New park and walk facilities
- 🚲 New cycle hire facilities

Ramsgate Station to Ramsgate Harbour (via High Street)

- Existing pedestrian route
- Existing pedestrianised area
- Existing pedestrian crossing
- Potential pedestrian crossing locations
- * Potential wayfinding locations

4.0 INTERVENTIONS

KEY

- Aspirational projects: those that have been identified as important areas for action but remain in concept
- Projects with an identified funding source or projects that are in the pipeline

Viking Route

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
<ul style="list-style-type: none"> — Traffic free shared pedestrian/ cycle route — Segregated pedestrian / cycle route — Pedestrian route only — Signed on road cycle route — Potential wayfinding locations — Lift improvements — Park and Walk facilities and linked improvements to Military Road — Cycle hire facilities 	<p>Ramsgate's small footprint lends itself to walking and cycling throughout the town, though infrastructure to support this is limited, particularly for disabled people.</p> <p>Interventions to support enhanced active travel will improve pedestrian safety, and encourage residents, businesses and visitors to better utilise the harbour and surrounding areas.</p>	<ul style="list-style-type: none"> — New or improved walking and cycling links delivered — Air quality improved — Perceptions of public realm, safety and connectivity improved — Healthier local population — Enhanced uptake of active travel — Enhanced visitor numbers and spend from neighbouring areas — Clean Growth principles supported 	Public sector with community-led support	<p>Public sector funding</p> <p>Community aspiration supported by civil society</p> <p>Future High Street Funds</p>
<ul style="list-style-type: none"> — Harbour parade, Albion Hill, Harbour Street and Madeira Walk improvements 	Creating a better and safer connection between the harbour and the high street	<ul style="list-style-type: none"> — New or improved walking and cycling links delivered — Air quality improved — Perceptions of public realm, safety and connectivity improved — Healthier local population — Enhanced uptake of active travel — Enhanced visitor numbers and spend from neighbouring areas — Clean Growth principles supported 	Public sector: Thanet District Council	Public sector: Future High Street Fund

Outcomes

- A well-connected place both within the town and to neighbouring areas along the Kent coast.
- An attractive visitor destination
- Calm, sustainable transport provision supporting a safer, less polluted public realm
- A more inclusive and accessible town

4.0 INTERVENTIONS

KEY

- Aspirational projects: those that have been identified as important areas for action but remain in concept
- Projects with an identified funding source or projects that are in the pipeline

Ramsgate Station to Ramsgate Harbour

Interventions	Rationale	Outputs	Delivery leads	Funding/ Partners
<ul style="list-style-type: none"> — Pedestrian route — Pedestrianised area — Existing pedestrian crossing — Potential pedestrian crossing locations — Potential wayfinding locations 	<p>Ramsgate currently suffers from poor connectivity between the Station, the town centre, the seafront and the harbour.</p> <p>Investment in the town centre will rely on enhanced connectivity within the town to maximise footfall and spend to support the local economy.</p>	<ul style="list-style-type: none"> — Enhanced visitor numbers and spend from neighbouring areas — Air quality improved — Healthier local population — Enhanced uptake of active travel — Enhanced visitor numbers and spend from neighbouring areas — Clean Growth principles supported 	Public sector	Public sector funding

Outcomes

- Ramsgate will become better connected within the town, with improved links between key centres.
- Enhancements should improve attractiveness to businesses and visitors, supporting economic growth.

4.0 INTERVENTIONS

Project examples



↑ Image credit: Vancouver Economic Commission

Greenest City Action Plan, Vancouver

Vancouver City launched its 2020 Greenest City Action Plan in 2011. As part of its effort to decrease greenhouse gas emissions in the city, and promote greener modes of transport, it has created the Greenest City Action Fund, which grants money to citizens for neighborhood-level green projects. Some projects involved repairing broken or unwanted bicycles, a beekeeping mentorship program, creating sharing economy spaces and mapping pedestrian infrastructure.



↑ Image credit: Van Gogh Walk

Van Gogh Walk, London

A linear park and active community space in Lambeth which greens and pedestrianises a key thoroughfare, creating a safe place to both walk and play.



↑ Image credit: Charles Emerson

New Pedestrian Crossings, White City, London

The artist Camille Walala was commissioned to design two colourful, eye-catching and fun pedestrian crossings and murals to help make Wood Lane in White City, a busy thoroughfare, feel safer and more pedestrian friendly.

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4.0 INTERVENTIONS

Intervention area 5: Connecting communities

There is a disconnect between opportunities available in Ramsgate and some of the more deprived neighbourhoods in the town. Investment will look to support outreach and training opportunities, supporting local community groups and charities to deliver services and connecting people to the opportunities they want.

Feedback from community engagement suggests that improved connectivity – both in terms of physical connections and connections between communities – is key to the success of Ramsgate:

- Outreach and training programmes to engage with communities across Ramsgate and connect them to opportunities
- Working in partnership with charities / social enterprises and investment into Improving community outreach and promotion of skills and training offer.
- Engaging with local people in their communities and in partnership with organisations they trust
- Outreach work to improve pathways new opportunities and employment in Ramsgate's more deprived areas.

A better connected community

The investment carried out across the Town of Ramsgate will be underpinned by better access to training, apprenticeships and skills transfer for all of Ramsgate's residents, with a particular focus on young people and the more deprived communities. Working with community-led groups and charities, we will help people access the skills they need and connect them with career opportunities.

A more inclusive town

Whilst investment into more inclusive physical connections will go some way to breaking down the barriers for those with physical disabilities, we acknowledge that there is more that will need to be done to create a genuinely inclusive place. We will work closely with members of our community to make sure that the facilities people need to enjoy Ramsgate and participate in all that it has to offer are provided, including beachside facilities, changing areas, accessible WCs, inclusive landscape design and more.

KEY

- Aspirational projects: those that have been identified as important areas for action but remain in concept
- Projects with an identified funding source or projects that are in the pipeline

Interventions	Rationale	Outputs	Delivery leads	Funding / Partners
Work with young people to run student markets / provide business development support	An opportunity to ensure that investments reach the most deprived communities and that opportunities created are accessible and transparent. An opportunity to strengthen partnerships with local groups and charities to deliver more impactful services on the ground	<ul style="list-style-type: none"> Reduced unemployment rates Reduced deprivation Improved skill base Average income for residents is increased Greater connections across the whole town 	Community-led	Community-led
Work with local businesses to support them to provide training, skills, employment, outreach			Public sector & community-led	Public funding: Levelling Up Funding & community-led
Work with community groups to support skills and training courses for the community			Public sector & community-led	Public funding: Levelling Up Funding & community-led
Invest in community access points in neighbourhoods outside the town centre, with opportunities for on-site training and upskilling			Public sector & community-led	Public funding: Levelling Up Funding & community-led
Improved public transport connections to Newington	An opportunity to address the lack of connection to Newington with better bus connectivity	<ul style="list-style-type: none"> More people from deprived neighbourhoods using the town centre and its amenities Reduced isolation and loneliness Better health outcomes Reduced deprivation 	Public sector & civil society	Public sector
Improved disabled access facilities	An opportunity to create a more inclusive and accessible town for all	<ul style="list-style-type: none"> Better provision of disability friendly facilities such as changing rooms and WCs More people using/ accessing areas previously underused by minority groups 	Public sector	Public funding

4.0 INTERVENTIONS

Outcomes

- A more skilled local workforce
- Greater employment and employment opportunities for local people
- Better access to opportunities for those in the most deprived neighbourhoods
- Increased social cohesion
- Improved career pathways
- Greater disabled access to Ramsgate's natural assets
- A fairer, more accessible and inclusive environment

Project examples



↑ Image credit: CoLab Dudley

CoLab, Dudley

This social lab, with both an online platform and physical space, operates through a core team of local people with a range of skills to deliver often experimental community projects.



↑ Image credit: Alexander Christie

231 Old Kent Road, Peckham

A community space, paid for by the Council, where local residents, businesses and community groups can share ideas and get involved in the plans for the area's future.



↑ Image credit: Islington Media

St Luke's Community Centre, Islington

A modern community centre on the high street that provides a space for local people to gather and socialise. Facilities enable exercise classes, art studios, fully equipped cookery school and employment support.

4.0 INTERVENTIONS

Strategic alignment

Policies

Ramsgate is included in a number of town and district wide policies and strategic documents. This TIP looks to deliver on some of the main ambitions contained within these, pulling together aspirations for Ramsgate into one document that will help to guide growth and investment over the next ten years. Relevant documents include:

- Thanet Economic Growth Strategy
- Thanet District Council Corporate Priorities
- Thanet Local Plan
- Thanet Growth Strategy
- Thanet Destination Management Framework

Partnerships

There are many partnerships in place supporting Ramsgate on a number of topics such as:

- Coastal Communities Fund
- Newington Big Local
- Arts Council
- Homes England
- Thanet Leadership Group
- Thanet Multi-Agency Task Group
- Historic England
- Locate in Kent

Programmes and Investments

- Levelling Up Fund (LUF)
- Heritage Action Zone(s) (HAZ)
- Future High Street Fund (FHFSF)
- Heritage Lottery Heritage Fund (HLF)

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5.0 DELIVERING RAMSGATE'S FUTURE



Ramsgate Sands
Image credit: Thanet District Council/Visit Thanet

5.0 DELIVERING RAMSGATE'S FUTURE

Delivery plan

The interventions outlined in this Investment Plan require input and support from a range of funding and delivery bodies. This is a plan for Ramsgate and stakeholders across the spectrum, from businesses and individuals to community groups, will need to drive activities forward. Thanet District Council is committed to providing support and guidance where possible and will use the Levelling Up Funding allocated to drive immediate investment to create momentum and incentive for additional investment.

We have mapped interventions by immediate, short, medium and long-term interventions. (See overleaf).

Projects funded through the LUF; funds to be spent within three years

Building on projects started by the Levelling up Fund

- Establish physical and community connections in deprived neighbourhoods
- New public realm and asset creation in Royal Harbour
- Green campus development/ port infrastructure
- Fishing infrastructure

With early resource we can deliver easier to reach interventions

- Night-time economy support
- Local market
- Licensing for outside seating
- Park & walk
- Art installations / street performance space
- Greening & planting
- Training, skills, employment interventions

Short-term: Those which require partnership working and greater planning

- Pocket parks across the town centre and East Cliff linear park and wilding
- Asset repair and refurbishment
- People run café
- Public realm improvement (litter, CCTV)
- Helen Wills Memorial Gardens and Winterstoke Undercliff & other assets: repairs and refurbishment
- Route markings and signage from station and on Viking Trail
- Working with bus companies to service Newington

Medium term: Provision of new working and community space; activation of new assets and spaces

- Assets / spaces activated as workspace and community space
- Ramsgate tunnels
- East Cliff cafes, toilets, beach huts
- Arlow square activation

Scaling of projects and larger development projects

- Staffordshire car park redevelopment
- East Cliff beach club
- Scaling and diversifying workspaces

Immediate-term

Short-term

Medium-term

Long-term

5.0 DELIVERING RAMSGATE'S FUTURE

Delivery principles

This TIP marks a shift in thinking about Ramsgate's economy and our shared aspirations for the town. It is intended to be a holistic and representative strategy that will support the creation of a better, stronger place.

The successful implementation of the projects and interventions held within this plan will need new collaborations, private and third sector input and enhanced partnership under the strategic leadership of the council to succeed. To support this, a set of principles has been created to inform and provoke new practices and support delivery:

Commitment and Focus

A shared and long-term commitment to responding to the priority challenges and opportunities identified in this strategy

Collaboration

Making the most of available capacity and resource that exists across the town by building on the work of partners, brokering new relationships and working across new areas

Participation

Embedding participatory principles within delivery to ensure that Ramsgate's residents are actively involved in idea development, decision making and delivery

Innovation

Using the town as a 'living lab' to try innovative projects, alongside taking innovative approaches to leverage funding and realising ambitions

Agility

Continuously reviewing delivery mechanisms, project priorities and ways of working to ensure the town remains agile in responding to changing needs

Pace

Working rapidly to deliver projects that deliver positive economic, social and environmental impacts

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