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WE MADE THAT **prd**

RAMSGATE FUTURE  
EVIDENCE ATLAS DRAFT | AUGUST 2021



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Image credit: Thanet District Council



1.1

INTRODUCTION

About the team

Consultants PRD and We Made That have been commissioned by Thanet District Council to develop proposals for Ramsgate Future Investment Plan and Levelling-Up Fund bid.

The team are long-standing collaborators and have previously worked together on Margate Town Deal Investment Plan. They have also worked together on other town plans for Folkestone, New Romney and Ebbsfleet and developed the strategy for the Thames Estuary Production Corridor. In addition, they led on the successful bid to government for Creative Estuary and are regular advisors to the Mayor of London on town centres, property asset strategy and creative industries.

The Levelling-Up Fund

The Levelling Up Fund was announced at the Spending Review 2021 with the aim of investing in infrastructure that improves everyday life across the UK. The £4.8 billion fund will support town centre and high street regeneration, local transport projects, and cultural and heritage assets.

Thanet was listed as one of 123 Priority 1 areas invited to bid for the fund. Thanet District Council promoted Ramsgate as the focus for the Fund with the aim of supporting Ramsgate’s cultural and heritage led regeneration:

*“Home to Kent’s largest conservation area, two Heritage Action Zones and the UK’s only designated Royal Harbour, Ramsgate offers significant potential for heritage-based regeneration. Coupled with this, Ramsgate has a rich cultural history that has not been fully exploited, with strong connections to internationally recognised cultural icons including Turner, Coleridge, Van Gogh, Wilkie Collins, Pugin, Tissot, Mary Townley... even James Bond.*

*The combination of heritage properties and culture, in such a unique coastal/maritime setting, has strong appeal for visitors as well as for inward investment. This is particularly true of the high-growth and high value creative, cultural and digital industries, with 26% of all companies involved in the creative industries nationwide located in conservation areas.”*  
- Extract from Ramsgate Development Plan, by Ramsgate Town Council

The deadline to submit proposals to Ministry of Housing, Communities & Local Government is 12pm Friday 18 June 2021. Successful applications will receive funding to be spent by 31 March 2024, with initial investment or delivery on the ground to commence this financial year (2021-22).

About this document

The purpose of this Ramsgate Future Evidence Atlas is to provide an evidence base to support the projects identified for the Levelling Up Fund bid.

The document is under the following chapters:

- Wider context - analysis on the context of Ramsgate within the wider context of Thanet District, including mapping and data analysis on connectivity, planning policy and development, economic performance, population and standards of living.
- Area appraisal - analysis of Ramsgate with a focus on the port, harbour, waterfront and town centre areas including planning policy, local assets, natural assets, social and community infrastructure, and transport and connectivity. This section also includes a literature review on previous funding bids and studies.
- Key findings - conclusions identified from the wider context and area appraisal that will guide the proposals in the Ramsgate Future Investment Plan and Levelling Up Fund bid.



2.0

WIDER CONTEXT



Image credit: We Made That



2.1

LOCATION & WIDER  
CONNECTIVITY

Transport connections

Ramsgate enjoys good local and regional connections. This can make customers and supply chains more accessible to businesses and provides a basis for attracting more tourism, particularly from the European market from 2023 onwards.

Place of work x method of travel

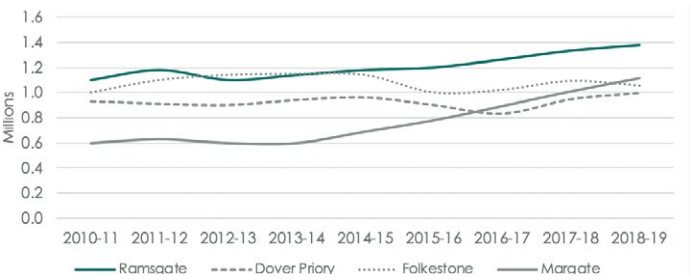
As of 2011, most commuters reach workplaces in Ramsgate by car (60%), while a high proportion walk or cycle (20%). Only 8% use public transport, most of which is bus travel.

The station usage graph below shows that visitor numbers are increasing.

	Walk	Cycle	Train	Bus	Taxi	Moto/ moped	Car driver	Car pass	Other
Ramsgate	16%	4%	2%	8%	1%	1%	60%	7%	0%
Thanet	16%	3%	2%	8%	1%	1%	61%	7%	0%
Kent	14%	2%	3%	4%	0%	1%	68%	6%	0%

Source: WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level), 2011 (Nomis)

East Kent seaside stations entries and exits



Source: Estimates of station usage, OOR. n.b. figures from 2010 to 2016 estimated from graphs, not raw numbers.

Key

- A road
- B road
- Rail line
- Thanet District boundary

N 0 1km





2.2  
STUDY AREA

Ramsgate study boundary

**Ramsgate built-up area MSOAs**  
For the purpose of this study, the Ramsgate built-up area boundary uses the nearest corresponding MSOAs.

Key

A road

B road

Rail line

Ramsgate built-up area MSOAs

Thanet District boundary

N

01km



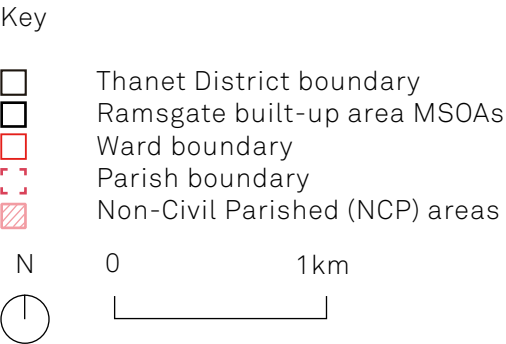


2.2  
STUDY AREA

Wards & Parishes

The Ramsgate area consists of a number of Parish and Ward boundaries. The boundary area for the study is based on the MSOAs used in the data collection.

- Thanet's parishes capture in the map:
- 1. Acol
  - 2. Birchington
  - 3. Broadstairs and St. Peters
  - 4. Cliffsend
  - 5. Manston
  - 6. Minster
  - 7. Ramsgate

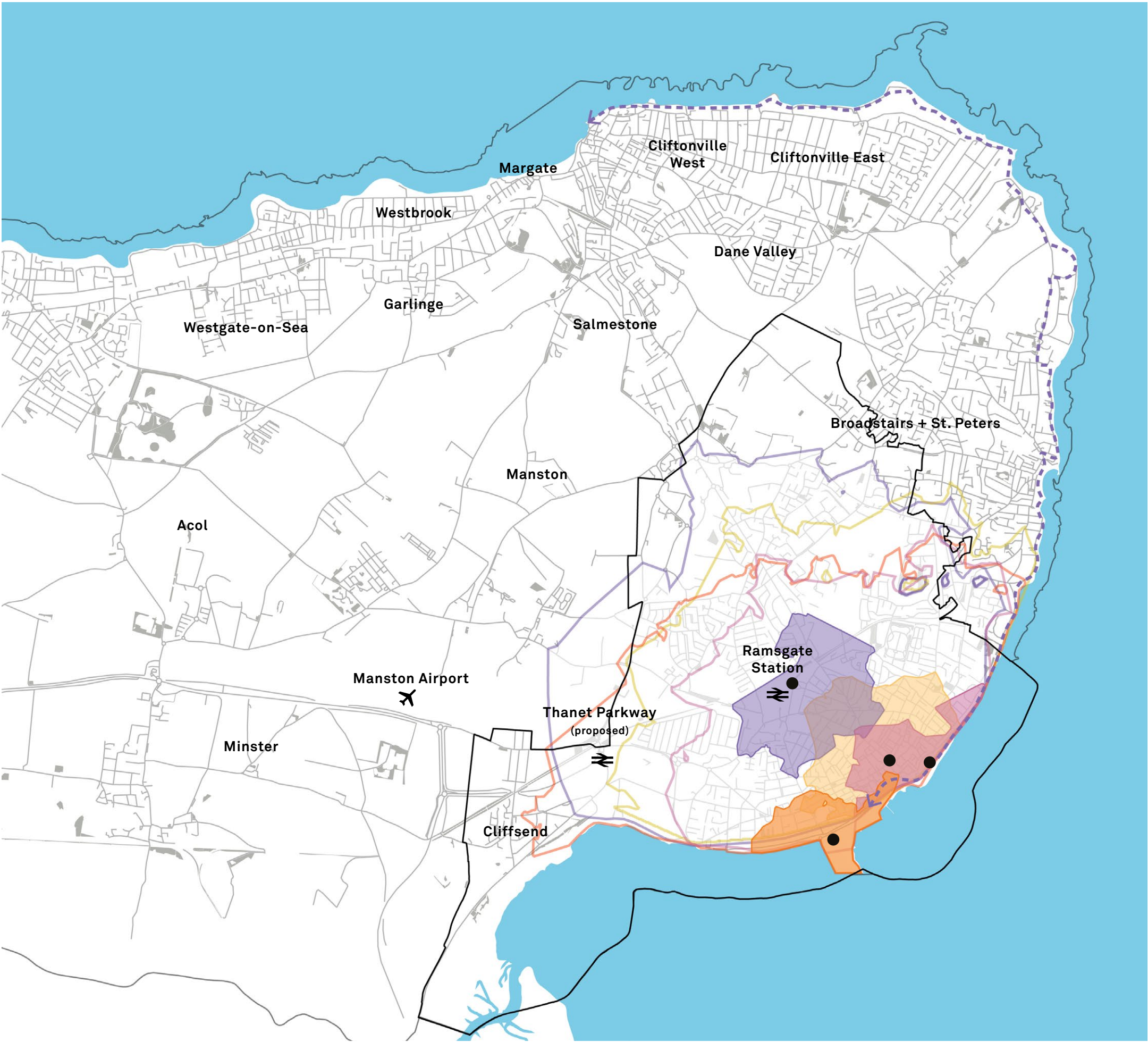
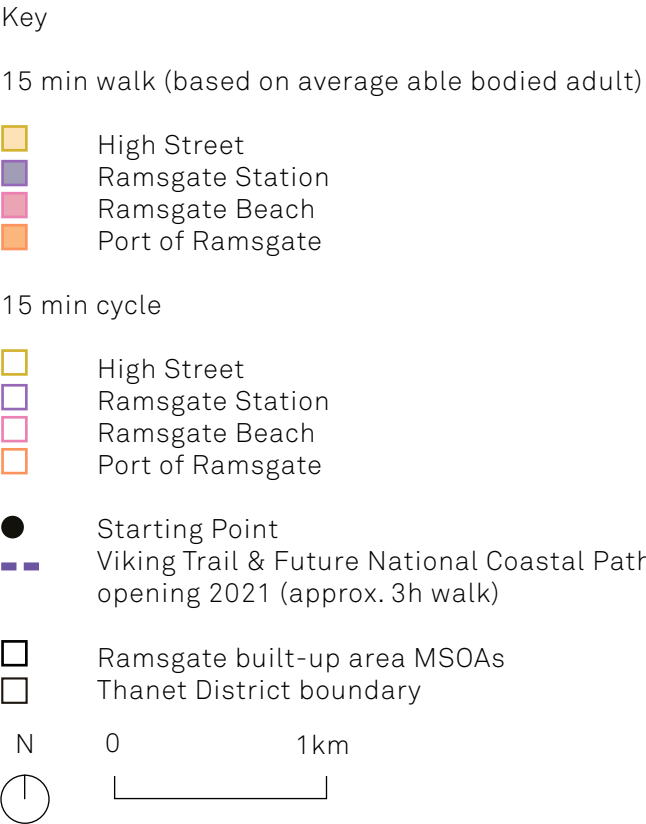




2.3  
CONNECTIVITY

Active travel:  
walking & cycling

Ramsgate's relatively compact footprint is conducive to walking and cycling, reflected in the higher percentage of those who walk and cycle compared to Kent as a whole. In addition, 40% of households are registered as not owning a car, significantly higher than the England average (22%). The town can build on this pre-existing reliance on sustainable and active modes of travel, and would benefit from public realm improvements and efforts to continue to reduce or restrict car use.





2.3  
CONNECTIVITY

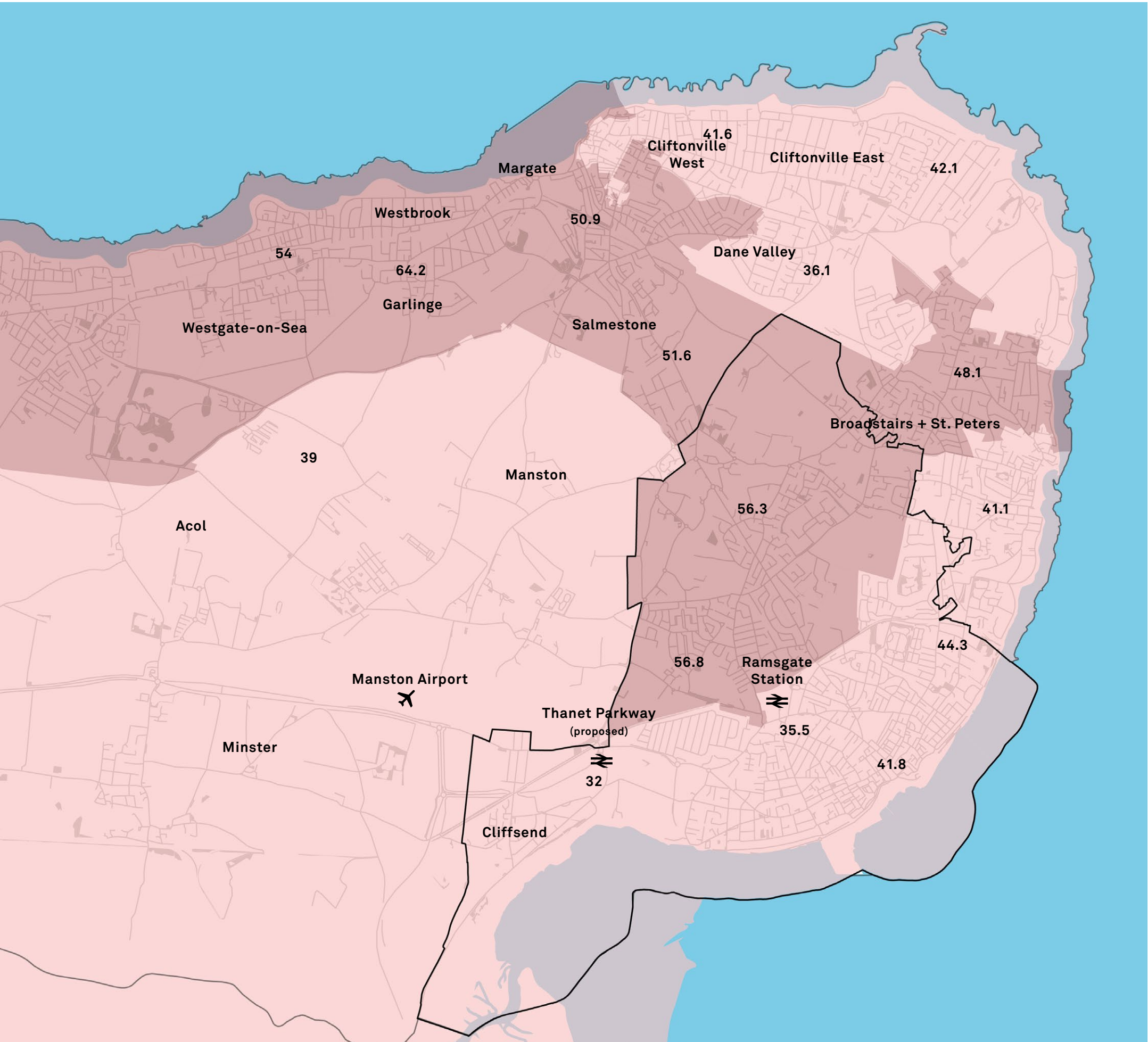
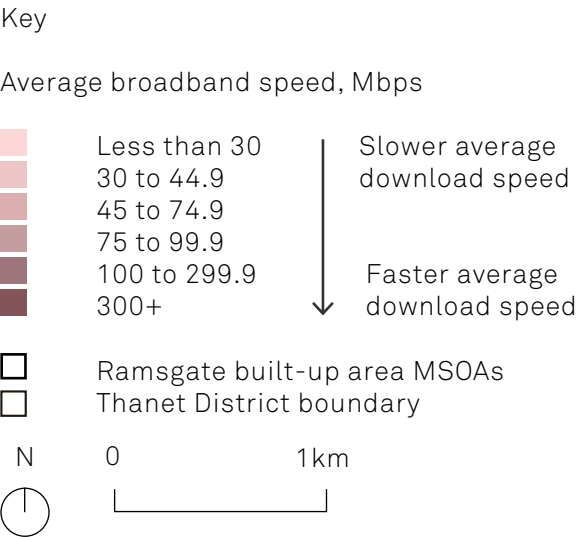
Digital connectivity

Ramsgate has a good level of digital connectivity, with most areas capable of receiving superfast broadband. Promoting access to superfast wifi will be key to supporting digital inclusion and business growth.

Broadband connectivity and speeds

	Average download speed (Mbps)	Superfast availability (30 Mbps+)	Unable to receive decent broadband (<10 Mbps)	Receiving over 30 Mbps
Ramsgate	44.4	98%	1%	59%
Thanet	42.9	95%	2%	59%
UK	60.9	95%	2%	66%

Source: Broadband connectivity and speeds - constituency data, 2019 and 2020 (Commons Library)





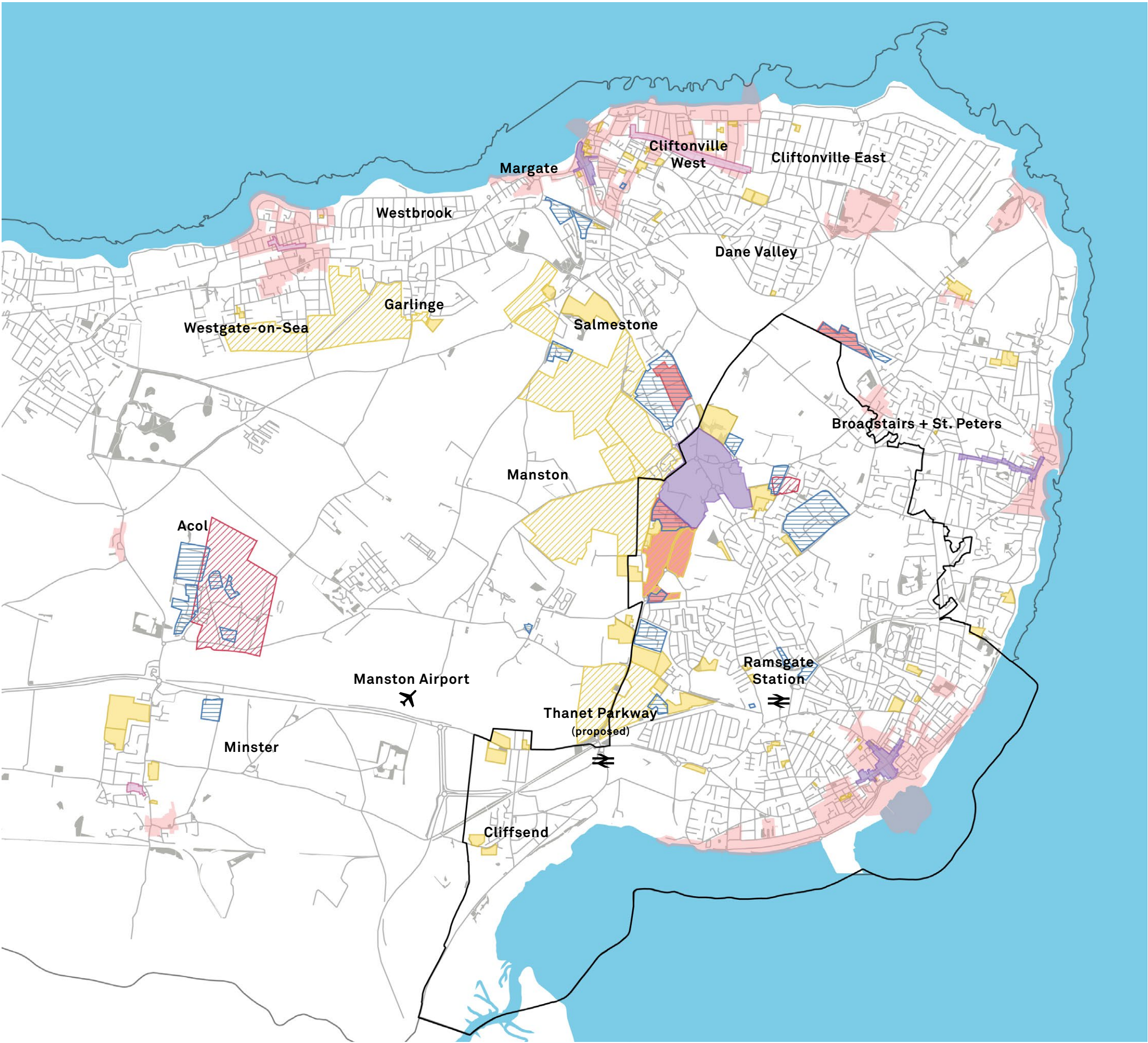
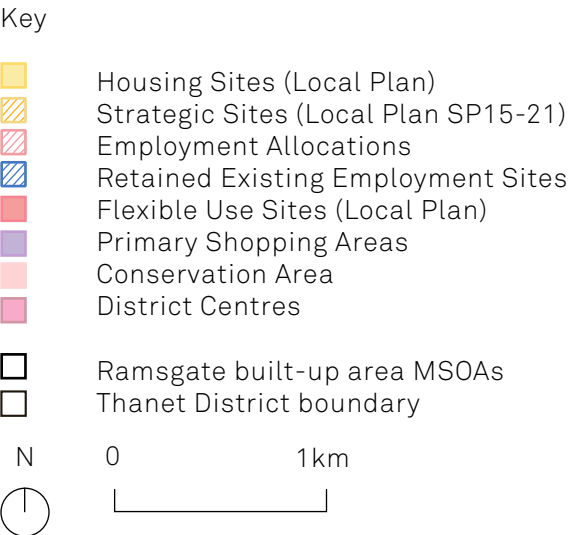
2.4  
POLICY & DEVELOPMENT

Policy designations  
& frameworks

The Local Plan was adopted in 2020 and focuses on housing and strategic sites in the corridor areas between Ramsgate, Margate, and the proposed Thanet Parkway station.

Westwood Cross Town Centre and Shopping Centre also lies in this central area, providing a retail focus that has a very different offer to the primary shopping and district areas in the surrounding seaside towns.

Conservation areas lie mainly along the coast, overlapping with primary shopping areas in Ramsgate, Broadstairs and Margate.





2.5  
ECONOMIC PERFORMANCE

Economic size & density

Ramsgate accounts for over a third of Thanet's total jobs and businesses and, compared to Thanet, has a higher than average job density (number of jobs available per working age person). In comparison to the Kent average, there is room for improvement.

Business growth in Ramsgate is in line, or above, the level of growth seen in Kent and higher than the growth seen in Thanet. This business growth is not reflected in job growth, which has remained flat since 2016.

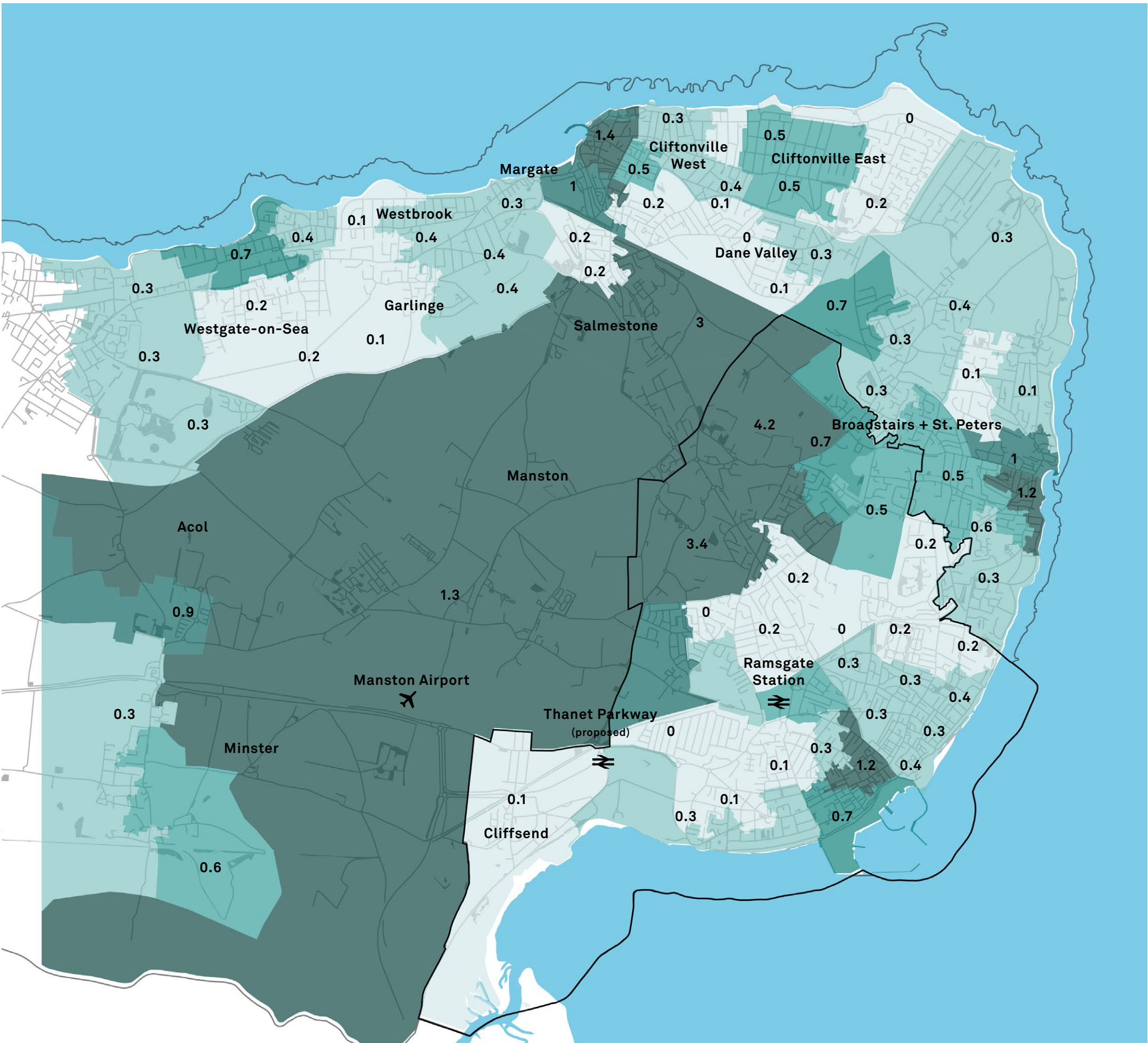
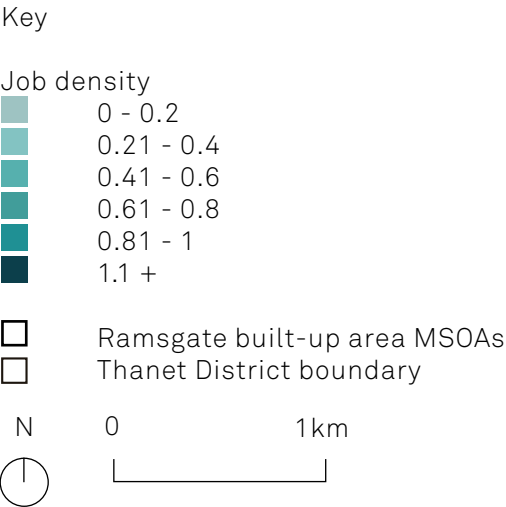
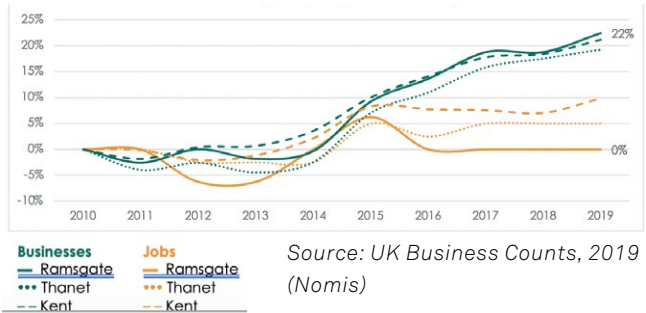
	# Jobs	# Businesses
Ramsgate	16,000	1,665
Thanet	42,000	4,815
% of district	38%	35%

Source: Business Register and Employment Survey, 2019 (Nomis)

	Working Age Population	Job Density
Ramsgate	28,981	0.55
Thanet	81,272	0.52
Kent	953,935	0.66

Source: Business Register and Employment Survey, 2019 (Nomis)

Economic growth (using 2010 as baseline)





2.5

ECONOMIC PERFORMANCE

Business &  
sector overview

At 25%, Ramsgate’s economy is dominated by retail and at risk from higher levels of business and employment insecurity given current economic uncertainty. Jobs in arts and entertainment have dropped by 14%, with those in Ramsgate often travelling to Margate for business. Accommodation and food services have grown by a significant 40%, reflecting growth in Ramsgate as a tourist destination.

The visitor economy is also a critical driver of the local economy, with hospitality employing around 1 in 5 jobs. Tourism has also demonstrated significant growth in recent years, with visitor spend increasing by 40% since 2013 (Ramsgate Development Plan).

Manufacturing and education in Ramsgate are both significant sectors for Thanet, making up 40% and 58% of the local economy respectively. Construction has grown by 11%.

Retail and hospitality sectors are in a particularly precarious position, with the fallout from Covid-19 likely to be significant. It will be important for Ramsgate to promote sectors that offer a greater degree of resilience.

Education and health are significant sectors in Ramsgate, but have a limited scope for growth. There is an opportunity to promote sectors with a greater degree of scalability, which would improve economic resilience and drive job growth, such as food and accommodation, digital sectors and professional services.

Sector	Ramsgate				Thanet				Ramsgate
	# Jobs	% Jobs	Change (10-19)	% Change (10-19)	# Jobs	% Jobs	Change (10-19)	% Change (10-19)	% of Thanet (2019)
Retail	4,000	25%	0	0%	6,000	14%	0	0%	67%
Education	2,000	13%	-250	-11%	5,000	12%	-1,000	-17%	40%
Manufacturing	1,750	11%	0	0%	3,000	7%	-500	-14%	58%
Accommodation & food services	1,750	11%	+500	+40%	4,500	11%	1,500	50%	39%
Health	1,500	9%	0	0%	9,000	21%	1,000	13%	17%
Construction	1,000	6%	+100	+11%	2,250	5%	0	0%	44%
Transport & storage (inc. postal)	1,000	6%	+200	+25%	1,750	4%	250	17%	57%
Arts, entertainment, recreation & other services	600	4%	-100	-14%	2,000	5%	250	14%	30%
Professional, scientific & technical	500	3%	+150	+43%	1,750	4%	250	17%	29%
Business administration & support services	400	3%	-400	-50%	1,500	4%	0	0%	27%
Motor trades	300	2%	+75	+33%	700	2%	200	40%	43%
Information & communication	300	2%	+150	+100%	800	2%	400	100%	38%
Public administration & defence	300	2%	-100	-25%	1,250	3%	0	0%	24%
Wholesale	250	2%	-50	-17%	800	2%	-100	-11%	31%
Property	175	1%	+75	+75%	500	1%	0	0%	35%
Mining, quarrying & utilities	150	1%	+75	+100%	500	1%	-500	-50%	30%
Financial & insurance	150	1%	+25	+20%	700	2%	-200	-22%	21%
Agriculture, forestry & fishing	0	0%	-20	-100%	175	0%	0	0%	0%

Source: Business Register and Employment Survey, 2019 (Nomis)

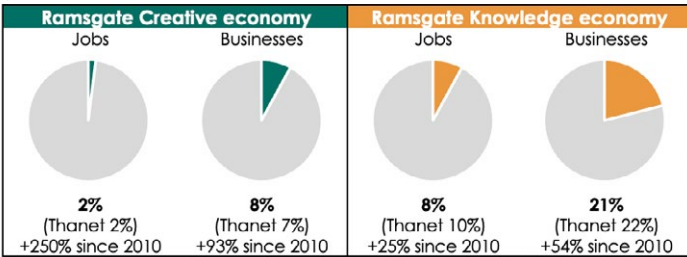


2.5  
ECONOMIC PERFORMANCE

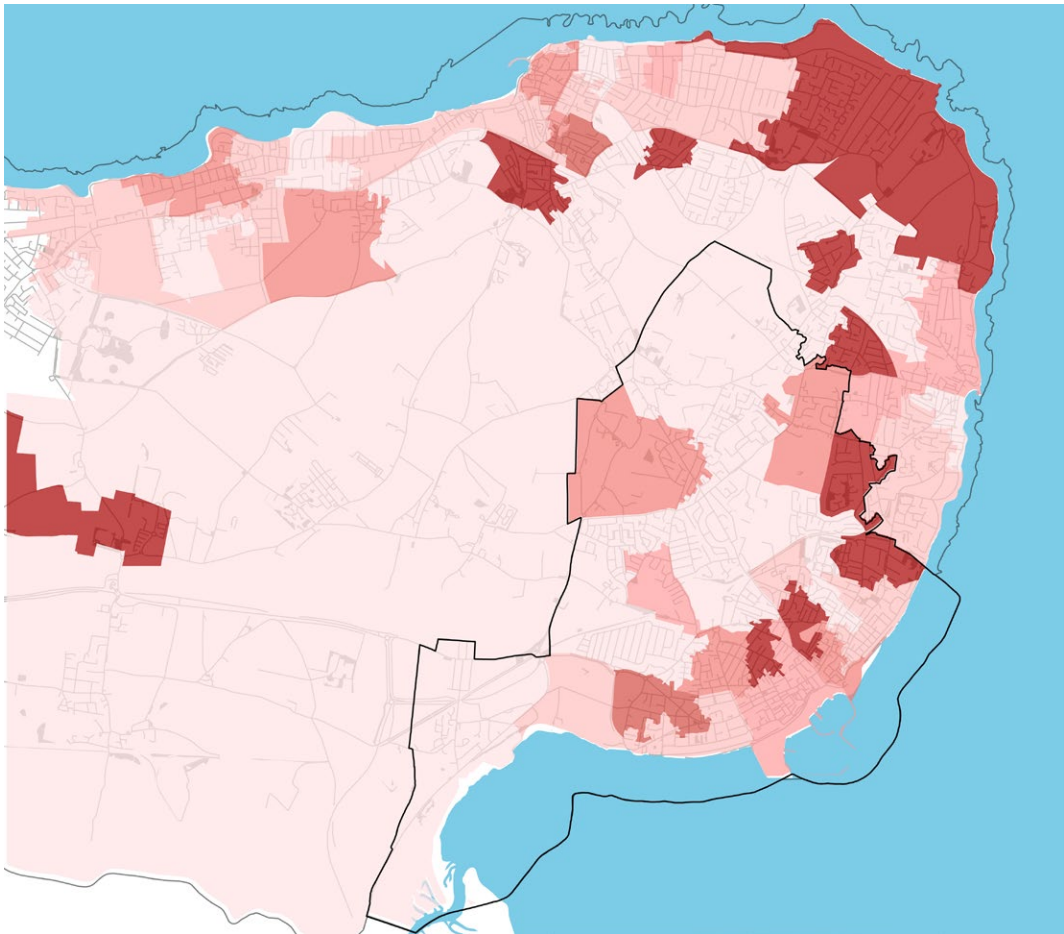
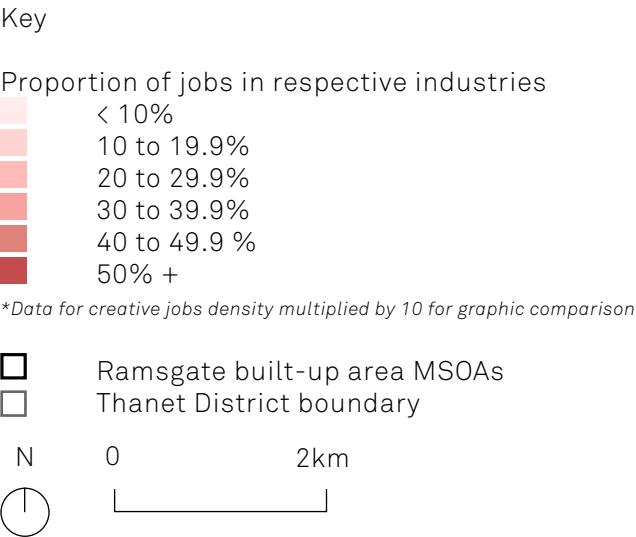
Specialist economies

Ramsgate has seen growth in the creative economy (as defined by the UK government, see page 14 for definition), and whilst business numbers have grown by 8% there has been relatively little growth in jobs as a result. The knowledge economy has seen a greater degree of growth.

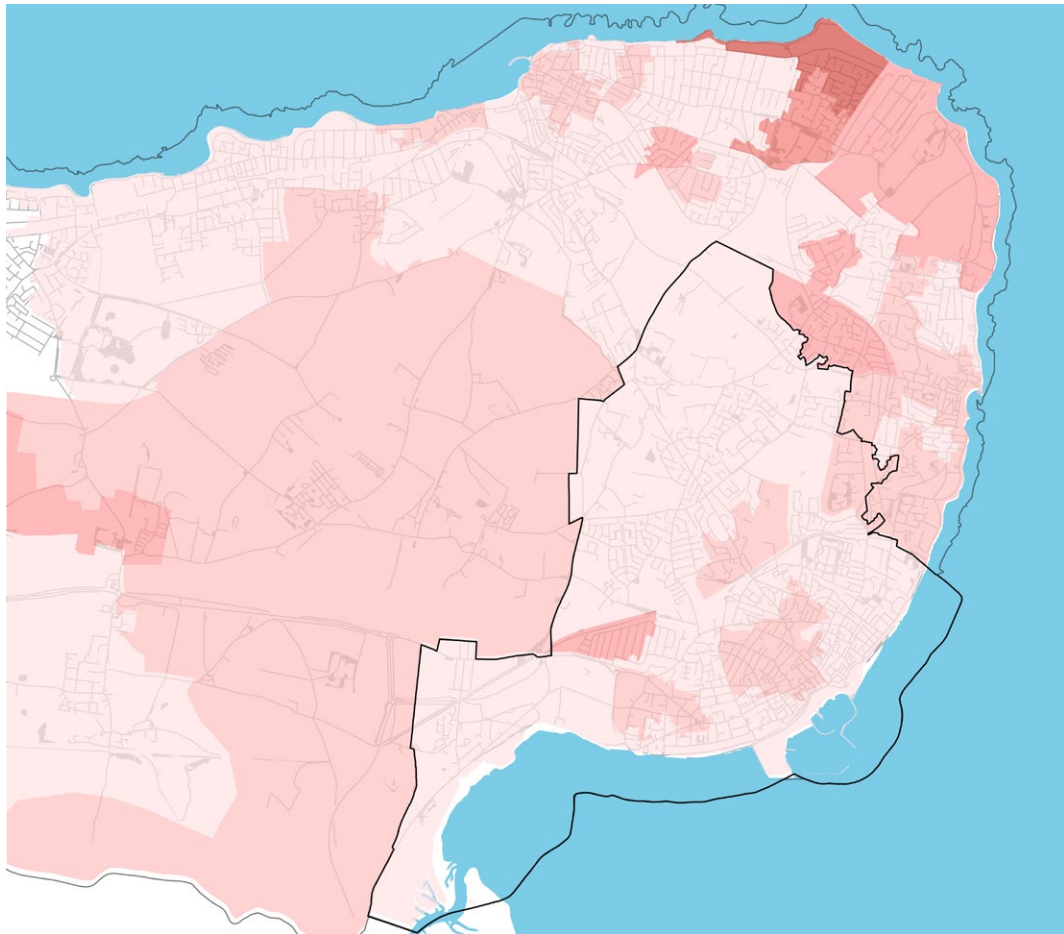
Growth in the creative economy is linked to incomers locating in the town to access new creative opportunities, particularly those found in Margate. The knowledge economy provides a greater number of jobs and has seen strong, if not relatively modest, growth over the last ten years; focus on the knowledge economy could support the town to embed itself in local supply chains, supporting growth of businesses along the Kent coast.



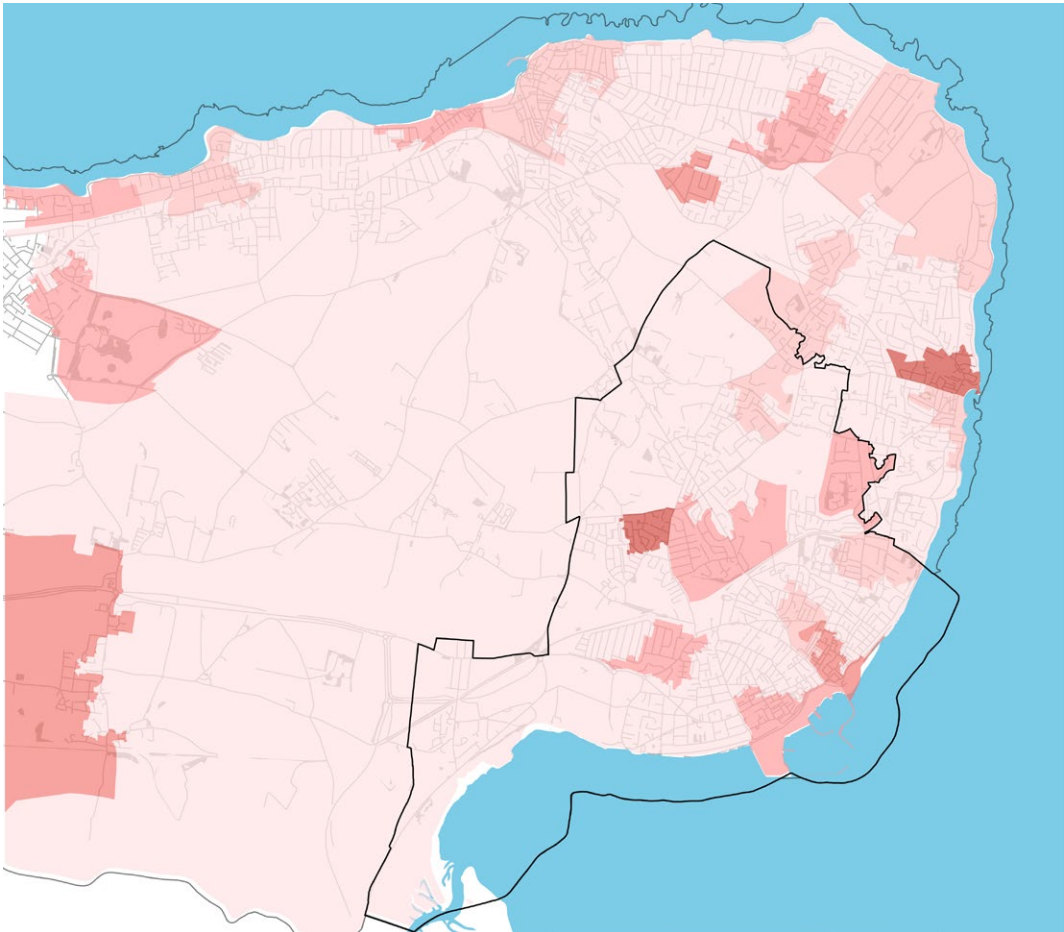
Source: Business Register and Employment Survey, 2019 (Nomis); UK Business Counts, 2019 (Nomis). n.b. there are some overlaps in businesses which are considered 'creative' and 'knowledge'.



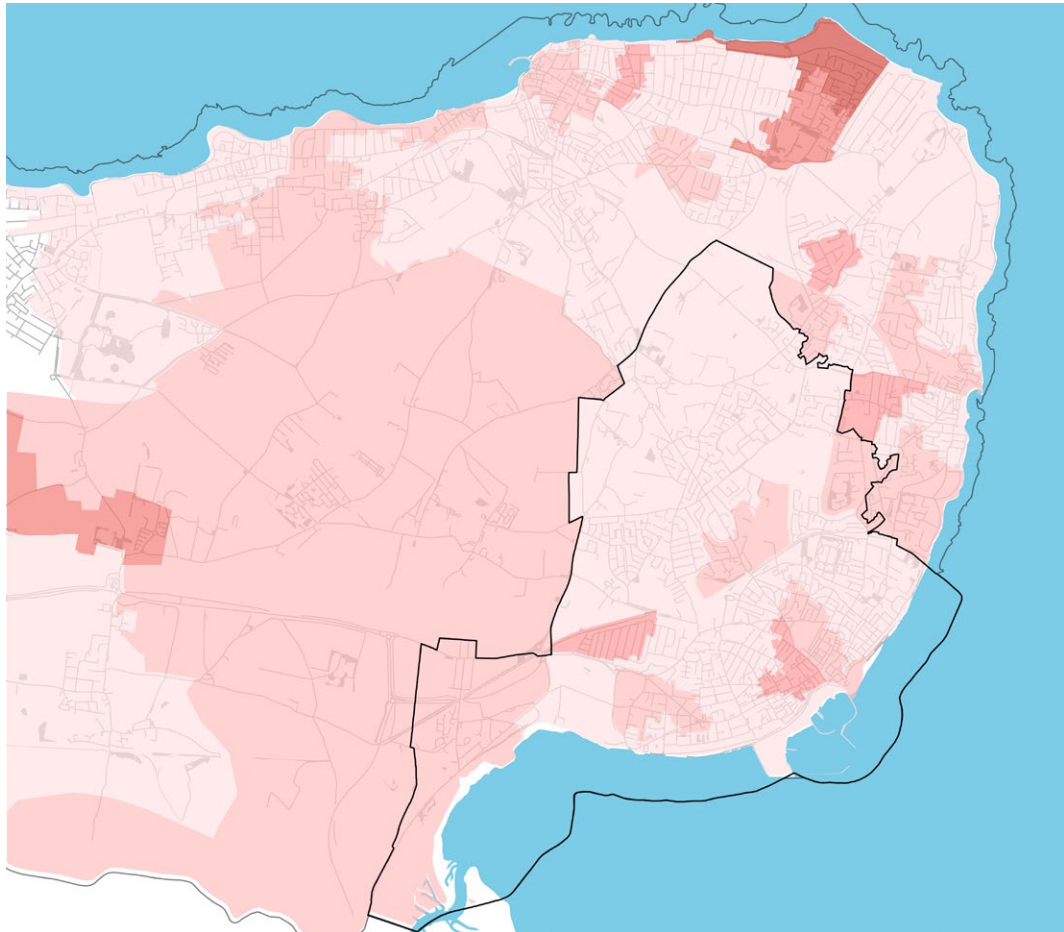
Proportion of jobs in creative industries



Proportion of jobs in the knowledge economy



Proportion of jobs which are office based



Proportion of jobs in retail economy



2.5  
ECONOMIC PERFORMANCE

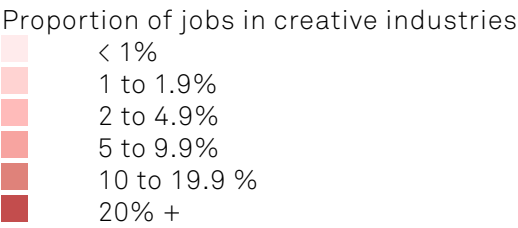
Arts, culture &  
creative sector

**For reference**  
The Knowledge Economy comprises those industries whose main purpose centres on knowledge or information, from highly technical industries and knowledge intensive services to creative industries. This includes such industries as Publishing, Scientific Research and Development and Higher Education.

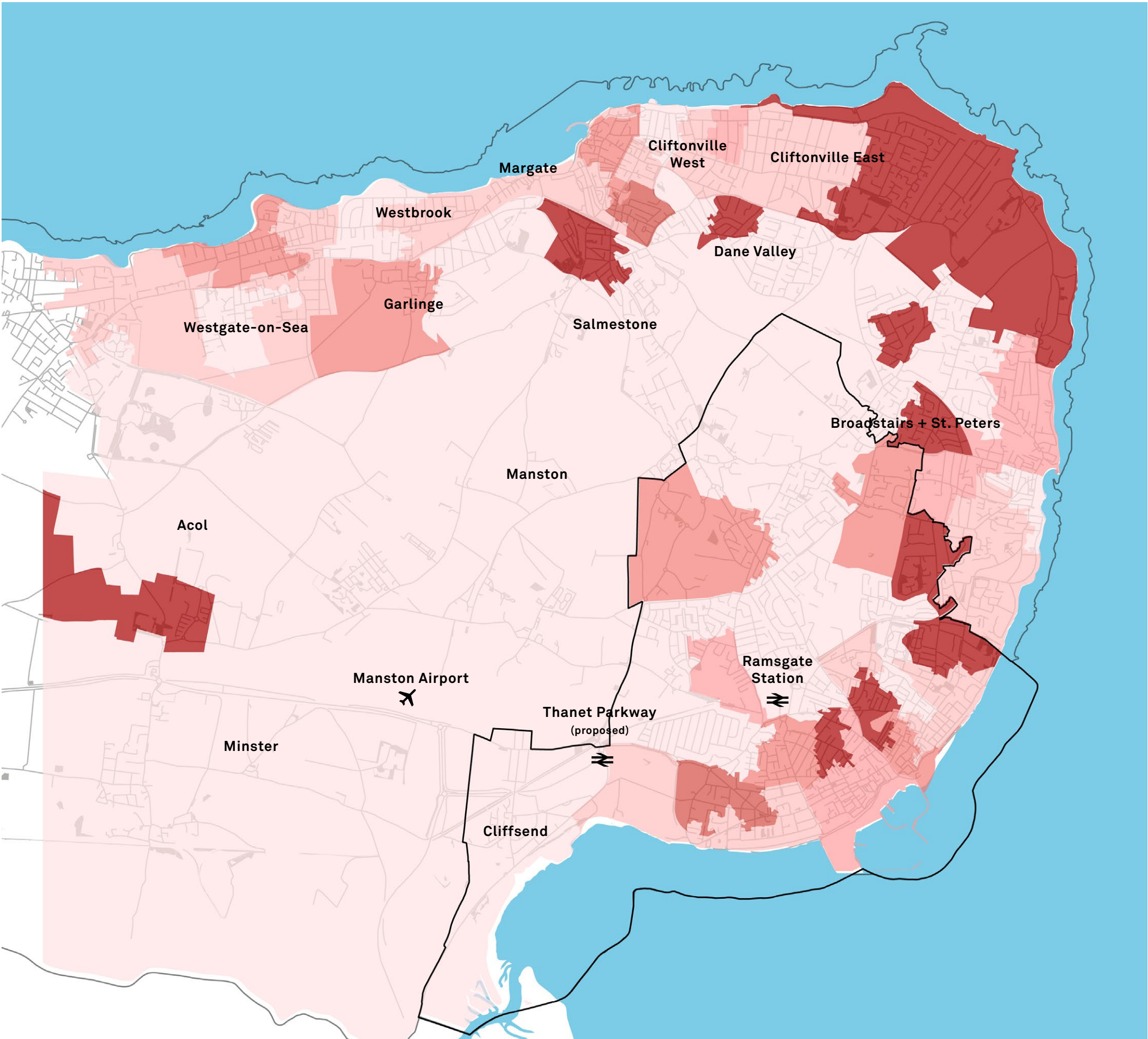
Creative Industries are defined by the UK Government as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”.

	Ramsgate	Thanet	Kent
Knowledge economy			
Number of jobs	1,250	4,000	94,000
% of total jobs	8%	10%	15%
Growth 2010 to 2019	25%	0%	13%
Number of businesses	355	1,050	21,190
% of total businesses	21%	22%	29%
Growth 2010 to 2019	+54%	+38%	+42%
Creative economy			
Number of jobs	350	1,000	19,000
% of total jobs	2%	2%	3%
Growth 2010 to 2019	250%	122%	36%
Number of businesses	135	360	6,700
% of total businesses	8%	7%	9%
Growth 2010 to 2019	+93%	+80%	+53%

Source: Business Register and Employment Survey, 2019 (Nomis),  
Key Business Counts, 2019 (ONS)



Ramsgate built-up area MSOAs  
 Thanet District boundary





2.5  
ECONOMIC PERFORMANCE

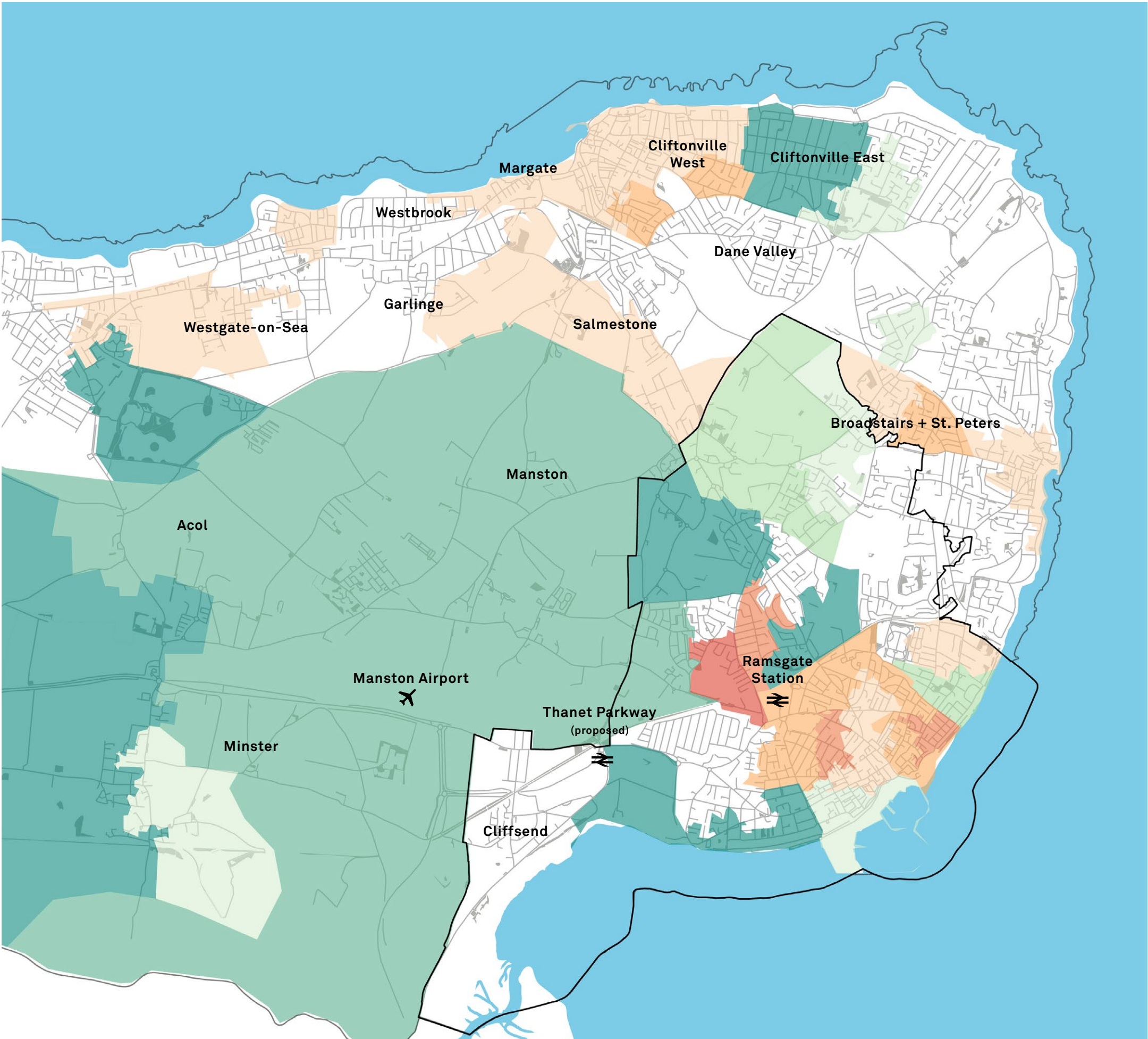
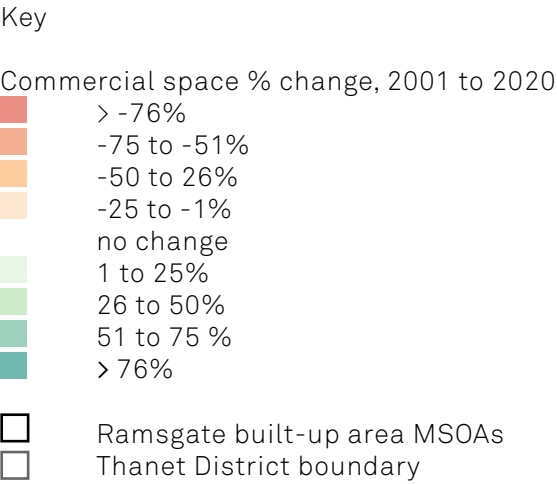
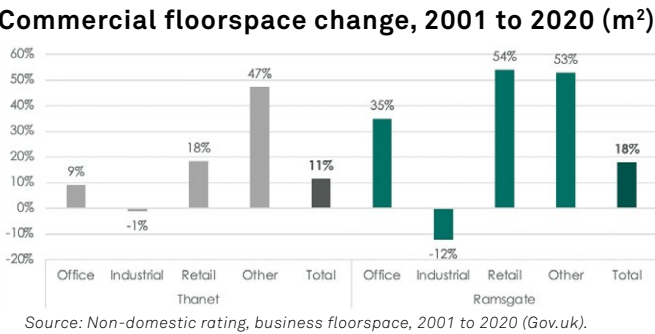
Change in commercial  
floorspace

Ramsgate has seen the loss of industrial floorspace over the last 20 years, but given the modest increases in cost, this is likely due to a lack of demand. Whilst office floorspace has increased substantially, so have prices, suggesting that supply is not meeting demand. The cost of ‘other’ floorspace, including entertainment and leisure space and hotels, has seen a significant rise and will need increased supply to balance this.

Commercial space, price per m<sup>2</sup>

2020 figures	Office	Industrial	Retail	Other	Total
Ramsgate m <sup>2</sup>	27,000	189,000	211,000	52,000	478,000
Ramsgate £/m <sup>2</sup>	£72	£36	£114	£90	£68
Thanet m <sup>2</sup>	71,000	458,000	341,000	165,000	1,034,000
Thanet £/m <sup>2</sup>	£67	£38	£110	£74	£69

Source: Non-domestic rating, business floorspace, 2001 to 2020 (Gov.uk). ‘Other’ includes education, health, hotels, storage, offices within specialist property, leisure, and more. Floorspace can change for various reasons, such as demolition, new development, or alterations. Note: Business rates used are representative of an estimate of open market rental values, updated approximately every 5 years (last update in April 2017). Values are likely to account for significant variation in quality of stock.



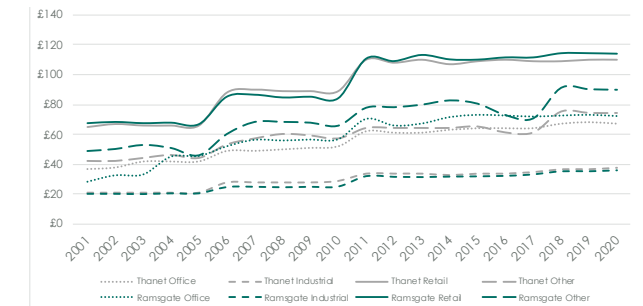


2.5  
ECONOMIC PERFORMANCE

Change in commercial  
floorspace prices

Ramsgate is slightly less affordable than Thanet, particularly for office and retail space, despite m<sup>2</sup> growth. Refurbishing and activating underused spaces in the town centre will not only balance issues in supply, but have the potential to support enterprise and job growth.

Commercial floorspace change, 2001 to 2020 (per m<sup>2</sup>)

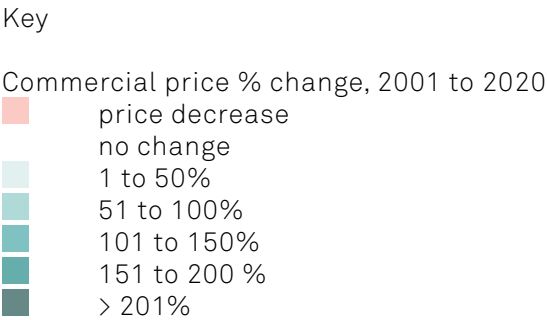


Source: Non-domestic rating, business floorspace, 2001 to 2020 (Gov.uk)

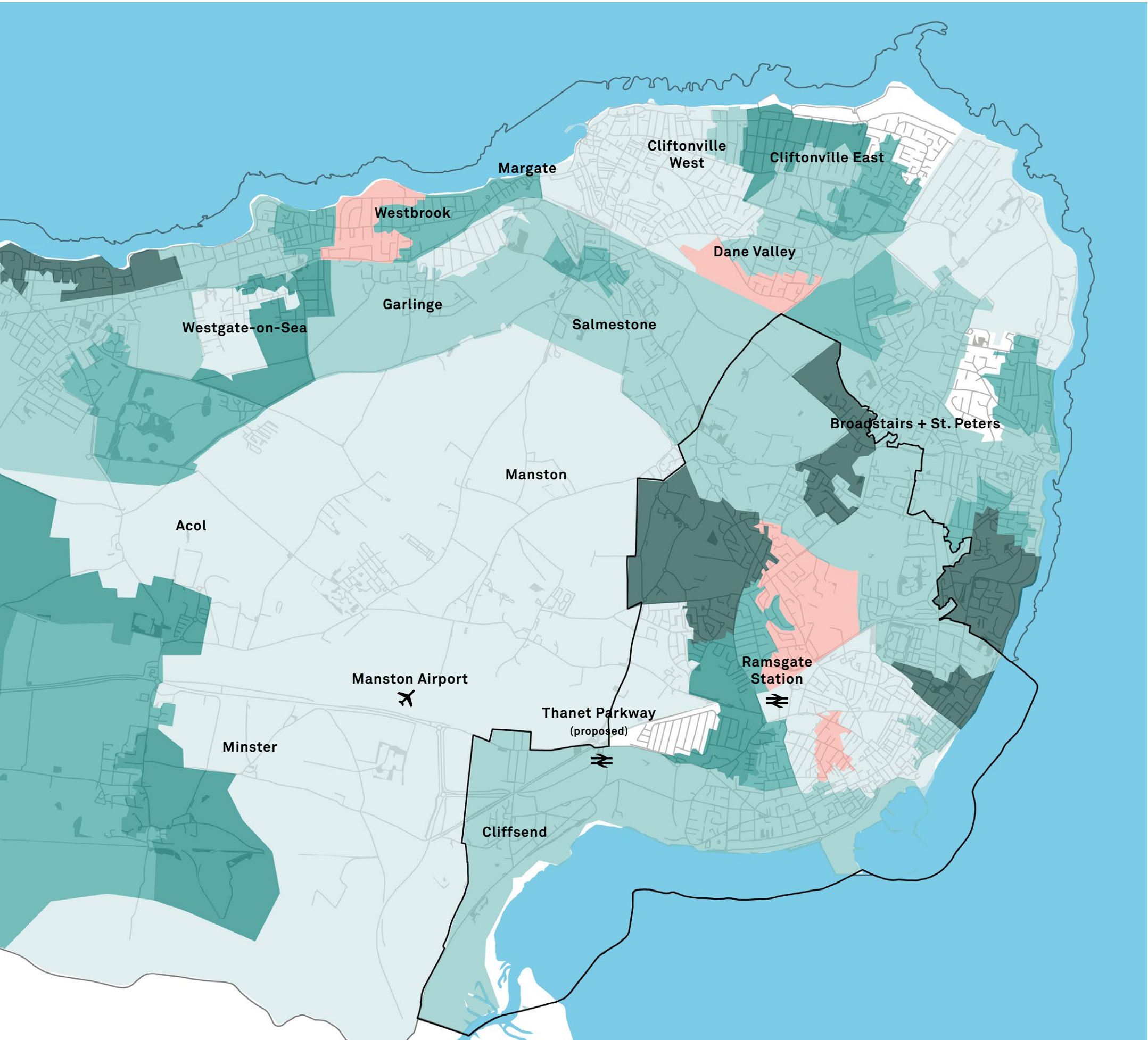
Change in Commercial Floorspace Values (£/m <sup>2</sup> ) - Ramsgate					
	Office	Industrial	Retail	Other	Total
2001	£28	£20	£67	£49	£38
2020	£72	£36	£114	£90	£68
Change (%)	156%	80%	70%	82%	80%

Source: Non-domestic rating, business floorspace, 2001 to 2020 (Gov.uk).

Source: Non-domestic rating, business floorspace, 2001 to 2020 (Gov.uk)



Ramsgate built-up area MSOAs  
Thanet District boundary



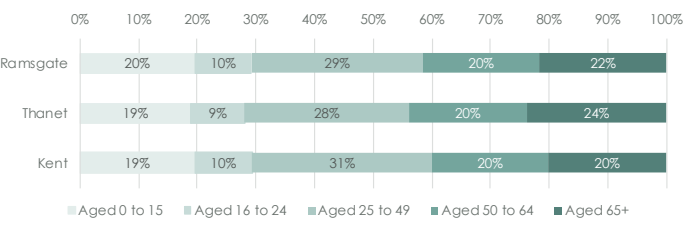


2.6  
POPULATION

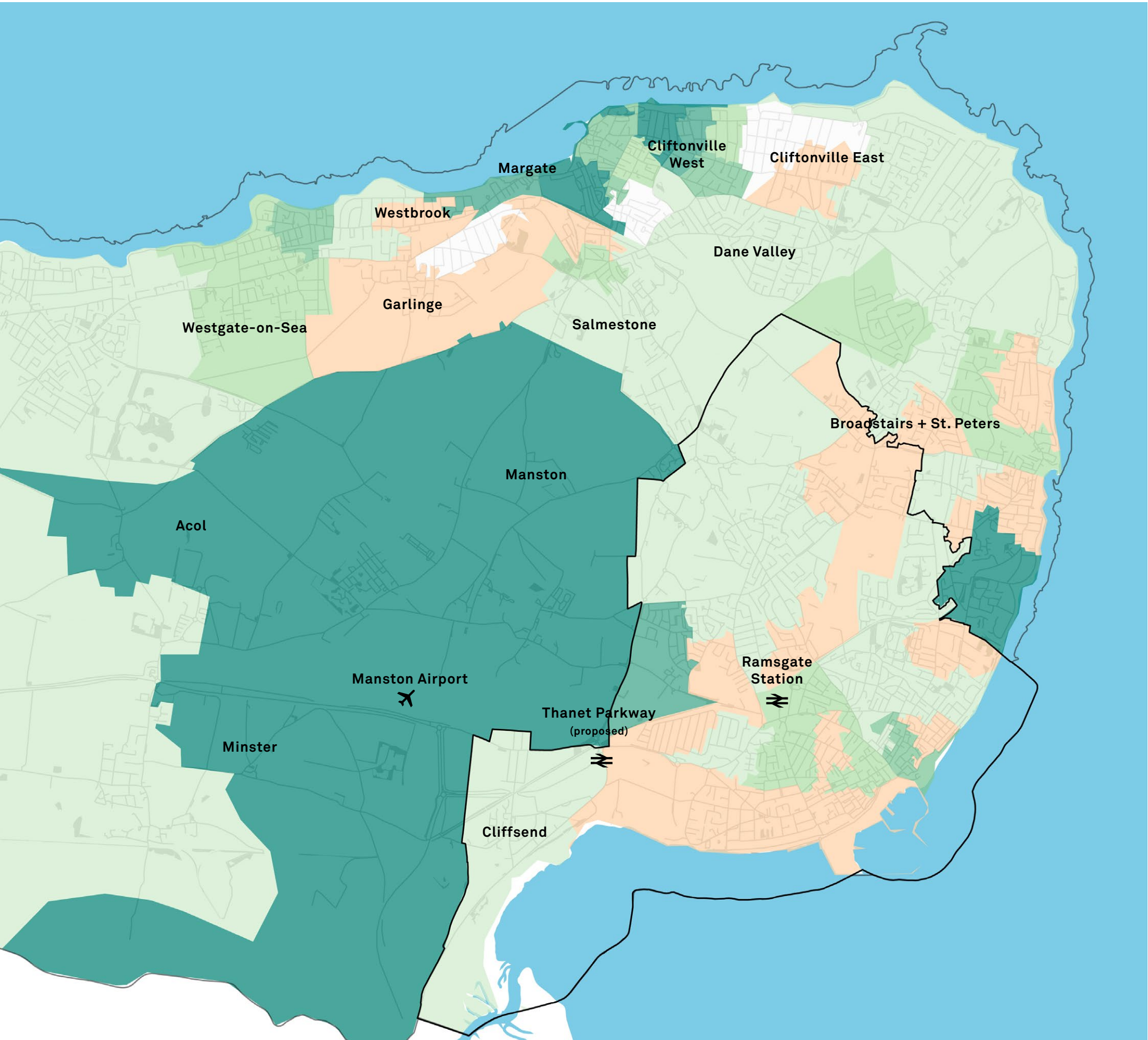
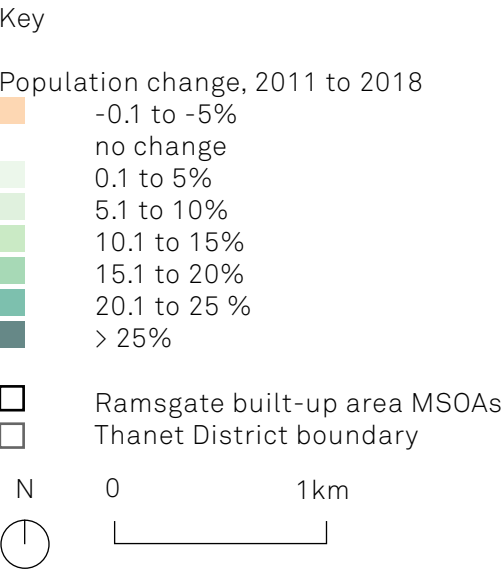
Demographics

Like many towns in the UK, Ramsgate's population has aged since 2011, with a 19% increase in the number of 65+ year olds. With an 11% rise in the number of soon to be retirees and an 12% reduction in 16 to 24 year olds, working age population could soon flatline.

Age distribution by broad age groups (2019)



Source: Population estimates - small area based by single year of age, 2019 (Nomis) and Population estimates - local authority based by single year of age, 2019 (Nomis)



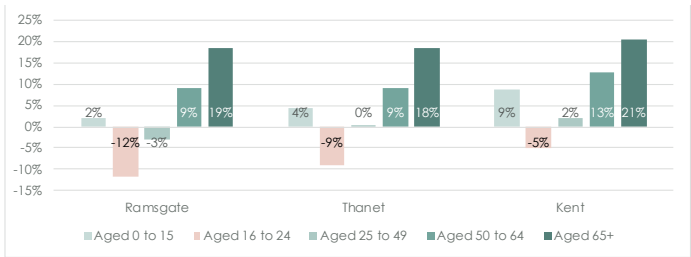


2.6

POPULATION

Demographics

**Population change by broad age groups, 2011-2019**  
It will be important to drive growth in sectors that are attractive to, and provide opportunity for, younger adults to ensure that they remain or return to the area. Combining the need to attract younger residents to stay and support the increasing number of retired residents, investment to improve the built environment and create new opportunities for socialisation will support a healthy and active community.



Source: Population estimates - small area based by single year of age, 2019 (Nomis) and Population estimates - local authority based by single year of age, 2019 (Nomis)

Labour market activity

The number of those claiming benefits has increased substantially in Ramsgate and is above both the Thanet and Kent increases. This is largely a result of the local economy's reliance on the retail economy, which has struggled over the last decade and has been particularly hard hit by the pandemic.

Youth unemployment amongst 18-24 year olds is a particular challenge, with 17.5% out of work and receiving workless benefits compared to just 9.2% across England. Over 50's also face challenges in this regard, with the 5% rate in Ramsgate around double that of England (2.6%) (Thanet District Council, 2021).

"The percentage of the working age population classed as unemployed is above the national average for all wards in Ramsgate. Eastcliff, Newington and Central Harbour are over four times the South East average" (Ramsgate Development Plan, 2021)

Labour market activity

	Ramsgate	Thanet	Kent
Working age population (16-64)	26,900	81,600	946,200
Economically active (16-64)	76%	75%	82%
In employment	72%	70%	78%
Employees	73%	82%	82%
Self-employed	28%	18%	17%
Economically inactive (16-64)	24%	25%	18%
Looking after family	44%	27%	22%
Long-term sick	33%	44%	20%
Other*	23%	29%	58%
Unemployment**			
Unemployed (Claimants)	2,725	7,975	57,385
Claimant Rate (March 2021)	9%	10%	6%

Source: Annual Population Survey, mid-year estimates, Jan-Dec 2020 (Nomis); ONS Claimant Count March 2021 (Nomis)  
\*Other includes categories such as students, temporary sick, retired; numbers for Ramsgate and Thanet are not available as sample sizes are too small.  
\*\*Unemployment figures use latest ONS Claimant Count data as a more accurate measure of unemployment at a local level.

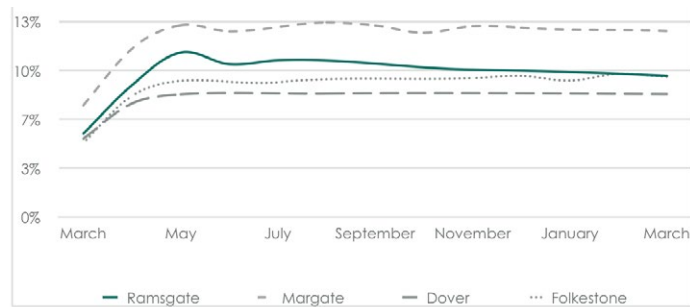
Covid-19 impact

The impacts of the Covid-19 pandemic in Ramsgate are clearly evidenced by the claimant rate in the area, recorded at 9% in March 2021. Although lower than Margate, this remains well above rates recorded across England (6.5%) and Kent (6%), demonstrating communities within Ramsgate are likely to have been disproportionately affected. These outcomes are likely a result of underlying challenges facing residents in the area prior to the pandemic, with over 3 times as many residents (62%) living in areas ranked as the top 20% most deprived nationally (MHCLG, 2019).

A focus on supporting a diversity of sectors in Ramsgate will build resilience in the town, but this must be supported by opportunities to improve skills if it is to benefit all residents.

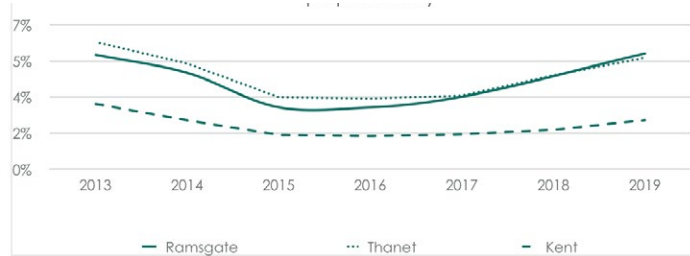
Acting quickly to secure training and education opportunities will help Ramsgate avoid large scale job loss after the pandemic and will contribute to long term growth.

Claimant rate of working age population - 12 month change (indexed from March 2020)



Source: Claimant count by sex and age, March 2021 (ONS) and Population estimates - small area based by single year of age, 2019 (Nomis)

Claimant rate since 2013 (as a proportion of 16-64 population)



Source: Claimant Count by sex and age, Population Estimates by single year of age, 2013 to 2019 (Nomis)



2.6

POPULATION

Skills & education

Ramsgate’s population has a much lower proportion of residents with NVQ 4 qualification or above than both Thanet and Kent. Despite this, residents with no qualifications are in line with the wider region. Skilled trades make up a significant proportion of occupations, along with administrative and professional occupations.

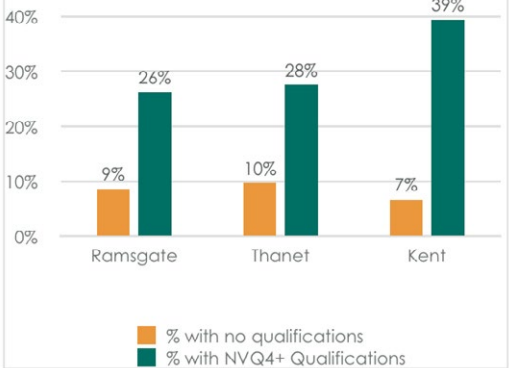
Investment needs to be focussed on upskilling and training opportunities for local residents to improve employment pathways and build a higher value business base.

Workforce by occupation

Workforce by occupation	Ramsgate		Thanet	Kent
	#	%	%	%
Managers, directors & senior officials	2,300	12%	13%	11%
Professional occupations	2,900	15%	19%	21%
Associate professional & technical occupations	2,300	12%	9%	16%
Administrative and secretarial occupations	3,100	16%	14%	11%
Skilled trades occupations	4,600	24%	14%	11%
Caring, leisure & other service occupations	!	!	9%	9%
Sales & customer service occupations	2,400	12%	10%	6%
Process plant & machine operatives	!	!	!	5%
Elementary occupations	1,700	9%	11%	11%

Source: Annual Population Survey: Jan 2020 – Dec 2020(ONS)  
! Estimate not available due to sample size zero or disclosive (0-2)

Qualification profile



	No qualifications	NVQ 4 or above
Ramsgate	9%	26%
Thanet	10%	28%
Kent	7%	39%

Source: Qualifications as a % of Working Age Population. Annual Population Survey: Jan 2020 – Dec 2020 (ONS)

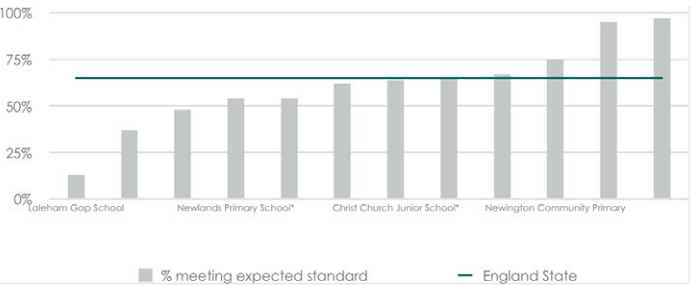
Schools & students

There is a high level of inequality in the performance standard between Ramsgate schools. Over 50% of these schools are underperforming against the national average.

Primary school performance

Ramsgate primary schools	% meeting expected standard	Avg score reading	Avg score maths	% achieving higher standard
St Laurence Junior Academy*	67%	105	107	13%
Christ Church Junior School*	64%	103	104	5%
Newlands Primary School*	54%	100	102	0%
St Ethelbert's Catholic Primary*	37%	102	100	0%
Holy Trinity Primary*	97%	110	110	27%
Chilton Primary School	95%	109	110	26%
Newington Community Primary	75%	105	106	11%
Bromstone Primary	62%	104	104	7%
Dame Janet Primary Academy	54%	102	101	3%
Ramsgate Arts Primary School	48%	100	102	3%
Laleham Gap School	13%	100	97	0%
England state primaries	65%	104	105	11%

Source: Compare school performance service, 2018-2019 (Gov.uk). Performance for independent schools not available.  
\*Within 1 mile radius of Ramsgate. Others are within 3 miles and fall in defined statistical geography.



Secondary and 16 to 18 performance

Again, the education landscape in Ramsgate is defined by a high level of inequality. Both Royal Harbour and Laleham Gap are significantly less likely to stay in education or employment than the national average, with 0% of students from these two schools going on into apprenticeships or employment.

Investment in Ramsgate should be leveraged in a way that improves accessibility to apprenticeship and employment opportunities for local young

people. Unemployment rates in places like Newington are significant and investment must be used in a way that ensures benefits are realised across all demographics.

Student destinations →	Staying in education or employment	Education	Apprenticeship	Employment
Secondaries				
A. Chatham & Clarendon*	99%	97%	2%	0%
B. St George's	93%	85%	5%	4%
C. Royal Harbour	82%	76%	1%	5%
D. Laleham Gap	83%	83%	0%	0%
E. Foreland Fields	100%	100%	0%	0%
ENGLAND state schools	94%	87%	4%	3%
16 to 18 Schools				
A. Chatham & Clarendon*	90%	77%	1%	12%
B. St George's	84%	38%	7%	38%
C. Royal Harbour	71%	37%	0%	34%
ENGLAND state schools	81%	47%	10%	25%

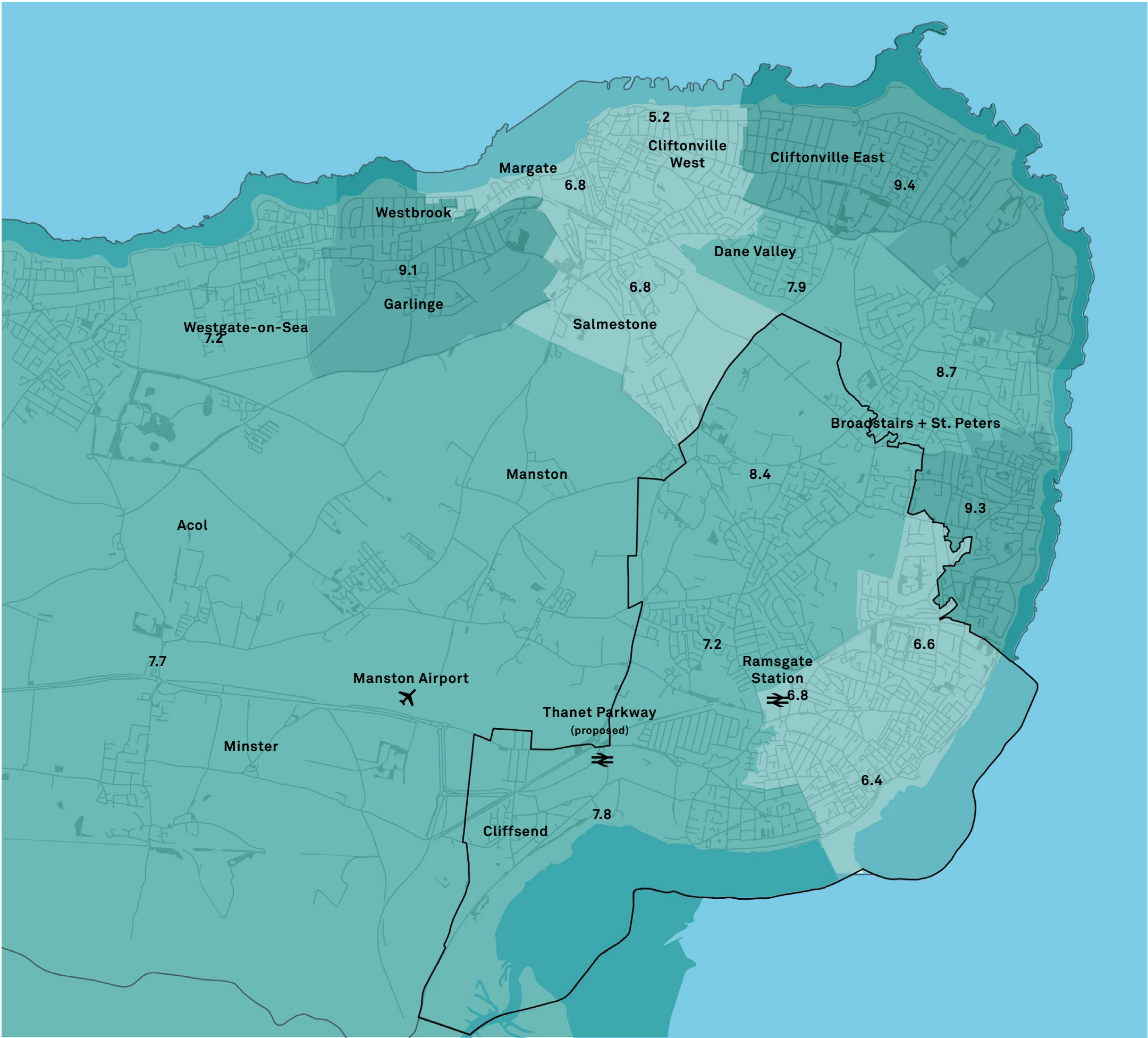
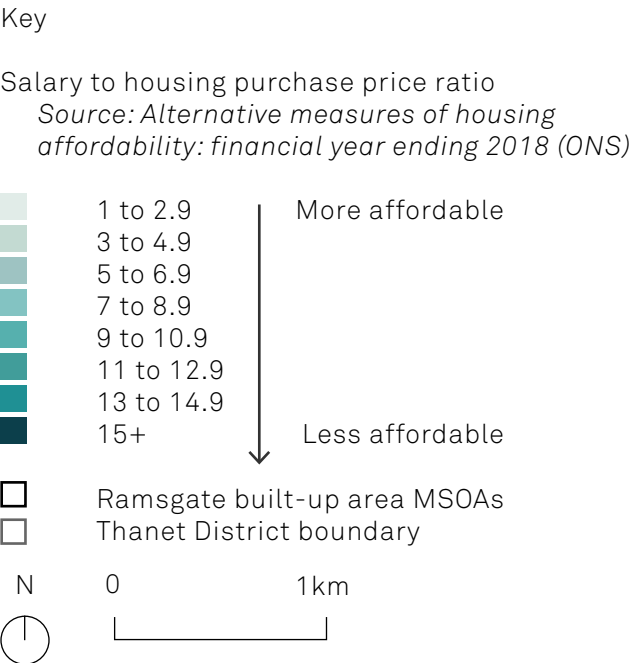
Source: Compare school performance service, leavers from 2017 (Gov.uk). Performance for independent schools not available.  
\*Within 1 mile radius of Ramsgate. Others are within 3 miles and fall in defined statistical geography.



2.7  
LIVING IN RAMSGATE

Housing affordability

Ramsgate is more affordable than both Kent and Thanet, but affordability is reducing. Focus is needed on wage growth as well as new provision of homes.





2.7

LIVING IN RAMSGATE

Housing affordability

Rental prices

	Home.co.uk median rent, Ramsgate (pcm, May 2021)	ONS median rent, Thanet (pcm, year to March 2020)	% of median net income (low end: £27,700)
1 bed	£650	£525	28% / 23%
2 bed	£823	£700	36% / 30%
All	£886	£675	38% / 29%

Source: home.co.uk uses a sample of rental asking prices within a 2-mile radius of the centre of Ramsgate, March 2021; ONS 2020 data based on a sample of prices paid and excludes benefits claimants.

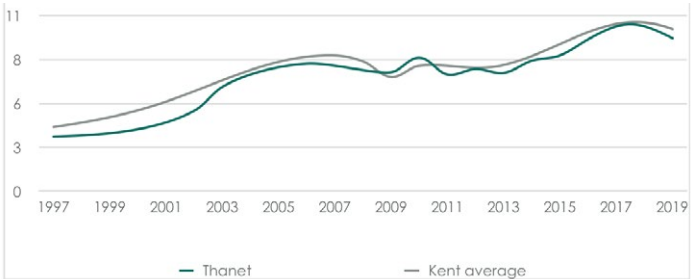
\*Sample size of data available for 3-bed properties too small to draw accurate conclusions.

Ramsgate (CT11, CT12) sales volumes and average house prices



Source: Land Registry, 2015-2020

Housing affordability



Source: Alternative measures of housing affordability: financial year ending 2018 (ONS)

n.b. 'Housing affordability' in this dataset is median house prices divided by median salaries. i.e. in 2019, an average house in Kent costs around 10x more than the median income for the county.

	Affordability Ratio
Ramsgate	7.21
Thanet	10.49
Kent	10.66
England	7.84

Source: Alternative measures of housing affordability: financial year ending 2018 (ONS)



2.7  
LIVING IN RAMSGATE

Income deprivation

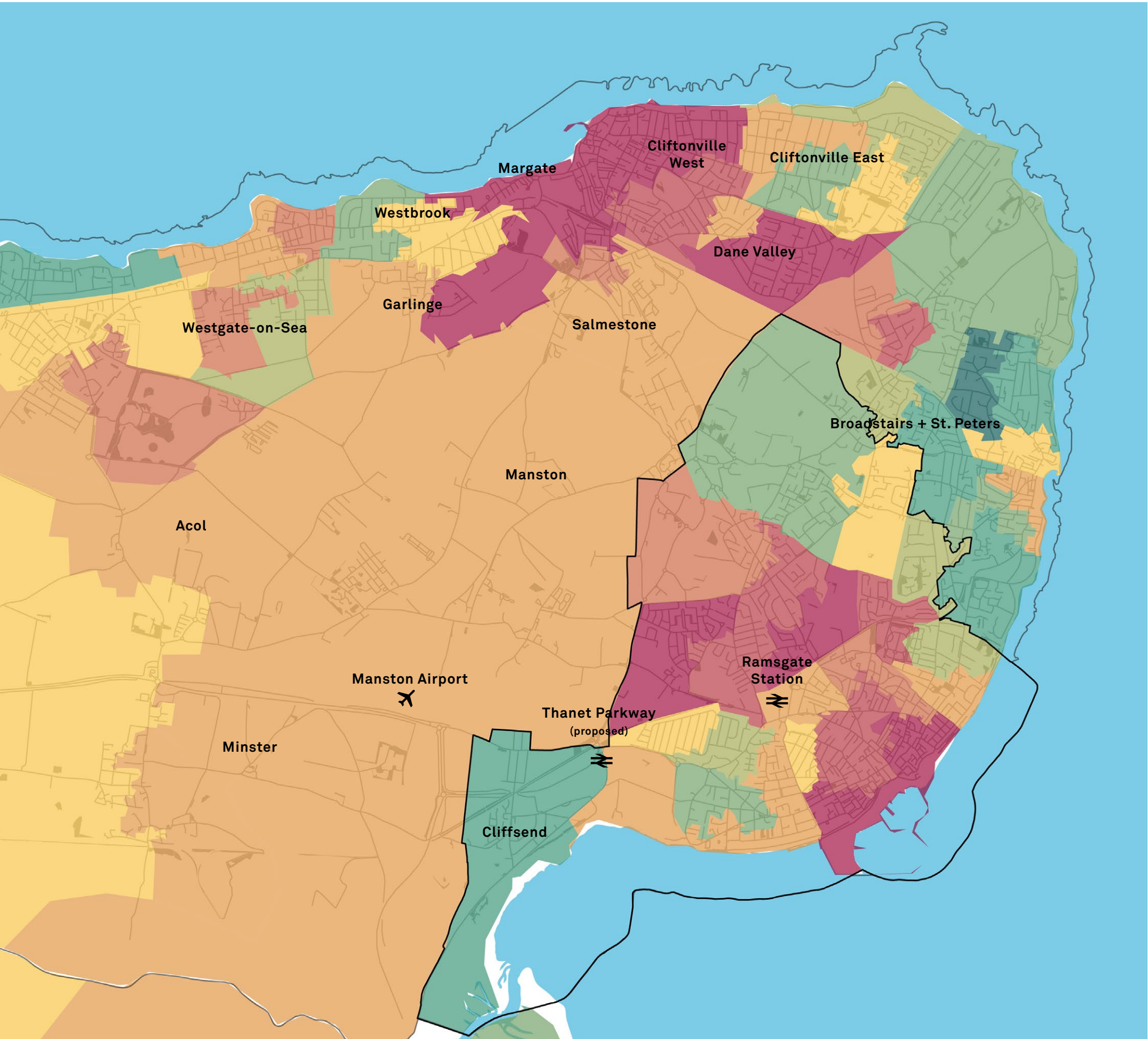
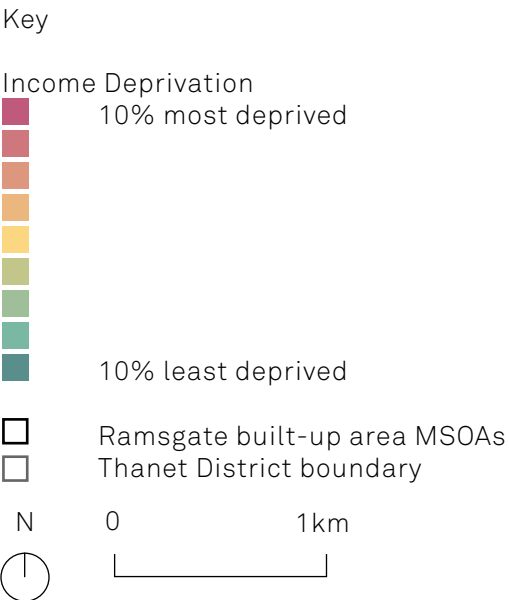
**Household income**  
Median incomes in Ramsgate (net income before housing costs, adjusted to account for different household compositions) range from £25,700 to £33,600 depending on the area.

Many areas in Ramsgate falls within the 10% most deprived in the country in terms of household income.

**Median household income in Ramsgate**

Median Household Income in Ramsgate	
Before Housing Costs	£29,500
After Housing Costs	£24,400

Source: Income estimates for small areas, England and Wales: financial year ending 2018 (ONS)





2.7

LIVING IN RAMSGATE

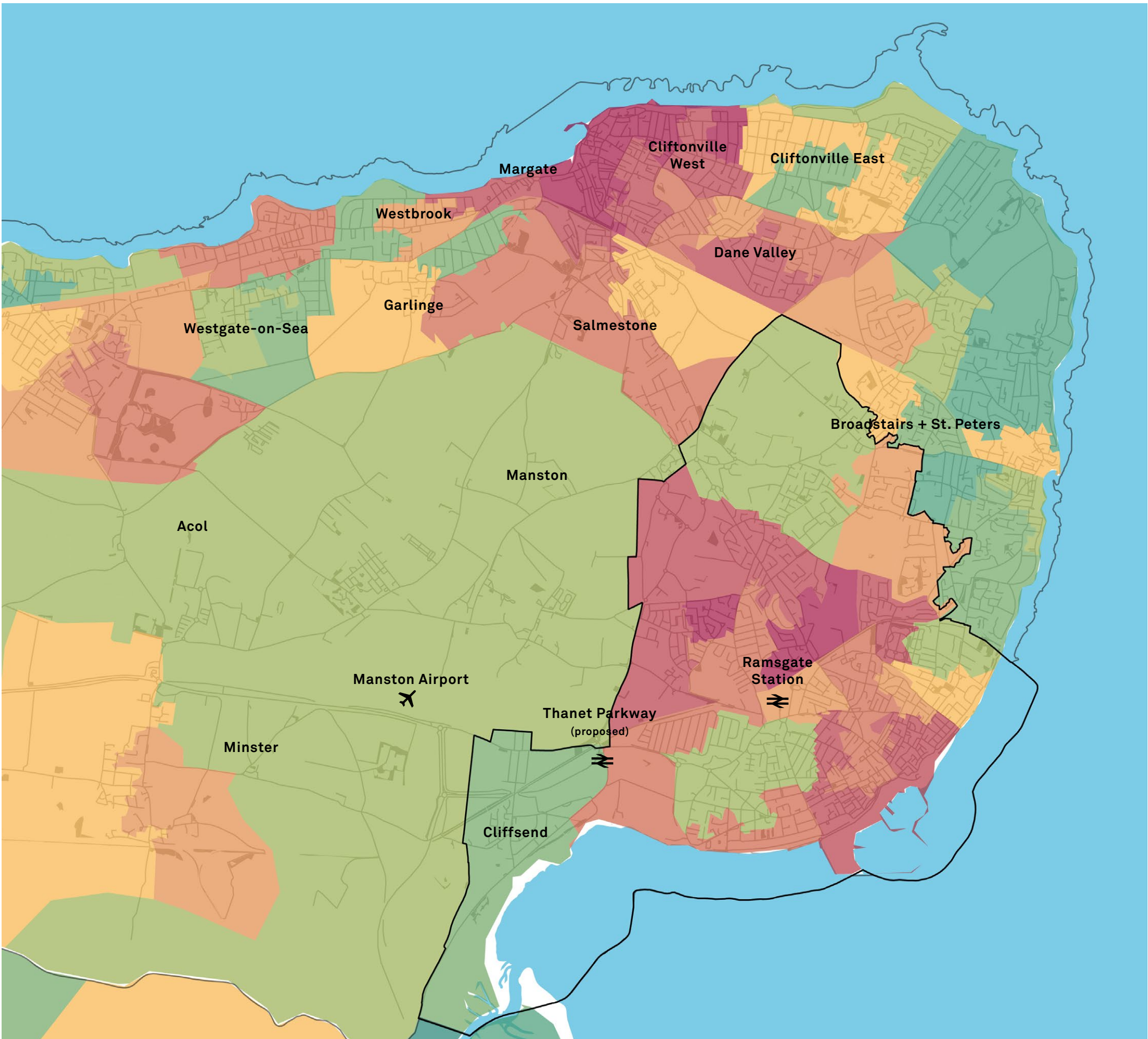
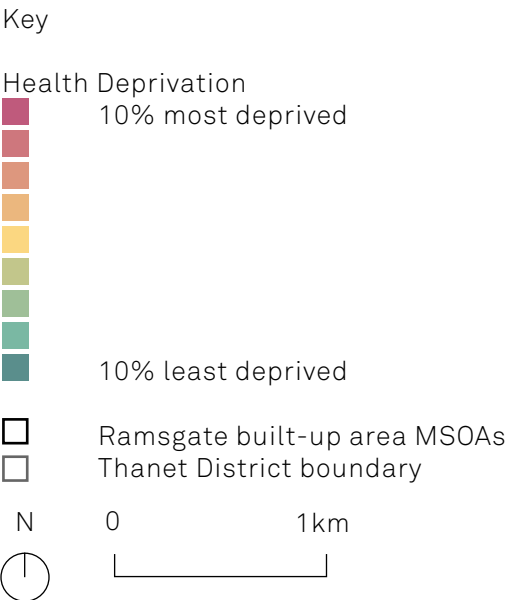
Health deprivation

Health deprivation is substantially higher in Ramsgate than in both Thanet and England. Those living with long term health conditions also make up a higher proportion of Ramsgate's population, impacting negatively on workforce participation.

Ill health not only negatively impacts people's ability to engage in the labour market but also reduces family and community participation and can negatively impact the wellbeing of close friends and family. Improving health outcomes is essential to building a resilient economy and a prosperous community.

	Summerhill Surgery	The Grange Practice	Dashwood Medical Centre	Newington Road Surgery	Thanet CCG	England
Deprivation score 2019	37.1	31.4	33.4	39.0	31.3	21.7
Income deprivation affecting children	0.27	0.23	0.24	0.29	0.24	0.17
Income deprivation affecting older people	0.21	0.19	0.21	0.22	0.17	0.14
% with long term health condition	70%	68%	6%	61%	62%	51.5%
% with caring responsibility	21%	21%	16%	16%	20%	16.9%
Male life expectancy	78	78	77	77	78	80
Female life expectancy	81	82	82	82	83	83

Source: National General Practice Profiles, 2021





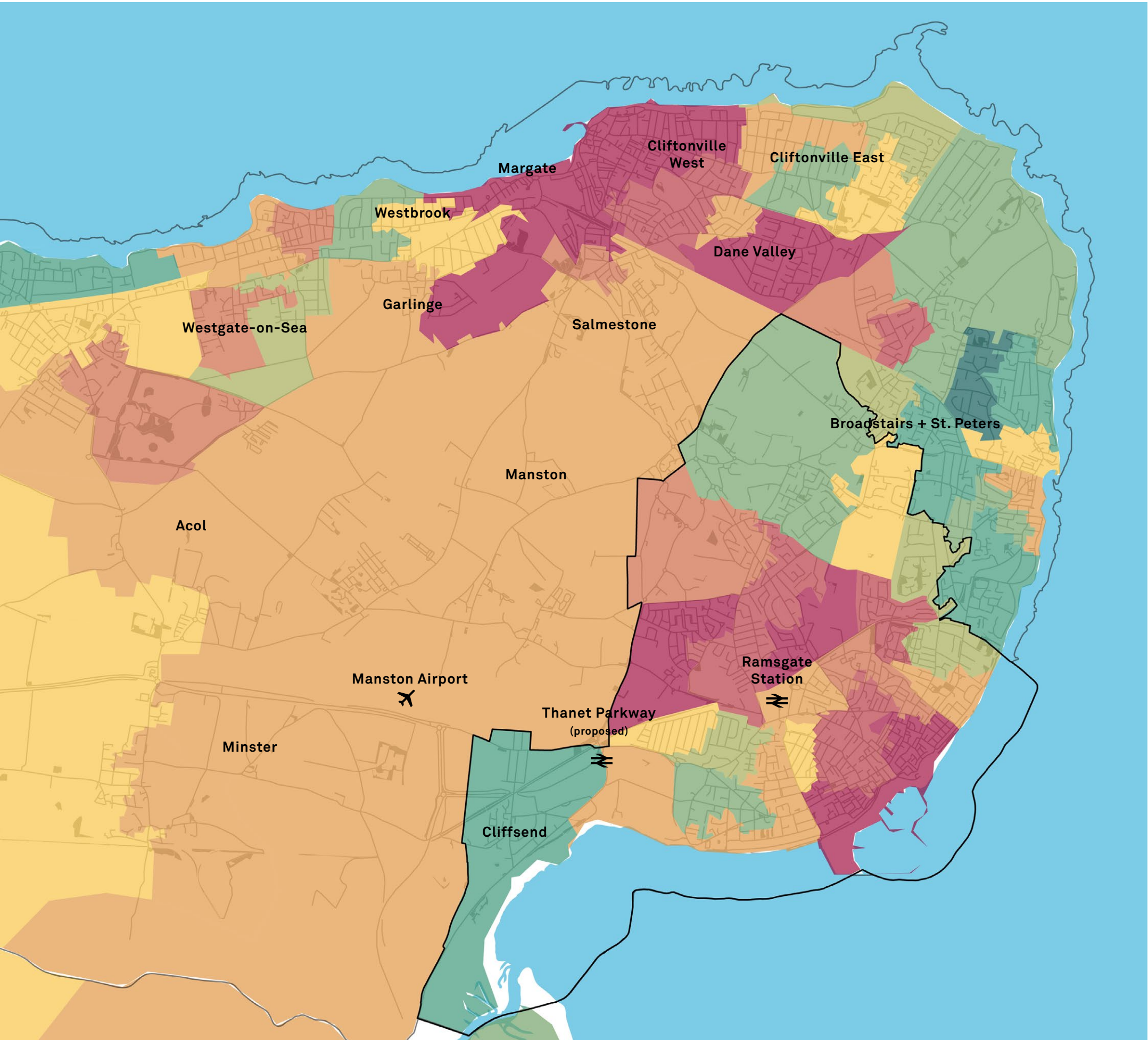
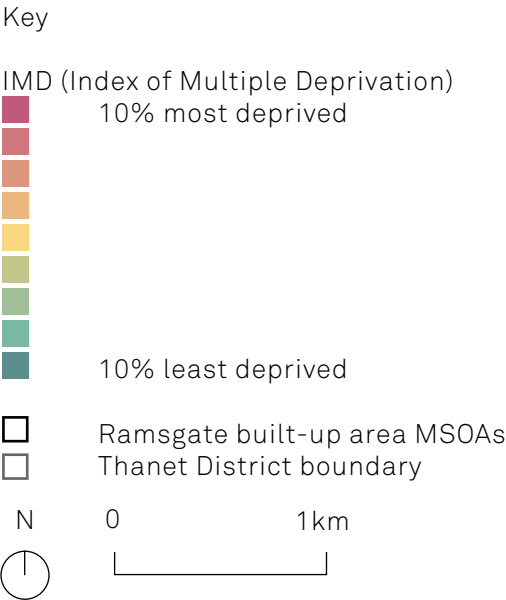
2.7  
LIVING IN RAMSGATE

Quality of life

A significant number of neighbourhoods in Ramsgate are within the top 10% most statistically deprived areas in the UK.

Deprivation has a significant impact on educational outcome and ultimately on access to post educational career and training pathways. Evidence suggests that these neighbourhoods are less well connected, both physically and socially, from the central Ramsgate town areas and the opportunities, amenities and activities therein.

Creating better connections and pathways to new opportunities and providing affordable access to amenities and activities will be key to reducing deprivation.



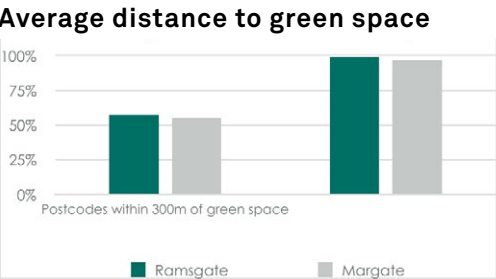


2.7  
LIVING IN RAMSGATE

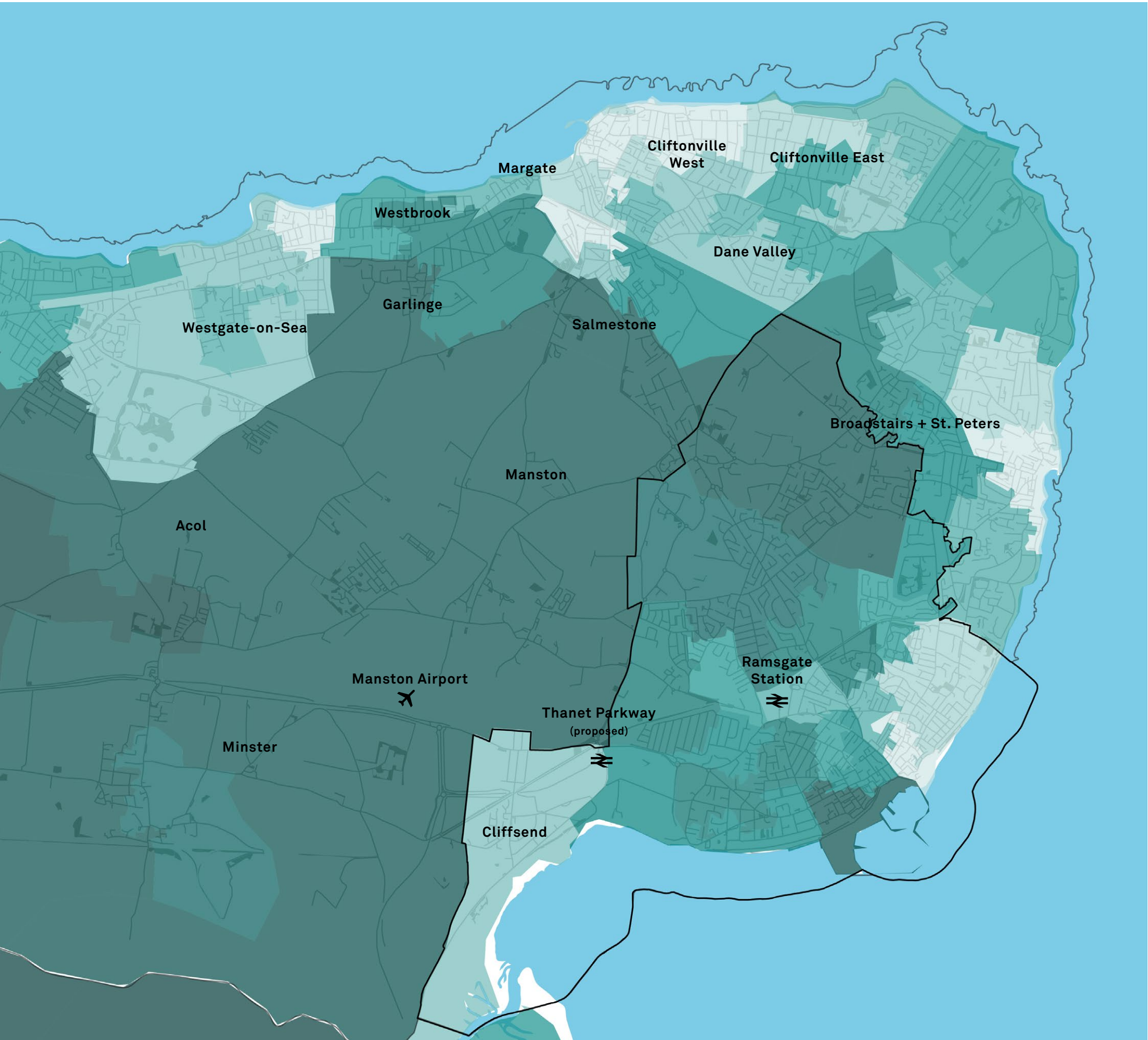
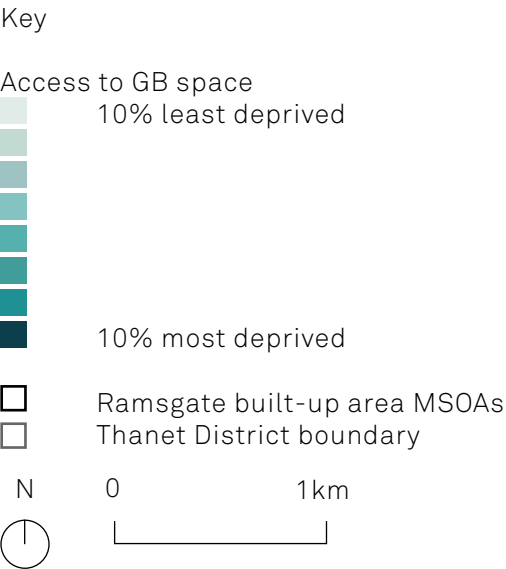
Access to green  
& blue space

	Ramsgate		Thanet	
	Total	%	Total	%
Average distance to nearest green space (m)	293.79*	--	301.94	--
Postcodes within 300m of green space	739	57%	2155	59%
Postcodes within 900m of green space	1,280	99%	3552	98%

Source: Access to gardens and public green space in Great Britain, 2020 (ONS)  
n.b. 'green space' refers to parks, public gardens, or playing fields  
\*Calculation is an average of averages for LSOAs within Ramsgate



Source: Access to gardens and public green space in Great Britain, 2020 (ONS)  
n.b. 'green space' refers to parks, public gardens, or playing fields  
\*Calculation is an average of averages for LSOAs within Ramsgate





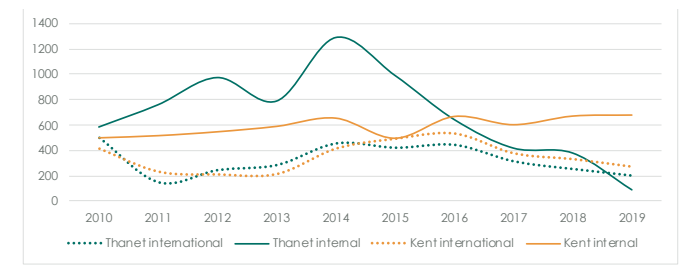
2.7

LIVING IN RAMSGATE

Migration

Migration data is only available to district/local authority level.

International & internal migration (net)



Source: Local area migration indicators UK, 2019 (ONS). Figures for Kent based on averages of its district councils.  
n.b. International migration accounts only for migrants intending to stay in the UK for at least one year. Short-term migration figures are only available as inflow (not net), and only until 2017.



3.0  
AREA APPRAISAL





3.1  
STUDY AREA

Levelling-up Fund  
investment area

The adjacent map illustrates the geography of the primary study area that is being considered for the Levelling-up Fund bid, including the following areas:

- Ramsgate Station
- Ramsgate Town Centre
- Port of Ramsgate
- Royal Harbour Marina
- Ramsgate Sands
- Marina Esplanade
- King George VI Park

Whilst the proposals will be focused in and around the primary study area, they will also consider impacts and benefits to the surrounding areas such as Newington.



Key

□ Thanet District boundary

N 0 200m

⌚



3.2  
POLICY & DEVELOPMENT

Conservation area and  
listed buildings

Ramsgate is rich in listed buildings and heritage assets, giving the area its unique and distinctive character.

- Key heritage assets include:
- 1. Clockhouse/Maritime Museum
  - 2. Spencer Square Café and Tennis Courts
  - 3. Sailors Church and Smack Boys
  - 4. Granville Cinema
  - 5. The Port and Royal Harbour
  - 6. Maderia Walk Waterfall
  - 7. Slipways
  - 8. Western Undercliff Café
  - 9. Montefiore Synagogue
  - 10. Italianate Greenhouse

Key

Listed building

Conservation area

Thanet District boundary

N

0200m





3.2  
POLICY & DEVELOPMENT

Land ownership

Thanet Council's ownership includes a large number of sites within the primary study area, including an expansive area along the coast:

- Port of Ramsgate
- Royal Harbour Marina
- Ramsgate Sands
- Marina Esplanade
- King George VI Park

Key

Thanet District Council ownership

Thanet District boundary

N

 0 200m





3.2  
POLICY & DEVELOPMENT

Development sites &  
planning applications

Under construction

A. Royal Sands is a large scale development currently under construction. The site has been vacant for 22 years after a fire at the former Pleasurama funfair in 1998. The development comprises 1, 2 and 3-bedroom apartments along the seafront including private parking for residents. It also includes a hotel, leisure and retail alongside the beachside promenade.

Planning applications

There are a number of planning applications for residential development across the study area, notably no.11 which would provide 166 new dwellings. A number of applications are for change of use from industrial to office or residential. In the town centre area applications include new residential units, community facilities and a 12 bed hotel.

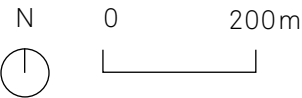
Notable planning applications from the past 12 months:

- 1. F/TH/20/0920: Western Undercliff Cafe: Erection of a five storey building comprising cafe, public toilet, and associated refuse/cycle provision, 8no. self contained flats, restaurant, following the demolition of the existing cafe building.
- 2. F/TH/21/0237: Change of use from industrial unit (use class B1) to veterinary surgery (use class D1)
- 3. F/TH/20/1686: Change of use from ancillary storage/light industrial to mixed use light industrial and office (artists studios and co-working space)
- 4. F/TH/20/0969: Addington House Business Centre: Erection of 5 No. 3 storey and 1No. 3 storey dwellings following demolition of existing offices, stores and laundry
- 5. F/TH/21/0565: Sports Direct: Erection of a second and third floor extension and a 4 storey rear extension to facilitate the conversion into 31 self contained residential flats.
- 6. F/TH/20/1266: Part retrospective application for the change of use from Fire Station to Community Facility including offices, events space and storage together with erection of second floor rear extension.
- 7. F/TH/21/0262: Erection of a 6 storey building incorporating 5No two-bed and 4No three-bed flats
- 8. F/TH/20/0685: Change of use from retail (use Class A1) with ancillary storage to 12 bed hotel (Use Class C1) with retail (use class A1)
- 9. R/TH/21/0087: Outline application for the erection of a three storey building with roof terrace incorporating 14No flats.
- 10. F/TH/20/1670: Aldi Stores: Erection of a retail unit of 1,838 sqm (use class A1)
- 11. F/TH/21/0190: Outline application for the erection of 166no dwellings with associated open space and parking provision
- 12. F/TH/21/0568: Erection of single storey building together with erection of canopy
- 13. F/TH/20/1201: Change of use from a residential care home (use class C2), into 8 no. self-contained flats (use class C3)

Key

 Planning application boundary

 Thanet District boundary





### 3.3 LOCAL ASSETS, LANDMARKS & USES

#### Attractions & places of interest

Ramsgate's attractions and places of interest are concentrated around the coast with cultural uses extending towards the town centre.

Key attractions and places of interest include:

- 1. Ramsgate Maritime Museum
- 2. Ramsgate Tunnels
- 3. The Micro Museum
- 4. Granville Theatre
- 5. Palace Amusements
- 6. Ramsgate Music Hall
- 7. St Augustine's Abbey Church
- 8. The Grange
- 9. York Street Gallery
- 10. Ramsgate Bandstand
- 11. Sea Searcher Boat Trips
- 12. Arcade
- 13. Jimmy G's Amusements
- 14. Port of Ramsgate
- 15. Royal Temple Yacht Club
- 16. St Augustine's Cross
- 17. The Royal Harbour
- 18. Ramsgate Sands
- 19. East Cliff Promenade Sands
- 20. Montefiore Synagogue
- 21. Italianate Greenhouse
- 22. Pegwell Bay (national nature reserve)
- 23. Western Undercliff Beach
- 24. St. Augustine's Cross

Key

Destination

Thanet District boundary

N 0 200m





3.3 LOCAL ASSETS,  
LANDMARKS & USES

Retail frontages

Retail frontages are focussed around Ramsgate town centre as defined in the Thanet Local Plan.

Primary retail frontages are located along the High Street, Harbour Street and Queen Street and predominantly include larger retail and convenience stores.

Secondary retail frontages are located along York Street and King Street and include smaller scale retail alongside cultural, office and workspace uses.

Key

Primary frontages

Secondary frontages

Shopping area

Thanet District boundary

N

0200m



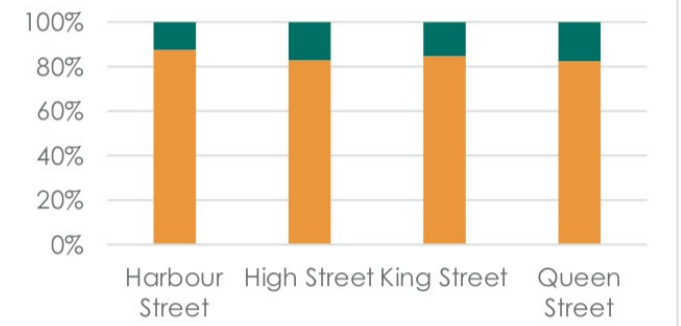


3.3 LOCAL ASSETS, LANDMARKS & USES

Vacancy

Ramsgate's primary retail frontage areas (Harbour Street, High Street, King Street and Queen Street) have, on the whole, seen an increase in the presence of empty businesses in pedestrianised areas. This is likely a direct result of the Covid-19 pandemic, accelerating pre-existing trends impacting high streets across the UK. Ramsgate was already experiencing significant challenges associated with excess retail capacity, and vacancy rates of 23% (Ramsgate Development Plan, 2021)

Occupied vs empty properties - 2019



Occupied vs empty properties - 2021



Source: Thanet District Council (2021)

Key

Vacancy study area

Thanet District boundary

N

0 200m



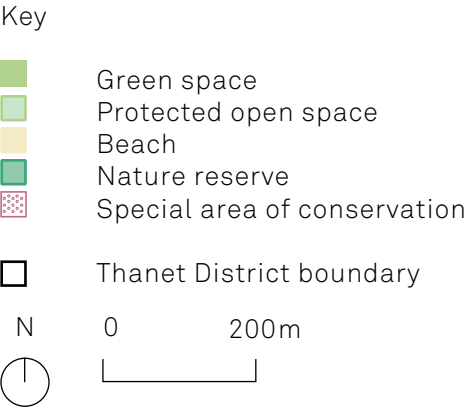


3.4 NATURAL ASSETS,  
GREEN & OPEN SPACE

Green & open spaces

Ramsgate's coastline is one of its greatest assets with Ramsgate Sands stretching over 600m. There are also a number of key green and open spaces that lie along the coastline including a Special Area of Conservation and Pegwell Bay National Nature Reserve.

Whilst the town centre lacks green space, there are key parks lying at periphery, and a high percentage of households have good access to these green spaces.

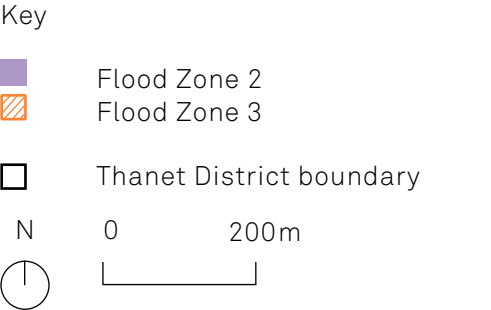




3.4 NATURAL ASSETS,  
GREEN & OPEN SPACE

Flood risk &  
coastal erosion

Ramsgate's coastline including parts of the Port of Ramsgate and Royal Harbour fall within an area of low lying land subject to flood risk. There is limited threat of flooding to the rest of the primary study area including the town centre.

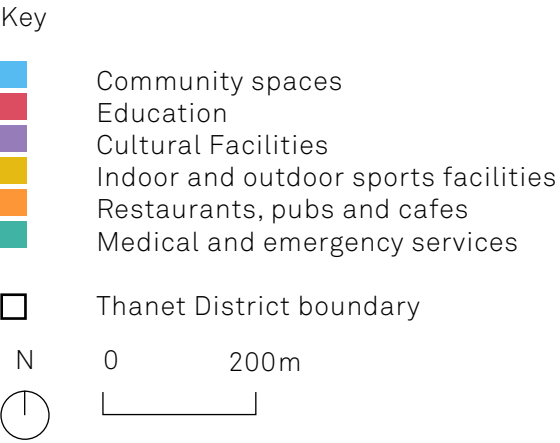




3.5  
SOCIAL & COMMUNITY

Social & community  
infrastructures

Ramsgate boasts a number of indoor and outdoor sports facilities along the coast and High Street. Community spaces are clustered around the town centre and station area whilst cafes, restaurant and pubs are predominantly located in the town centre and harbour area.





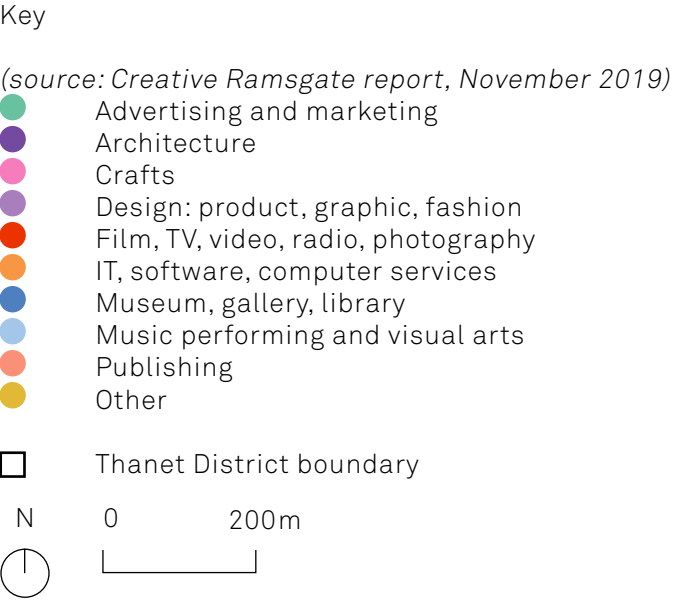
3.5  
SOCIAL & COMMUNITY

Creative & digital  
businesses

Creative and digital businesses in Ramsgate are located broadly in the area between Ellington Park, High Street, Grange Road and coast.

Music performance & visual arts are one of the most dominant sub-sectors along with design, crafts and architecture.

Museums, galleries and libraries are mainly present along High Street and Harbour Street while other sub-sectors are clustered round the harbour area and dispersed through the residential areas.






3.6  
TRANSPORT & MOVEMENT


Severance

Severance is caused mainly by the cliffs and rail line. Access to the beach is limited around the port and harbour area.


Key




Natural severance




Severance caused by rail




Access to the beach




East Cliff Lift (currently not in use)




Thanet District boundary



N



0 200m



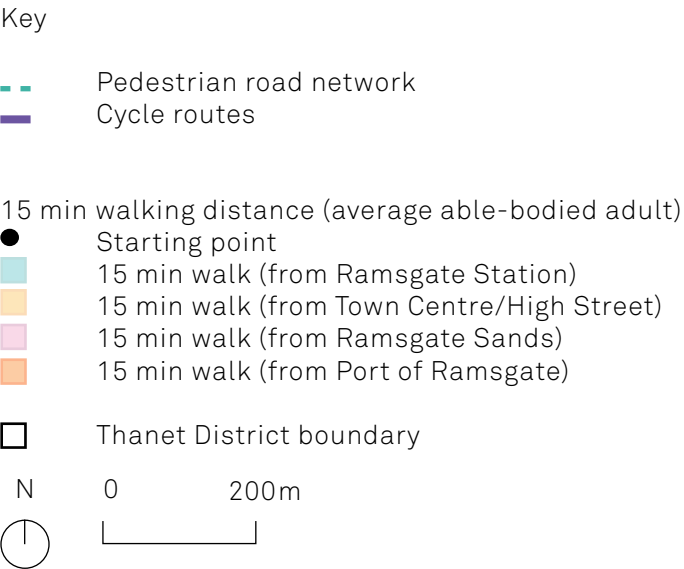




3.6  
TRANSPORT & MOVEMENT

Active travel:  
walking & cycling

Much of Ramsgate is generally accessible on foot for able bodied adults with the beach and harbour within less than 30 minutes walking distance from Ramsgate Station. However, the town could benefit from public realm improvements as well as an expansion of the cycling network which is currently limited to the national cycle route along the coastline.



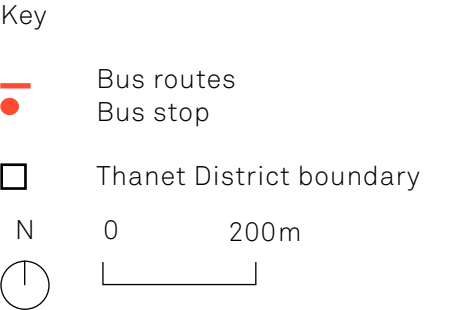


3.6  
TRANSPORT & MOVEMENT

Public transport network

Ramsgate has limited public transport routes. Whilst the main bus routes run along Queen Street to the Royal Harbour, via Leopold Street and Royal Parade, facilitating access to the town centre, these busy roads act as a physical barrier between the central shopping area and the visitor attractions of the Royal Harbour.

A combined expansion of the public transport network and improvements to active travel infrastructure would be conducive to decreasing reliance on cars.

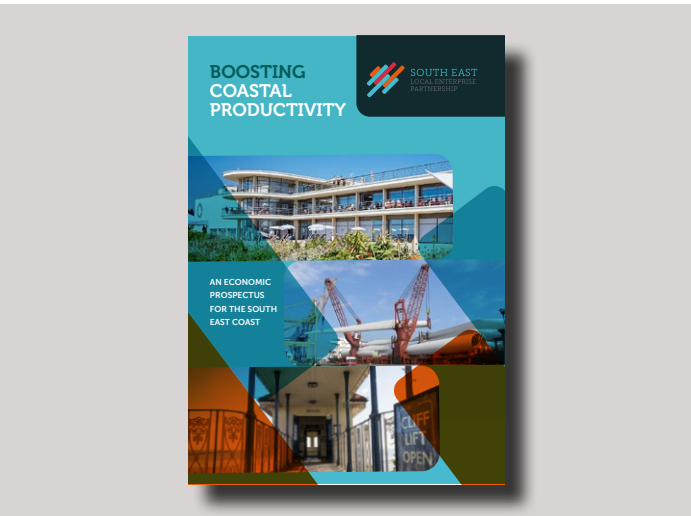




3.7

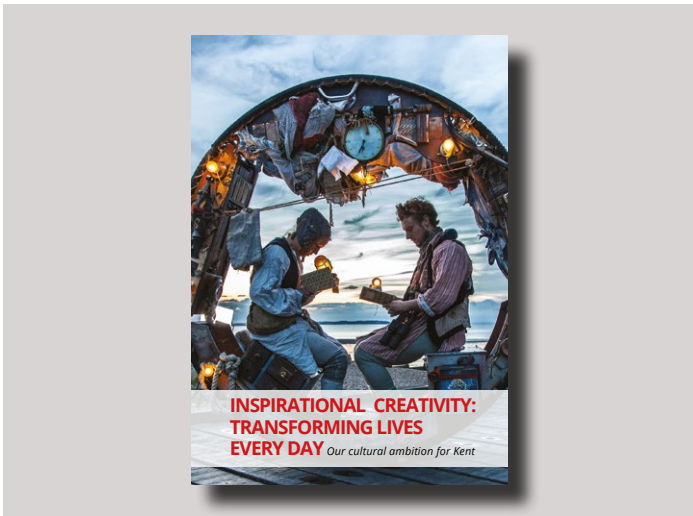
LITERATURE REVIEW

Overarching documents



**South East Local Enterprise Partnership, 2020**  
The GVA performance of the SELEP coastal area is 10% below the South East average. This document sets out ways to close the gap, with support and focus required from a broad collective of stakeholders and an unwavering commitment to the “levelling up” investment policy currently advocated by central government.

- Relevant key recommendations:
- Creative workspace - culture and creativity has been key to SE improvement over recent years in a number of towns, attracting new visitors and residents. Aims for the sector to continue to grow, supported by technology and the availability of high quality workspace.
  - Maritime and Marine Engineering sector - offers significant economic growth opportunities which could provide a real stimulus to the coastal and regional economy. The sector offers real potential as the region builds its reputation as a global gateway.
  - Renewable energy – opportunities to generate, use and recycle clean energy. A strong energy sector could present new employment, establish supply chains for local businesses and drive productivity.
  - Visitor economy - keen to support the evolution of the visitor economy into a higher value, all year proposition by helping to drive up skills and move away from low value seasonal work.



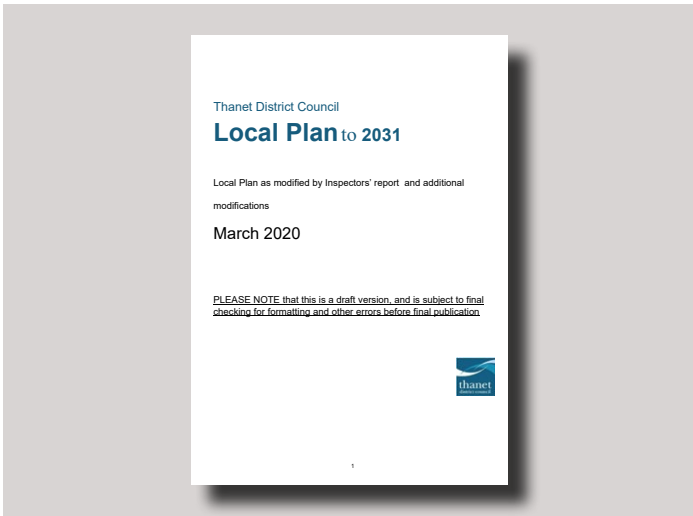
**Inspirational Creativity: Transforming Lives Every Day - Our cultural ambition for Kent, 2017**  
A strategy to set out the ambition for Kent, where culture becomes a part of everyday life. Culture is a key driver for the prosperity of the county and the creative economy is one of the fastest growing sectors in the UK. The digital and creative industries are highlighted by government as a priority for growth and Kent has much to contribute to this.

- Relevant key recommendations:
- Enhance and invest in the cultural infrastructure where there is proven potential for sector growth.
  - Support and nurture valued creative, cultural and heritage professionals to deliver excellence through production, commissioning and programming.
  - Support cultural and digital activity that increases community engagement in culture.
  - Invest in workspace development.
  - Encourage growth of creative clusters.
  - Work with our outstanding education institutions, further developing research and innovation.
  - Seek new opportunities for the interpretation and marketing of our heritage assets.
  - Develop an approach to sector specific business support that champions resilience and sustainability.
  - Prioritise the development of the creative industries workforce with a focus on supporting the needs of freelance practitioners.



**Kent and Medway Economic Renewal and Resilience Plan, 2020**  
A ‘living document’ framework highlighting actions to address the anticipated job crisis following the Covid-19 pandemic. The plan is written in the context of a rapidly changing economic and public health landscape and should therefore be kept under review, with actioned highlighted necessary to proceed with pace.

- Relevant key recommendations:
- Strong local partnerships and ‘governance’ are essential in ensuring a focus on issues that are of distinctive importance to the Kent and Medway economy.
  - Local initiative is important in thinking through the deployment of available funds and how they could make the most significant impact.
  - Typically, interventions seeking government funding go through a business case process. This needs to be proportionate to the scale of the crisis and the speed of the response. In every case, consideration of the high level case for intervention will be necessary alongside robust analysis, however delivery at pace must be the primary consideration.



**Thanet District Council Local Plan, 2020**  
A document to set out policies and proposals that will be used to guide decisions and investment on development and regeneration over the period to 2031. It sets out how and where the homes, jobs, community facilities, shops and infrastructure will be delivered and the types of places and environments we want to create.

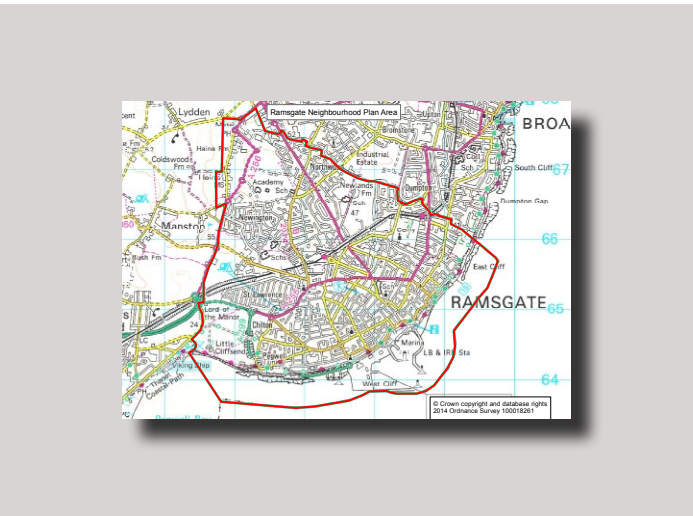
- Relevant key recommendations:
- Ramsgate Waterfront and Royal Harbour – identified for development for a mixture of leisure, tourism, retail and residential including Eastern Undercliff identified for mixed leisure, tourism and residential and Ramsgate Royal Harbour identified for mixed leisure and marina facilities.
  - Staffordshire Car Park and Eastern Undercliff – identified opportunity areas for mixed use town centre development – goal is regeneration and possible residential uses where does not conflict with other uses / proposals.
  - Ramsgate Port - Council supports further development which would facilitate improvement as a port for shipping, increase traffic through the port, and introduce new routes and complementary land based facilities including marine engineering.



3.7

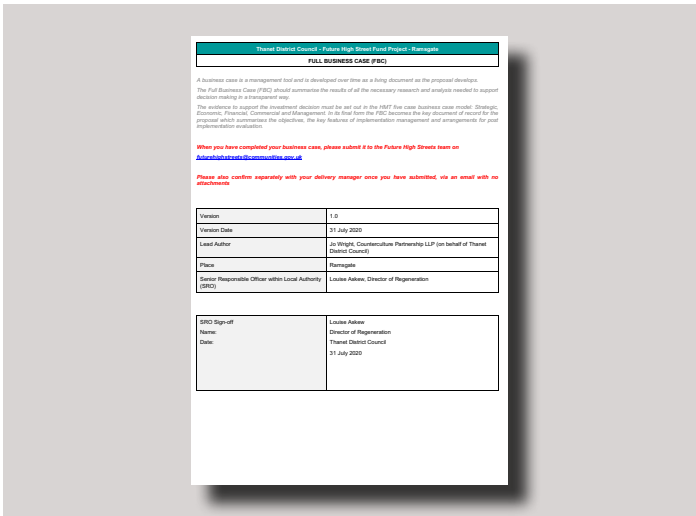
LITERATURE REVIEW

Previous funding applications



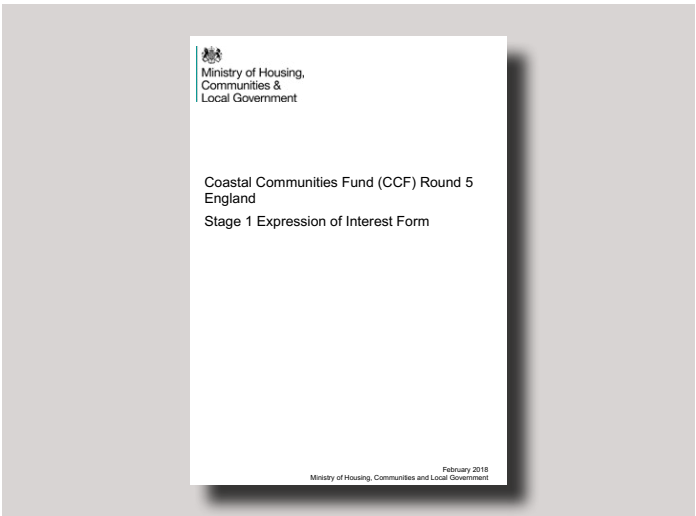
**Ramsgate Heritage Action Zone submission, 2016**  
A proposal for funding to support Ramsgate to become a prosperous maritime town combining heritage and architecture with new investment and development to support sustainable growth, using the historic environment as a catalyst to strengthen the economic base and address the social need.

- Relevant key recommendations:
- Royal Harbour improvements including the environmental impact of the adjacent port and its effect on the setting of historic structures as well as the viability of a fishing fleet.
  - Harbour Street improvements to address problems such as vacant property and poor night time economy.
  - Royal Esplanade, Cliff Lift and Pulhamite Chine improvements to address problems including redundant land and facilities in the area and lack of heritage interpretation.
  - Helen Wills Memorial Gardens and Winterstoke Undercliff improvements to address problems such as lack of modern purpose, lack of heritage interpretation and uncertainty of the Marina site.
  - Montefiore Synagogue and Mausoleum site improvements to address issues with lack of public access to internationally significant heritage site.



**Ramsgate Future High Street Fund submission, 2020**  
A proposal to support the delivery of the Ramsgate Town Centre Vision and strategic objectives of the Future High Street Fund by investment.

- Relevant key recommendations:
- Creative Workspace to drive sustainable, inclusive economic growth and improve the town centre experience by working with the private sector to transform a vacant historic indoor market building into new workspace for creative industries, alongside new public-facing food and beverage and specialist cultural retail offerings.
  - Highway Improvement to provide improved public realm and connectivity between the popular harbourside area and the town centre. Proposals to encourage increased visitor footfall with the town centre by providing improved and additional crossing facilities on key desire lines and creating an improved environment for pedestrians and cyclists.



**Ramsgate Coastal Communities Fund application, 2018**  
An application for funding to create sustainable jobs by re purposing two underused buildings (The Sailors' Church and Smack Boys Building) thereby providing needed visitor accommodation while revealing to the public the rich history of a unique, and little-known, institution.

Relevant key recommendations:

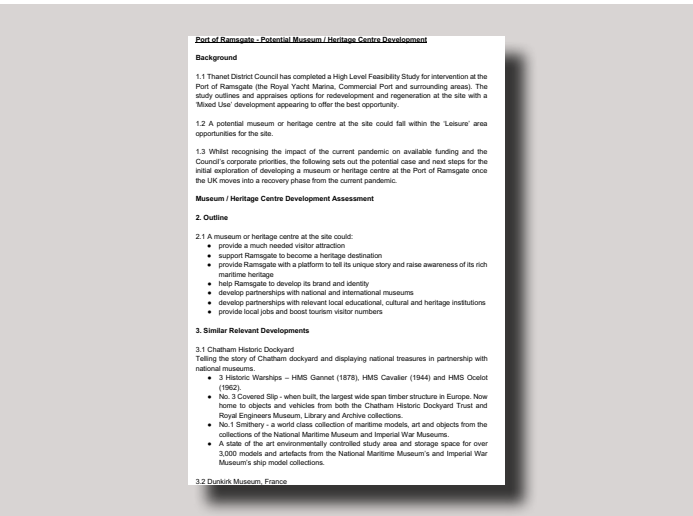
- Promotes investment in infrastructure and skills provision.
- Establish unique selling points and a distinctive market niche in the visitor economy throughout the year.
- Deliver improvements to a public place that will increase visitor numbers and generate employment.
- Makes the town a more attractive place to visit and in which to live, celebrating the town's heritage and culture, and diversifying the offer.
- Uses the town's historic environment as a catalyst for economic growth.



# 3.7

## LITERATURE REVIEW

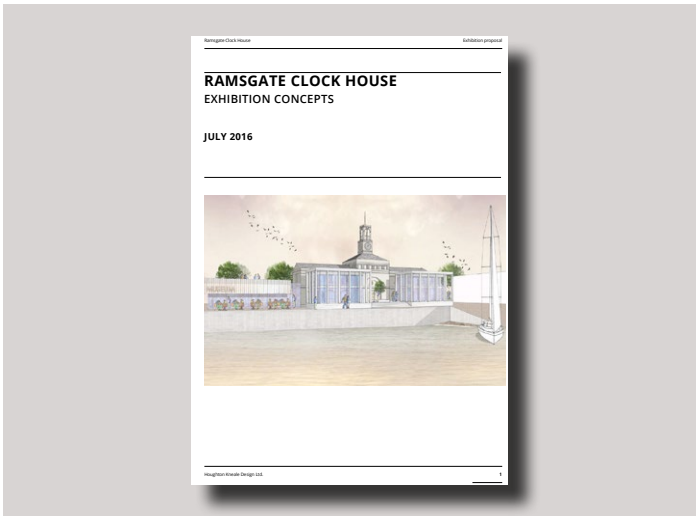
### Heritage studies



**Port of Ramsgate Potential Museum / Heritage Centre Development, 2020**  
A high level feasibility study for intervention at the Port of Ramsgate including the Royal Yacht Marina, Commercial Port and surrounding areas. The study outlines and appraises options for redevelopment and regeneration at the site.

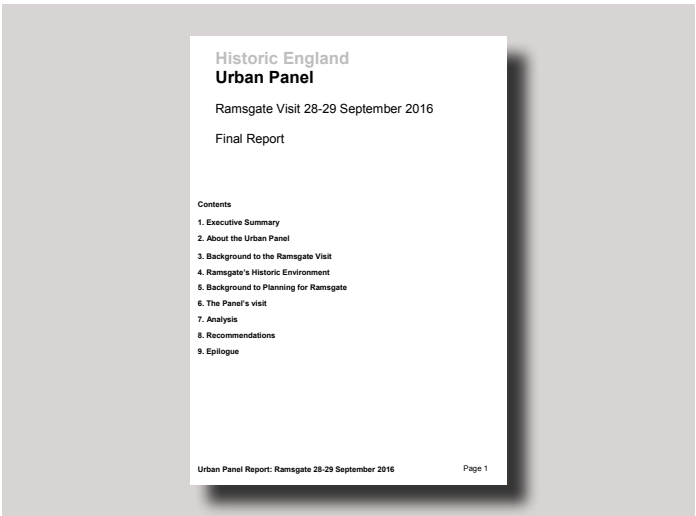
- Key findings:
- Council has been lobbied by the community and Historic England to redevelop and repair the existing Grade II\* listed Clock House in the harbour which was placed on the Heritage at Risk Register in 2019.
  - The building is owned by the Council but currently leased to the Steam Museum Trust. Ramsgate Society has developed plans and a concept for a museum / heritage centre at the site via a feasibility study funded by the National Lottery Heritage Fund in 2016.

- Relevant key recommendations:
- Restoration of the Clock House could act as a good starting point for an improved collection and interpreted display of Ramsgate artefacts and history of the area.
  - A more ambitious and larger scale project for Ramsgate would not necessarily have to be restricted to the Clock House site.



**Ramsgate Clock House Exhibition Concepts, 2016**  
A feasibility study to refurbish the Grade II\* listed Clock House in Ramsgate, Kent as a visitor centre/ museum.

- Key recommendations:
- Regeneration of the Clock House could provide approximately 320sqm of permanent display space on the first floor level plus 100sqm of temporary exhibition space at ground floor with spaces including some new build, with views of the harbour, and some reuse of existing spaces.
  - Location and outlook of the heritage building is very attractive and will be a draw to visitors to the town.
  - As a heritage centre, there is an opportunity to focus on specific stories that are linked directly to the sense of place and the immediate environment of the Clock House.



**Historic England Urban Panel Ramsgate Visit, 2016**  
The Historic England Urban Panel visited Ramsgate in September 2016 at the request of Thanet District Council to consider a number of related issues centring on the Harbour and its uses but also the neighbouring port and the adjoining parts of the town centre.

- Relevant key recommendations:
- Extensive council owned property in the town, including numerous historic buildings, should contribute to regeneration and addressing deprivation.
  - Regeneration of the Harbour area should build on the positive work of bringing activity to the arches. Reuse of the historic buildings should promote a natural tour of the Harbour area as well as activities for visitors, alongside the development of activity that supports local fishing and marine activity.
  - Public realm enhancement should demonstrate a ‘place-making’ approach as well as improving pedestrian connectivity around Royal Parade, Harbour Street and Harbour Parade and the pedestrian route from the station to the High Street and Harbour Parade as a critical route to contribute to visitors’ perception of Ramsgate.



3.7

LITERATURE REVIEW

Visitor studies



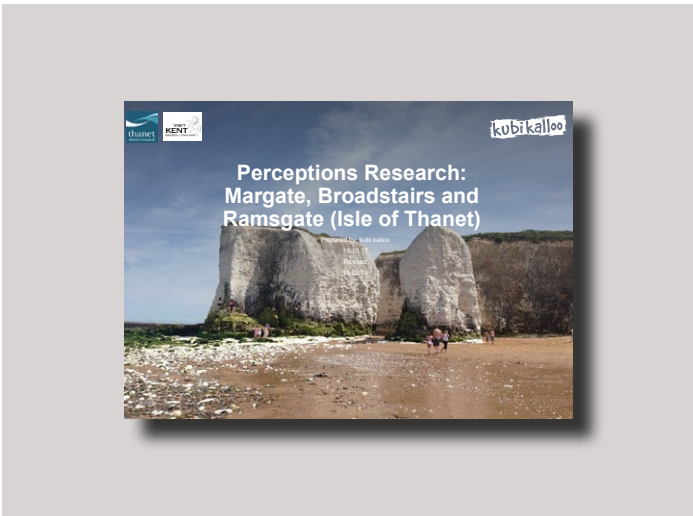
**Thanet Destination Management Framework, 2020**  
The Destination Management Framework sets out headline priorities for the next 5 years with regard to strengthening and growing the visitor economy. The Framework focuses on growing the value of Thanet's visitor economy, staying competitive by developing higher-value sustainable, tourism and quality visitor experiences.

- Key recommendations:
- Improved visitor accommodation – encourage upgrading of existing B&Bs to improve the quality of visitor accommodation and support the development of new serviced accommodation to include mid range hotels, lodge and camping pods, and high quality independent B&Bs.
  - Expanded waterfront offer – explore opportunities for enhancing the beach hut offer and market testing for the watersports hub concept proposed for Ramsgate East Cliff to provide further activity and wellbeing experiences as part of a mixed use leisure development.



**Thanet Visitor Study Primary/ Secondary Report, 2018**  
A study to measure the changes in visitor numbers, motivations and profile in Thanet since the last visitor survey in 2010. It aims to inform the assessment of the impact of the previous Destination Management Plan activities, highlighting the extent to which the targets have been met.

- Relevant key recommendations:
- Unique aspects of each town should be highlighted through inspirational content giving each town a different identity based on its unique coastal offering eg harbour town.
  - Activities such as indoor cultural and heritage attractions should be promoted that are not weather dependent should be promoted to increase visits outside summer. A better planned events programme outside the summer months could contribute to extending the season.
  - Utilise and continue to promote strong transport links and HS1 connections with London. Findings from Visit Kent visitor workshops show that visitors look for something that London can't offer such as country pubs, quirkier galleries, beaches, fresh air and walks.
  - Encourage businesses to work in partnership to promote other attractions and partner with accommodation providers to offer inspirational content. Explore the active holidays market including walking, cycling and watersports.



**Perceptions Research: Margate, Broadstairs and Ramsgate, 2018**  
A study commissioned by Visit Kent to highlight perceived strengths and weaknesses of Kent as a tourist destination compared with its near neighbours. The aim is "to understand the current and changed perceptions of Kent as a destination, (against the 2012 benchmark), in order to identify potential markets, development needs and future marketing strategies".

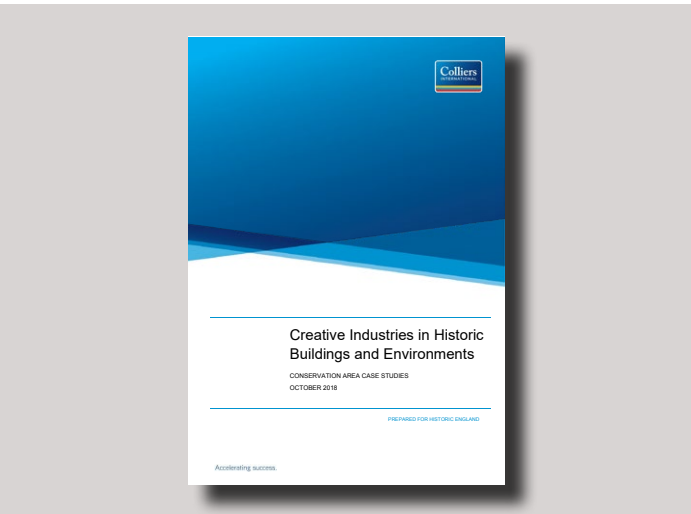
- Key findings:
- Ramsgate holds less visitor appeal than Broadstairs which is known for its beaches and Margate which is building a thriving arts scene, potentially as a result of a less clear identity.
  - A significant barrier to Ramsgate visitation is identified as 'not having a reason to visit'.
  - Margate, Broadstairs, Ramsgate (Isle of Thanet) festivals are relatively unknown compared to other local events.
  - Broadstairs and Margate are perceived more positively than Ramsgate.



3.7

LITERATURE REVIEW

Creative industry studies



**Creative Industries in Historic Building Environments, 2018**  
A report to research the role of historic parts of towns and cities in nurturing groups of organisations that are involved in creative industries. Ramsgate Conservation Area is included as a case study in the report.

- Key findings:
- Creative industries appear to be distributed quite widely throughout the conservation area, including many in predominantly residential streets, and it is only starting to emerge as a creative industry cluster.
  - Clustering is largely so far on Military Road, where a group of creative industries are occupying recently renovated grade II listed arches belonging to Thanet District Council. They were previously below 50% occupancy, but are now at 100% occupancy, with creative industry businesses alongside the chandlery businesses.

- Relevant key recommendations:
- Several key buildings in the town including the Granville Hotel, the former Smack Boys Home and the Clock House (which currently houses the Maritime Museum) as well as vacant shops, may have the potential to house creative industries.

Port of Ramsgate



**Creative Ramsgate Report, 2019**  
A report to provide evidence for a number of priorities and funding mechanisms at the national level to support creative industries and their role in giving places strong identities as well as supporting economic and jobs growth in Ramsgate.

- Relevant key recommendations:
- Promote the distinctiveness of Ramsgate as a heritage- infused ecosystem combining creative, architectural and maritime features.
  - Investigate and address availability of suitable heritage premises to support the expansion of creative enterprises.
  - Examine further the historical and heritage elements vital to the sustainability and growth of Ramsgate in social and cultural as well as economic terms.
  - Link restoration and new development to the creative and digital priorities of Ramsgate's economic future.



**Port of Ramsgate High Level Feasibility Study, 2020**  
A high level feasibility study to better understand development options for Port of Ramsgate and the immediate surrounding area. The study outlines and appraises options for redevelopment and regeneration at the site.

- Key recommendations:
- A mixed use development including the following uses would maximise the value of the current commercial port site:
    - Retained ro-ro ferry services
    - New light-medium industrial zones
    - Larger renewables O&M facility with better-located berths
    - Expanded marina offering
    - New marina-adjacent residential development.



4.0  
KEY FINDINGS



Image credit: We Made That



4.1

LEVELLING-UP FUND

OPPORTUNITIES

Jobs: creating new and better employment

Challenges

**There are a number of vacant buildings in and around the Ramsgate town centre area.**

Ramsgate has a number of vacant buildings and a growing number of creative businesses. It should investigate the suitability for 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.

**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. In particular, the Smack Boys Building has been identified with opportunities for a social enterprise/training boutique hotel, and Townley House has been identified with opportunities for a hotel and/or spa.

**The port is currently under-performing economically, with large amounts of space underused.**

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

**The link between the port and the harbour is currently poor and there is opportunity to create a new commercial space to link the two distinct areas.**

Permeability between the harbour and the the port is limited, and the buildings at the port side edge of the harbour could be better utilised to create a more welcoming, commercially active use.

**Office space in Ramsgate is more expensive than elsewhere in Thanet.**

Businesses are finding it difficult to scale up, with constrained supply of office space pushing prices up. This is impacting negatively on both business and job growth. Meanwhile the retail vacancy rate has risen substantially over the pandemic.

Opportunities

**Explore opportunities to refurbish vacant buildings and investigate their suitability for use as creative/ SME workspace.**

**Explore opportunities for boutique hotels with a social enterprise/ training offer to skills development in the area.**

**Explore the opportunity for a new ‘Green Campus’, identifying need and potential demand for uses on the site.**

**Explore opportunities to better activate the port side of the harbour, with potential to create a land mark building.**

**Identify underused or vacant office and retail space for meanwhile or permanent uses by local businesses or start-ups.**

Potential projects

**Refurbishment of Celandine Hall market building, York Street offices, West Cliff Concert Hall and Granville Hotel for creative workspace.**

**Smack Boys Building refurbishment as a social enterprise/ training boutique hotel. Townley House refurbishment as hotel and/or spa.**

**New centre of excellence, providing office space for clean-tech businesses and research departments; training and education space; harbour side breakwater.**

**Explore new uses in the building(s) at the port edge of the harbour to create a better sense of connection to the port and provide new commercial, cultural and/or training space.**

**Vacant retail spaces and other underused office spaces throughout the town centre. Consolidated parking at Staffordshire Street Carpark to support new commercial development.**



4 . 1

LEVELLING-UP FUND

OPPORTUNITIES

Opportunities & skills

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 have 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.

**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.

Opportunities

**Explore opportunities to work with local charities, businesses and individuals to provide training and access to opportunities.**

**Work more closely with more deprived areas of the town to ensure that these communities can access employment opportunities.**

**Support small businesses to grow, provide apprenticeships and access affordable workspace.**

Potential projects

**Establish a training company structure to manage staffing and training and ensure that business plans for other related projects, such as the Smack Boys Building, including provision for training opportunities. Look at refurbishing the Granville Theatre, activating it as an arts and cultural centre, along with youth outreach work through the Kent Film Foundation.**

**Establish some form of physical and digital presence, with potential to partner with charities already in operation, in the more deprived Ramsgate wards to support outreach, training and improve access to employment pathways created through investments within the town centre, harbour and port.**

**Provide small business grants, identify buildings for use as affordable workspace and incentivise/ make more accessible apprenticeship opportunities.**



4 . 1

LEVELLING-UP FUND

OPPORTUNITIES

Connections & movement

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 pedestrian experience and increased visitor numbers to Royal Harbour.

**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.

**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.

Opportunities

**Deliver public realm improvements to better connect the town centre, seafront and harbour areas for pedestrian and cyclists.**

**Consolidate car parking areas and create new and more pedestrian friendly routes.**

**Create clearer and safer cycle routes along key routes and to key locations. A high percentage of Ramsgate’s residents do not own a car, providing opportunity to promote active travel with infrastructure investment.**

Potential projects

**Public realm improvements around Royal Parade, Harbour Street and Harbour Parade.**

**Move, consolidate or remove car parking in Pier Yard and around the harbour, with the potential to redirect parking to the Leopold Street multi-storey carpark. Promote the use of the tunnel for cars, easing traffic on town centre roads and improve the walking route from the Harbour to East Cliff.**

**New cycle lanes connecting to Ramsgate train station and along the coastal route. New cycle parking in and around the town centre.**



## 4.1

# LEVELLING-UP FUND OPPORTUNITIES

## Seafront, history & heritage

## Challenges

There are a number of vacant historic buildings around the Royal Harbour area.

The council-owned Grade II\* listed Clock House building in the harbour was placed on the Heritage Risk Register in 2019. The council have since been lobbied by the community and Historic England to redevelop and repair the building.

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

The harbour currently offers visitor opportunities along the harbour, including F&B uses in the newly refurbished arches. It should explore opportunities to widen this experience to include a harbour side fish market including a low cost infrastructure investment into a new harbour side space hosting a fish market and informal seafood restaurants and stalls. This could also build on Ramsgate's cafe culture in the town centre and waterfront, which is a key part of Ramsgate's identity with locals.

**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 increased beach hut offer and a new watersports hub have been identified to provide further visitor activity and wellbeing experiences as part of a mixed use. This could also include elements of training and apprenticeships linked to these activities.

## Opportunities

**Consider reuse of historic buildings in the harbour to strengthen the area as a key part of the heritage of Ramsgate.**

Explore opportunities for harbour side fish market and seafood restaurants to better celebrate its fishing industry heritage.

Explore opportunities for mixed leisure and marina uses to enhance the seafront offer and further improve visitor activity and wellbeing experiences.

## Potential projects

## Clock House building renovation to a heritage centre.

**New fish market and informal seafood restaurants and stalls at Royal Harbour.**

**New Beach Club including new watersports hub and increased beach hut offer at along Marina Esplanade. Winterstoke gardens refurbishment to create an accessible public realm and a new events and activity space.**



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