



Board Meeting
Friday 25 April 2008
1000 - 1300 hours
Margate Media Centre

A G E N D A

- 1 **Welcome and apologies**
- 2 **Minutes of the last meeting**
Action points as per the attached sheet

Items for Discussion / Information

- 3 **SEEDA's Corporate Plan**
Coastal South East Framework
- 4 **Drivers for Change – Final Report**
 - (Shared Intelligence Presentation)
- 5 **Cultural Vision & Action Plan**
 - (Tom Fleming Presentation)
- 6 **Turner Contemporary & Eastern Seafront Update**

Items for Decision

- 7 **Dreamland Update & Arlington Draft Planning Brief**
- 8 **Sea Change DCMS Coastal Fund Proposals**
- 9 **Strategic Review – Scope and Programme for Board Members' Away Day**
- 10 **Progress Report**
- 11 **Director's Report**
- 12 **Any Other Business**
- 13 **Date of Future Meetings**
 - 12 June 2008
 - 3 September 2008
 - 02 December 2008



**Margate Renewal Partnership
Wednesday 11 December 2007
Thanet District Council Offices**

Minutes

Pam Alexander	SEEDA, Chair
Allert Riepma	SEEDA
Susan Priest	SEEDA
Simon Bandy	English Partnerships
Anita Gardiner	English Partnerships
Derek Harding	MRP
Claire Tarelli	MRP
Doug Brown	TDC
John Bunnett	TDC
Richard Samuel	TDC
Cllr Sandy Ezekiel	TDC, Leader
Cllr Roger Latchford	TDC, Deputy Leader
Andrew Brown	English Heritage
Cllr Mike Hill	KCC
Keith MacKenney	KCC
Sarah Wren	KCC
Victoria Pomery	Turner Contemporary
Presenting	
Dave Hughes	Kent Tourism Alliance
Sandra Matthews-Marsh	Kent Tourism Alliance
George Chandler	KCC
Mandy Cronje	MRP (minutes)

Apologies : Richard Russell – Arts Council
 Sheena Vick – Heritage Lottery Fund
 Clair Fisher – GOSE
 Amanda Honey – KCC
 Adam Wilkinson – KCC
 Cllr Roger Gough - KCC
 David Edwards, English Partnerships
 Anne Knight, SEEDA
 Pam McHale, SEEDA

1. Welcome

PA formally welcomed Councillor Michael Hill KCC, George Chandler, KCC and David Hughes and Sandra Matthews-Marsh of Kent Tourism Alliance. Apologies were made for Pam McHale who was to be presenting but had unfortunately taken ill.

2. Minutes and matters arising

5 September 2007

- All action points achieved/progressed except for the Cultural and Creative Study. To be discussed under Item 6 on the agenda.

3. Programme Director's Report

- CLG's second response to the Coast Report – Dr Starkey wrote to Hazel Blears advising a number of coastal towns were lobbying. On the 5th November, CLG produced the second response. The proposed actions centre around three main themes:

- improved co-ordination at regional and national level;
- additional work to examine the issue of worklessness and seasonal employment;
- developing a new policy framework.

The report is suggesting a cross departmental working group to undertake some research work, some funding for research into Cliftonville West and Margate Central and a national RDA network for sharing best practice on coastal towns. DH advised that we are aware that the CLG are establishing a steering group involving RDAs. The leader at the CLG who is on the steering group for the Margate research is Billy Kayada.

- DH stressed that it is important that we maintain pressure on CLG.
- Regarding the South East Coastal Framework, PA advised that this has been with SQW consultants. The report from them was to be received early December, the latest by the first week in January.
- PA noted the priorities listed in the consultants report:
 - Using major sites to drive forward the key issues around flood risk
 - Competitiveness around coastal economies
 - Connectivity and transport
 - Civic leadership building on the sub national review of economic development.

The Steering Group is to develop the framework which ties these together. The second report from CLG is more encouraging.

- DH mentioned the recent announcement of the DCMS £45 million fund.
- DH stated that the criteria procedure is still to be worked out. CABE will be looking for projects that make major impact. DH feels we can prepare ourselves once the procedures are clear.
- DH advised that he would like officers to think about developing some proposals.
- DH gave an update on the Old Town and Lower High Street and mentioned developments listed in the report including planning permission being granted for Queens Arms Yard.
- CCTV and lighting is moving ahead and should be installed by the end of February.
- DH advised that a local artist, Ann Carrington had been commissioned for the Signage Project. Pictures of her design are included in the report.
- In the lower High Street, plans to improve the pavements will begin in January.
- The library is moving out of the M & S building in January. Turner Contemporary will be using the premises as a temporary gallery space until the Turner Contemporary is built.

- PA asked when the report would be produced regarding the research study on deprivation. DH advised that an interim report will be prepared for the March meeting.
- SB advised that a letter had been produced following the visit by Margaret Ford regarding the EP business plan for next year. A copy will be forwarded to DH. SB stated that they are looking at positive projects ie Dreamland and the area around Cliftonville.
- Oona Muirhead, SEEDA's Executive Director of Sustainable Prosperity came to Margate to bring together key stakeholders to discuss Margate's 'offer' in the context of the region.
- RS mentioned the 'Working Neighbourhoods Fund that the government announced last week. £4million will be paid over a period of 3 years.
- PA commended Dr Andrew Brown on the publication of Margate's Seaside Heritage which was launched in October.

Decision: The Board noted the report.

Action: To provide an interim report to the March Board Meeting on the Margate and Cliftonville Research Study.

4. Draft Framework and Action Plan for the Visitor Economy

DH introduced David Hughes and Sandra Matthews-Marsh, Chief Executive of Kent Tourism Alliance backed by KCC. David and Sandra gave a presentation. (Attached to these minutes).

- Sandra advised that KTA has a strong team in Thanet and that this is the first time she has seen an integrated approach. Perceptions need to change as well as the image of Margate
- SMM requested the Board discuss branding and how to move forward. KTA want to work with MRP but SMM stressed that action must be taken now.
- PA requested copies of the slides be sent to the Board members and asked if there were any comments or questions.
- JB stated that this is a very important piece of work and a key component of the review that is proposed.
- SP stated that we need to consider accelerating 5 – 10 years, where we would be and the collective strengths and should consider what we do now.
- PA stated that the infrastructure of coastal economies has an impact on other developments such as Turner Contemporary. PA asked what contribution do we make in 2012?
- MH feels that the next 5 years are crucial, 2010 Turner is opening, 2011 Sandwich Open and in 2012 the Olympics.
- KMc said publicity in the property press has been extremely good but not much has been targeted at tourists.
- SE feels that we need to brand Margate as unique and look at the lessons of Ramsgate eg the Ramsgate Regatta next year. We need to be very wary of trying to promote a 'new' Margate.
- SE suggested that there is a lot to be gained from the temporary Turner Contemporary gallery.
- PA requested regular updates on Coastal Kent and how this relates to 2012.

Decision: The Board agreed:

- 1. Endorse the Framework**
- 2. Note relevant actions contained in the action plan for Margate and potential resource implications**

5. Creative Study Update

SW advised that the production of the brief has been a more complex process than originally envisaged and as a result the timetable has slipped. However, the process has been extremely productive and has strengthened relationships within the creative sector.

- The profile of the project has been raised.
- The submissions received for the research brief include some of UK's most prominent consultants.
- A steering group has been established to guide the project and an interim report will be presented in February.
- The project is raising issues around a creative network to promote sustainability and prevent duplication. A network will be developed across the region.
- In partnership with the Arts Council and Business Link, we are looking at developing business support to the creative industries that will build on CIBAS.
- A cultural tourism pilot project, led by KTA and KCC, is being developed to connect the cultural offer across the East Kent region during the Summer of 2008. It is hoped to encourage visitors to travel across the region.
- Margate Rocks, a contemporary arts festival has an ambitious programme planned for May 2008.
- AB asked for clarity on the definition of Cultural Study as this includes museums and heritage. It was agreed that this research was only to focus on the creative sector and the brief will be amended accordingly.
- PA stated that the Board looks forward to the interim report.

Decision: The Board agreed to note the report.

Action:

To present an interim report to the March Board Meeting.

6. Traffic Study

George Chandler, KCC presented his report on the Traffic Study. GC outlined what is hoped to be achieved. The Board were asked to note the points for discussion outlined in 5.1. There are three main issues to look at:

- the balance of supply and demand;
 - development pressures
 - location study.
- GC showed the number of car parks and spaces available during the week and weekends.
 - During the August school holidays the Dreamland and Rendezvous car parks filled.
 - 20% of premises in the town centre are empty.
 - Future plans are to remove approximately 400 spaces.
 - College Square car park is ideally located in relation to the town centre but is privately owned.
 - Issues to discuss are the growth and regeneration in Margate.
 - Another issue is pedestrianisation, the connectivity and movement needs to be improved.
 - GC stated that to support the policy issues a number of activities need to be pursued in more depth and it is proposed to form a working group to:
 - develop a detailed action plan that can be incorporated into the Parking, Access and Movement Strategy;
 - produce an options paper for College Square;
 - hold a parking workshop in the Old Town;
 - TDC to introduce a Travel Plan reducing the pressure on Mill Lane.
 - PA thanked GC for a well executed presentation.

- SE stated that he felt that the estimated 20% empty retail area is a lot lower in the Old Town. He felt that there is growth in residential. SE feels that these issues need to be looked at more in-depth.
- PA suggested that we look at an options paper for Cecil Square.
- SP requested the Working Group consist more than just engineers because assets need to be maximised. The seafront is a unique asset and also the location of the Turner. Improvement needs to be made on the signage; it requires more clarity and expression as to what is where.
- PA requested volunteers for the working group, JB, SE, DB responded positively.
- PA requested RS to comment on the Council's green travel plans.
- RS said it is intended to review the number of spaces in Mill Lane allocated to TDC staff. His concern is the negative press but feels progress can be made now that we have figures to work with. The travel plan will be looked at in April 2008.
- PA suggested RS consult with Oona Muirhead at SEEDA who is assessing their travel plan.
- RS suggested that the issues be dealt with in two stages; improving quality and accessibility and then a further review of parking needs once we have more certainty on other key developments. We need to look at how the parking requirements will be once the regeneration is complete.

**Decision: Approved the policy recommendations as set out in paragraph 5.1.
Approved the priority actions as set out in paragraph 5.2**

Action:

1. **To establish a working group to implement the strategy and develop a detailed action plan.**
2. **A further report be presented at the next meeting.**
3. **Develop a detailed Action Plan of works that can be incorporated in the overall Parking, Movement and Access Strategy.**
4. **Hold a Parking Workshop in the Old Town as part of the consultation process to deliver improved parking management for businesses and local people in the Old Town area.**

7. Dreamland Development Brief

- DB presented the item and explained the consultation on the draft brief was generally positive.
- The brief will be presented to Cabinet this evening, 11 December.
- SE stated the response from residents has been supportive.
- DB advised that Freshwater are looking proactively at plans for the Arlington site.
- RS stated his concern that uncertainty around the future ownership could create further delays.
- SB suggested an urgent meeting with the existing and prospective owners to establish their intentions. If there are unacceptable delays, partners would need to consider how to move things forward for example acquiring the part of the site required for access.
- PA welcomed this assistance from SB saying it would be helpful. PA was sorry to hear that the Dreamland cinema had closed.
- DH advised there is concern that the cinema and scenic railway could deteriorate and TDC is seeking to carry out an inspection.
- PA hoped there would be some progress before the next meeting.

Decision: The Board noted the results of the consultation and progress on the Planning Brief.

8. ERDF bid for Eastern Seafront

- KMc presented this item which included details of an ERDF bid that would fund a comprehensive package of work on the wider seafront from the stone pier up to the Winter Gardens.
- KMc stated that what is hoped to be achieved is a more cohesive design to the seafront with work on the Rendezvous to improve public realm and therefore better for pedestrians. This package would also include de-dualling of Fort Hill reducing it to a single carriage way.
- Once approval is obtained, works should begin in April and completed by August.
- KMc gave a description of what is proposed of the area referring to the map supplied as appendix 2 and Appendix 1a shows the proposals in more detail.
- KMc stated that the work will have to be done avoiding the summer months. There will be restrictions on vehicle movement on the Rendezvous site.
- PA stated that we need to get GoSE support.
- SP said focus should also be made on the job outcomes associated with the redevelopments.
- PA expressed concern about achieving completion within the timeframe.
- PA agreed that the quality of development on the Rendezvous site should be the same as the Turner Contemporary.
- RS raised the issue of the relocation of the RNLI and that it has not yet been resolved.
- MH advised that the planning application had been submitted and that all is on schedule. The public meeting in October on the Turner designs, was very successful.

Decision: To endorse the bid as part of a comprehensive approach to the development of the eastern seafront.

9. High Street Update

- AR advised that the Stage 1 marketing commenced on the 17th November. Twenty-five responses have been received, 14 of which asked for full information packs. AR stated there were some interesting developer names and submissions were encouraging.
- Expressions of interest deadline is the 11 January. The long list of developers is planned for mid February and the short list interviews in April. The selection of the preferred developer is planned for the summer 2008.
- PA asked what would be brought to the March Board Meeting.
- AR advised that the long list of developers for the technical tender interview will be brought before the Board to give members an idea of the quality of applications.
- AR advised that there is on going dialogue with CRATE and Limbo.
- AR advised that Turner Contemporary will be allowed to use the M & S building until June 2009.
- VP advised that the first exhibition is planned for the end of February with an ecology and environment theme.
- PA stated that the progress is very encouraging.

Decision: The Board noted the report and supported the developer selection process.

10. Progress Report

- DH gave a brief overview of the red and amber projects which includes the Objective 2 programmes, the Queens Arms Yard and the Lower High Street.

Decision: The Board agreed action as set out in the Progress Report.

11. Towards a Strategic Review – Discussion Paper

- DH advised that MRP is making headway on a number of fronts and it is timely to consider the future direction of the programme. Since the partnership was established in 2005, a significant amount has been achieved and that over the next 12 months we would have a programme that has delivered on a number of key projects. DH also pointed out that the existing funding for the programme team expires in March 2009.
- The report is proposing we take stock and identify the gaps in the programme and identify future priorities.
- DH also explained that the review would be informed by two key pieces of work:
 - Creative and Cultural Research
 - The Socio-economic Research
- DH suggested that a Board away day be held in February to engage the Board and bring in other stakeholders which will feed into the future agenda for the partnership.
- JB stated that it is important to act on this now as we are at a critical stage. The perception of visitors and residents on Margate has to change.
- SP suggested that other parties be invited to present to the Board e.g. Locate in Kent.
- RS mentioned that there are couple of points to note including the East Kent LSP discussions and that there were missing partners around the table, for example, health, the private and voluntary sector.
- SE advised that there is still a lot more that needs delivering, Cliftonville, Lido, Winter Gardens and Dreamland.
- PA asked officers to develop some proposals for the scope of the review. PA is concerned that February may be too soon.
- MH stated the LSP may be better placed to take on the wider issues and suggested we continue with specific aims.
- PA stated we are missing that link with the LSP and we are at that point where they should be brought together.
- SB suggested we should develop a strong relationship especially as we develop the mixed communities pilot
- PA said we need to make the link and it would be helpful to invite others who could contribute.
- DH raised the issue of the branding exercise and felt this should be dealt with as part of the review and away day.

Decision: The Board agreed to a strategic review and set a date for an 'away day' in early 2008.

12. Any Other Business

- RS advised that the Regional Housing Board have awarded £16 million to East Kent.
- RS complimented DH and staff for the quality of the papers produced for the meeting.
- PA closed the meeting wishing everyone a merry Christmas.

Date of Next Meeting 4 March at 10.00am
 Committee Rooms 1 & 2, TDC Offices, Margate

BOARD MEETING ACTION POINTS AND PROGRESS REPORT		
11 December 2007	Action	Progress
Item 3 – Research Study	<ul style="list-style-type: none"> Interim report to be presented to the March meeting. 	<ul style="list-style-type: none"> On the agenda for 25 April, Item 4.
Item 4 – Draft Framework & Action Plan for the Visitor Economy	<ul style="list-style-type: none"> Regular update to be provided on Coastal Kent and 2010. 	<ul style="list-style-type: none"> Scheduled for report back to September 2008 Board Meeting.
Item 5 – Creative Study	<ul style="list-style-type: none"> Interim report to be presented to the March Meeting. 	<ul style="list-style-type: none"> On the agenda for 25 April, Item 5.
Item 6 – Traffic Study	<ul style="list-style-type: none"> Present an update to the March Meeting. 	<ul style="list-style-type: none"> Slow progress on developing Action Plan. Report back in June 2008.
Item 11 – Strategic Review	<ul style="list-style-type: none"> Develop the scope of the review and set a date for an ‘Away Day’. 	<ul style="list-style-type: none"> On the agenda for 25 April, Item 9.



Date:	25 April 2008
Item No:	3
Item Title:	SEEDA's Corporate Plan
Author:	Susan Priest
Purpose:	For Information
Recommendation	To receive a brief presentation on SEEDA's Corporate Plan 2008 – 2011.

1. Background

- 1.1 On 31st January, SEEDA's Board approved the Consultation Draft of the Corporate Plan. The consultation period started on 1st February and ran through to 14th March, providing partners with a six week period to submit comments. A copy of the plan is available at www.seeda.co.uk/publications/strategy
- 1.2 In addition to responses from Departments across Whitehall and from individual partners in the region, detailed meetings have been held with key stakeholder groupings including the South East Economic Partnerships and the Regional Assembly Select Committee. Changes have been made and the final version was submitted to the Secretary of State at the end of March for approval by mid-April. A full copy is available on SEEDA's website.
- 1.3 The Board will receive a brief presentation from Susan Priest On SEEDA's Corporate Plan 2008 – 2011 which will draw out the broad implications for Thanet in the context of SEEDA's proposed investment for Kent and Medway and the SE region more broadly. The Board will also receive a verbal update on the Coastal South East Framework.

2. Main Issues to Note:

- 2.1 The core strategy underpinning the new Corporate Plan identifies 5 major shifts:
 - Simplification and refinement of strategy* where SEEDA has a major delivery role;
 - Development of policy and delivery mechanisms* where SEEDA is leading the region into new areas of work;
 - Aligning resources and catalysing new approaches* where other partners have a leading delivery role;
 - Developing new approaches to investing in place-making* where local and regional priorities connect; and
 - Preparing for new responsibilities and ways of working* in close collaboration with local authorities and stakeholders
- 2.2 SEEDA's budget breakdown shows a declining CSR settlements and an ambitious receipts target giving a gross budget of approximately £504 million to invest over the 3 year period.
- 2.3 The Corporate Plan expresses very clearly the new tasking framework for RDAs and the logic chain between central government outcomes and indicators, RES outcomes and SEEDA activity.

2.4 SEEDA spend by theme over the three year period shows a steady state for Global Competitiveness, Smart Growth, and Strategic Influencing; a reduction in Enabling Infrastructure; an allowance for Organisational Development to meet the challenges of SNR; and an increase of investment into Sustainable Prosperity.

2.5 From an estimated budget for investment of £421million, approximately 22% (£91m) has indicatively been identified for investment in Kent & Medway. While more detail will be given during the meeting, the headlines are that across Kent we propose to invest approximately:

57% into Strategic Development projects including major investments in Thanet such as Eurokent Business Park at Broadstairs, Margate Town Centre, Turner Contemporary, London Array at Ramsgate, and EKSDC;

19% into Smart Growth projects, the most notable investments being Business Link, and the Kent Coast Marine support post;

17% into Global Competitiveness to support the creation of 1 or 2 Innovation and Creativity Teams for Kent and an Institute of Sustainability located in North Kent with potential linkages through to the London Array investments at Ramsgate;

4% into Sustainable Prosperity to support the rural agenda, the development of communities, and the Sea Change programme;

2% into Housing, Transport and Infrastructure studies

1% for Strategic Influencing to support the new strategic sub-regional partnerships.

In respect of Margate, future investment will be guided by the Coastal South East Framework. The Corporate Plan identifies Margate, Dover and Hastings as priorities for continuing the regeneration programmes in coastal areas.

3. Conclusion

3.1 The Corporate Plan sets out an ambitious agenda for transformational economic development in the South East during a time of great change in the RDA's own role and responsibilities, making effective partnership working even more critical during this time of great change.



Date:	25 April 2008
Item No:	4
Item Title:	Margate Renewal Study – Draft Final Report
Author:	Derek Harding
Purpose:	For Decision
Recommendation	<p>The Board is asked to:</p> <ul style="list-style-type: none">• receive a presentation by Shared Intelligence on their findings;• agree the series of recommendations as set out in paragraph 4.2.

1. Introduction

- 1.1 It was reported at the last meeting that we are working with the CLG on a study to examine the drivers of deprivation in the two wards and set a framework for future renewal work. CLG provided the resources for the study as part of their support under the Mixed Communities Demonstration Pilot projects. (The area has been selected by CLG as one of the 11 pilot projects across England).
- 1.2 A steering group was established involving TDC, SEEDA, KCC, GOSE, EP and CLG to commission and guide the work. Shared Intelligence consultancy was appointed at the end of December 2007 and initiated the study in January 2008. The draft final report is included with these papers and the consultants will present their findings and conclusions at the Board Meeting.

2. Background & Objectives

- 2.1 As part of the Mixed Communities Pilot project, CLG has been keen to support the Partnership in developing its renewal plan and developing a more holistic approach to the area's problems. CLG agreed to provide £50,000 for the costs of a study that would assist the Partnership in addressing the needs of the area and develop a clear framework for future strategy. The timing of the study is important as it will inform the Margate Renewal Partnership strategic review, and comes at a time when there are significant developments at regional and government level that will impact on Margate.
- 2.2 The main purpose of the study is to identify social and economic interventions that will be required in conjunction with the spatial and physical regeneration to ensure lasting and sustainable change to the quality of life of the local communities. The brief emphasises the importance of developing a series of evidence based actions that would assist in framing the future direction of the programme and identifying strategic priorities.
- 2.3 In addition, CLG are keen to draw experience from the study for the Government's approach to policy on coastal towns and lessons that will be transferable to other places including coastal towns and urban areas.

3. Findings & The Seven Point Plan

3.1 The consultants will present their findings and conclusions at the meeting. The Executive Summary provides a useful overview of the main drivers of deprivation and gaps in the current interventions. The study recognises the impact and value of the current renewal work but concludes that interventions need to be broadened and the level of certain activity, namely housing renewal, needs to be significantly increased to tackle the key drivers of decline.

3.2 In summary the findings show:

- **the economy is over reliant on the public sector and visitor economy;**
- **housing renewal work is too limited;**
- **vulnerable adults and children continue to be placed by authorities outside the area;**
- **employment programmes have not been effective;**
- **crime rates are high.**

3.3 The conclusions of the study were considered at a series of workshops involving representatives from a range of stakeholders (including MRP Partners, RSL representatives, voluntary sector representatives, the CLG, GOSE and Job Centre Plus). The results of the workshops were used to develop a **seven-point plan** for the future.

1. **Regenerate the centre of Margate and improve the public realm**
2. **Support the growth of the local economy**
3. **Rebalance the housing market and improve housing management and condition**
4. **Develop an integrated approach to worklessness and skills, and provide additional support for vulnerable groups**
5. **Reduce the flow of vulnerable people moving or being placed into the wards and provide good support for arrivals**
6. **Provide co-ordinated and personalised support to residents**
7. **Engage local residents and employers in the renewal programme**

4. Next Steps & Recommendations

4.1 The study poses some major challenges for the Margate Renewal Partnership but it also presents an opportunity to influence the agenda and work of other agencies such as central government and the LSP. The level of 'buy-in' and support from the workshops demonstrates a general consensus and commitment in principle to developing a broader partnership led renewal plan. Both the CLG and EP have committed additional resources to help develop a 'neighbourhood' plan for the area. (The proposals within the seven point action plan will require senior level commitment across a number of agencies and further work is required to develop the outline plan into a detailed action plan, setting out priorities, timetables and resources).

4.2 The draft final report sets out a number of 'Next Steps' for MRP. At this stage, the Partnership Board is asked to:-

- provide comments on the study and delegate approval of the final report to the Steering Group;
- request the Chair of the Board convenes a meeting with the Chief Executives of Thanet and Kent to consider and agree the Seven Point Action Plan;

- agree to establish an officer working group to develop a detailed Action and Resource Plan with an update at the June Board Meeting;
- agree that the results of the study will form the focus of the Board Away Day in June;
- agree that the Board will consider the partnership arrangements at the Board Away Day;
- agree that the final report is sent on to the Chair of the LSP and the CLG to consider the regional and national implications arising from the study.

Appendix – Margate Renewal Study – Draft Final Report



Date:	25 April 2008
Item No:	5
Item Title:	Cultural Vision & Action Plan
Author:	Sarah Wren
Purpose:	
Recommendation	<p>The Board are asked to:</p> <ul style="list-style-type: none">▪ Receive a presentation by Tom Fleming on the Interim findings of the study;▪ Note the conclusions as set out in section 6;▪ Request the draft final report for the June Board meeting;▪ Agree to hold a seminar/workshop for local authority officers and other key stakeholders to develop the Framework and Action Plan.

1. Background

- 1.1 The last Margate Renewal Partnership Board meeting received a paper on the intention to appoint consultants to develop a Cultural Vision and Framework for Margate. This paper provides a progress report and supports a presentation to be given by Dr. Tom Fleming to the Board on 25th April 2008. Appendix 1.
- 1.2 The previous paper provided a copy of the brief. The positive response to the brief, with four high profile consultants short-listed, is a clear indicator of the profile Margate is achieving and recognition of its potential to achieve growth in the creative industries, and become a centre of excellence for the arts.
- 1.3 In late December 2007 Margate Renewal Partnership in partnership with Turner Contemporary, Creative Partnerships, Crate, Limbo and Kent County Council, appointed Tom Fleming Associates to the project. Tom Fleming Associates brought with them a team of expertise from a range of disciplines led by Dr. Tom Fleming. Previous work includes research on the role of the RDA's in cultural policy for SEEDA; advising the minister at DCMS on Creative Industry investment and development of a cultural hub in Southend.

2. Objectives of the Consultancy

- 2.1 This is a major strategic piece of work led by Margate Renewal Partnership delivering two key objectives:
 - A short term, immediate objective was to inform the decision making process on the former M&S site in the Lower High Street, which will have a significant impact on two arts organisations, Crate and Limbo. An options analysis on how the redevelopment contributes to Margate's creative narrative and culture-led regeneration is explored.
 - The research will deliver a consensus driven cultural vision that positions culture at the heart of transforming Margate, forms a key component in future direction and priorities and creates a framework against which future decision making can be tested.

3. Progress

- 3.1 Work, started in January 2008, has been ongoing over the last four months with an anticipated delivery date in May 2008. Key issues are aired on a specially created blog site <http://margateculture.blogspot.com/>
- 3.2 A Steering Group, whose members are Creative Partnerships, Crate, Limbo, Turner Contemporary, Thanet District Council, Kent County Council, Margate Renewal Partnership and the Arts Council England SE, meets regularly and plays an active role in navigating and shaping the future of the arts and culture in Margate. It is well placed to deliver a sustainable outcome with sectoral ownership over the vision and framework, animating conclusions and driving forward change.
- 3.3 The project has informed the priorities for development of the M&S site. Mapping has proven the value of Crate and Limbo as pioneer art organisations and successful working examples of arts-led regeneration, in an emergent creative economy. See Appendix 2.
- 3.4 The Vision has reached an important phase: a set of themes is being developed after a high profile 'open space' public consultation event, multiple strategic interviews, and a technical mapping and data/intelligence exercise that reveals the emergent role and value of the cultural sector in Margate.

4. Emerging Themes

- **A Cultural Deficit**

Margate's transformation and renaissance requires a consistent strategic commitment to and investment in cultural infrastructure.

- **An Emergent Sector**

Mapping work shows that an emergent cultural and creative sector exists in Margate. Although the numbers of cultural and creative businesses is low- at just under 200 businesses – it is clear that the sector has the potential to grow and to be a major value-adder across a range of agendas.

- **Building the Potential**

Overall, the mapping work undertaken shows the sector to be under-confident, weak of voice, and lacking basic hygiene factors such as high quality workspace and exhibition space in town centre locations. Within this picture a number of organisations including Creative Partnerships, Turner Contemporary, Margate Theatre Royal, Crate and Limbo have confidently established their own remit, have a high calibre of staff and are a constructive voice and source of valued advice on Margate's developing creative agenda.

- **Encourage Creativity**

Economic and social policy in Margate must seek to encourage and support creativity at all times – in business, culture and public life. This means putting creative businesses at the heart of the change process – supporting them to flourish and giving them the space to build businesses and generate ideas.

- **More than Turner Contemporary**

The success and reputation of Turner Contemporary will require a supporting cultural offer that mixes cultural production and consumption activities – including independent retail and exhibition space and evidence of vibrant cultural production activity. This is necessary for there to be a wider cultural tourism offer that surrounds Turner Contemporary; and for Margate to establish itself as a cultural hub that feeds off and generates cultural integrity for Turner Contemporary.

- **Re-purpose the Town Centre**

Culture-led approaches are critical to the re-purposing of the town centre, not least the lower high street. Currently, retail occupancy for the town centre stands at just 70% and there is no sign of a change in the town's retail fortunes. For Margate to take a step-change and be recognised as a progressive, dynamic, distinctive place; mainstream 'clone town' retail is not the offer. Indeed, on the lower high street, a location where the market for high yield chain

store retail has depleted, a wider set of options need to be considered: options consistent with the Cultural Vision of the town.

▪ **Cultural Planning**

Culture-led solutions must be mainstreamed to operate at the heart of policymaking and planning, rather than being situated to the margins or as a luxury extra. This is because culture-led solutions engage with the distinctiveness of Margate, lead the way in repositioning the town, drive processes of innovation and renewal, help create a high profile physical environment, and assist to improve the commercial bottom-line of other developments.

▪ **A Creative Margate Narrative and Identity**

Culture-led change must be consistent with and contribute to an evolving narrative for Margate that is based upon an emerging and high quality arts sector, a contemporary role for seaside heritage, a culture of risk and innovation, a spirit of independence, an embrace of youth cultures, and open/accessible/healthy public life.

5. Impact

- 5.1 The work is already having an impact on funding opportunities and strategy. Since the project was commissioned, DCMS/CABE have announced the Coastal Towns Sea Change initiative and Margate's position will be strengthened by the Cultural Vision that will clearly signpost the Town's commitment to cultural-led transformation and underpin a bid. It will also inform and substantiate partnership working in making future funding bids, like the Interreg Coastal Treasures bid, being led by Visit Kent.
- 5.2 The Cultural Vision also provides an early cornerstone/marker for local and regional cultural strategies, like ambitions for a 'shared prospectus' between ACE and KCC and the KCC cultural strategy, informing their development.
- 5.3 The Cultural Vision will also feed into other work taking place in Margate including the public realm strategy, the Shared Intelligence Drivers of Change report (see Item 4) and, most critically, the strategic review being led by Margate Renewal Partnership (See Item 9). The Cultural Vision will form a key part of future direction and priorities.

6. Conclusions

- 6.1 The study is a major piece of work that should inform the direction the MRP strategy, the future priorities and the investment decisions of all key stakeholders. The success of the Cultural Vision relies on integrating culture into wider strategic objectives and support positioning culture in a central role. This will include the Local Development Framework; initiatives from individual stakeholders like ACE's Priority Place and SEEDA's proposed cultural framework for the South East and the East Kent LSP.
- 6.2 It will be essential for the Board members to act as advocates to achieve consensus and sign up across the partnership, once the final report is delivered and agreed. It is proposed to hold an event for local authority officers and other key stakeholders that delivers a practical way forward on embedding culture into the heart of decision making processes that impact on Margate's transformation. This will inform the final report and action plan which will be presented back to the Board in June.

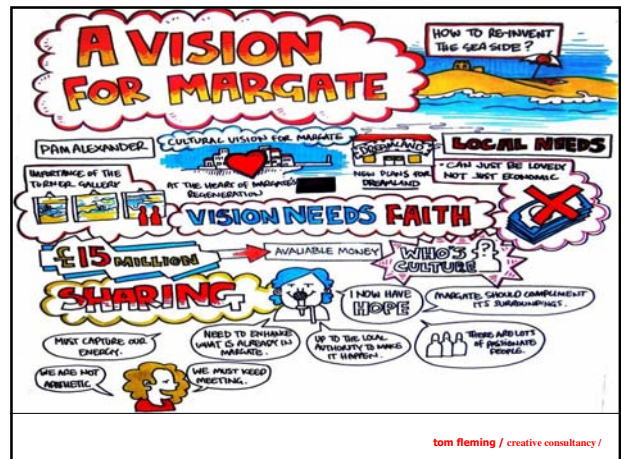
Appendix 1 – Tom Fleming's presentation for the Board meeting.

Appendix 2 – Additional guidance appended to the Stage 2 Development brief for the M&S scheme.

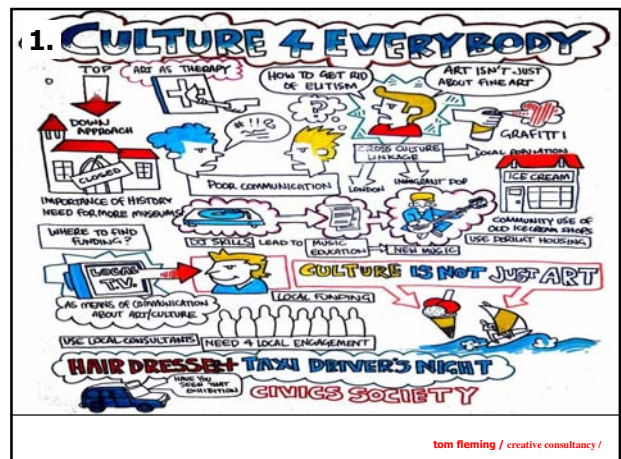
A Cultural Vision for Margate

Emerging Themes

tom fleming / creative consultancy /



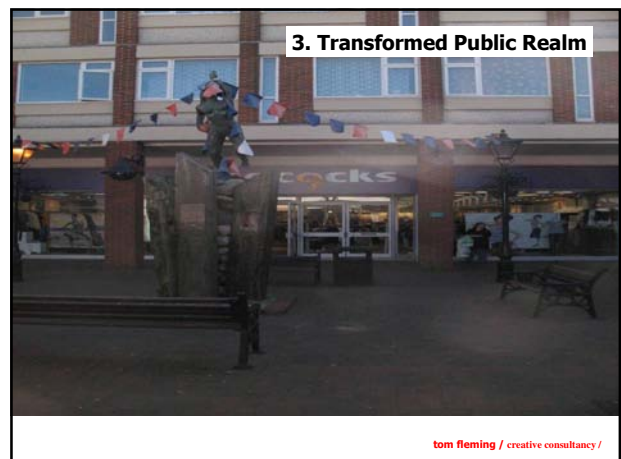
10 Key Visioning Themes

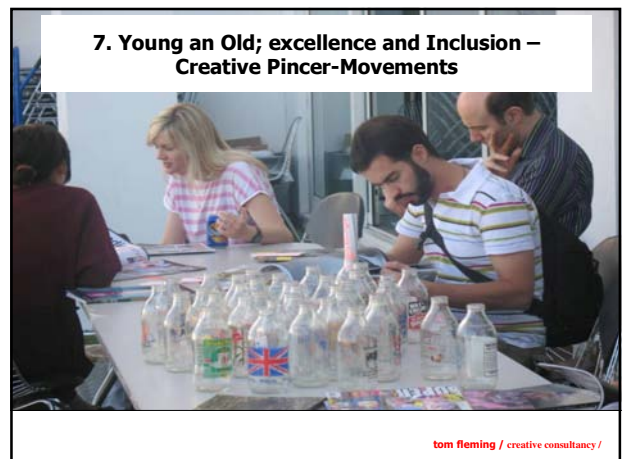
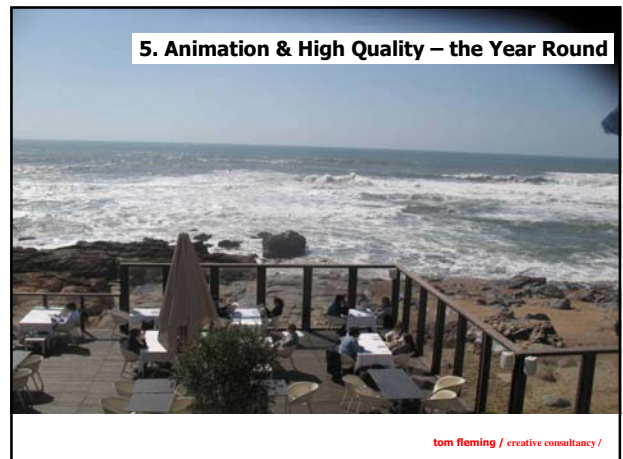
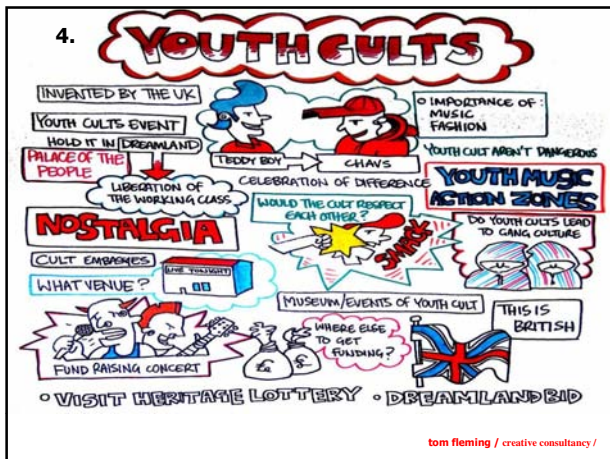


2. Planning and the Built Environment



3. Transformed Public Realm





10. Leadership



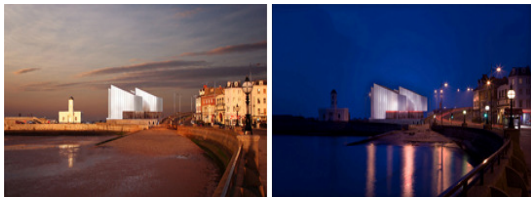
tom fleming / creative consultancy /

What will Margate be like in 15 Years Time?



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World Class Cultural Infrastructure



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Open, Innovative, 'Owned' Public Realm

tom fleming / creative consultancy /

A Revived Seaside Town



tom fleming / creative consultancy /



An Intimate Streetscape with Independent Retail, Fine Grain Feel and Cultural Tourism Offer

tom fleming / creative consultancy /

A Place to do Creative Business – a 'Knowledge Spike'



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New Economy Excellence



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Diverse and Full of Surprises



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Community and Learning-Centred



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Outward-Looking; Globally Connected



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Culture and Creativity as a Driver for a Successful Scheme

March 2008

1. Introduction

This short paper provides a set of options for an approach that positions cultural and creative use at the heart of the redevelopment of the site on Margate High Street. Its purpose is to advise partners on development options for the site – a site that already includes prominent cultural use through artist-led organisations Crate and Limbo. It connects directly with the emergent themes of the ongoing **Cultural Vision for Margate**: a major strategic piece of work led by Margate Renewal Partnership that positions culture at the heart of a transforming Margate. It is important that the Development Brief for the site be driven by a set of considerations that include those expressed in the Cultural Vision for Margate.

1.1 Emergent Themes of the Cultural Vision for Margate

The Vision has reached an important phase: a set of themes is being developed after a high profile public consultation event, multiple strategic interviews, and a technical mapping and data/intelligence exercise that reveals the emergent role and value of the cultural sector in Margate.

Emergent themes include:

A Cultural Deficit

Margate's transformation and renaissance requires a consistent strategic commitment to and investment in cultural infrastructure. Currently, the town is disadvantaged by a deficit of cultural infrastructure, with low levels of provision for both consumption and production activities. Margate simply cannot afford a situation where its cultural offer is eroded further.

An Emergent Sector

Mapping work undertaken for the Cultural Vision shows that an emergent cultural and creative sector exists in Margate. Although the numbers of cultural and creative businesses is low- at just under 200 businesses – it is clear that the sector has the potential to grow and to be a major value-adder across a range of agendas. In a town with serious challenges of worklessness and an often negative profile, a growing, more confident and increasingly visible cultural and creative sector is critical for positive change to occur. Overall, the mapping work undertaken shows the sector to be under-confident, weak of voice, and lacking basic hygiene factors such as high quality workspace and exhibition space in town centre locations. Although, within this picture, Crate and Limbo have confidently established their remit and are a constructive voice and source of valued advice on Margate's developing creative agenda. Mapping work also shows the sector to be

populated by incoming creative businesses which arrived anticipating the positive impact of Turner Contemporary yet are currently disillusioned with slow progress and an apparent inconsistency in strategic commitment to culture and creativity as a critical economic and social resource for the town.

Encourage Creativity

Economic and social policy in Margate must seek to encourage and support creativity at all times – in business, culture and public life. This means putting creative businesses at the heart of the change process – supporting them to flourish and giving them the space to build businesses and generate ideas.

More than Turner Contemporary

The success and reputation of Turner Contemporary will require a supporting cultural offer that mixes cultural production and consumption activities – including independent retail and exhibition space and evidence of vibrant cultural production activity. This is necessary for there to be a wider cultural tourism offer that surrounds Turner Contemporary; and for Margate to establish itself as a cultural hub that feeds off and generates cultural integrity for Turner Contemporary.

Cultural Planning

Culture-led solutions must be mainstreamed to operate at the heart of policymaking and planning, rather than being situated to the margins or as a luxury extra. This is because culture-led solutions engage with the distinctiveness of Margate, lead the way in repositioning the town, drive processes of innovation and renewal, help create a high profile physical environment, and assist to improve the commercial bottom-line of other developments.

Re-purpose the Town Centre

Culture-led approaches are critical to the re-purposing of the town centre, not least the lower high street. Currently, retail occupancy for the town centre stands at just 70% and there is no sign of a change in the town's retail fortunes. For Margate to take a step-change and be recognised as a progressive, dynamic, distinctive place; mainstream 'clone town' retail is not the offer. Indeed, on the lower high street, a location where the market for high yield chain store retail has depleted, a wider set of options need to be considered: options consistent with the Cultural Vision of the town.

A Creative Margate Narrative and Identity

Culture-led change must be consistent with and contribute to an evolving narrative for Margate that is based upon an emerging and high quality arts sector, a contemporary role for seaside heritage, a culture of risk and innovation, a spirit of independence, an embrace of youth cultures, and open/accessible/healthy public life

There are **3 First Order Priorities** here: -

- **Any displacement of existing cultural infrastructure must be replaced and reprovided on terms no less favourable than the ones they currently enjoy.** Investment in the growth and increased quality of cultural infrastructure is required; and critical is the connection of different parts of the infrastructure landscape – with ‘anchors’ to include Turner Contemporary, Theatre Royal, Harbour Arm, Dreamland, and existing/new clusters of cultural and creative workspace

- **Consolidation and a commitment to maximising the value-added role of the cultural offer is a priority.** This includes positioning the cultural offer at the heart of mixed-use schemes and connecting cultural organisations and businesses more effectively to economic and social policy

- **Distinctiveness and quality are key:** the role of the cultural sector in providing animation, investing Margate with new meanings, and expressing new solutions that work culturally and commercially; should be explored. This is a necessary commitment in a town centre that lacks the ambiance and vitality required for Margate to genuinely and positively change.

2. Crate and Limbo valuable – Technical and Cultural Considerations

For a town the size of Margate, Crate and Limbo represent a tremendous set of assets:

Technical Considerations

a) Crate - There are 6 individual/shared studios – including 1 wheelchair accessible unit on the ground floor. The studios vary in size from 170 sq feet to 230 sq feet.

The Crate building also has 500 sq ft of project space. Situated on the ground floor, it is available to fine artists as short term studio and research space, to test, document or develop work.

Resources include digital and slide projectors, wireless broadband, large clean wall space, light controllable environment, good access and kitchen facilities.

Project Space 1 is 300 sq ft, with good natural light from north facing windows. Project Space 2 offers a dark space with projection wall. Both spaces can be booked by fine artists or art organizations on a daily or weekly basis.

Crate also initiates a high level programme of research projects and residencies, creating national and international links for the organisation.

b) Limbo – Has 7 individual studios available on 6 monthly-fixed term basis, which is reviewed every 4 months. They also have project and exhibition space of 900 sq ft.

Both facilities are fit for purpose and are exemplars of industrial architecture which add to Margate's built environment

Cultural Considerations

a) Both are working examples of artist led regeneration in action. Two groups of individuals have worked to turn ideas into reality. The importance of having working example of the theory of “arts led regeneration” in the town cannot be underestimated – it is a proof of concept and can be used as a model to encourage others, it is the beginning of the establishment of a significant cluster of arts led regeneration projects in Margate. It proves that the market values and the dynamics of the economy in Margate will support such a business model, one that once worked in places like the East end of London and contributed to regeneration, but now, because of the rise in property and land values, no longer works. Both projects can serve as beacons of success that could be used to attract other cultural entrepreneurs to relocate to Margate and swell the local economy. Several other initiatives are currently in progress such as the Pie Factory, the Harbor Arm/IOTA development and many potential sites, such as the Dreamland site, are potentially available (many in the ownership of TDC). Margate as a town has a surplus of space and sites – this could be marketed as a resource to attract others to relocate – Margate could become a “Gold rush” town for younger cultural entrepreneurs.

b) Between them, Crate and Limbo provide 13 studios and 3 project spaces. All are in constant use and generate ongoing new exhibition activity. If their success could be sustained and not damaged by the redevelopment of the site, they could be the one of the ‘seeds’ that starts the arts led regeneration in Margate. They could become the base cultural infrastructure that backs up the “institutional” infrastructure of the Turner contemporary. There is precedent here: Tate has successfully worked in St Ives, predicated on an ‘informal cultural infrastructure’ of studios and exhibition spaces being in place that complements the ‘institutional infrastructure’ of the publicly subsidized gallery. In Margate, the importance of the ‘Turner brand’, as developed through the Turner Prize over the last 20 years cannot be underestimated – it has international reach, has increased the audience for contemporary art dramatically and achieves prime time television and mainstream media coverage.

c) Both Crate and Limbo have extensive networks both in funding/institutional circles and with other artists – both locally nationally and internationally. Including - Arts Council England South East, Thanet District Council's

Regeneration and Development Unit through European Regional Funds, Creative Partnerships Kent, Awards for All, and Millennium Awards.

d) Both are willing to advise and mentor similar groups wishing to set up in the area again: this is a highly valuable resource and will help deliver the aspirations of the Cultural Vision for Margate.

e) Crate was successful in raising £240,000 of public capital to acquire and refurbish the disused print works in Margate; Limbo have raised funding to refurbish their building. In addition, it would not be an overestimate to say that, including all the voluntary time that the artists and their supporters will have put into setting up the organizations and buildings, that they represent a combined investment of nearly £500,000. If they are forced to close or move much of this investment will be lost and will need to be raised again if they resource they represent is to be replaced. Considerable voluntary time and energy was committed to establishing the two organisations. There is an issue of capacity and willingness of the organisations to go back a number of steps when current interest is now on developing the operation. This raises issues of who and how any change will be managed so that the organisations are retained in the town.

3. Specific Options

3 Key Options are introduced below, each informed by the ongoing Cultural Vision

for Margate, understanding of the specific characteristics of the site, and a wider appreciation of culture-led solutions that have delivered elsewhere. These are followed by an Options Matrix – to be used in assessing Developer proposals for the site.

3.1 Option 1: Remain in current position

In this option, Crate and Limbo are encouraged to develop as leading arts organisations for Margate; they keep their position at their existing location; and redevelopment excludes these properties.

***For:** Limbo and Crate have already invested heavily in their buildings, with considerable public money invested to support this. In addition, Crate own their building and Limbo have a long-term lease, with associated removal costs. With further organisational development support, Crate and Limbo can become critical cultural agencies for the town, connecting and adding value to other parts of the infrastructure landscape – such as Turner Contemporary. The position of the Crate building reflects Crate's objectives which are to focus on artistic practice and production rather than exhibition outcomes which would require a more visible and publicly accessible site.*

***Against:** The economic and cultural value of the site (and there is considerable inter-dependence here) is under-exploited: Crate and Limbo will struggle to offer a wider set of economic and cultural values to the town while relatively concealed on the site. Greater access and visibility – both actual and within the sector – could support the further development of other culture-led solutions such as independent retail and high quality public space. Indeed, opportunities to expand the creative economy – with more studios and workspaces – will not be pursued with a ‘do nothing’ option, thus diminishing the economic contribution that a cluster of artists and creative businesses might bring.*

3.2 Option 2: Lift and Shift

This Option requires removal followed by re-investment in new homes for Crate and Limbo elsewhere in the town centre, on terms no less favourable, including a freehold building for Crate. Crate and Limbo have developed as organisations through a specific engagement with their current buildings. This means that any relocation will need to be sympathetic to their working practices – this includes any temporary relocation. This is critical – otherwise relocation could expose any fragility in the ‘ecology’ of the organisations. Options here should not be limited to the continued co-location of Crate and Limbo – they can each provide the anchor to different developments – but co-location is the most logical option if genuine critical mass is to be achieved elsewhere in the town centre.

Further considerations here include:

- Crate and Limbo could be anchor tenants for new-build studio and workspace developments such as that proposed by Gleesons for the site adjacent to Turner Contemporary. They would be suited to early-stage discussions to ensure that such a development is fit for purpose and that expectations of Crate and Limbo’s role within the building are understood.
- Crate and Limbo could provide the workspace requirement for new mixed-use sites that include residential. These could be developed alongside similar models to Acme’s Galleria in Peckham, where artists studios provide the requisite economic activity space and a proportion of the social housing requirement through work/live space
- Crate and Limbo might benefit from being part of a wider culture-led development that included occupancy of a mix of creative businesses (from across the Creative Industries), plus leading artist studio group(s) (such as Acme and Space) which in turn could support the organisational development of Crate and Limbo
- Converted spaces are an option – although the space and light requirements of Crate and Limbo are very specific. Property currently in the ownership of TDC could provide an opportunity here.

3.3 Option 3: Culture at the heart of a mixed-use Development

With this option, the role of Crate/Limbo in anchoring a wider mix of residential, retail and workspace is presented. Within the Cultural Vision, it is clear that culture must be positioned and seen as one of the main drivers of the regeneration of Margate. Ideally, Crate and Limbo would be left where they currently are and any development would happen around them (disturbance of their program whilst construction work is being undertaken should also be taken into account).

Examples of places where this has worked in the past include;

- **Huddersfield Media Centre** (www.the-media-centre.co.uk/index.html) It has grown since first opening in 1995 to now occupy three separate buildings. The Centre now has 121 office spaces, 21 live-work studios and Virtual Offices for over 120 companies and 300 people.
- **Sheffield CIQ** – (www.syspace.co.uk/ciq/map.htm) which now boasts the Showroom workspace (5,000 sqM), Persistence Works opened in October 2001 with 100% occupancy. 68 artists and craftspeople work in 51 studio spaces with an education and public art space for project activity and the Showroom cinema + other projects. All of this has developed over the last 20 years and started from a position of economic decline that could parallel the current Margate.
- **Oxo Tower / Coin Street** – (www.coinstreet.org/devloperments.aspx) "Twenty years ago this area of London was bleak, unattractive, had few shops and restaurants, had a dying residential community and a weak local economy. Today it is thriving mixed and balanced neighborhood".

Each of the example developments is markedly different, but each started from an assessment of the existing potential and then went on to bring forward a number of interrelated projects which in turn helped to realize that potential.

Good design principles, good signage, linkages with soft infrastructure such as training and tourism need to be added to the mix. The design brief for the site, although coming before the finishing of the Cultural Vision, could be used as a way of starting this process. We have included some of these principles in the scoring sheet at the end of this paper.

4. Options Table

Below is a summary table to be used as a scoring sheet when assessing Developer bids for the site.

Objectives – how well does the developers plan address the issues below?	Score 1 – 5 (5 good)
Is the pedestrian link between Cecil Square and High street substantially recreated? Is the gird of public squares in the town enhanced?	
Is the cultural provision of Crate and Limbo retained? Is the value of investment (both financial and social) retained and enhanced?	
Does the scheme contribute to the objective of obtaining critical mass of cultural studio/gallery infrastructure within Margate?	
Does the scheme act to attract established cultural infrastructure providers (SPACE, ACME, ACAVA etc.) to come to Margate and set up operations?	
Is any cultural infrastructure created sustainable so that it does not need ongoing revenue support (i.e. most studio / gallery complexes can be set up to be sustainable post initial capital investment)?	
Does the scheme's design build on or contribute to the "Creative Margate" narrative/identity?	
Does the scheme allow for phased development over time, with imaginative temporary uses, anticipating a general rise in values as the town responds to regeneration?	
Does the scheme have the potential to generate financial returns that will be available for reinvestment in future projects?	

Does the scheme contribute to the Turner Contemporary project, both its realisation and the regenerative effect that it will have?	
Is the value of the charm of the historic Margate old town enhanced and retained - (does not have to be reproduction could be modern interpretation but builds on the scale and proportion of the existing)?	



Date:	25 April 2008
Item No:	6
Item Title:	Turner Contemporary and the Eastern Seafront
Author:	Phillip Round and Keith MacKenney
Purpose:	For Information
Recommendation:	To note progress.

1. Introduction

- 1.1 In a December 2007 the MRP Board received a report entitled "Opening up the Eastern Seafront" that outlined an Objective 2 bid that brought together an integrated package of work aimed at bringing forward the development and regeneration of Margate's eastern seafront. The bid was successful and work is now progressing to ensure that, in addition to supporting the creation of a new seafront destination, its successful delivery achieves the greatest possible impact on the prosperity of the Old Town and the regeneration of Margate as a whole. The purpose of this report is to advise the Board of the progress being made and to make them aware of issues that are currently being addressed.

2. Turner Contemporary

Turner Contemporary is at the centre of this work and positive progress continues in the creation of this prominent seafront destination.

2.1 In relation to the building:

- The project was submitted for planning permission on 15 November and the application secured unanimous approval from the Planning Committee on 20 February. The Environment Agency has also confirmed they have no major objection to the proposed positioning of the gallery.
- A Transport Assessment and Travel Plan have been completed for the gallery reflecting the approach of the Parking, Access and Movement (PAM) strategy. A section 106 agreement is in the process of being agreed with TDC.
- RIBA Stage E has been achieved and the project is now working towards Stage F – Production Information, which is expected to be concluded in May 2008. Current key decisions are focusing on the façade of the building.
- The process for appointing a contractor is underway. Eight Contractors expressed an interest and 6 have been short-listed. The contract is expected to be awarded in August with a start on site in early October.
- A series of workshops and feasibility studies have been undertaken to explore the development of sustainability options for the gallery. Final decisions on building sustainability are expected to be made during the current stage. Proposals that have been evaluated include rainwater harvesting, wind turbines, photo-voltaics, solar thermal energy and ground source heat pumps. Current proposals have identified the pursuit of ground source heat pumps as the most viable option. A BREEAM bespoke assessment is currently

being undertaken for the building, which has been provisionally rated as BREEAM 'very good'. The team is exploring whether an 'excellent' rating is achievable.

- The latest Stage E cost plan analysis indicates the project remains on track to be delivered within budget

- 2.1 **Business planning** is progressing and, as part of this, the Turner Contemporary Team has commissioned a major review of its marketing strategy. Meetings have been held with SEEDA and ACE. A revised submission to SEEDA was made in December and Form 1b submitted in early April. The SEEDA Board will be formally considering the application on 22 July. A revised ACE Development Plan was also submitted on 31 March. ACE's National Council will formally consider the application on 1 July.
- 2.2 **Art Programme** - Turner Contemporary has continued to provide an exciting art programme, including a notable recent success with the Laura Ford exhibition. The team also successfully launched a major exhibition on February 28th ('Nature is a Workshop') in new temporary premises in the old M&S building, which is proving very successful.
- 2.3 Overall, whilst much work remains to be done, the project has continued to progress in line with the agreed programme.

3. The Fort Hill project

The Fort Hill road scheme has been approved and consulted upon. Work began on schedule on April 7 and is expected to be concluded by mid-September.

- 3.1 **The scope of the work** The attached map indicates the full extent of the work which includes:
 - the dedualling of Fort Hill,
 - the narrowing of the entrance to the Rendezvous site
 - the narrowing of King Street to a single lane,
 - the provision of a new seating area at the Parade (in front of the Harbour café), and
 - the resurfacing of the pedestrian route along the harbour front to the Droit House.
- 3.2 **The use of released land** - The land released by the road narrowing on the seaward side of the new carriageway at the bottom of Fort Hill will be used to create a pedestrian friendly public realm. Landscape designers, Gross Max, who are also advising on the shared use, public realm surrounding Turner Contemporary, are designing a scheme for this area which will need to be sympathetic to both Turner Contemporary and the adjacent mixed-use development. Land released at the top of Fort Hill will be temporarily remediated until its final use is determined as part of the mixed-use Rendezvous development (see below).

4. The mixed-use development on the Rendezvous site

- 4.1 **Preferred development partner selection** - Gleeson (with a team that includes Hythe architects, CTM) were chosen as KCC's preferred development partner for the Rendezvous site in February by a selection panel involving representatives from KCC, TDC and SEEDA. In making the selection, the panel assessed bids from three short-listed companies, Gleeson, Crest and Urban Splash, and took account of issues relating:
 - financial standing
 - the strength and experience of the professional team proposed
 - conformity with the brief
 - the design approach
 - the financial proposal, and
 - the likely viability and deliverability of the outline scheme

4.2 **Current work** - Since making the selection, KCC has brought together a team involving DTZ and officers from KCC and TDC to work with the Gleeson team to:

- develop and refine the outline scheme for the site
- agree an Exclusivity Agreement and Heads of Terms, leading to the finalising of a Development Agreement, probably during July.

It is intended that the panel brought together to select the development partner should act as a steering group for the project.

4.3 **Development Programme** - Considerable work will be required before a planning application can be presented but the likelihood is that the development will involve a residential crescent, a hotel and commercial space that might well include artist studios. The proposals also provide a new independent access to the eastern end of the Rendezvous site to limit the amount of traffic accessing the site at the current site entrance. Key discussions are currently taking place with the RNLI, the Margate Yacht Club and David Chipperfield Architects, but before proposals for the scheme progress too far, consultation on the site's development will begin with stakeholders and members of the public. It is still the intention that the bulk of external construction will be completed before the opening of Turner Contemporary. A development programme will be published once the initial work outlined above has been completed.



Date:	25 April 2008
Item No:	7
Item Title:	Dreamland Update & Arlington Draft Planning Brief
Author:	Doug Brown, Planning (Strategic Sites) Manager
Purpose:	For Decision
Recommendation	<p>The Board is requested to:</p> <ul style="list-style-type: none"> • Approve the commencement of a period of formal consultation on the Brief for Arlington site, • To note the situation with regard to Dreamland; • To support TDC's proposed action in respect of restoration of the Scenic Railway; • And request a further report setting out the implications of the fire for the redevelopment of the site and the options available to the Board to move plans forward.

1. Background

- 1.1 At Thanet District Council's Council meeting, on 21 February, Members agreed to adopt the Dreamland Planning Brief for Development Control purposes. This Brief provides a benchmark against which development proposals for the site can be considered, and provides the parameters for site development.
- 1.2 The report on Dreamland to the February Council meeting also included the recommendation that a Planning Brief be prepared for the adjacent Arlington site. This decision was reached following discussions with the site owners. They are keen to participate in the preparation of a Brief to facilitate the appropriate refurbishment and redevelopment of the site, but considered it more appropriate to develop this Brief separately from the Dreamland Brief on the basis that there are no specific planning policies relating to the Arlington site, whereas there is already a clear steer in relation to Dreamland contained within Policy T8 of the Thanet Local Plan.
- 1.3 Over the last 12 – 18 months, Margate Town Centre Regeneration Company, the owners of the Dreamland site have been in negotiations over the sale of the site with Paigle Properties. It is understood that the two parties exchanged contracts but failed to finalise the purchase before the agreed final completion date of 14th February. MTCRC have stated that negotiations with Paigle have ceased and they intend to progress with original plans towards a planning application to be submitted later this year.
- 1.4 Over the same period, many of the few remaining tenants on the site have ceased trading including the Bingo and Cinema operators formerly in the Dreamland building. The loss of these tenants and the continued speculation has resulted in increased levels of uncertainty surrounding the future of the site. This is beginning to impact on the general confidence in the town. The recent fire has exacerbated concerns and highlighted the fragility of the listed structures.

2. Dreamland Update

- 2.1 Since the last Board meeting and the approval of the Dreamland Brief, further meetings have been held with Waterbridge and their consultants. A key element with regard to establishing development potential is the low lying nature of the land and a need to ensure that there are adequate flood defence measures in place. To this end, the Margate Town Centre Regeneration Company has appointed consultants to carry out a Flood Risk Assessment in accordance with the Environment Agency requirements. This Assessment has to rely upon a Strategic Flood Risk Assessment presently being undertaken by consultants appointed by Thanet District Council. This Strategic Assessment will identify a more broad-reaching strategy for Margate, and a context within which Dreamland must be considered. This Strategy is anticipated to be completed by June of this year.
- 2.2 The Strategy will form an important element of an Environmental Impact Assessment which will be required to support any planning application on the site. It is understood that the Margate Town Centre Regeneration Company will be looking to submit a hybrid application with detailed proposals relating to the Listed scenic railway and cinema and their environment, with the remainder of the site considered in outline form.
- 2.3 The impact level of development proposed is not yet known; however, a request for a Scoping Opinion to determine the contents of an Environmental Impact Assessment to support the application is anticipated in the near future, and this will provide details of the scale of development proposed.
- 2.4 There are two issues of concern that have arisen subsequent to completion of the Brief:

(a) Uncertainty over access road provision

A meeting with the Margate Town Centre Regeneration Company representatives did not result in any clear agreement with regard to the provision of a road to the south of the site. It is hoped that ongoing negotiations will resolve this issue, as it is essential that the road is secured. Counsel's opinion has been sought with regard to options for achieving road provision, and will be available prior to the meeting.

(b) The Scenic Railway Fire

On 7th April, the Scenic Railway was badly damaged by a fire. The cause of the fire is being treated as suspicious and we are expecting the scenes of crime report to be released shortly. At the time of writing this report there is no clear picture of the true extent of the damage to the Scenic Railway or proposals for its restoration. English Heritage and TDC officials visited the site on 9th April. An engineer appointed by EH will inspect the structure on 16th April.

It is understood that the Margate Town Centre Regeneration Company have appointed consultants to look at the condition of the Scenic Railway, and make proposals for its restoration prior to the fire. It is further understood that this report will have been completed prior to the Board Meeting, and it is hoped that its contents will have been shared with Officers to some degree to enable more clarification in relation to measures to be taken to both secure the site and repair the structure back to full working order.

In order to ensure that this process can be pursued urgently, Thanet District Council's Planning Committee approved on 16 April a report seeking authority to serve urgent Works and Repairs Notices in accordance with the Planning (Listed

Buildings and Conservation Areas) Act 1990, Sections 54 and 48. If the works are not carried out within a reasonable time period the Urgent Works Notice gives the Local Authority powers to carry out the works themselves. Section 55 of the same Act allows the Local Authority to reclaim the costs of such works from the owners. Again, the owners have a right of appeal against the Notice through the Magistrates' Court. *Both Notices carry a right of appeal to Magistrates.*

The Planning Committee agreed to delegate authority to officers to serve these if these are considered necessary to safeguard and effect the repair of the Scenic Railway and, if considered appropriate, also on the Dreamland Cinema building. Officers will agree the specified periods of compliance with the Chairman of the Planning Committee,

Works carried out in default under an Urgent Works Notice are rechargeable to the building owner. There are considerable cost implications arising from a Repairs Notice leading to a Compulsory Purchase Order, the value of the land in such cases being determinable by the Secretary of State. It is normal in such cases that a 'back-to-back' arrangement is set up with a sympathetic new owner who would cover the Local Authority's costs and undertake to put the listed structure back in to good order.

A meeting is to be held with Waterbridge (part of MTCRC) on 18th April. A verbal update will be given at the meeting on the outcome of these discussions and next steps.



8th April 2008 – Courtesy 'Airads'

3.0 Arlington Planning Brief

- 3.1 Following the resolution of Full Council, a draft Planning Brief has been prepared for consultation. The draft has been the subject of initial discussion with the landowners and their representatives. The opportunity was also taken to raise the issue with Officers from the Government Office for the South East.
- 3.2 In order to enable redevelopment, there is the need for significant improvements to this landmark gateway site, and a need to acknowledge the requirement for a high value use able to generate sufficient capital to cover the costs of refurbishment of Arlington House and the clearance and redevelopment of Arlington Square and the Car Park. Without such a use it is unlikely that a viable development proposal can be achieved.

Over the last 18 months we have sought advice from CBRE and Gardiner Theobald to identify viable options for the site redevelopment. The conclusions of this work demonstrated that of the majority of development proposals are not viable due to the high costs associated with the required refurbishment of the tower block and the demolition of the Arlington multi-story car park and single storey retail mall.

- 3.3 It is likely that to address this issue there will therefore be a requirement for a significant retail development on part of the site, and that a Brief will need to address this issue from a Planning Policy stance. It is considered that there is a strong case to be made for a retail development on the basis of its regeneration attributes. It will generate a significant number of jobs for local people in the most deprived area of the South East. It will service the increased demand generated by an increased number of visitors to attractions such as the Turner Centre and an increasing local population based upon aspirations for development of sites such as the Sea Bathing Hospital, Turner Contemporary and the Lido, and it also comprises the closest site to the existing High Street capable of accommodating a large scale retail development. It is imperative that any such development is seen holistically in the context of regeneration proposals for the whole of Margate, and that it takes account of the geographical and historical uniqueness of the town, assisting in the rejuvenation of the seafront between the Railway Station and Cliftonville.
- 3.4 In Urban Design terms, it is essential that parameters are established to ensure that any development proposals complement and link with proposals for Dreamland, and thereby act as part of a jigsaw of proposed improvements to connectivity and legibility within the town centre and seafront areas.

4.0 Conclusion

- 4.1 In conclusion the Board is requested to note progress in relation to the Dreamland site following the approval of a Planning Brief, and to request that officers continue to negotiate with the site owners to establish a timetable for development and report back on progress. The board is also asked to agree to the commencement of consultation on the Arlington Planning Brief with a view to reporting back to the Renewal Board in the autumn with the results of the consultation. It is then anticipated that the Brief will be reported to Thanet District Council Cabinet and Full Council in early autumn, with a view to adopting the Brief for Development Control purposes in the same way that Dreamland has been adopted. Finally, the Board is asked to note and endorse the actions of Thanet Council with regard to the scenic railway which will be verbally reported to the meeting.

Appendix 1 – Draft Brief for Arlington



Date:	25 April 2008
Item No:	Item 8
Item Title:	Sea Change (DCMS Coastal Fund Proposals)
Author:	Derek Harding
Purpose:	For Decision
Recommendation	<p>The Board is asked to:</p> <ul style="list-style-type: none">• agree the 3 short listed options for the basis of further discussions with CABE and SEEDA;• request officers to prepare a detailed appraisal of the 3 short listed options;• note the requirement for additional resources and contributions required from partners;• agree to establish a sub group involving TDC, SEEDA, ACE, DCC and EH to oversee an application for Wave 2.

1. Introduction

- 1.1 In November 2007, the DCMS announced a new grant fund of £45 million over three years to support cultural and creative regeneration in seaside resorts. The fund, which will be administered by CABE (the Commission for Architecture and the Built Environment), is an annual capital programme providing funding for local authorities. Since November, negotiations have taken place between CABE, EH, the seven RDA's and a range of other partners on the scheme detail.
- 1.2 Ministerial approval has taken some time and the final guidance and criteria for 'Sea Change' was published on 4th April, 2008. The report sets out the objectives, criteria and the time table for the programme and proposes a shortlist for further work.

2. Background

- 2.1 Sea Change is one of the main initiatives arising out of the Coastal Towns Select Committee report. It signals a clear message from government (DCMS, DCLG and Treasury) that seaside resorts have some unique characteristics. The DCMS also recognise the value and importance of cultural investment as a means to improve the quality of seaside resorts and restructure their economies.
- 2.2 The programme is led by CABE and supported by a range of national and regional partners including ACE, English Heritage and the RDA's. Partner organisations will have an advisory role in the decision making process and if appropriate, provide match funding.

The programme is specifically aimed at deprived seaside resorts and a resort is defined as a coastal settlement that is a destination for visitors.

3. Aims and Objectives

- 3.1 The programme will provide funds ***“to invest in art, public space, cultural assets and heritage projects which will drive cultural and creative regeneration and economic growth in seaside resorts”***. Priority will be given to the most deprived areas and the best quality applications. Specifically, the programme seeks to:

- act as a catalyst
- support regeneration plans
- boost confidence and pride
- share learning
- maximise the benefit by attracting other funding.

4. Programme Criteria

- 4.1 In addition to the main objectives, applications will be judged on how they address the following additional criteria:

1. Innovation and Aspiration
 - Proposals should make a lasting difference, provide high quality experiences and show aspiration.
 - Projects should fall into one or more of the following categories:
 - cultural projects.
 - improving the quality and experience of the historic environment.
 - building on the unique characteristics of the resort.
2. Sustainability
 - Economic sustainability (robust business plans will be required).
 - Environmental sustainability (natural, bio diversity, energy consumption).
3. Equality and Diversity
 - How inclusive is the project?
 - Equality Impact Assessment should be undertaken.
4. Project Management
 - How will the project be delivered?
5. Regional Priorities
 - Relevance and contribution to local and regional strategies and plans.

5. How Much Is Available

- 5.1 Sea Change is a capital grants programme of £45 million over 3 years invested through Local Authorities. There are two types of grants:

- Annual large grants of between **£2 million - £4 million**
- Annual 'Open application grants' of between **£200,000 - £1 million**.

The basic criteria and principles are the same for both, (although the guidance and criteria for the large grants have not been officially published at the time of writing). The application processes are different and 100% match funding is required for large grants.

6. Large Grants

- 6.1 Large grants will be allocated on a 'commissioned process'. It is anticipated that there will be 3 – 5 major programmes funded (potentially taking up £12 million of the £15 million per year). The first year's large amounts have already been announced as Dover, Torbay and Blackpool. These were put forward by RDA's and selected primarily on the basis of deliverability within the timescale. It is anticipated that there will be a further 3 – 4 large grant awards in 2009/10 and 2010/11 resulting in 12 – 16 large projects over the three years.

- 6.2 Most critically 100% match funding must be in place at the time of the grant award. RDA's support is essential and it is expected that the RDA's will be one of the primary sources of match funding.

7. Open Applications Programme

- 7.1 The programme seeks to support up to 12 projects per year of between £200,000 - £1 million grants. Match funding of a minimum of 50% is required and the grant needs to be spent within 18 months from the date of the award.

8. Process & Timetable

The programme will be delivered in 3 waves and projects will need to be delivered within 18 months from the date of the award.

		Open Applications	Large Grants
Wave One	Deadline for applications	30 June 2008	2 June 2008
	Decision and Awards	October 2008	August 2008
	Delivery	October 2008 – April 2010	Sept 2008 – Mar 2010
Wave Two	Deadline for applications	19 December 08	September 2008
	Decision and awards	March 09	December 2008
	Delivery	April 2009 – Sept 2010	April 2009 – Sept 2010
Wave Three	Deadline for applications	December 2009	September 2009
	Decision and awards	End March 2010	December 2009
	Delivery	April 2010 – Sept 2011	April 2010 – Sept 2011

9. Considerations

- 9.1 The DCMS anticipate that the level of demand will exceed the amount of funding available. The DCMS do not expect to support more than a limited number of grants over £500,000.
- 9.2 The DCMS is seeking to use the funding to make transformational changes. Sea Change should be seen as a catalyst that will unlock other opportunities and create a 'step change' in the quality of the environment, design of buildings and cultural offer in seaside towns. Grant applications will need to be supported by robust business plans and therefore sustainability is a very important factor.
- 9.3 It is possible to make more than one grant application for one area, although only one application per round can be made. A small number of feasibility grants will be awarded to support projects in an early stage that lead to a large grant application. However, there are no guarantees that a feasibility grant will automatically lead to a large grant, and with the limited amount of awards, there are risks in submitting a number of bids over the various rounds.

Project management and evaluation costs are eligible for grant funding.

10. Potential Projects

- 10.1 Initial discussions with CABE indicate that Margate is well positioned to secure a Sea Change grant. Margate fits the basic criteria as a seaside resort that is experiencing high levels of deprivation. Other areas within Thanet, such as Ramsgate or Broadstairs are unlikely to meet this criteria nor will they be a priority for other key partners. SEEDA has also advised that Margate would be a regional priority for a large grant. Other regional priorities include Dover (supported in Wave 1), Hastings and the Isle of Wight. SEEDA has advised to focus on proposals that will deliver economic impacts in addition to cultural and heritage benefits. Projects should be transformational and Sea Change will not provide funding where normally other agencies would be expected to meet these costs, e.g. renovation and restoration to buildings or public realm works that make no significant additional impact. CABE has also advised against submitting a bid to directly support Turner Contemporary which is already reliant on significant levels of other public subsidy.
- 10.2 The public realm study work which commenced early this year is adopting an innovative approach to the inclusion of creativity that reflects the Margate cultural narrative and will underpin future funding bids. Following discussions between key partners, this has been agreed but it is unlikely that the study will report back until September 2008. The study will focus on key areas such as the seafront and could provide the basis for future Sea Change proposals.
- 10.3 There are a range of proposals that would potentially fit with the scheme criteria. The table in appendix 1 provides a summary of the options assessed against the scheme criteria and more importantly other critical factors such as deliverability, risk and the availability of match funding. An initial assessment of these options has identified three potential projects that best fit the criteria:
- The Theatre Royal (as an independent project)
 - Dreamland Cinema
 - Transforming Margate's Seaside Squares (including the Theatre Royal, and Old Town Market Square).

11 Conclusions and Next Steps

- 11.1 It is unlikely that Margate will receive more than one award therefore the priority should be one large grant application. For Wave 2 submissions, in principle approval will be required from CABE in June 2008 with a full submission by September 2008.
- 11.2 From the initial analysis, all three proposals require significant work in terms of feasibility, detailed design and planning to prepare for a submission. There are also major risks associated with all three proposals critically the timescales, the availability of match funding and with Dreamland the uncertainty surrounding the landowners plans. It is recommended that the proposals are worked up in further detail and discussed with CABE and SEEDA at the earliest opportunity.
- 11.3 The Creative infrastructure bid could be part of a sub regional approach led by Coastal Kent for an 'open grant' award of less than £1 million subject to reassurances from CABE that this would not completely jeopardise the chances of a larger grant.
- 11.4 The costs of developing a full bid have not been identified. A large grant application requires detailed design work, costings and a full business plan which could cost in excess of £50,000. SEEDA has indicated that they will contribute to these costs. Contributions will be required from other partners.

Appendix 1 – Summary & Commentary on 'Long List' Options

Appendix 2 – Assessment of 'Long List' Options

Appendix 1 - Summary and Commentary on Long List Options

Open Application Options – £200k- £1m

1. The Theatre Royal

Funding is required to support the expansion of the Theatre Royal into an adjacent building. This would assist with the reconfiguration of the administration and catering facilities and support the sustainability of the theatre. (This is potentially a large grant option as costs could be in the region of £2 million - £3 million)

Works would be phased over 2 – 3 years. The immediate work would include repairs to the roof and renovation of No 19 Hawley Square. The building would need to be converted into artists' studio space on the upper floors and theatre accommodation (office/admin) on the lower floors. Phase 2 would involve the creation of a new foyer and restaurant through an 'infill' development connecting the Theatre and No 19 with a contemporary central building. Phase 3 involves the final restoration of the Theatre building.

The new facilities would improve accessibility for disabled persons and provide opportunities for broader programming engaging a wider audience, in particular young people and children. The works would significantly improve the operation of the Theatre and help the theatre to become financially sustainable. The restoration of the two historic buildings would improve Hawley Square which is one of the finest squares in Margate. The establishment of a café with external seating within the square would enhance the quality of the Hawley Square. This could be combined with improvements to the public realm and car parking that would create a vibrant hub and transform the south eastern corner of the square.

2. Old Town - Market Place and Old Town Hall

The Council have been examining the potential of a redesign of the Old Town Hall building to introduce more activity to the Market Square by creating an area for regular market activity and opening up the ground floor for commercial uses, such as a restaurant. (This will require the relocation of some existing occupiers). The adjacent Museum also requires investment to improve its accessibility, profitability and general quality of offer. Further feasibility work is required to define the detailed proposals and costs. This proposal would establish a series of open spaces in the Old Town linking with the Piazza, via the proposed development and public square at Queens Arms Yard.

3. Winter Gardens

The Winter Gardens is Margate's premier entertainment venue. However, the building is in desperate need of major investment to bring it up to a good quality, modern standard that can compete with other local and regional venues. The building opened in 1911 and the current configuration is very inflexible and does not allow the venue to function effectively as a modern multifunction facility. Generally restoration work is likely to exceed £1 million. Investment in the Winter Gardens needs to be considered in the context of the wider cultural offer and other cultural investments including potential venues such as Dreamland. It is recommended that work is undertaken to define the future function of the venue and an investment/restoration plan is developed accordingly. This could be a potential priority for later bids.

4. Creative Infrastructure

The emerging findings of the Margate Creative Vision and Framework research show that there is a lack of creative work space in Margate. Demand for space is increasing and expected to rise further with the displacement of significant numbers of artists in areas such

as East London. At present there are 12 studio spaces in central Margate and through the ERDF programme we are supporting the provision of an additional 23 spaces (Harbour Arm, Humbug, and Pie Factory).

There are other potential sites in the Old Town, such as the Tudor Barn and the land adjacent to the Media Centre that offer opportunities for creative space developments. These sites are owned by the Council and would be part of a wider plan to establish a new agency or Trust that would manage studio and gallery space, support the development of the creative industries and work with the Higher Education Institutes to retain graduates. Over time, the Trust could acquire and develop land, manage gallery and studio space and support artistic programmes.. Initial match funding could be provided by the Council through land. Initial discussions have taken place with organisations in Dover who are seeking to develop a similar approach, working with Space Studios who are a successful provider of arts studio space. Space Studios would bring expertise and private sector funding. Consideration is being given to an East Kent regional project which would achieve greater economic and cultural impact, attractive to the DCMS/CABE. The benefit of this proposal is that partnerships and match funding are largely secured.

Large Grants Options - £2m - £4m

5. Seafront Public Realm Works

Traffic calming of Marine Terrace including widening pavements, resurfacing the carriageways and upgrading the street furniture and lighting. This would have a major impact on the environment and appearance of this key route and the main sands. However, the 'down grading' of the road is dependent on the provision of the link road through Dreamland and the timing of this is not clear. Match funding would be dependent on Section 106 contributions from the development of adjacent sites – Dreamland and Arlington, although this project could be implemented as a part of the phased programme.

6. Dreamland

The future use of the Dreamland Cinema is unknown but if it is intended to restore it to its original condition, a major multi purpose venue with a single auditorium, significant public sector investment will be required. In addition to the main cinema, there is a significant amount of additional space previously occupied by bars, restaurants and amusement arcades. The current owners plan to create a major venue for music and live performances. Other ideas include a Dreamland Heritage Centre, themed restaurants and a centre of celebration of youth and popular culture. Further work is required to examine, define and test the viability of proposed uses and the feasibility and cost of restoration works. This could form part of a joint bid with the owners for a feasibility grant with the view to a large grant application in 2009.

The Heritage Amusement Park proposal put forward by Save Dreamland has generated considerable support and momentum over the last 12 months. Based on an initial concept plan, Save Dreamland has acquired a number of historic rides from across the country (with financial support from the owners of Dreamland). The basic concept plan needs to be worked up into a full business plan. Again, this work could be supported by Sea Change particularly if linked to the future use of the Dreamland Cinema.

The fire at Dreamland and the uncertainty about the landowner's plans for the site pose some serious risks with these two proposals. Further discussions are required with the landowners to establish whether they would support a joint bid.

7. Transforming Margate's Seaside Squares

The 'Seaside Squares' project would be a transformational project that would impact across a wide area of town and incorporate a number of elements outlined in the other potential projects. Based on the historic importance and quality of Margate's main squares, the proposal would be phased over a period of 2 – 3 years and focussed on transform the quality of Margate's main squares and civic spaces – namely the station approach and forecourt, Marine Gardens, Hawley Square, Market Place and Cecil Square. The approach would seek to establish a distinctive identity and function of each area through public realm improvements and the introduction of new activity and facilities. Initial work has been undertaken on some of the main components and some match funding has been identified. In particular, the improvements would support other major investment such as Turner Contemporary, the Theatre Royal and the Old Town Creative quarter.

The Jacobs Stage 2 work will focus on the seafront and station areas but further resources will be required for the detailed design and feasibility work on the key areas – the Station, Marine Gardens, the Market Square, Cecil Square and Hawley Square. The total costs of this type of programme could be in excess of £5m

Notes for Appendix 2

<u>Scheme Objectives</u>	<u>Programme Criteria</u>	<u>Other Considerations</u>
To act as a catalyst	Innovation and aspiration	Availability of match funding
Supports regeneration	Sustainability	Risks
Boosts confidence and pride	Equality and Diversity	Timescale
Offers opportunity to share learning	Project Management	
Maximises other funding	Regional Priorities	

Appendix 2 - DCMS Sea Change - Summary of Long List Options

Project	Fit With Scheme Objectives	Fit with Programme Criteria	Other Considerations	Estimated Total Cost	Comments
<u>Theatre Royal</u> Extension into No 19 Hawley Square. Improvement of facilities. Creation of new café/bar	Not catalytic on its own. Part of cultural regeneration plans. Local priority & important historic facility. Other funding has been identified.	Second oldest Theatre in England. Important cultural facility. Investment will increase viability. New programming is attracting wider audiences. Works will improve accessibility. Supported by other partners – KCC, TDC, ACE & EH.	Match funding is largely in place. Design & feasibility work required. Low risk as owned by Council.	£2 million – £3 million	Meets heritage & cultural objectives but unlikely to be transformational or catalytic. Could form part of a wider package.
<u>Old Town</u> Redesign of Market Place. Refurbishment of Old Town Hall.	Would form a key component of creative & cultural quarter & attract other investment in commercial premises. Supports Old Town regeneration plans. Local priority & historic value. Council & Private Sector would provide other funding.	Not highly innovative but design could be aspirational. Low risk. Highly sustainable. Improves accessibility to Old Town & Museum.	Buildings owned by TDC. Initial design works completed. Low risk. Deliverable subject to permissions.	£500,000 - £1 million	Meets heritage & cultural objectives. Would transform centre of Old Town and help Turner. Could form part of a wider package.
<u>Winter Gardens</u> Restoration & refurbishment to create a modern & flexible entertainment & conference venue	Key facility with historic value. Part of regeneration plans. Supported locally. Other funding has not been identified.	Unlikely to include innovation. Major local cultural facility. Improve accessibility & potential broader audience. Fits with local regeneration plans.	Could be delivered within timescales. Match funding has not been identified. Uncertainty around future viability due to local & regional competition.	£1 million – £2 million	Venue is in urgent need of investment. Future investment needs to be considered in the context of the future function. Possible priority for later Waves.

<p><u>Creative Infrastructure</u></p> <p>Development of creative workspaces.</p>	<p>Catalytic as part of the wider cultural plans.</p> <p>Forms part of plans to establish creative hub.</p> <p>Responds to needs of arts community.</p> <p>Other funding could be secured from Arts Council & TDC.</p>	<p>Innovative in nature.</p> <p>Potential to create vehicle to continue investment.</p> <p>Meets local and regional priorities for investment in creative sector.</p>	<p>Match funding could be secured.</p> <p>Uncomplex hence low risks.</p> <p>Could be delivered within timescales.</p>	<p>£1 million – £2 million</p>	<p>Unlikely to have transformational impact.</p> <p>Innovative type of bid will favour with ACE & CABE.</p> <p>Link with Dover would achieve greater impact & share learning.</p> <p>High priority for 'Open programme'.</p>
<p><u>Seafrost – Transforming the Public Realm</u></p> <p>Redesign of Marine Terrace.</p> <p>Traffic calming & shared surfaces.</p> <p>Reduced carriageway & establish pedestrian priority.</p> <p>Creative & innovative design.</p> <p>Decorative lighting & public art.</p> <p>New links to beach.</p>	<p>Catalytic impact on key sites.</p> <p>High profile & visual impact.</p> <p>Match funding not secured.</p> <p>Fits regeneration plans.</p>	<p>Innovative and aspirational.</p> <p>Supports Turner & Dreamland.</p> <p>Major local priority.</p> <p>High profile location.</p>	<p>Designs at very early stage.</p> <p>Dependent on Dreamland link road.</p> <p>Match funding secured.</p>	<p>£2 million - £3 million</p>	<p>Transformational, high priority project.</p> <p>Further work is required on design.</p> <p>Unlikely to be delivered within timescale.</p> <p>Phased approach is possible.</p>
<p><u>Dreamland Cinema</u></p> <p>Restoration of Cinema to establish new major entertainment venue & museum of youth culture.</p>	<p>Catalytic as key historic building, prominent location & part of key seafrost site.</p> <p>Major local priority.</p> <p>Discussions with HLF have been</p>	<p>Innovation in function as museum.</p> <p>Aspirational as major regional facility & national museum.</p> <p>Improve accessibility.</p> <p>Appeals to broad audience.</p>	<p>Major risks associated with deliverability of scheme.</p> <p>Match funding not secured.</p> <p>Discussions with owners &</p>	<p>£8 million – £10 million</p>	<p>This project would have major benefits for Margate but further work is required on the concept, feasibility, designs & costs.</p>

	positive.	Fits with local & regional priorities.	partners at a very early stage.		Could be considered for 'feasibility' grants. Dependent on co-operation of landowners.
<u>Dreamland – Heritage Amusement Park</u> Contribution to park infrastructure & refurbishment of old rides.	Catalytic impact as a major visitor facility. Supports regeneration of key site. Major local priority. Match funding is dependent on private sector and landowner.	Innovation could be built into the design. Basic business model is viable subject to capital funding. Potentially improve accessibility & broader audiences.	Match funding is unlikely to be secured until agreement is reached on the development of the remainder of the site. Basic concept plan needs to be worked up into a full business plan. Could be delivered in stages.	£3 million – £4 million	The proposal centres around the Scenic Railway. The Council is seeking the restoration of the Scenic by April 2009. The establishment of the Heritage Park could be phased over several years with initial opening in Summer 2009 of the Roller Coaster & Phase 1 park. Dependent on discussions with the land owners.
<u>Transforming Margate's Squares</u> Margate Station Marine Gardens, Hawley Square, Market Place and Cecil Square. Public realm improvements, investing new function and activity, public art, investing in the Theatre Royal and re-creating a market place in the Old Town.	Catalytic as a package. Supports regeneration of key areas and major projects such as Seafront, Turner and Theatre Royal. Some match funding has been identified for Theatre Royal. TDC own land and buildings.	Innovation would need to be built into the design. Investment would improve the financial stability of the Theatre. TDC, KCC would be responsible for revenue costs of major public spaces. Public participation should be built into the planning & design to open up accessibility & ownership.	Some match funding is in place. Programme could be phased over several years. Basic design & feasibility work commenced on all areas but requires detailed work to be undertaken to identify costs.	£5 million - £7 million	Strong contender for a large grant. Could be implemented in phased approach reducing risks. Innovation would be required to deliver an aspirational and transformational programme.



Date:	25 April 2008
Item No:	Item 9
Item Title:	Margate Renewal Strategic Review – Scoping Paper
Author:	Derek Harding
Purpose:	For decision
Recommendation	The Board is asked to: Agree the objectives for the review, comment on the Programme and set a date for the Away Day.

1. Introduction

- 1.1 At the last MRP Board Meeting, it was agreed to undertake a Strategic review of the programme which would include a Board Away Day. The Board asked officers to give further consideration to the objectives and scope of the review.
- 1.2 This report sets out the objectives, proposed methodology and a programme for the review. This paper has been informed by a workshop held with officers on 3rd April.

2. Background

- 2.1 The Programme Director was appointed in July 2006 and the Programme is making progress against all the original priorities. The Partnership has initiated two key pieces of work: the Shared Intelligence 'Drivers for Change Study' and Tom Fleming's 'Creative Vision and Action Plan'. The results of this work should influence and inform the future direction of our strategy and the priorities for the programme over the next 12 – 18 months.
- 2.2 The Drivers for Change Study has identified the need to broaden the work of the Partnership to ensure that the impact of regeneration is sustained and the benefits are maximised for local people. This will require a review of the programme priorities, resources and delivery arrangements including the composition and structure of the Board.

3. Objectives

- 3.1 The primary purpose of the Strategic Review is to take stock of the programme and revisit, and re-define if necessary, the overall strategy and priorities for the programme. The objectives of the review are:-
 - To assess progress against original outputs and outcomes.
 - To consider the implications of the wider policy and contextual developments.

- To identify gaps within the programme.
- To review the partnership structure including participation from other sectors and the approach to working with East Kent LSP.
- To identify priorities for the next 18 months.
- To consider the staffing and resources required over the next 3 years.

3.2 Specifically, the scope of the review will include

- Assessment of the implications of national and regional developments including
 - the CLG second response to the Commons Select Committee
 - the DCMS coastal fund
 - the SEEDA Coastal Framework for the South East and Corporate Plan
 - the East Kent LSP
 - English Heritage's publications on Seaside Heritage
 - the Working Neighbourhoods Fund award
 - the Coastal Kent initiative
 - Regional Housing allocations and Housing Needs Assessment
 - Arts Council Strategic Place Agenda
- The opportunities from the Mixed Communities Demonstration pilot programme and the likelihood of additional resources in 2009/10.
- Assessment of the progress made on the current MRP programme.
- Review of the impact and success of the Housing Renewal programme in the two wards.
- Consider the findings of the Creative Study and the 'Drivers for Change' study (final report due in April 2008).
- An assessment of partnership structures including the MRP Board, the SSCF Board, TDC's Housing Renewal Project Board and others such as the Margate Town Partnership.
- Review of the operational arrangements identifying opportunities for more effective working and more co-ordination on programme management and delivery.
- Review the effectiveness of the communications plan and need for additional consultation and partner engagement.

4. Methodology & Programme

- 4.1 Following the presentations at this Board Meeting on the two key studies, Officers will prepare a report covering the issues identified in Section 3. This will be prepared in advance of a Board Away Day. It is suggested that this involve a full day workshop held in June 2008 and include dinner and an overnight stay on the evening before. The provisional dates and venue are 26th and 27th June at the Pegwell Bay Hotel.
- 4.2 An external speaker will be invited to the dinner on the first evening. The workshop will be led by an external facilitator who will also produce a short report on the key outcomes. A major focus for the workshop will be to consider the findings of 'Drivers for Change Study', the implications for the Partnership structure and the priorities for the next 12 – 18 months.

The outline programme for the event is attached as Appendix 1.

5. Conclusion

- 5.1 The Board is asked to agree the objectives for the review, comment on the Programme and set a date for the Away Day.

Appendix 1 – Away Day Programme



Margate Renewal Strategic Review Away Day

End of June (tbc)

Thanet (tbc)

Day 1

- | | |
|-----------------------------|-------------------|
| ▪ Check in & Arrival | 4.00 pm – 6.00 pm |
| ▪ Drinks reception | 6.30 pm |
| ▪ Dinner | 7.30 pm |
| ▪ Speaker (to be confirmed) | |

Day 2

- | | |
|-------------|-------------------|
| ▪ Breakfast | 7.00 am – 8.30 am |
|-------------|-------------------|

Session 1

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| ▪ How Far Have We Travelled?
Identifying Successes | 9.00 am – 10.30 am |
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Session 2

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| ▪ Contextual Developments & Opportunities | 11.00am – 12.30 pm |
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Lunch

12.45 pm – 1.30 pm

Session 3

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| ▪ Setting the Strategy for the Future | 1.30 pm – 2.30 pm |
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Session 4

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| ▪ Who needs to be involved and how?
(Partnership Arrangements) | 2.45 pm – 3.45 pm |
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Session 5

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| ▪ Pulling it together – Next Steps & Priorities | 3.45 pm – 4.30 pm |
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Close

4.30 pm

Date:	25 April 2008
Item No:	Item 10
Item Title:	Key Project Update
Author:	Derek Harding
Purpose:	For Decision
Recommendation:	The Board is asked to consider the progress reports and agree the actions required to ensure effective delivery as summarised for 'Red' and 'Amber' projects.

1. Report

- 1.1 The principle role of the Board is to oversee the delivery of the programme and take action on critical aspects that may undermine the overall success of the programme. To provide the Board with information in a succinct and clear fashion, we have adopted a project monitoring system that presents key information only. A coding system of Red, Amber or Green has been adopted to highlight action required by the Board.

2. Action

- 2.1 The Board is asked to consider the progress reports as summarised in the schedule. The following action is proposed for the Red and Amber projects.

Ref	Project	Status	Action
MRP1	Dreamland	Red	<ul style="list-style-type: none"> Following the fire, urgent action is required to secure the restoration of the Scenic Roller Coaster. TDC Planning Committee (16th April) has been asked to delegate authority to secure necessary notices under the listed building regulations. Urgent discussions are required with the landowners. If a satisfactory resolution cannot be reached, an Urgent Works and Repairs Notice will be served. Ultimately, this could lead to compulsory acquisition of the site. The Board should be kept regularly informed of developments and request a detailed report to be presented at the next meeting.
MRP18	Parking, Access & Movement	Red	<ul style="list-style-type: none"> There has been very little progress on the Parking, Access and Movement Study since the last Board meeting. The Rendezvous car park is due to close in September 2008 for construction of the Turner It is essential that a detailed Action Plan is developed as a matter of urgency.

			<ul style="list-style-type: none"> Report required at the next Board meeting
MRP3	Queens Arms Yard	Amber	<ul style="list-style-type: none"> The scheme is progressing there is concern that the ERDF funds (£100,000) will be lost if not spent by December 2008. Officers should be asked to complete the new appraisals as a matter of urgency and report back by end May. This will allow time to re-allocate ERDF monies, if necessary.
MRP10	Lower High St (Works to pavements)	Amber	<ul style="list-style-type: none"> Works have been delayed by four weeks due to early complications with EDF. The project is now proceeding well but further delays may impact on the 'summer season'. Officers should monitor progress and seek reassurances from the contractor that further delays will not be incurred.
MRP10	Lower High St (Pedestrianisation)	Amber	<ul style="list-style-type: none"> A petition has been submitted to the Council in favour of Pedestrianisation A pilot scheme was to be implemented from early summer 2008 to test the effectiveness of Pedestrianisation. The pilot scheme should be a priority project in the Parking, Access & Movement Action Plan.
MRP14	Public Realm Programme	Amber	<ul style="list-style-type: none"> Jacobs were commissioned in January 2008 and completed Stage 1 (analysis and initial consultations). The Stage 2 work has been delayed due to the need to agree an approach to and identify resources for a 'creative' input. The brief has been agreed and additional resources secured through KCC but it is essential that this is progressed to ensure the final study is delivered by the end June 2008.

Progress Report

April 2008

Vision Statement

By 2015, Margate will become a dynamic, thriving and successful town. It will be a major hub and driving force of creativity and culture that excites and inspires residents and visitors alike. It will embrace and celebrate its traditions as a place of relaxation, leisure and seaside fun.

The Implementation Plan 2007/08

The MRP Implementation Plan identifies the priority activity for the next three years. The projects have been adopted from the Margate Futures Action Plan (produced by BBP for MRP in 2005) and Thanet Council's Neighbourhood Renewal Area Strategy (2004). Projects are grouped around the following core themes:

Unlocking the Potential

Bringing forward the development of key town-centre sites and buildings.

Housing Renewal

Investing to improve housing stock to provide quality homes.

Cleaner, Safer, Greener

Reducing crime, building community cohesion and improving the environment.

Traffic, Movement and Access

Improving vehicular and pedestrian circulation and increasing connectivity.

Progress - April 2008

Key		GREEN	= Progress is progressing to time-scale. Funding is secured
		AMBER	= Project is progressing but some difficulties have been encountered/ Action Plan in place to rectify problems.
		RED	= Project has been delayed and/or funding and investment is at risk.

Project Ref/ Status	Project Title	Project Owner	Project Description	Key Update information		Total Project Funding
UNLOCKING THE POTENTIAL						
MRP1 <div>RED</div>	Dreamland	English Partnerships	To deliver a viable and deliverable masterplan for the existing Dreamland site (including Arlington House, Square, Car Park and Marine Terrace Frontage). 20 Acre site in the heart of the town. Mixed use scheme involving visitor attraction, residential and malling retail	<ul style="list-style-type: none">- Draft development brief was presented to full cabinet on 19th December 2007.- Fire to Scenic Railway may have serious implications to future of site in the short to medium term.- Report to Planning Committee on 16th April seeking delegated authority to issue Urgent Works Notice and Repairs Notice, if required.- Urgent discussions to be held with owners.		£50k (2007/08)
MRP1A <div>GREEN</div>	Arlington	Thanet District Council	Refurbishment of tower block and redevelopment of shopping precinct and car park site for mixed use scheme.	<ul style="list-style-type: none">- Following approval of the Dreamland Planning brief, TDC agreed to produce a specific brief for the Arlington site.- A draft brief has been prepared and consultation with the public and others will commence in April 2008.- Discussions have commenced with the owners.		
MRP2 <div>AMBER</div>	High Street	Thanet District Council	Redevelopment of a key town centre site. SEEDA & TDC have acquired a former M&S and surrounding land in Margate Town Centre for redevelopment into a mixed-use scheme for offices, retail and residential. 40,000 sqft retail – 60 – 70 residential units.	<ul style="list-style-type: none">- The library vacated the High Street premises in December 2007.- Turner Contemporary has occupied the premises from January 2008. Expressions of interest for the M & S scheme were sought in November 2007. Five parties expressed an interest by 11 January 2008. Long list interviews were held on 11 February. Stage 2 brief issued and short list interviews will take place in June/July.- Simultaneously, the Cultural and Creative Study is under way, and the interim report on the specific opportunities the new M& S development may offer the creative industry is now available.- The Land Assembly process is continuing and terms have recently been agreed to acquire a small plot of land behind the High Street which abuts land already acquired by SEEDA/TDC. Discussions are ongoing with other land owners including CRATE and Limbo should they have to relocate in due course		£6.5m

MRP3 AMBER	Queens Arms Yard	Thanet District Council	The development of a key Old Town site for residential and ground floor "affordable" artists' studio space and residential. 24 apartments and 10 studio spaces.	<ul style="list-style-type: none"> - Report submitted to Cabinet on 20 March 2008 for Council approval to make application to the Secretary of State for the Stopping Up Order, and in principle agreement to exercise Compulsory Purchase should it prove necessary. The report also sought approval to enter into a Development Agreement to enable the development to be carried out on the site. - Option agreements being developed to lock in LRUUK and owners to acquisition following Stopping Up of Highway. - Implementation schedule for development still not available or known. 	Approx £2.5m
MRP4 GREEN	Fort Road	Thanet District Council	Redevelopment of partially derelict and underused Old Town site. The scheme will include residential and address a key "gateway" into the Old Town.	<ul style="list-style-type: none"> - CTM have completed designs and appraisals completed. Residential scheme produced for approx. 70 flats. - Discussions on-going about scheme viability and policy requirements for S.106 contributions. - Section 215 Notices issued on Fort Road Hotel and Arcadian. 	Private Sector (no public funding)
MRP5 GREEN	Turner Contemporary	Turner Contemporary	To build a new gallery celebrating JMW Turner's links with Margate including exhibition gallery space, education space, cafe and administration areas.	<ul style="list-style-type: none"> - RIBA Stage E achieved. Planning permission submitted to TDC on 15 November 07, and was approved on 20 February 08. Project working towards RIBA Stage F – Production Information. Expecting to complete this stage by May 2008. - Currently short listing for contractor, to be awarded in August, and start on site early October. - Wave modelling and Flood Risk analyses completed. Transport Assessment and travel Plans completed. Section 106 Agreement being negotiated with TDC. - Sustainable designs options being explored. Ground source heat pumps a likely option. - Business planning continues with a revised submission to SEEDA and Development Plan to ACE. - Turner Contemporary launched the exhibition 'Nature is a Workshop' on 28/3/08 at the M&S site. (18 month lease of M&S building). 	£17.4m
MRP6 GREEN	Rendezvous & Winter Gardens	Kent County Council	The aim of this project is to develop the remainder of the Rendezvous site within the same timescale as the gallery and in conjunction with the Winter Gardens for mixed-use scheme.	<ul style="list-style-type: none"> - Gleeson (with architects, CTM) has been selected as KCC's preferred development partner for the Rendezvous site in February, from a shortlist including Crest Nicholson and Urban Splash. The selection was based on considerations such as: design, finances, viability, track record, etc. - New team now working with Gleeson to develop the scheme and formalise an Exclusivity Agreement. - Consultation process will commence soon to inform residents and other stakeholders of the details of the proposal, which includes residential, hotel and commercial space. There will also be independent access to the Eastern end of the site. 	£30k

MRP7 GREEN	Royal Seabathing	Thanet District Council	Return of vacant enclosed brownfield sites to beneficial use by private developer. Major residential scheme part refurbishment of listed building and part new build at Sea Bathing.	<ul style="list-style-type: none"> - A planning application on the conversion of the Nurses home and east wing changes is going to Planning Committee on the 16th April 08. - Permission for the West Wing is still pending signing a legal agreement. The contractors have left the site, it is understood new contractors will commence work on completion of conversion of the listed building shortly. 	Private Sector
MRP8 GREEN	Lido	Thanet District Council	Mixed-use scheme for residential, leisure, hotel and retail. Pre application scheme involves 450 – 500 residential units and 200 bed hotel.	<ul style="list-style-type: none"> - Awaiting contact from the developer regarding completion of an environmental statement to support a planning application for a mixed use, residential led scheme. 	Private Sector
CLEANER, SAFER, GREENER					
MRP9 GREEN	Cecil Square	Thanet District Council	Redesign of Cecil Square to allow for greater access by pedestrians and to recreate this space as the heart of the town centre.	<ul style="list-style-type: none"> - Currently being linked into the Public Realm Strategy works being undertaken by Jacobs and the recently completed Parking, Access and Movement Report. - Scheme design of the M & S building will need to consider how it relates to the Square. - The principal agreement is that traffic will remain within the Square but around a design of lower vehicular dominance. On completion of the public realm strategy and the initial design scheme for the M & S building further work can be initiated. 	To be secured
MRP10 AMBER	Lower High Street	Thanet District Council	Improvement of footway and carriageway surfaces including street furniture and planting for Lower High Street from New Street to the Parade, Market Street, and Lombard Street.	<ul style="list-style-type: none"> - Works are progressing on site with High St work due for completion of footways week ending 14th April 2008. Currently works are delayed by 4 weeks due to a number of unforeseeable problems primarily in relation to EDF at the commencement of the scheme. - Work to proceed directly to Market Street with the laying of Yorkstone footways. 	£425,000
MRP11 GREEN	Delivering the Creative Quarter	Thanet District Council	A package of works to establish a creative and cultural centre in Margate including support for creation of workspace and public realm improvements.	<ul style="list-style-type: none"> - Signage Project workshops took place in February with local children making shell ladies. Easter Egg Hunt in March 08 very successful, with over 160 participants. Kent TV to do an online video diary. - Works to Parade commenced 7 April, with completion date of May 08. - Duke Street may also be improved later this year with additional funds - CCTV and lighting works are nearly completed. - Four property owners are now signed up to ERDF funding to refurbish their buildings into artist studios and galleries. - The Children's Adventure Playground is back on track with completion date of September 08. - Finance – MRP achieved the agreed n+2 spend for 2007, and has applied for an additional £144,000 from GOSE to further enhance the existing projects. 	£2m

				<ul style="list-style-type: none"> - Art on Hoardings project successfully implemented. - Pier and Queens Arms Yard reported separately 	
MRP12 GREEN	Margate Harbour Arm	Kent County Council	To bring Margate Pier back into the public realm of Margate Old Town and the re-use of the Pier buildings for arts space, care/restaurants and retail units.	<ul style="list-style-type: none"> - Planning permission for refurbishing units granted February 08 - Lease with Pineapple Property Ltd agreed and signed March 08 - Contract for ERDF grant November 07 - Asbestos testing conducted on site and results negative Jan 08 - Duct completed for supply of water and electricity to site Jan – March 08 - Functional and decorative lighting schemes are progressing with completion dates forecast for end of May 2008 - Refurbishment is underway of the sheds on Harbour Arm and discussions between IOTA, Pineapple Property Ltd and MRP continue to be regular, following unsuccessful ACE bid - Additional ERDF funds of £46,000 are to be made available to help meet costs of lighting and trench works - April 08. - Scheme schedule to complete at end of May. 	£150,000
MRP13 GREEN	Safer, Stronger Communities Fund	Thanet District Council	To improve the quality of life for the people of the two wards of Cliftonville West and Margate Central. This will be achieved through: 1) Safer communities, 2) access to better public services, 3) stronger communities and 4) cleaner, safer and greener public spaces	<ul style="list-style-type: none"> - SSCF has successfully funded in excess of 115 projects since January 2007. - Capital projects have been sustainable so far, but there are concerns about future sustainability, in particular, retention of official positions to resource the projects. 	£3.7m
MRP14 AMBER	Public Realm Programme	Kent County Council	To commission and produce a Margate Public Realm Implementation Plan that establishes a strategic framework and opportunities for practical applications for delivering some high quality spaces and public art interventions	<ul style="list-style-type: none"> - Project has commenced to the sign off of Stage 1 (Analysis). - An arts co-ordinator is being commissioned to ensure the arts are embedded in the design process and brief agreed with partners including ACE to establish a 'creative advisory group'. - Stage 2 sign off will now be delayed until end of April/May 2008. Rollover funding in process of being agreed. 	£50,000

HOUSING RENEWAL					
MRP15 GREEN	Housing Renewal	Thanet District Council	A 4-phased housing renewal programme for Cliftonville West and Margate Central to increase confidence and improve the quality of life of both residents and businesses.	<ul style="list-style-type: none"> - TDC Housing Improvement team led a successful bid to RHB for £16million across East Kent towards private sector housing improvements, some of which will be targeted in the Renewal Area. - TDC formally declared all 4 phases of the Renewal Area in January 2008. There have already been over 100 applications for Renewal grants from this wider area. 	TDC £1m over 5 years RHB £1m 07/08 only
TRAFFIC, MOVEMENT AND ACCESS					
MRP16 GREEN	De-dualling Fort Hill	Kent County Council	Narrowing of the vehicular carriageway to increase the connectivity between the Turner Contemporary and Rendezvous site to the Old Town.	<ul style="list-style-type: none"> - The Fort Hill road scheme has been approved and consulted upon, and work started on April 7. It includes the de-dualling of Fort Hill, the narrowing of King St to a single lane, the provision of a new seating area at the Parade (in front of the Harbour café) and the resurfacing of the pedestrian route along the harbour front to the Droit House. - Works due for completion by mid September. Land released on the seaward side of the new carriageway at the top of Fort Hill will be remediated until its final use is determined. 	£0.5m
MRP17 AMBER	Lower High Street (Pedestrian- isation)	Thanet District Council	Closure to vehicular traffic	<ul style="list-style-type: none"> - Petition submitted to Council in February 2008 calling for the Pedestrianisation. Progress has been slow due to lack of progress on the PAM study. 	Agreed in principle by KCC
MRP18 RED	Parking, Movement & Access Plan	Kent County Council and Thanet District Council	Completion of traffic study for Margate (following on from Margate Masterplan) and Parking, Access and Movement Strategy.	<ul style="list-style-type: none"> - Slow progress since last Board meeting due to other KCC priorities. - Working group established and due to meet on 24 April. - Outline Action Plan developed. - KCC have identified additional resources for progressing elements of the Action Plan. 	£50,000



Date:	25 April 2008
Item No:	11
Item Title:	Programme Director's Report
Author:	Derek Harding
Purpose:	For Information
Recommendation	To note

1. Introduction

- 1.1 The following report provides Board members with an overview on programme activity and wider policy and contextual developments not covered elsewhere on this agenda.

2. Policy & Strategic Developments

- 2.1 To progress the recommendations in the CLG's second response to the Commons Select Committee Report, the CLG has held a cross Whitehall government meeting. The first meeting of the RDA Network has also taken place organised by SEEDA to discuss the purpose and terms of reference of the group. It is understood that the group will primarily focus on exchanging good practice and learning.
- 2.2 Thanet has been awarded £4 million over three years under the Working Neighbourhood's Fund. The purpose of the fund is to support innovative and new ways of tackling worklessness. This is a distinctly wide pot of funding and it is anticipated that there will be a focus on worst wards in the District – namely, Newington and East Cliff in Ramsgate, Margate Central and Cliftonville West. A working group has been established involving TDC, KCC and Job Centre Plus to lead this work.
- 2.3 The Programme Director attended the meeting of the SEEDA Coastal South East Framework final steering group. The final document is expected to be published at the end of this month.
- 2.4 Margate has been invited to participate in an Interreg Programme involving a number of towns in northern France, Hastings and Dover. A bid will be submitted in June for a programme to support the promotion and awareness of coastal architecture. The Margate component will deliver architectural and decorative lighting to key frontages and buildings, a website and architectural trail.

3. Update on Local Activity

- 3.1 The Old Town lighting scheme has been completed and has greatly improved the safety and ambience of the Old Town after dark. The CCTV cameras will be finally installed and operational within the next two weeks. Footfall and activity in the Old Town is relatively low and some of the traders continue to raise concerns about the viability of their businesses.

However, the general trends are positive and a significant amount of renovation and building work, supported by the Objective 2 and ERDF programme, is taking place across the Old Town. Two new media companies have been established in the Media Centre and a further

two in the Old Town (King Street and Market Place). Art for All, previously at the Community Pharmacy gallery, has established a gallery and workspace on Marine Drive.

- 3.2 The 12 small 7ft high 'Shell Ladies' were launched during the Easter Bank holiday and over 150 people participated in the Shell Lady Easter Egg Hunt to find the Shell Ladies placed across venues in the Old Town. The main sculpture will be completed in September and installed at the end of the Harbour Arm. The project is generating a lot of publicity and Kent TV is broadcasting a video diary of the artist and the sculpture as the scheme develops.
- 3.3 The Harbour Arm works are well underway and should be completed by 23rd May with an opening planning over 24/25 May. This will include the opening of the IOTA arts facility spaces, switch on of the new decorative lighting of the Harbour Arm, lighthouse and the Droit House, and the re-opening of the Harbour to the general public.
- 3.4 The improvement works in the Lower High Street, the Parade and Fort Hill is progressing well and there has been minimal disruption to traffic and shoppers. The Parade and Lower High Street works are scheduled to be completed by the end of May.
- 3.5 An additional £140,000 ERDF has been secured from GOSE to support and extend the existing Objective 2 Old Town programme.
- 3.6 The new Turner Project Space was officially opened at the end of February and since this time over 5,000 people have visited the Gallery. The exhibition lasts until June 2008.

4. Publicity, Communications and Events

- 4.1 National publicity has included major features in the Evening Standard Supplement and an article in the Daily Mail, both in February. Local publicity has focussed on the approval of planning permission for Turner Contemporary, the Dreamland Planning Brief and the new Turner Project Space. Recent publicity has understandably focussed on the fire at Dreamland and the future of the Scenic Railway.
- 4.2 The 'This is Margate' website and postcard campaign was launched on 7th March and the first postcard mailed out to over 250 developers, investors and agents. The initial response has been positive including an invitation by Countryside Plc, to discuss Margate opportunities and a visit to Chatham Maritime. The post cards will be sent out every bi-monthly over the course of the next 12 months. See www.thisismargate.co.uk for further details.
- 4.3 The 'Spring 2008' newsletter has been recently distributed to all households in the two wards. This includes a list of forthcoming events. The Margate Rocks contemporary arts festival will take place over 2 – 11 May 2008. The festival, which last took place in 2005, has been re-launched and this year's festival has an art and ecology theme. The full programme can be found at www.margaterocks.com
- 4.4 Finally, a 'Green Fayre' will be held on 17th May 2008. The event will include a range of green-themed family entertainment and show case the projects that have been supported by the SSCF programme.

Appendix/Enclosures:

- **Spring Newsletter**
- **This is Margate Post Card**
- **Margate Rocks Programme**