**Priority 2 - Coastline Focus**

It’s time to look again at the coastline and find imaginative ways to deliver improved experiences and enhanced facilities at key sites in response to the visitor market’s growing interest in breaks that feature “wellbeing” experiences and outdoors activity.

TDC needs to look at using assets in a different way if it wants income from them, and the visitor economy presents some opportunities to do that at specific coastal sites and with specific buildings. A new coastal project group should look at what other coastal towns have achieved in recent years and work to identify a key site or coastal “asset” (as a pilot) that could be developed to provide year-round activities and experiences, most likely incorporating a “destination” food and drink outlet, and including upgraded beach facilities (such as showers, lifeguard facilities and toilets). Thanet needs soft marketing for this development site: the group could develop outline ideas before TDC takes the site to market to test developer interest.



