

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.

Coastline Focus – short to medium-term actions

What	When	Who
<i>Beachfront Facilities</i>		
▶ Identify a site (as a pilot) that could combine essential public services (toilets, changing, showers, water, lifeguard station) with destination food and drink experiences and activities. The commercial operation is to support the capital and revenue costs of the public function. A more modest model which blends commercial/public functions could be suitable at smaller locations.	2020/1	TDC and coastal project group
▶ Market the site identified above with a clear set of requirements for potential developers.	2021/2	TDC with stakeholders
▶ Identify and roll out further site development opportunities using the lessons from the pilot to refine the model and customise to each site.	2022 on	
▶ Concept development and feasibility of a mixed-use regeneration of the land at Viking Bay.	2024	TDC
▶ Explore opportunities for enhancing the beach hut offer.	2020/1	Your Leisure
<i>Activity & Wellbeing</i>		
▶ Market-test the watersports hub concept proposed for Ramsgate East Cliff to provide further activity and wellbeing experiences as part of a mixed-use leisure development that includes food/drink and accommodation lodges/pods.	2020-2021	TDC/Ramsgate Town Council and Locate in Kent

<i>Seafront Regeneration</i>		
▶ Develop concepts for Margate Harbour to improve it for visitors, to include improved public realm, animation and commercial activity (retail, dining, fish market) and to knit it together with the Turner Contemporary, town centre and beaches.	2021-2024	TDC
▶ Place a visitor lens over any other proposed seafront regeneration sites and developments to ensure that they are contributing to a vibrant and animated seafront. Tourism Team to engage with developers at pre-planning stage to influence positive investment.	Ongoing	Tourism Team (TDC) & Developers/Investors
▶ Identify and learn from best practice examples of coastal development elsewhere and consider opportunities for study tours.	2020	TDC, Town Council and Private Sector