

THE THANET DESTINATION MANAGEMENT PLAN





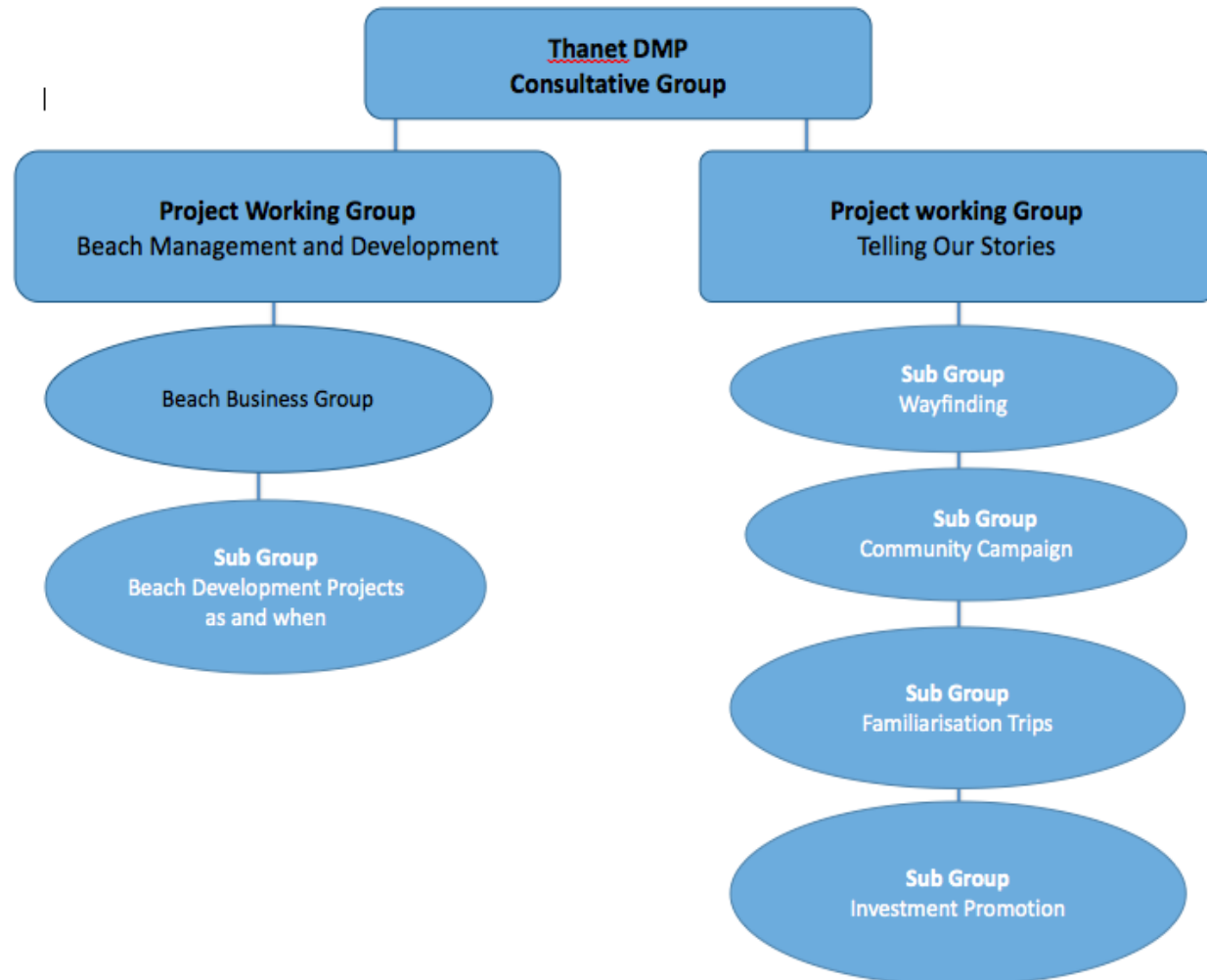
THE THANET DMP

TOURISM IN THANET

- A total of **3.9 million visitors** - up 16%
- Economic impact value of **£293 million** (including **language schools**) - up 19%
- Supporting **7,312 jobs** – up 23.3%

(The 2015 Cambridge Model, compared to 2013)

DMP DELIVERY





THE THANET DMP

Consultative Group 2016

Anthony Curwen, Quex Estate

Moya Stirrup, Turner Contemporary

Rebekah Smith, Ramsgate Town Team

David Otteson, Holiday Inn Express

Jo Tuffs, Broadstairs Folk Week

Kate Kneale, Marine Studios CIC

Laura McCarthy, Dreamland

Joanna Sessions, Language UK

Steve Davis, Your Leisure

Jackie Westlake, Visit Kent

Nick Cole, Chair DMP Consultative Group and Chair Thanet Business Forum

+

Beach Management & Development: 14

Coastal Regeneration: 13

Telling Our Stories: 17

Extra on subgroups: 8

TOTAL: 63



THE THANET DMP: 3 PRIORITIES

1 BEACH MANAGEMENT & DEVELOPMENT

- **Develop a Beach Management Plan:** a beach-by-beach approach to inform and inspire new ways of managing our beaches
- **Establish a Beach Business Group of all concessionaires:** to foster collaborative working and shared experience
- **Develop opportunities for managed beaches:** Pilot innovative and creative approaches for selected beaches



THE THANET DMP: 3 PRIORITIES

1 BEACH MANAGEMENT & DEVELOPMENT Achievements

- 16 Beach audits and a management plan
- Ramsgate Beach Club feasibility study
- 20 lifeguards and 14 bay inspectors have undergone Ambassador training
- Beach business group – pre and post season meetings
- Condition reports of toilets, showers, shelters completed



THE THANET DMP: 3 PRIORITIES

1 BEACH MANAGEMENT & DEVELOPMENT Facilitated

- Refurbishment of 8 showers with new bases and relocation of 3 showers before the start of the 2017 season (from Thanet DMP reserves)
- Extension of new dog warden and litter patrols to beaches, resulting in 61 fixed penalty notices being issued
- Schools litter programme, 2-minute beach clean, resources for volunteer cleaning
- Review of cleansing schedules and byelaws
- Extension of beach toilet opening hours

THANET DMP: PUBLIC INFORMATION ON OUR BEACHES



Bay inspectors undergo ambassador training



Keeping visitors and residents informed

BEACH MANAGEMENT PLAN AND BEACH AUDITS



A Beach Management Plan for Thanet
District Council
Draft 2014

DRAFT

BEACH NAME
Location & general description

VIKING BAY

Very popular town centre beach. Busiest bay in the district. Sandy beach approximately 150 meters long with cliff top promenade, harbour, pier and boardwalk and Tidal Pool. Large number of sunbathers during peak times. Large dip at water's edge meaning location of lifeguard viewing point is critical. Sunny in morning and early afternoon, shady in the afternoon.

Structure on cliff face at back of beach housing beach huts, lift and derelict cliff railway unsightly and in very poor condition. Large number of beach huts on the sand in front of terrace.

Infrastructure Assessment:

- Promenade and railings - very good condition
- Buildings -
- Beach Huts - Permanent Huts: poor condition, peeling paintwork, need repointing, weeds in cracks on terrace. Moveable Wooden Huts: good condition
- Open Shower: poor condition, uninviting
- Cliff top open space
- Lift
- Stairways

Dogs not allowed May 1st to Sept 30th at anytime.

Restrictions on camping and diving on the beach.

Seasonal - RNLI: from May 24th - September 7th. 2 lifeguards from 24th May to 12th July - 4 from then onwards operating from RNLI lifeguard pod on the beach plus safety equipment container. 140 recorded RNLI incidents in 2013 (91 minor first aid, 9 major first aid, 30 missing/found).

Others to be added

Applicable by-laws

Lifeguard

Facilities/Services

BOTANY BAY TOILETS: BEFORE + AFTER



THANET DMP: IMPROVING BEACH FACILITIES

SHOWERS

Before



After

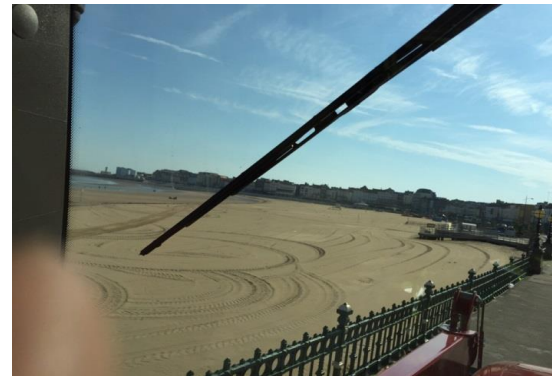


THANET DMP: KEEPING OUR BEACHES CLEAN

BEFORE



AFTER



THANET DMP: SAFE AND CLEAN BEACHES

Enforcing By-laws

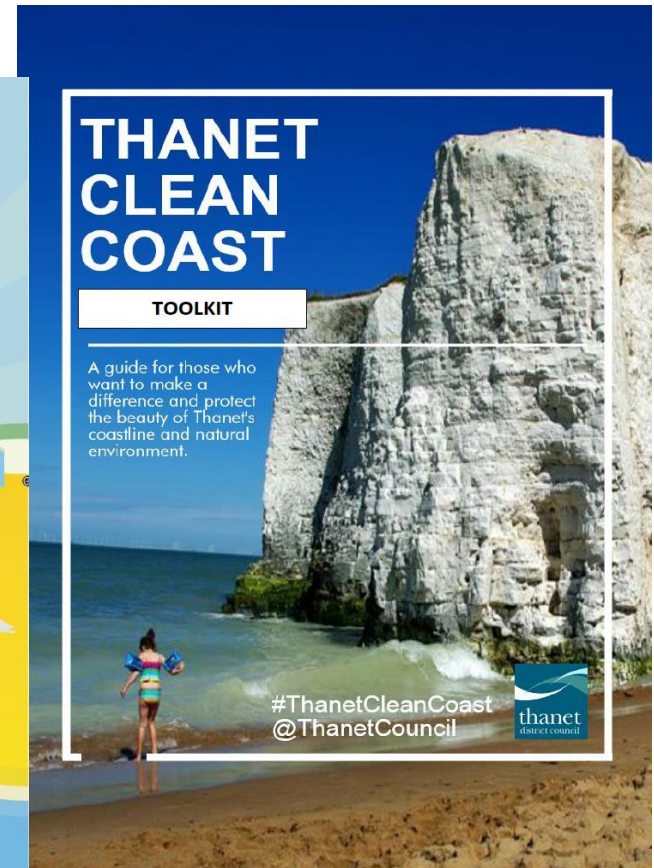
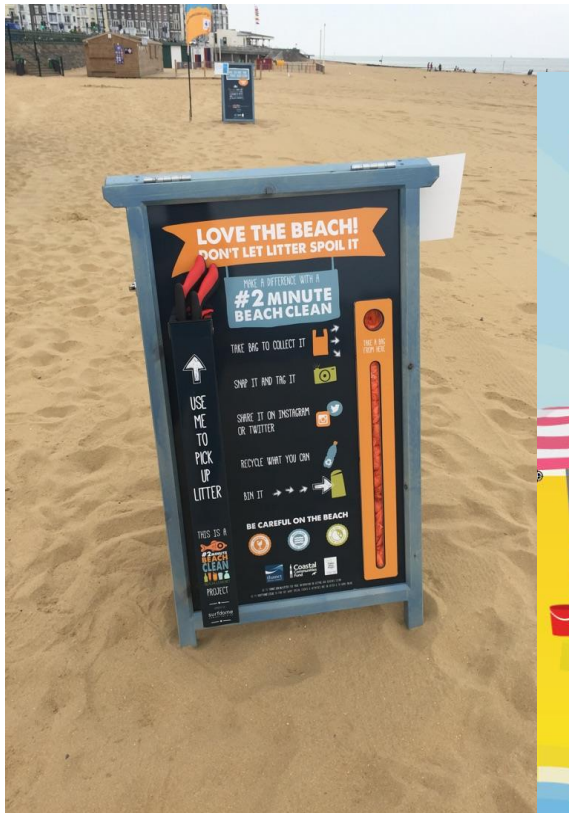


Free dog waste bags



THANET DMP: KEEPING BEACHES CLEAN

Getting people involved





THE THANET DMP: 3 PRIORITIES

2 COASTAL REGENERATION

Encourage the development of more things for people to see and do, and places to stay:

- Shortlist of tourism development priority sites along the coast and promote them to specialist developers
- Produce Top 10 Reasons to Invest in Tourism in Thanet
- Support heritage and special interest groups to become local enablers
- Develop a 'Staying above the Studio' pilot scheme to create character accommodation, developed and managed by the local creative industries sector



THE THANET DMP: 3 PRIORITIES

2 COASTAL REGENERATION

Achievements

- Asset register under review
- B2B website created for use by potential investors, including:
 1. Top reasons to invest
 2. Market research and contacts
 3. Investment monitor
 4. Case Studies

WEBSITE INVESTOR INFORMATION

Thanet Destination Management Plan - Investment Monitor
Reduced Version for development, October 2015
Added to 8 December 2015

Objectives

1. Record the total value of investment and jobs created in Thanet
2. Show that investment in Thanet is growing and people have confidence in it
3. Raise the profile of tourism with politicians and demonstrate the importance of the industry and the number of jobs it can create.

9 Categories of development

Accommodation, Attractions, Arts, Retail, Restaurants, bars and cafes, Transport, Sport, Regeneration, Micro pubs and breweries

4 Time Periods

Projects completed 2014-2015
Projects under construction
Projects from 2009 to 2013
Projects in the Pipeline (ideas)

PROJECTS COMPLETED 2014/2015

Type of Development	Name	Description	Town	Year	Development Cost £,000s	No Jobs FTE's
Accommodation	Shepherd Neame	The Botany Bay Hotel, refurbishment of 29 rooms, restaurant and bar	Broadstairs	Easter 2014	£1.4m	50
Restaurant	Hantverk and Found	New seafood restaurant and gallery	Margate	2015	£105,000	4.5
Attraction	Quex House	New Gallery	Birchington	2015	240,000	2
Attraction	Dreamland	Reimagined fun theme park (£18m public, £10m private)	Margate	2015	28m	250 ftes

come back and regu

Top Reasons to Invest in Thanet

Visit Thanet Business / Business Support / Invest in Thanet

Business Support
Business Support

Research
Economic Impact of
Language Schools 2013
Cambridge Economic
Impact Model 2013

Development
Tourism Accommodation
Advice
Pride in Thanet Tourism
Awards

Top Reasons to Invest in
Thanet
Blue Swift Gallery and
Framing
GB Pizza Co

Flourishing Tourism Sector

Once the playground for Londoners and the aristocracy, the Isle of Thanet is...
A recent economic survey measured visitor numbers and the value of tourism to the area:

- 3.36 million visitors
- Economic impact value of £245 million (rising to £286 if the economic impact of language schools destinations.
- Supports 5,932 jobs

Value for Money

The volume and value of tourism in Thanet – Cambridge Model Economic Impact Study 2013
As the country's property prices reach record highs, it has become ever more important to really comes into its own, with office rents up to 80% lower than in London and 60% lower than that are up to 23% cheaper than elsewhere in the South East, Thanet makes a very attractive business.

Natural Assets

Visit Thanet Business | margate
broadstairs
ramsgate

About Us

Destination Management Plan

Shared Story

Business Support

Visit Thanet Consumer site

Search

Login Register

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The Ambrette

Visit Thanet Business / Business Support / Top Reasons to Invest in Thanet / The Ambrette

Business Support
Business Support

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Top Reasons to Invest in
Thanet
Blue Swift Gallery and
Framing
GB Pizza Co
Sands Hotel
The Ambrette
The Bottleneck
The Cressbrook
Hotel
The Royal Harbour Hotel



"If fly the Kent flag - The Ambrette has grown out of Margate so we're - Made in Thanet."

Dev Biswal came to Margate in 2009 to work as a chef at renowned local restaurant, The Indian Princess. Trained in India, and having worked in both India and Dubai, Dev worked in London for a number of years before making the move to Margate and then declaring himself to be "in love with the Kentish countryside."

Before long, Dev was putting down roots and in February 2010, he launched The Ambrette in Margate.

Dev had seen an opportunity in Thanet. With a sizeable and increasingly affluent population across the three seaside towns of Margate, Ramsgate and Broadstairs and with a wider reach into the surrounding villages, Thanet still has a village, small town feel. So, right from the start, Dev worked very hard at building strong community links so that The Ambrette became known as being a part of the local scene.

The Ambrette employs local people and works closely with the catering school at East Kent College. Dev sources produce locally, including locally foraged ingredients from the countryside and the coast. The Ambrette's community programme supports the fundraising efforts of local schools and charities and all of this makes The Ambrette talked about locally and as Dev says, "in Thanet, word of mouth is important."



THE THANET DMP: 3 PRIORITIES

2 COASTAL REGENERATION (achievements cont'd)
Accommodation audit - conducted to provide an assessment of tourism accommodation in Thanet, including future development prospects, to help guide an investment strategy for the district. It incorporates:

- evidence base of the current stock
- assessment of the opportunities for future accommodation development in the district
- opportunities for upgrading existing stock
- future action plan



THE THANET DMP: 3 PRIORITIES

3 TELLING OUR STORIES

Provide businesses with the tools to market themselves and Thanet to the new audiences identified by the DMP:

- Develop a Shared Story
- Create a marketing toolkit for tourism businesses
- Create a welcome, signing and trails programme, to create a stronger sense of place on arrival



THE THANET DMP: 3 PRIORITIES

3 TELLING OUR STORIES

Achievements

- Shared Story marketing toolkit created with Visit Kent and volunteers, already used by 88 businesses
- Free library of over 700 images, which reflect the Shared Story. Images from Visit Thanet and donated by local photographers.
- Series of marketing training courses attended by 138 businesses
- Familiarisation trips: 4 trips in 2015 attended by 60 people; 4 trips in 2016 attended by 58 people

TELLING OUR STORIES

Toolkit

Advertising

E-marketing

Press relations

Website

Working together

Print

Social media

Shared Story Toolkit for Thanet businesses

Tips, advice and ideas to help your tourism business succeed

Visit Thanet Business

About Us

Destination Management Plan



Visit Thanet Business

Working together to grow the Thanet Visitor Economy
Tourism contributes at least £248 million to the Thanet economy each year supporting 8,032 jobs.
More than 5.38 million visitors come to Thanet every year to discover and explore our three primary villages, our heritage, and our thriving and growing cultural scene. The Isle of Thanet is really in the heart of the country, and our thriving and growing cultural scene. The Isle of Thanet is really in the heart of the country, and our thriving and growing cultural scene.

Destination Management

The Shared Story



See more



Business Support



See more

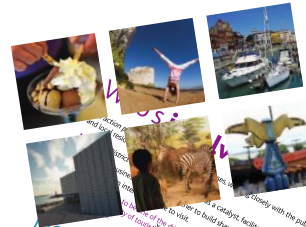
The Isle of Thanet Story

The most successful places have a simple Shared Story to tell. It is a commonly agreed way of describing the place that everyone uses when they are planning how to invest in improvements and new experiences, and when they are talking to people who don't know the place.

It is a short and simple story that makes it clear what is special and different about the place. It does not overpromise, it goes with the grain of the place and it is authentic and true. It focuses on the distinctive qualities that capture the essence of the place. It isn't a list of everything that is on offer.

If everyone uses the same broad ideas to develop the place and then use some of the same concepts and phrases to talk about it externally, the image of Thanet and the experiences in the place will be much stronger. That leads to greater impact, which means more visitors and stronger investment.

This is the Shared Story for Thanet, developed with local stakeholders. It has helped shape the development and helped shape the development and helped shape the development.



Now will the aims of the Destination Marketing Plan be achieved?

by drawing on the things that make Thanet special, the plan will:

- Deliver quality experiences for visiting customers, design new experiences to grow the visitor economy and attract more higher spending visitors being to Thanet.
- Preserve the historic towns and villages, while playing to the individual character of each town and the surrounding countryside.
- It will be a new quality experience for the visitor, the experience of our beaches, the experience of our beaches, the experience of our beaches.
- It will be a new quality experience for the visitor, the experience of our beaches, the experience of our beaches.

Destination Management Plan and its vision

The shared story

Londoners have been escaping to the Isle of Thanet for more than 200 years... for the laid back seaside vibe... breathtaking empty beaches... fresh sea air... and romantic Turner sites...

Here at the very edge of the Garden of England, three Georgian and Victorian resorts, each with its own distinctive character... Margate, Broadstairs and Ramsgate... cluster around the bays at the far end of a peninsula.

There's a retro feel to these harbour towns, with their remarkable 19th and 20th century architecture, their classic seaside heritage and iconic, their eclectic attractions and live arts and music venues. And there is a variety of independent places to shop, eat, drink and stay.

Miles of low chalk cliffs edge the peninsula, sheltering a string of secluded, unspoilt sandy bays. Rock rockpools, chalk rocks and rare chalk reefs seem to whisper secrets. These are the oldest surfing beaches in the capital city - a popular choice with south-east boarders.

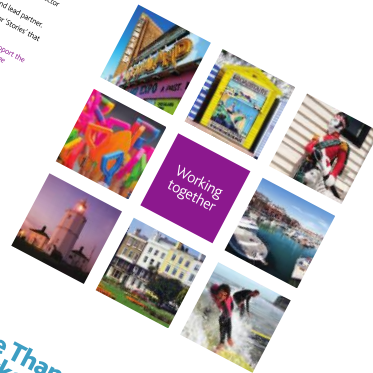
Artists, writers and musicians have long been inspired by this almost-island... and continue to be drawn here. Turner and Turner had "the loveliest views in all Europe"... for Dickens Broadstairs was "the freshest, finest place"...

and Tacey Evans declares in green noon on Margate seashore: "I never stopped loving you!"

The Isle's historic landing place stepped in symbolism for the story of Britain... the first Saxons Hengist and Horsa arrived and settled here... and St Augustine first stepped onto these shores on his way to nearby Canterbury.

For this is the furthest south east you can get in Britain... almost touching mainland Europe... just these days only 15 minutes from central London... and now with the Turner Contemporary gallery the return of the iconic Dreamland, reimagined for the 21st century, and high-speed trains from the capital... a new generation is discovering this original seaside escape.

www.visitthanetbusiness.co.uk 5



The Thanet Destination Marketing Plan

Making Thanet a better place for visitors, businesses and residents

THANET DMP: FREE TRAINING FOR BUSINESSES

TRAINING COURSES – 2016

- ★ Managing volunteers
- ★ Accessibility for managers
- ★ Accessibility for front of house staff
- ★ Digital development
- ★ Social media
- ★ Facebook
- ★ Twitter
- ★ Managing volunteers
- ★ Managing visitor expectation
- ★ Marketing
- ★ PR

THANET DMP: BUSINESSES DISCOVERING THANET

Familiarisation trips around Thanet for local tourism businesses



The Grange



Monkton Nature Reserve



Minster Abbey

THANET DMP: BUSINESSES DISCOVERING THANET

What familiarisation trip participants had to say:

“Thank you...It was tremendously useful for me and very enjoyable... There is clearly so much to see in Ramsgate ...I have already been promoting the delights of the Thanet area to my friends and to my guests” Sonia Ashdown, Dreamlandview

“I thought the trip was really helpful and well thought out... I've already been back to Archive and the Italianate Conservatory. I will be feeding back to my colleagues at Turner Contemporary at our next team meeting.” Kathy Robertson, Turner Contemporary

“I thought the Ramsgate trip was excellent...Having been there you can see that some are more suitable for different groups, ages, disabilities, etc, so thank you it will help a lot. ” Suzanne Box, Manston Court Accommodation



THE THANET DMP: 3 PRIORITIES

TELLING OUR STORIES

Achievements cont'd

- Wayfinding and signage
 - Partnership with Southeastern
 - New tourism map
 - Wayfinding groups created in each town
 - Wayfinding workshop held for volunteer groups
 - Contact established at KCC
 - Budget assigned from TDC DMP reserves of £25k each for Broadstairs and Ramsgate

THANET DMP: WELCOMING OUR VISITORS

Creating a warm welcome at Broadstairs Station



THANET DMP: WELCOMING OUR VISITORS

Guiding visitors at Ramsgate station



TELLING OUR STORIES

Tourism map





THE THANET DMP: 3 PRIORITIES

TELLING OUR STORIES

Achievements cont'd

- Community Campaign
 - Worked with Emily Greenaway, Destination Thanet
 - Piggy backed Heritage Open Days (HOD) and Kent Big Weekend (KBW)
 - Increased number of attractions participating:
HOD = 33; KBW = 23
 - Increased number of visitors

THANET DMP: COMMUNITY DISCOVERING THANET

Local press helping with the community campaign





THE THANET DMP – THE FUTURE

- 2 years remaining of the DMP
- Look at how best the remaining projects can be taken forward
- Spend time looking forward to what's needed for the next 5-10 years to develop and support the tourism industry and our visitor offer.



THE THANET DMP

What people are saying:

"The DMP has got businesses, the community and the council working together to improve tourism in Thanet. And it really is working!" Anthony Curwen, MD, Quex Park Estate

"Turner Contemporary's involvement in the DMP is crucial to the gallery's ongoing commitment to the regeneration of Margate and Thanet. It's vital to our team's learning about tourism, destination marketing and promotion, infrastructure and tourists. Being part of the consultative group and working groups has been hugely rewarding in terms of partnership building, knowledge sharing and helping to deliver this important project for Thanet. The Visit Thanet and DMP team have been excellent in bringing individuals and groups together to drive forward developments, with a clear vision and action plan. We're looking forward to learning and developing more as part of the DMP over the next three years." Bryony Bishop, Marketing Manager, Turner Contemporary

"Having been involved in the development of the DMP from the beginning, it is now very rewarding to be part of the team tasked with its implementation. Two years in and much has already been achieved, including open communication between the council and the beach businesses, the development of a great marketing toolkit, and a tourism map amongst other things. There is still much to do, and there is a great will to do it." Nick Cole, DMP Chair

"The Destination Management Plan has brought together the public and private sectors, smaller and larger organisations, and those with an interest in seeing Thanet develop and flourish as a tourist destination. This combined effort is essential in identifying the specific needs and requirements of the tourist economy and it's essential that the projects and schemes identified by this process get the necessary support and funding.

I have enjoyed my involvement in this process and found it valuable and rewarding to be part of the DMP, representing the local language schools which, as educational tourism providers, are so vital to Thanet's economy."

Jon Burton, Principal, Hilderstone College



THE THANET DMP

What people are saying:

“Being involved in the DMP is a great way of understanding the challenges faced by very different businesses in Thanet and working together to solve them for mutual benefit – it also often helps you find solutions for your own issues. The DMP itself has certainly been a great driver in the very positive changes that are happening across Thanet.” Jo Tuffs, Director, Folk Week

“We're very proud to be engaged and a part of the DMP. It's a great pro-active thing for us to do to support our community. Our aim at Town Team will always be to make Broadstairs and Thanet even better for local people to live and work in, and for others to visit. The DMP plans and projects address that too, and it's great being a part of a larger, cohesive group that collectively cares so much about Thanet's future. By working together, and sharing ideas, it has given us all the opportunity to help shape how Thanet develops for visitors and businesses alike.” Kerry Millett, Chair, Broadstairs Town Team