Ramsgate

Commonplace report

July 2017

powered by Commonplace

Index

Observations by Commonplace

This Commonplace provides a wealth of information and insight into how residents feel about their town. There is information that operationally useful - sites that need cleaning or hazards removed in the short-term, as well as information to help underpin and guide longer-term investment and grant applications.

There is much that people appreciate about Ramsgate - especially the historic value and fine old buildings. Several users commented that the town has room for improvement, but deserves to be improved. A lot of complaints are tactical - litter and neglect (see pages 25-28) - if addressed these can represent a quick win and build confidence.

The most controversial topics were the former Manston Airport and former Pleasurama site. Each in a different way represent the past blighting or potentially blighting the future. While the former airport is outside Ramsgate, people are concerned with the impact on quality of life if flights there are resumed or if it becomes a major freight hub.

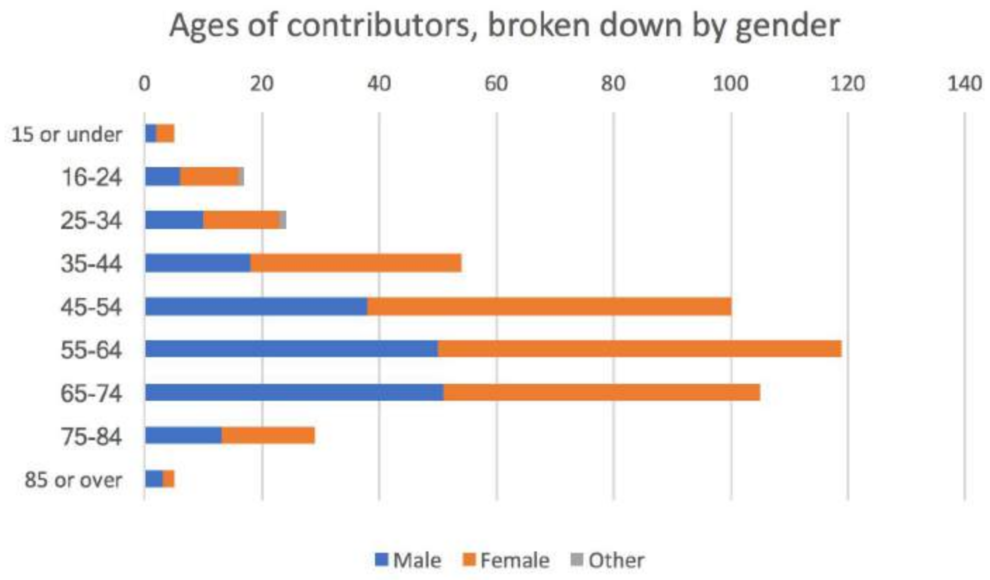
The top five improvements that people would like to see (pages 14-15) underpin the sense of potential waiting to be realised: there is a clear link of civic concern between 'More community feeling' which was the most indicated improvement, and the next four in the ranking - fewer empty buildings, better design and construction, more local character and more greenery.

Engagement summary

- 1,756 people visited the site
- 1,245 **(71%)** of them interacted with the site in some way
    - For example, by visiting multiple pages, or reading the information on the "About" page
- 351 **(20%)** were engaged enough to add or agree with a comment - a higher rate than average.
- Between these 351 people, 4,518 total contributions were made, of which:
    - 743 were comments made by users
    - 104 were comments added via survey mode
    - 3,671 were agreements
- 920 visitors came to the site via social media - **86%** of these came from Facebook

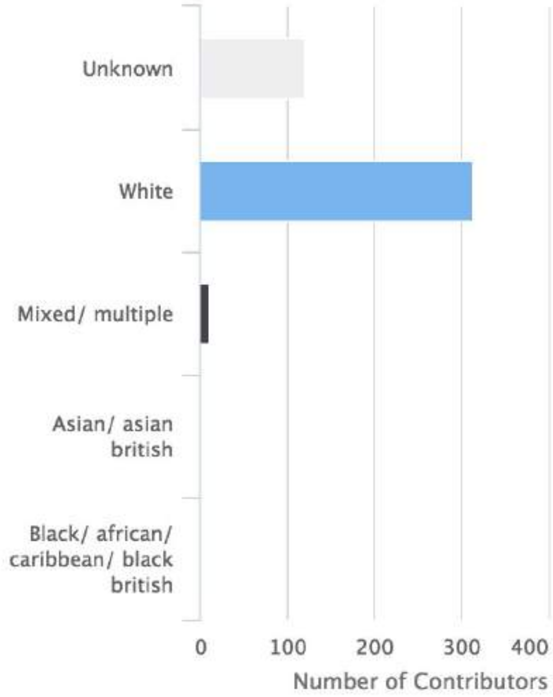
Who contributed? - Age and gender

Most contributors were aged between **55 and 64** years old. More women were reached than men, in nearly all age categories.



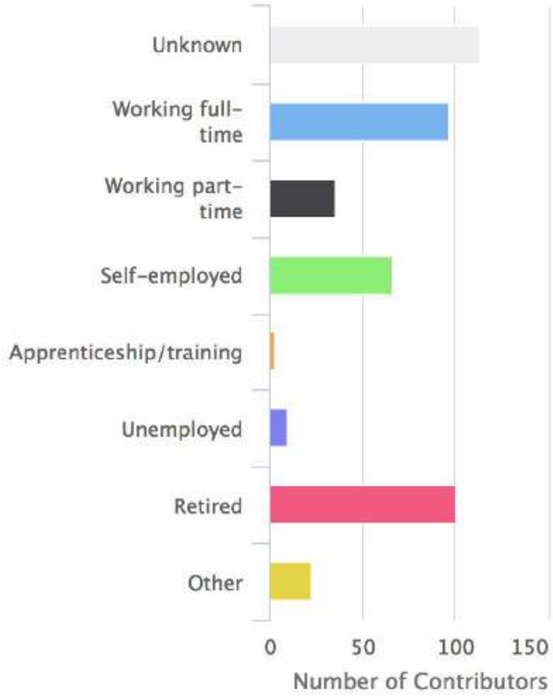
Who contributed? - Ethnicity

The majority of contributors were of a white background. **11** people identified themselves as being of mixed ethnicity, and there were no contributors who identified themselves as being of black or asian backgrounds.



Who contributed? - Employment status

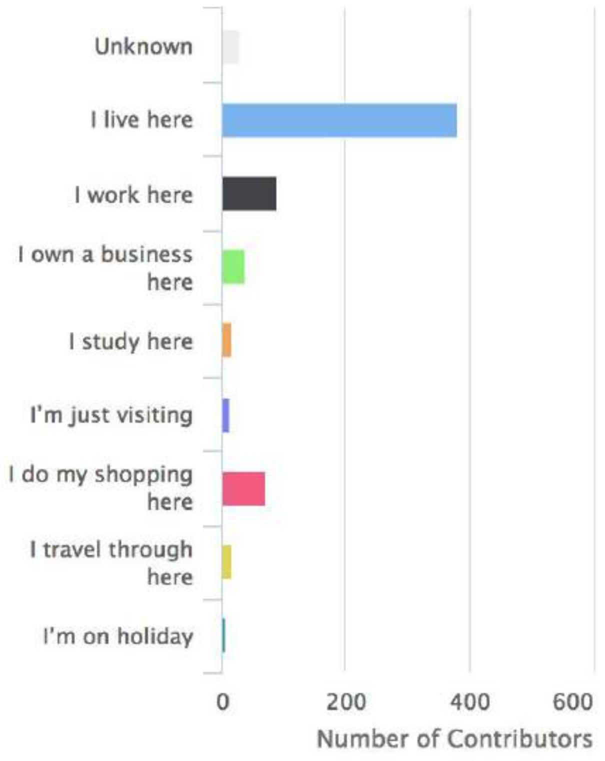
Most of the contributors who chose to answer the question about employment status were retired, closely followed by people in full-time employment.



Who contributed? - Connection to area

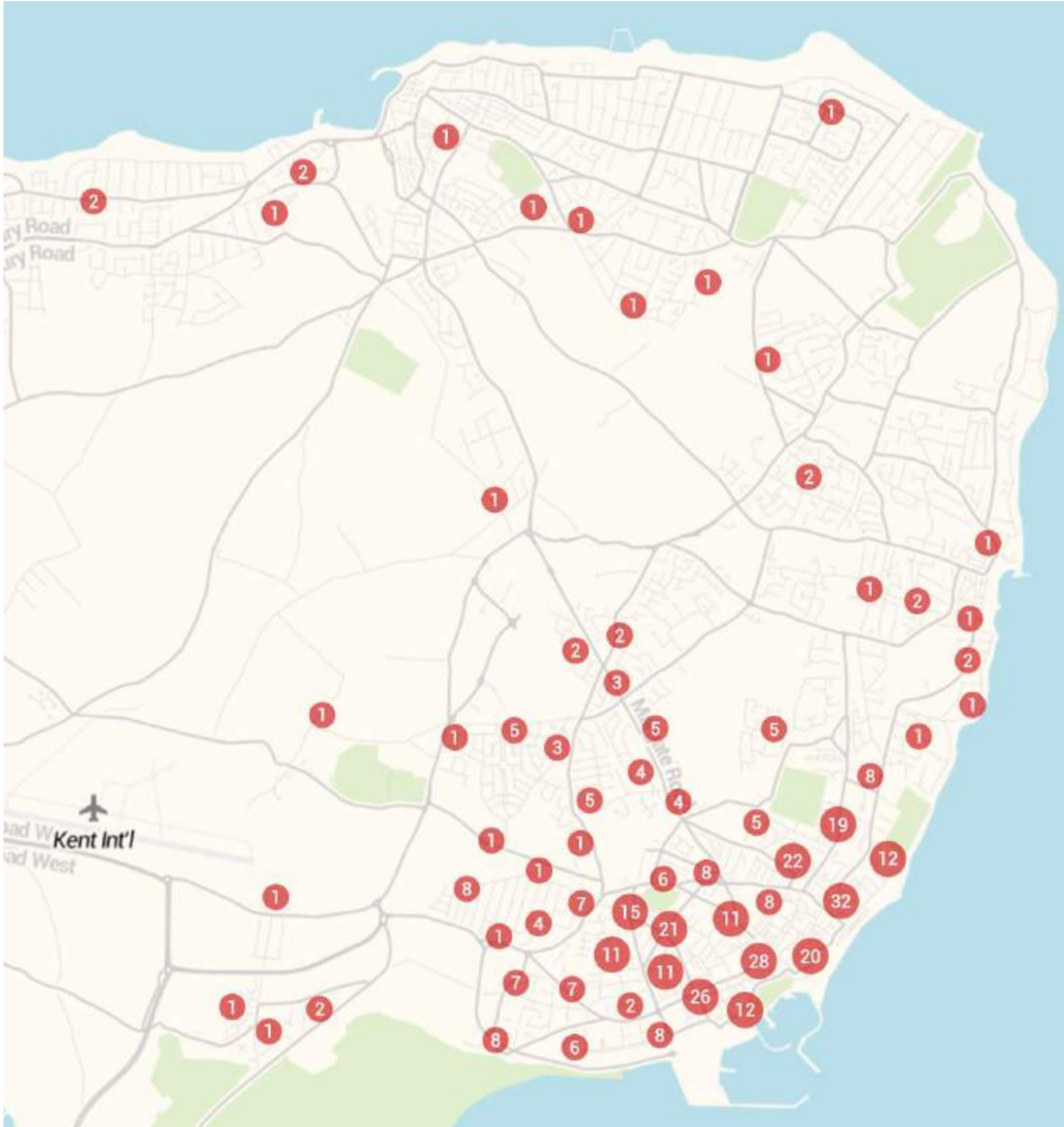
383 contributors said they live in the area.

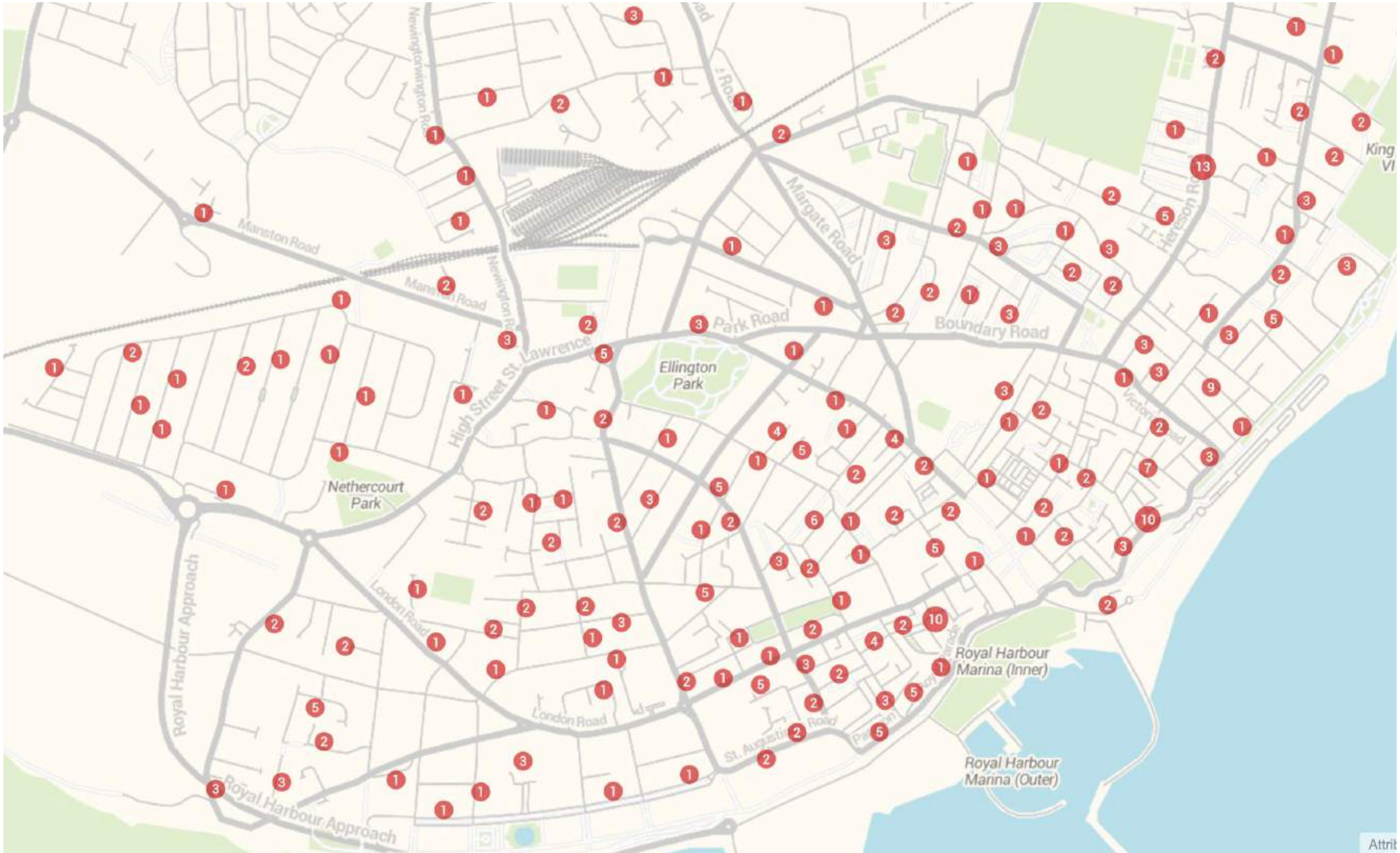
Just 5 contributors were holidaymakers - but the project took place mostly early in the year.



Who contributed? Postcode map

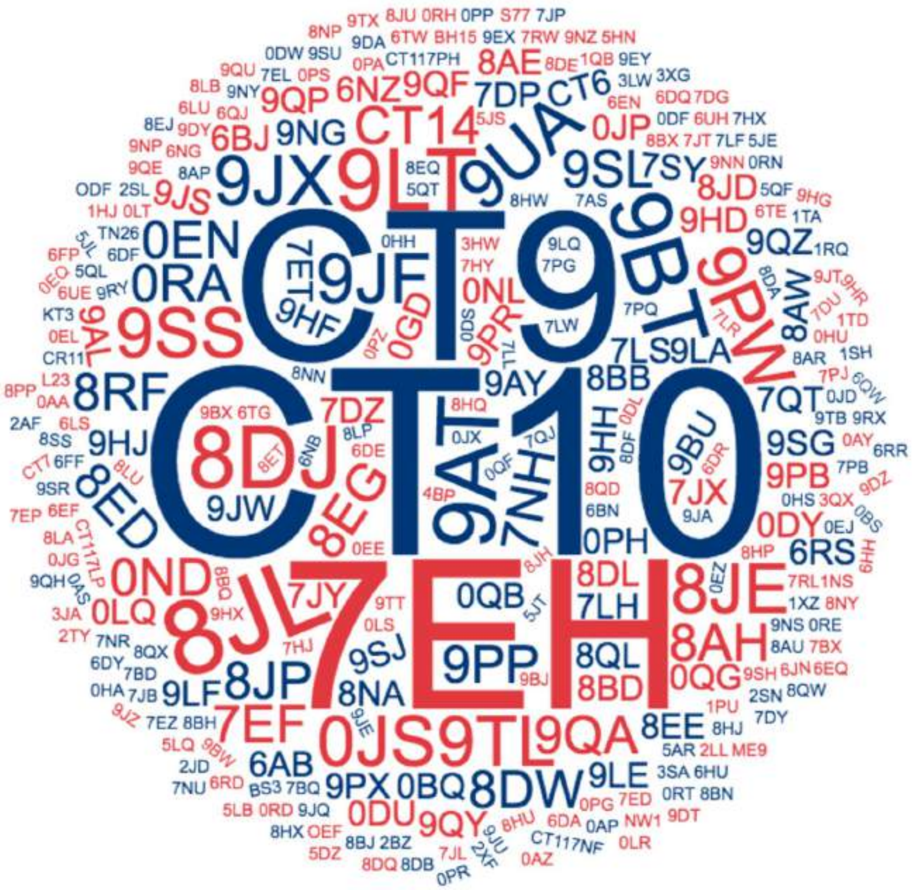
Following page: zoomed in view





Manston Road
Newington Road
High Street St. Lawrence
Park Road
Ellington Park
Margate Road
Boundary Road
Hereson Road
Victoria Road
Nethercourt Park
London Road
Royal Harbour Approach
St. Augustine's Road
Royal Harbour Marina (Inner)
Royal Harbour Marina (Outer)

Who contributed? Postcode word cloud



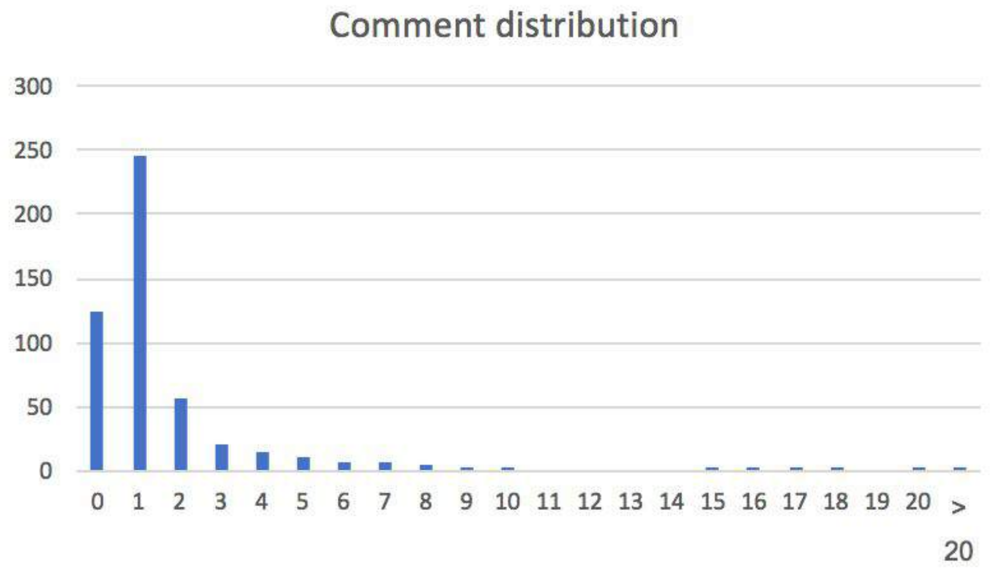
Please note - CT11 and CT12 were by far the most common postcodes, and thus would have dwarfed the other postcodes (word cloud on the left) - they are displayed to scale with other codes on the word cloud above.

Top contributors - Comment distribution

Of those who signed up, nearly twice as many users added at least one comment as those who did not - however, there was a fall-off in users adding more than one comment.

Eight users added more than 10 comments each - two of these users commented mostly on the Manston Airport.

Only two users added more than 20 comments - one of whom added 44 comments - their comments do not appear to have any particular agenda.



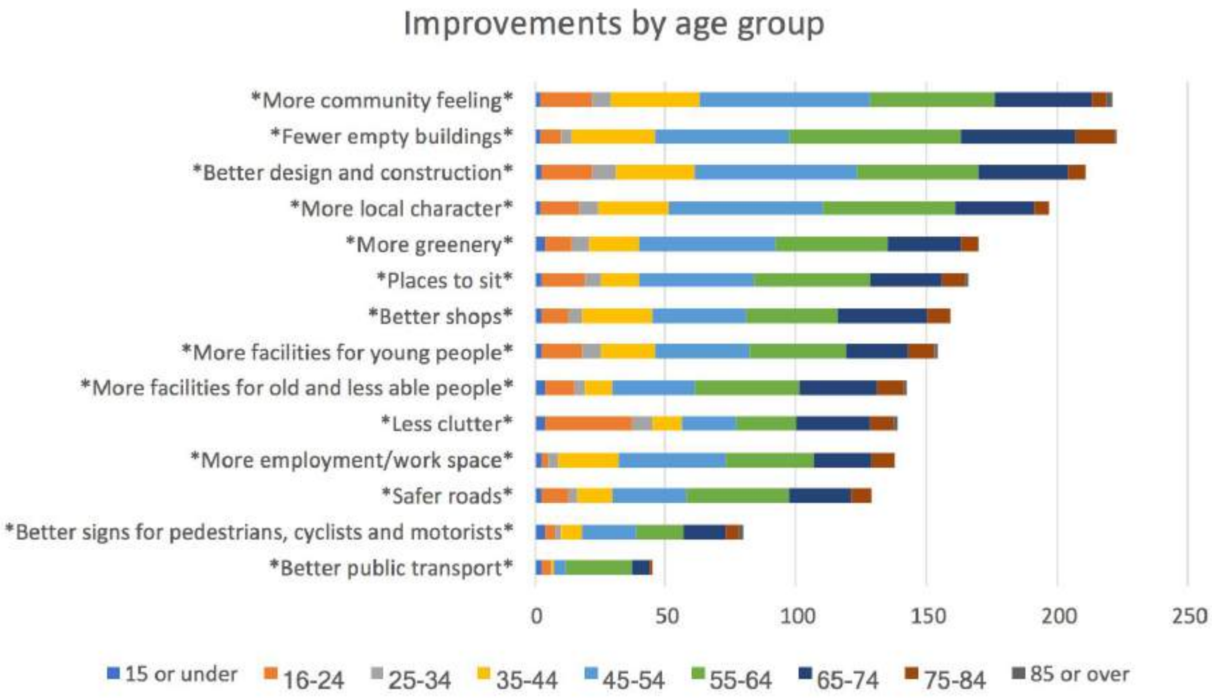
Top contributors - Users who added the most comments

Comments added	Link to comments
44	https://ramsgatetown.commonplace.is/timeline/58dcf9b771344a00121cc009
24	https://ramsgatetown.commonplace.is/timeline/58edf6998f1b420012053a33
20	https://ramsgatetown.commonplace.is/timeline/58fbb77b362cd80012569536
18	https://ramsgatetown.commonplace.is/timeline/58d1922a4e249f001280b269
17	https://ramsgatetown.commonplace.is/timeline/58e40b928781e90012b8298e
16	https://ramsgatetown.commonplace.is/timeline/58d69e4e1502c70012a2cc8d
15	https://ramsgatetown.commonplace.is/timeline/58de502a98aee40012351431
15	https://ramsgatetown.commonplace.is/timeline/58e23d997907480012ffb6fb

Tag analysis - Top improvements by age group

Overall, the top five improvements people wanted to see were:

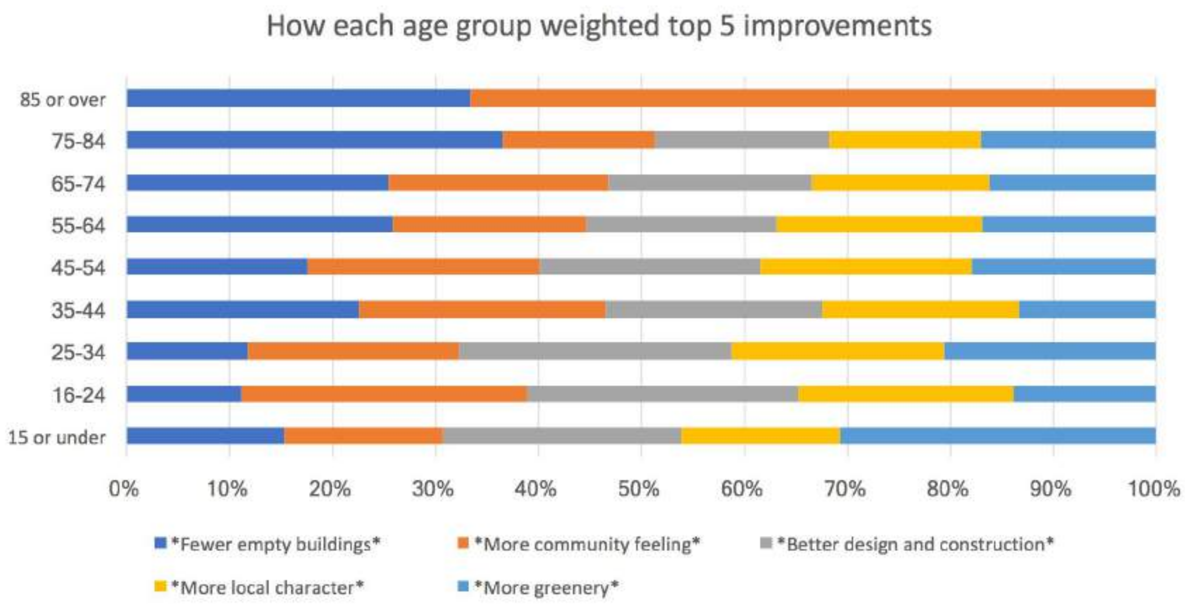
- More community feeling (226)
- Fewer empty buildings (226)
- Better design and construction (217)
- More local character (198)
- More greenery (172)



Tag analysis - How different age groups weighted top 5 improvements

55-64 year olds were the group that contributed the most to the project - the most important improvement to this group was to have fewer empty buildings. This was also the most important improvement to **65-75** year olds and **75-84** year olds. (The 85 or over group is a small sample size).

Younger age groups were more divided in what they considered the most important improvement.



Locations of interest

The following pages present the range of comments on specific locations, all of which drew considerable attention. Many comments focused on the former Manston Airport. Although it is outside the consultation area, there was concern over impacts on the town were it to become active - such as noise under the flight path.

Other sites of interest are the Port, the Town Centre and the former Pleasurama site and we present a detailed analysis of comments relating to these locations.

Other locations

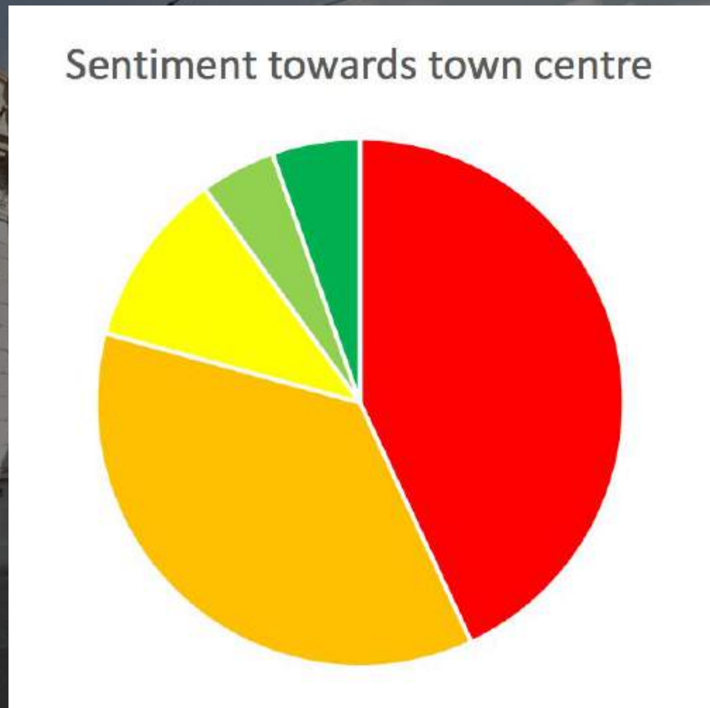
Some locations seemed to be of note, but did not receive enough comments to justify aggregate analysis - they are linked below.

Location	Link
Train station	https://ramsgatetown.commonplace.is/comments?filterNames=%22train-station%22
Western Undercliff	https://ramsgatetown.commonplace.is/comments?filterNames=%22western-undercliff%22
Harbour	https://ramsgatetown.commonplace.is/comments?filterNames=%22harbour%22

Town Centre

For the town centre we analysed comments in an area covering Queen St., King St., Harbour St., High St. and York St.

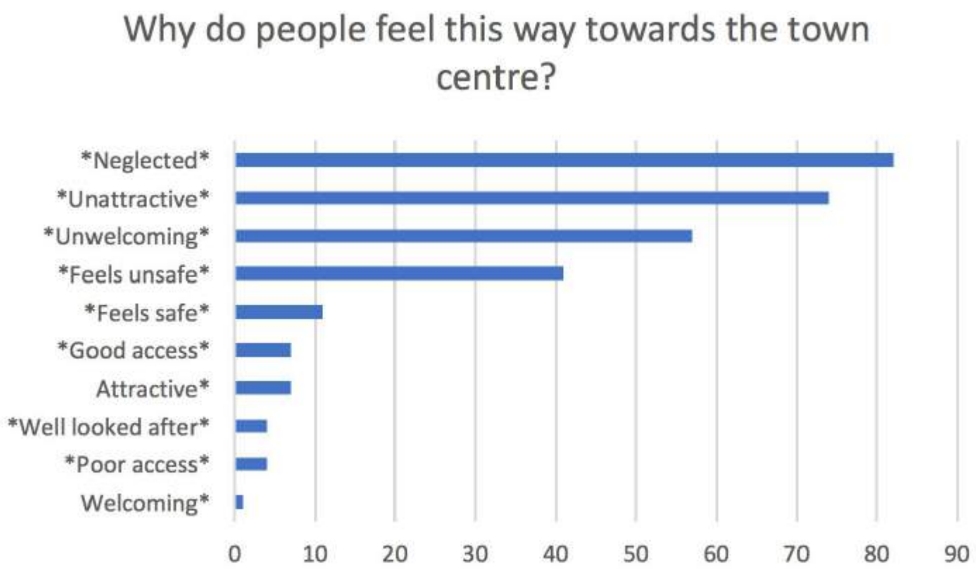
Sentiment towards the town centre was mostly negative, with contributors highlighting anti-social behaviour and litter as particular issues.



Town Centre

Summarising the tags for 'Why do you feel this way?' shows that most people feel the town centre is:

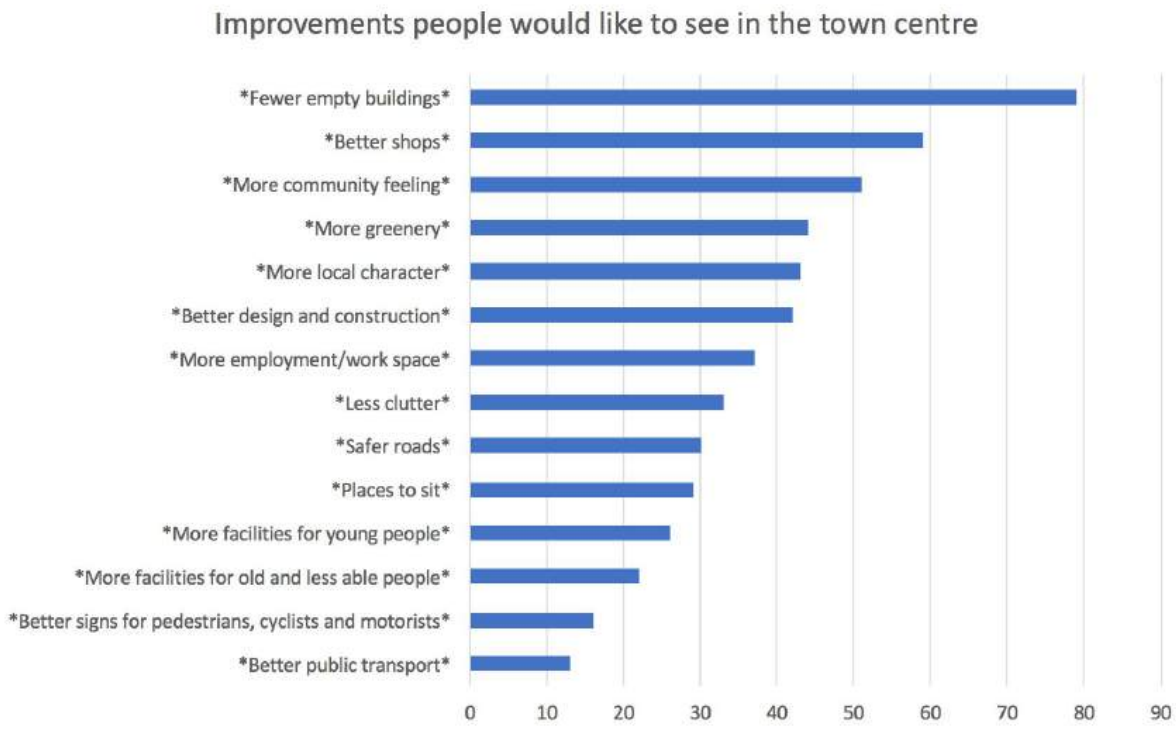
- Neglected
- Unattractive
- Unwelcoming
- Feels unsafe
- Feels safe



Town Centre

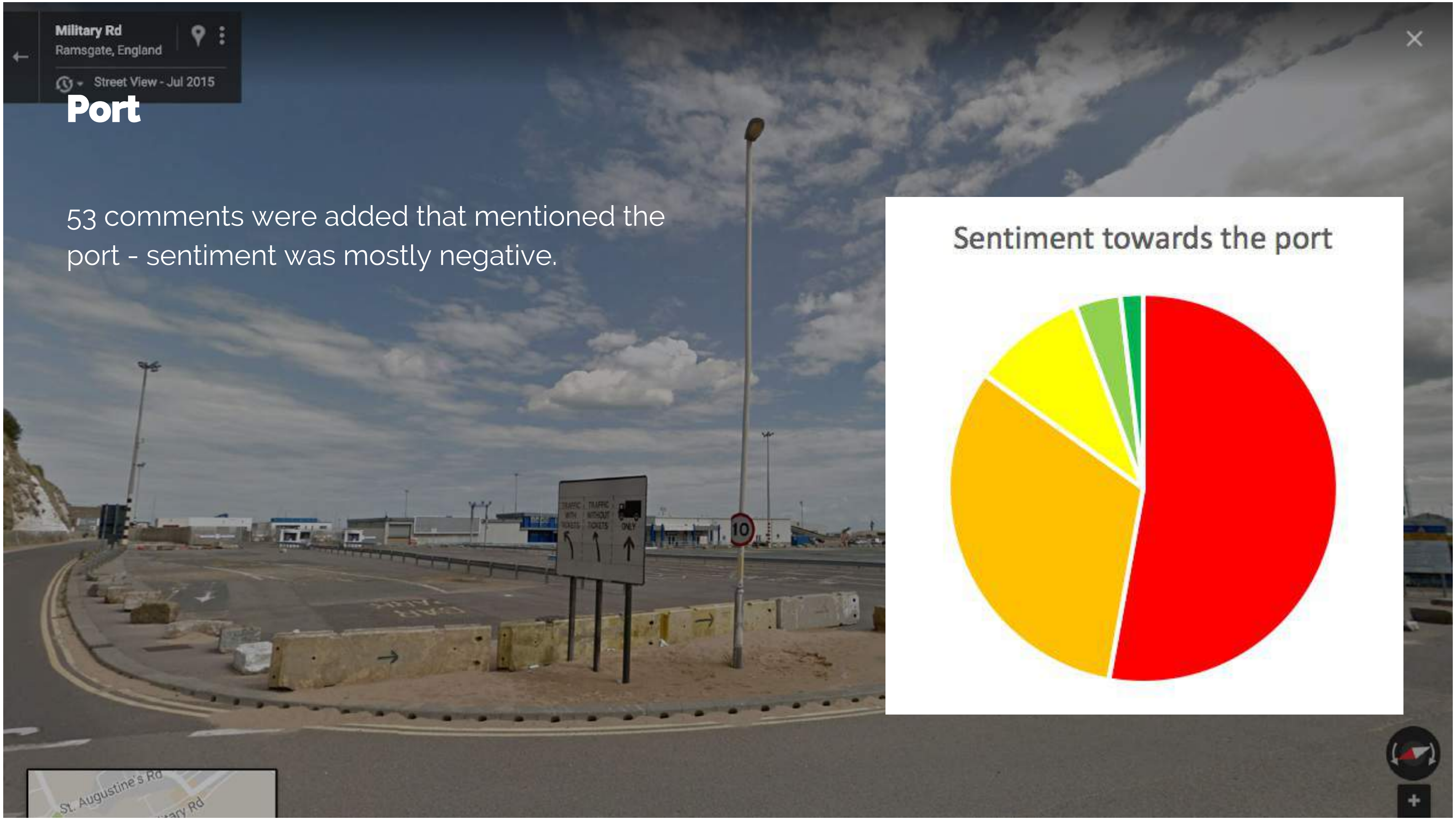
Summarising the tags for 'What would you like to see improved?' shows that people most wanted:

- Fewer empty buildings
- Better shops
- More community feeling
- More greenery
- More local character



Port

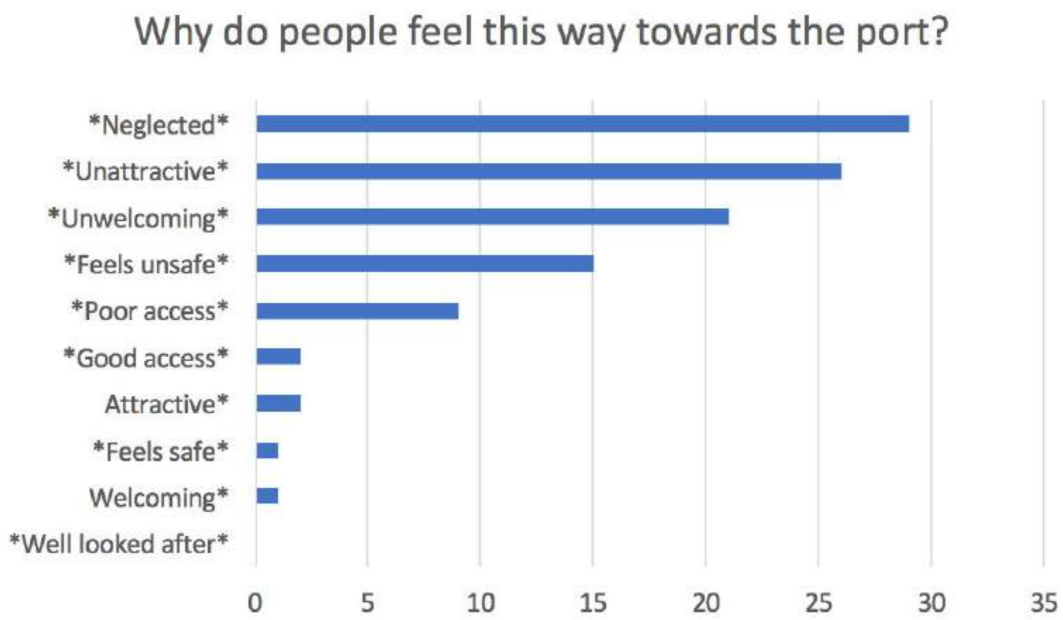
53 comments were added that mentioned the port - sentiment was mostly negative.



Port

Summarising the tags for 'Why do you feel this way?' shows that most people feel the port is:

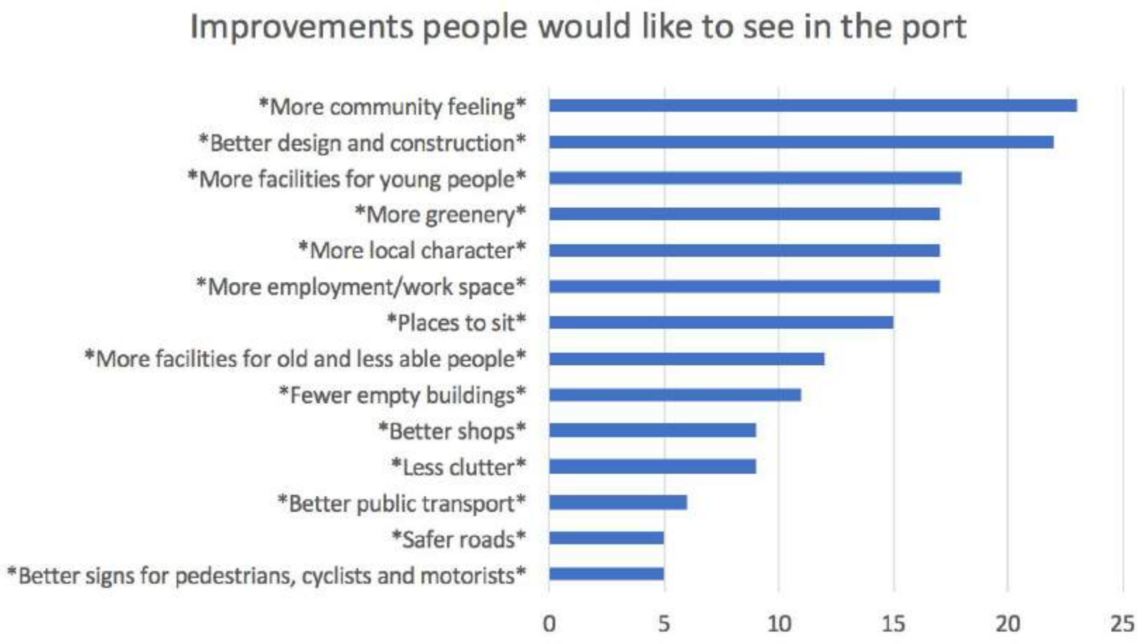
- Neglected
- Unattractive
- Unwelcoming
- Feels unsafe
- Poor access



Port

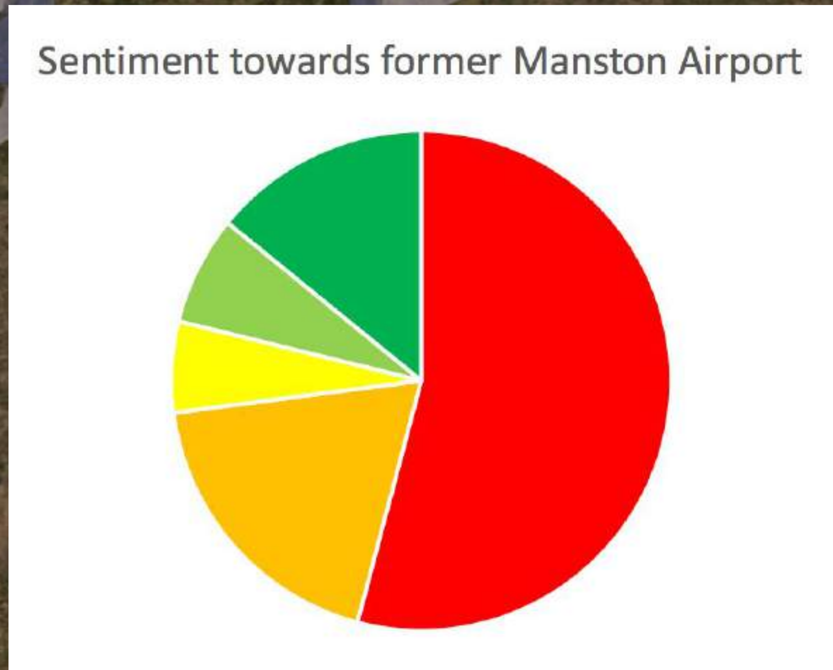
Summarising the tags for ‘What would you like to see improved?’ shows that people most wanted:

- More community feeling
- Better design and construction
- More facilities for young people
- More Greenery
- More local character



Former Manston Airport

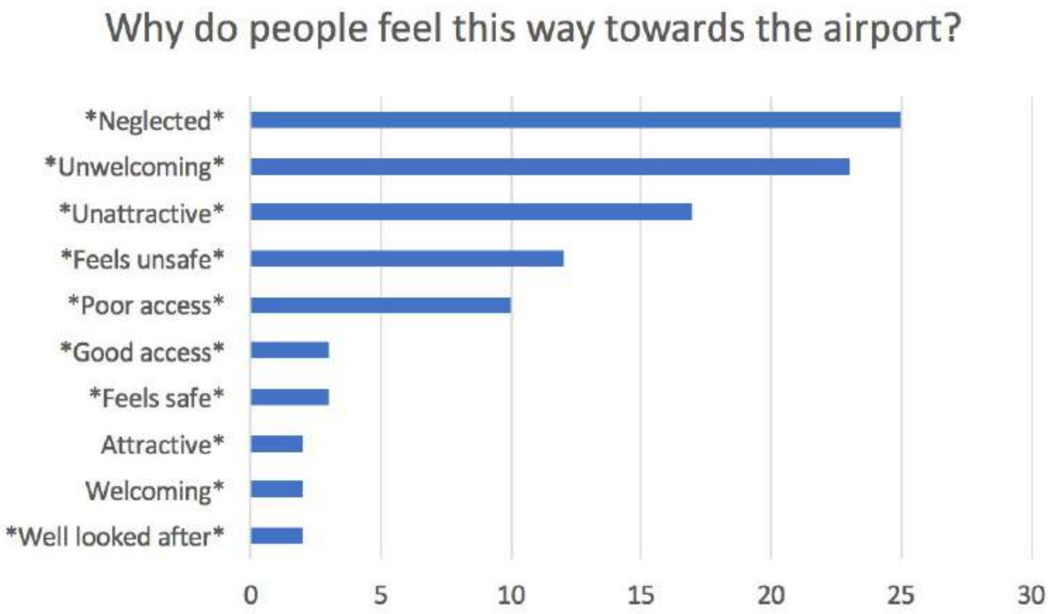
85 comments were added that mentioned the former Manston airport. While it lies outside the boundaries of the project, many comments mention the effects they feel it will have on the town of Ramsgate itself, specifically noise and pollution.



Former Manston Airport

Summarising the tags for 'Why do you feel this way?' shows that most people feel the former Manston airport is:

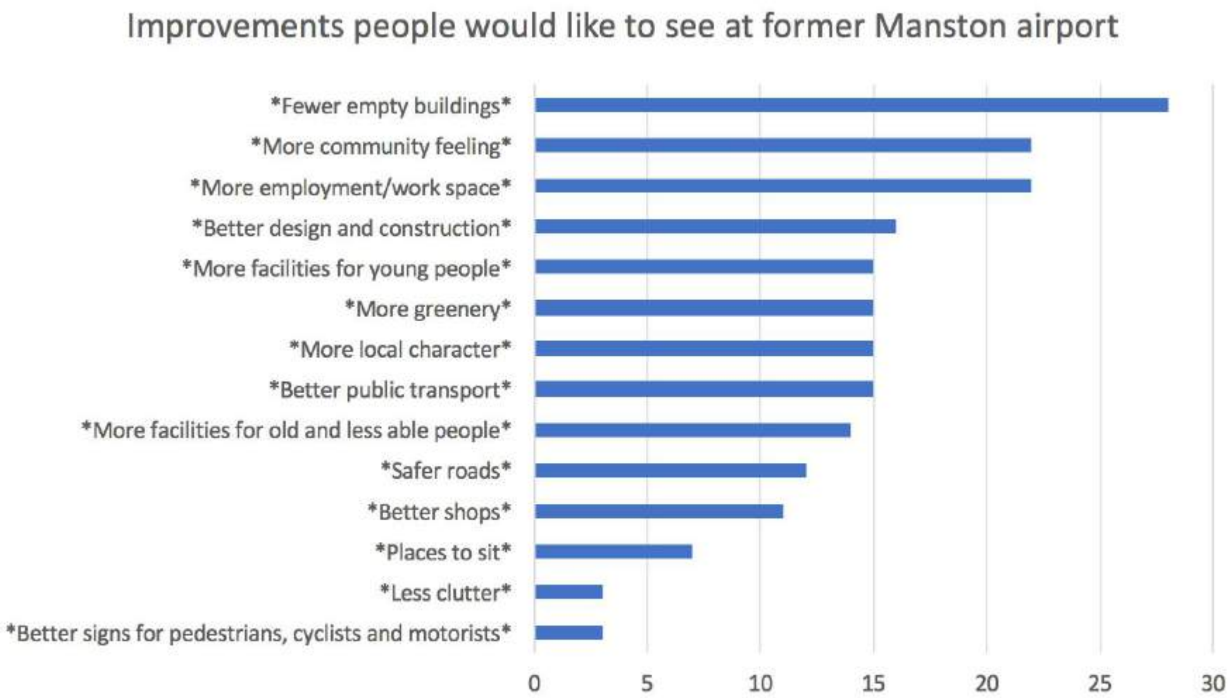
- Neglected
- Unwelcoming
- Unattractive
- Feels unsafe
- Poor access



Former Manston Airport

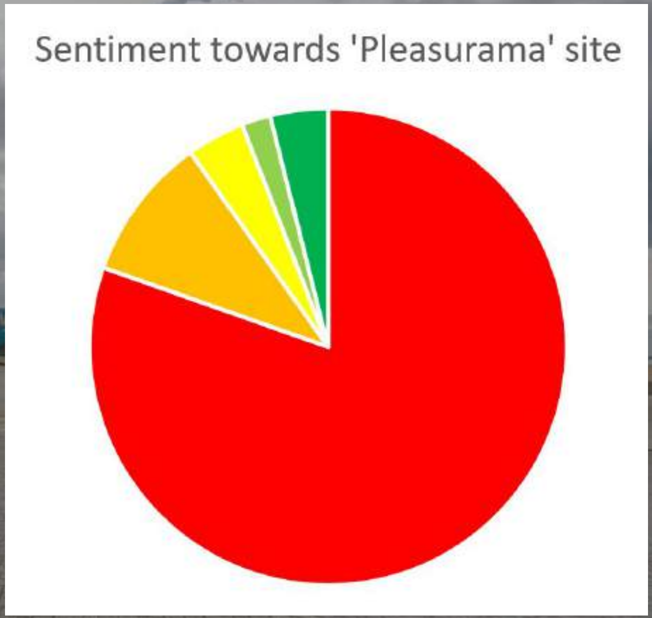
Summarising the tags for 'What would you like to see improved?' shows that people most wanted:

- Fewer empty buildings
- More community feeling
- More employment/work space
- Better design and construction
- More facilities for young people



Former Pleasurama site

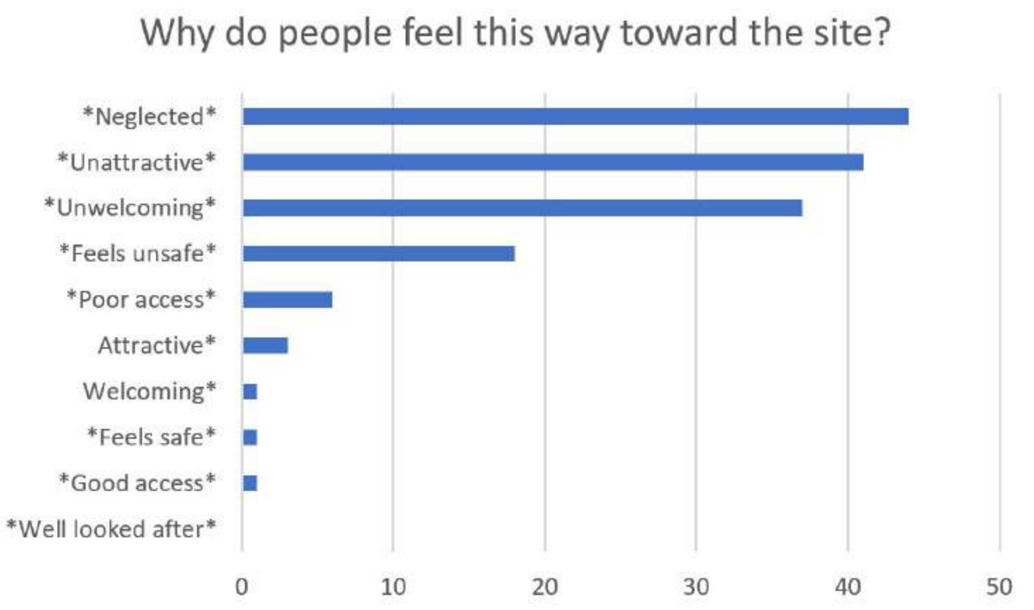
51 comments were added that mentioned ‘Pleasurama’. Comments about the former Pleasurama site were mostly negative.



Former Pleasurama site

Summarising the tags for 'Why do you feel this way?' shows that most people feel the former Pleasurama site is:

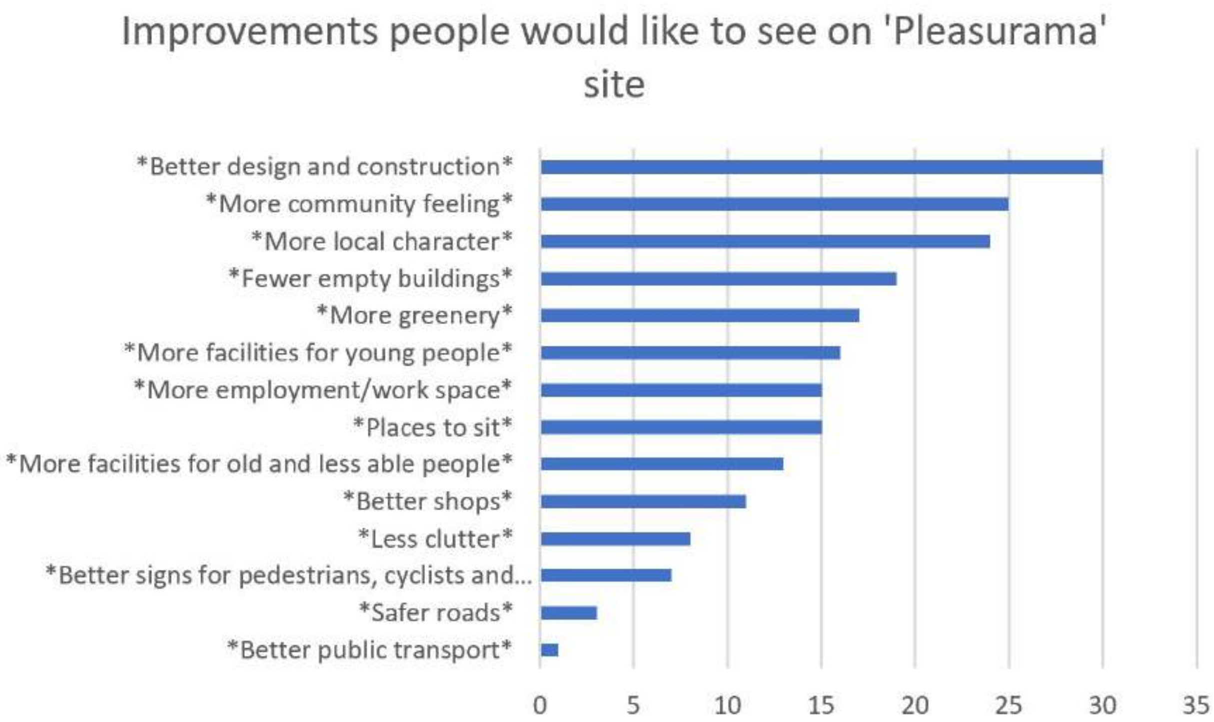
- Neglected
- Unattractive
- Unwelcoming
- Feels unsafe
- Poor access



Former Pleasurama site

Summarising the tags for ‘What would you like to see improved?’ shows that people most wanted:

- Better design and construction
- More community feeling
- More local character
- Fewer empty buildings
- More greenery



Immediate issues

The table below highlights immediate issues that come to light as being significant to respondents. Whilst not being 'strategic', these indicate areas where the local authority can intervene and have a 'quick win'. Spreadsheets of comments mentioning these issues are attached to the final report.

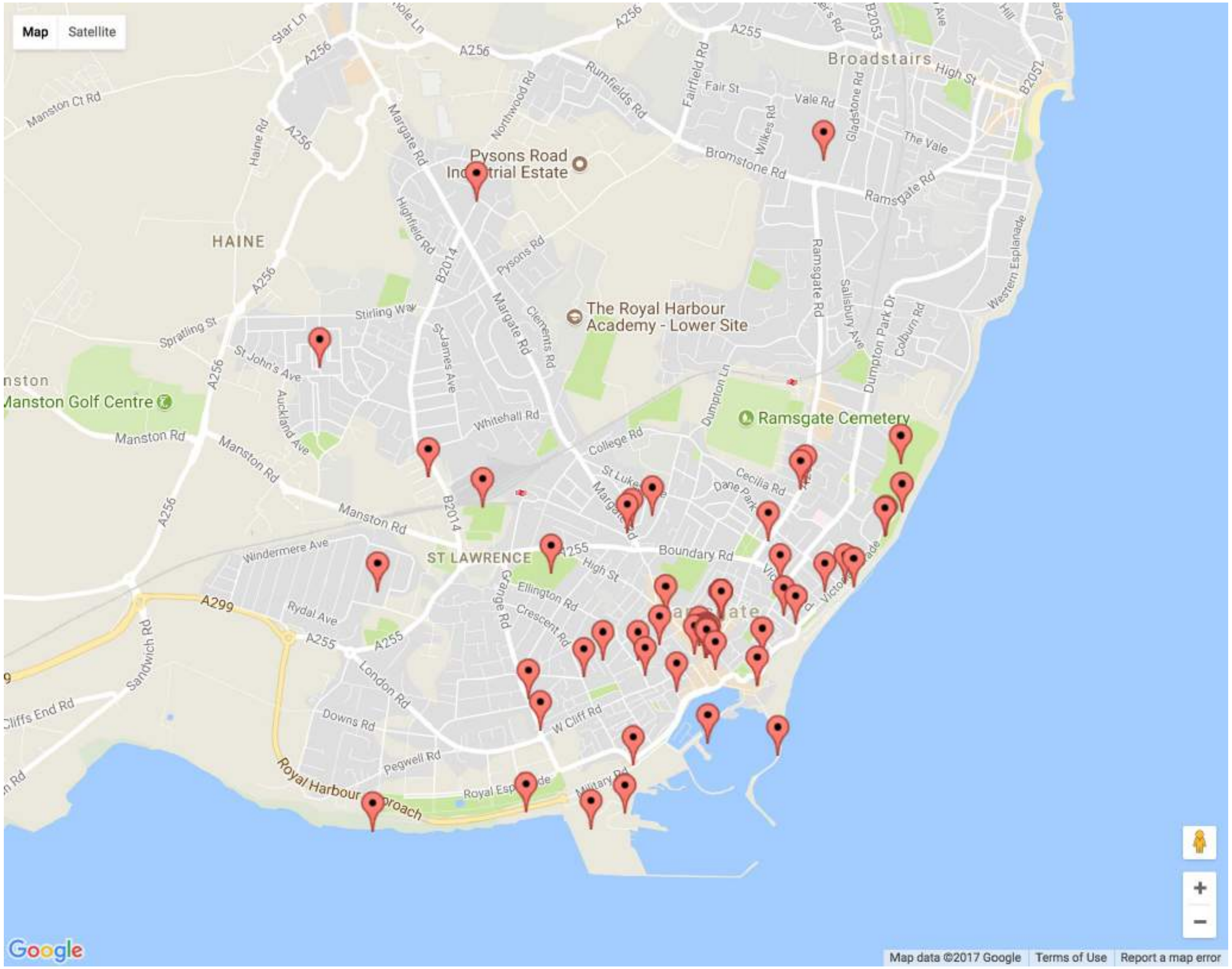
Issue	Number of comments
Litter	59
Dog mess	55
Graffiti	23
Vandalism	7
Fly-tipping	2

Litter

Locations of comments that mention litter - 59 comments total.

View comments at:

https://ramsgatetown.commonplace.is/comments?filterNames=%22litter%22

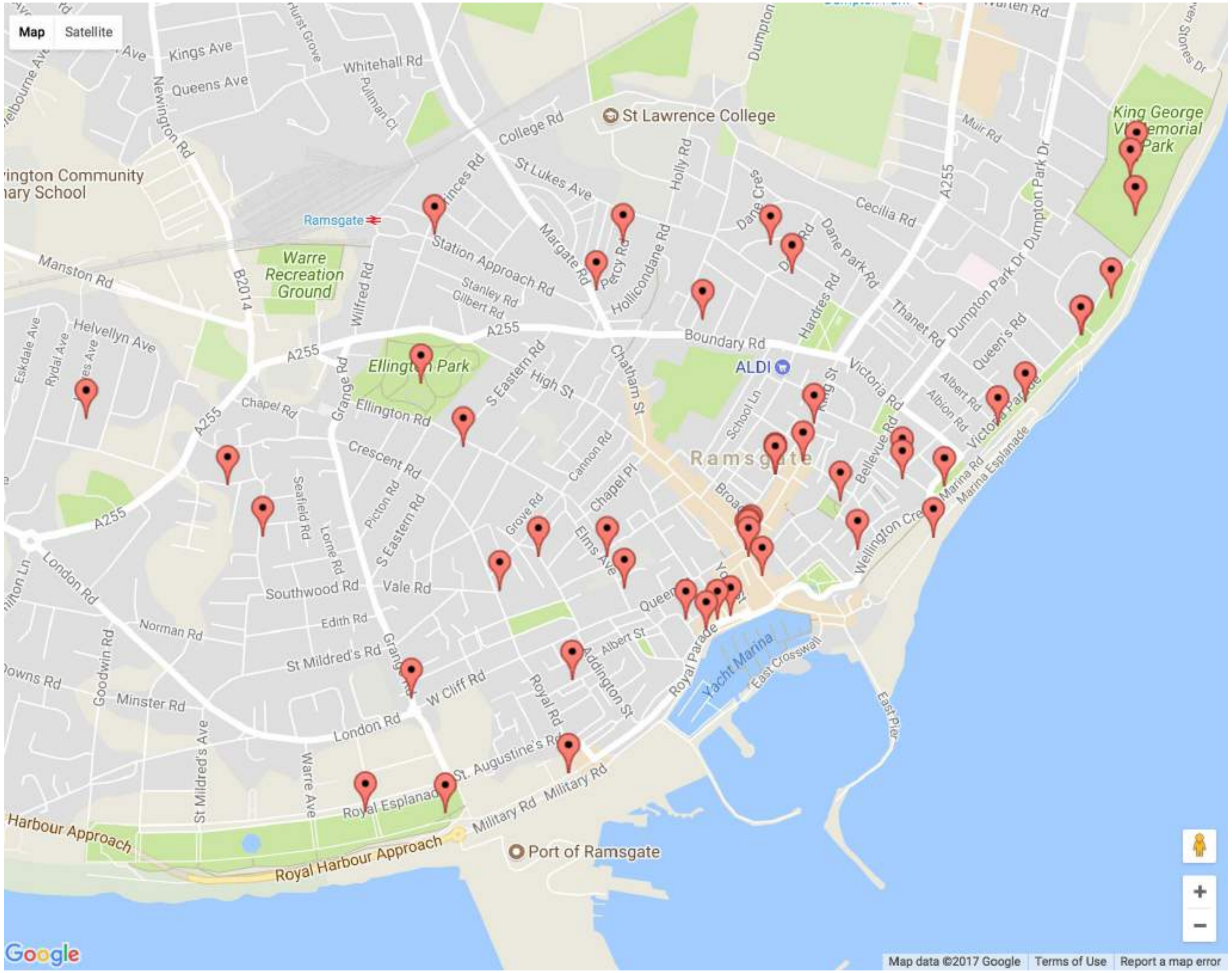


Dog mess

Locations of comments that mention dog mess - 55 comments total.

View comments at:

https://ramsgatetown.commonplace.is/comments?filterNames=%22dog-mess%22

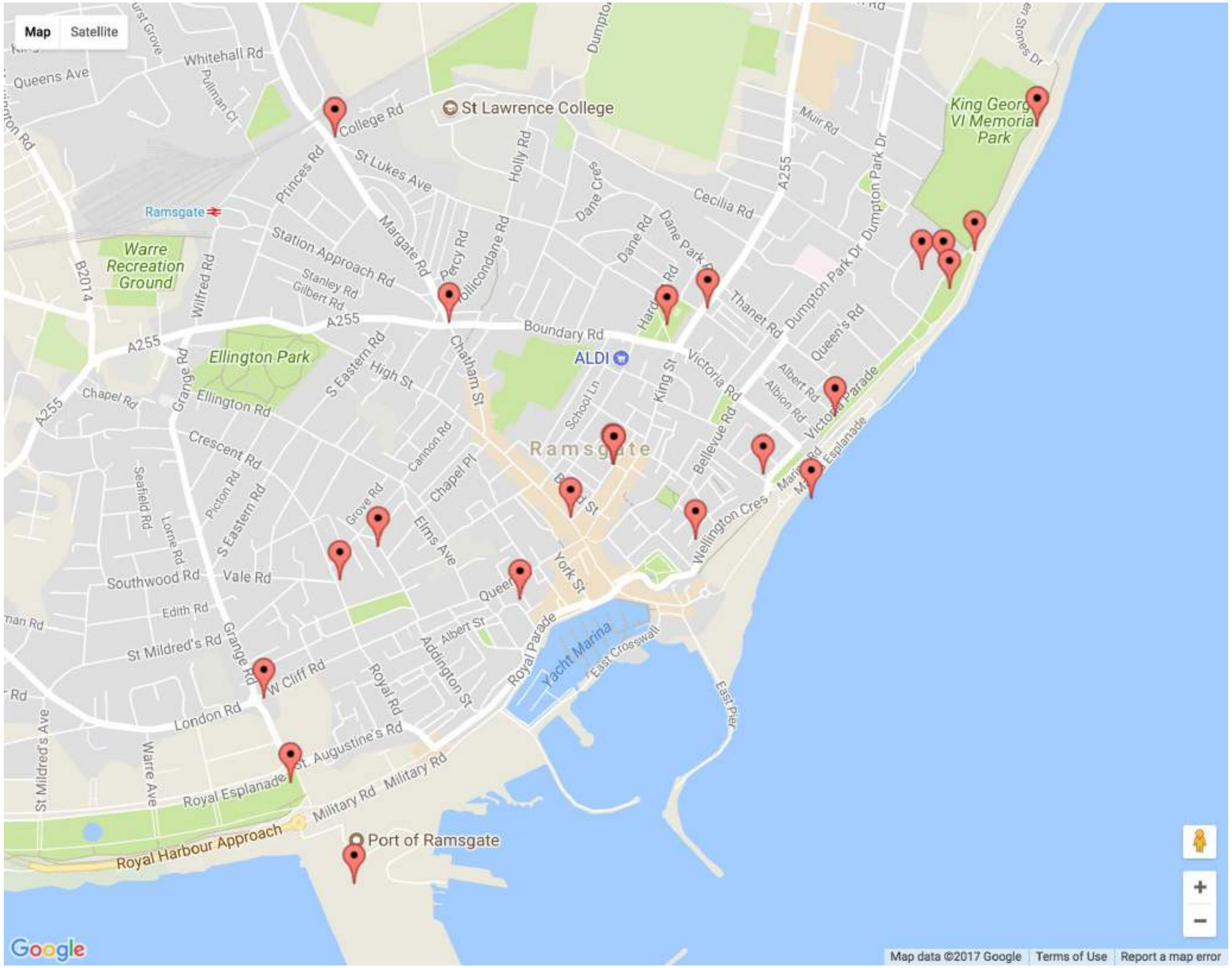


Graffiti

Locations of comments that mention graffiti - 23 comments total.

View comments at:

https://ramsgatetown.commonplace.is/comments?filterNames=%22graffiti%22

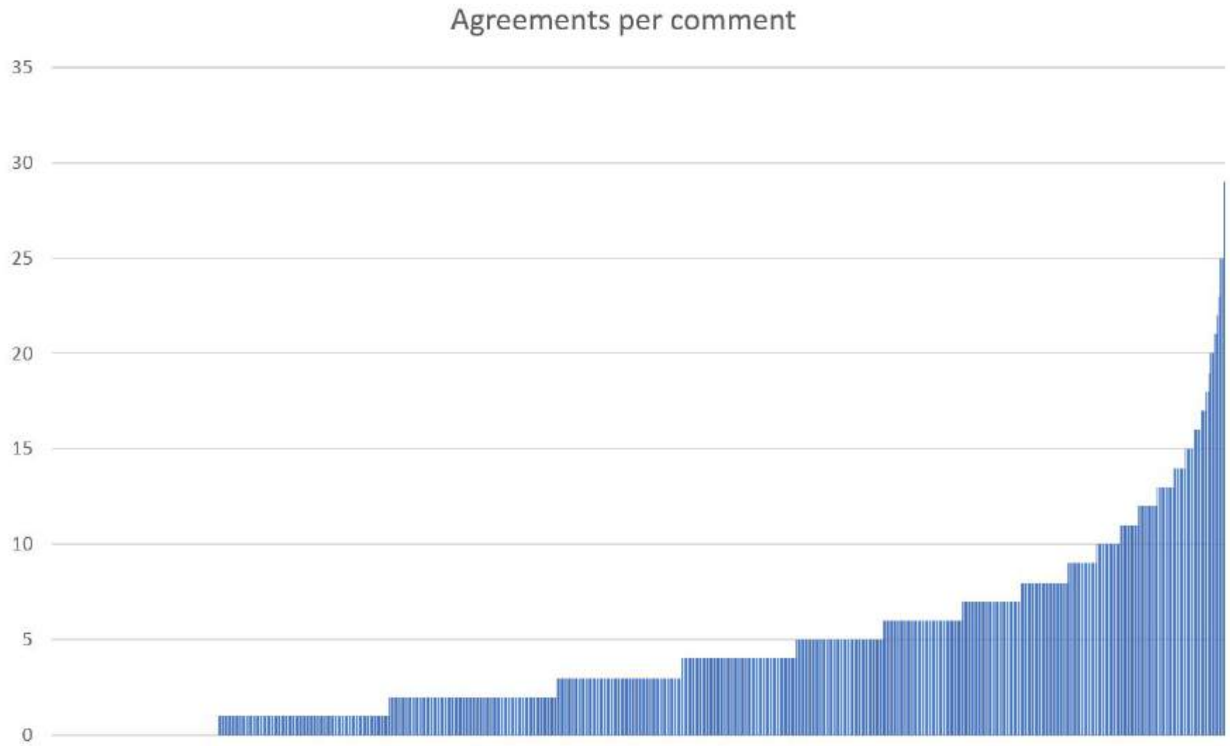


Agreements

86% of comments on this Commonplace received one or more agreements - 10 comments had 20 or more agreements.

Several of the most agreed-with comments focus on the plans for a 24-hour cargo hub at the Manston airport, as well as promoting tourism to the town.

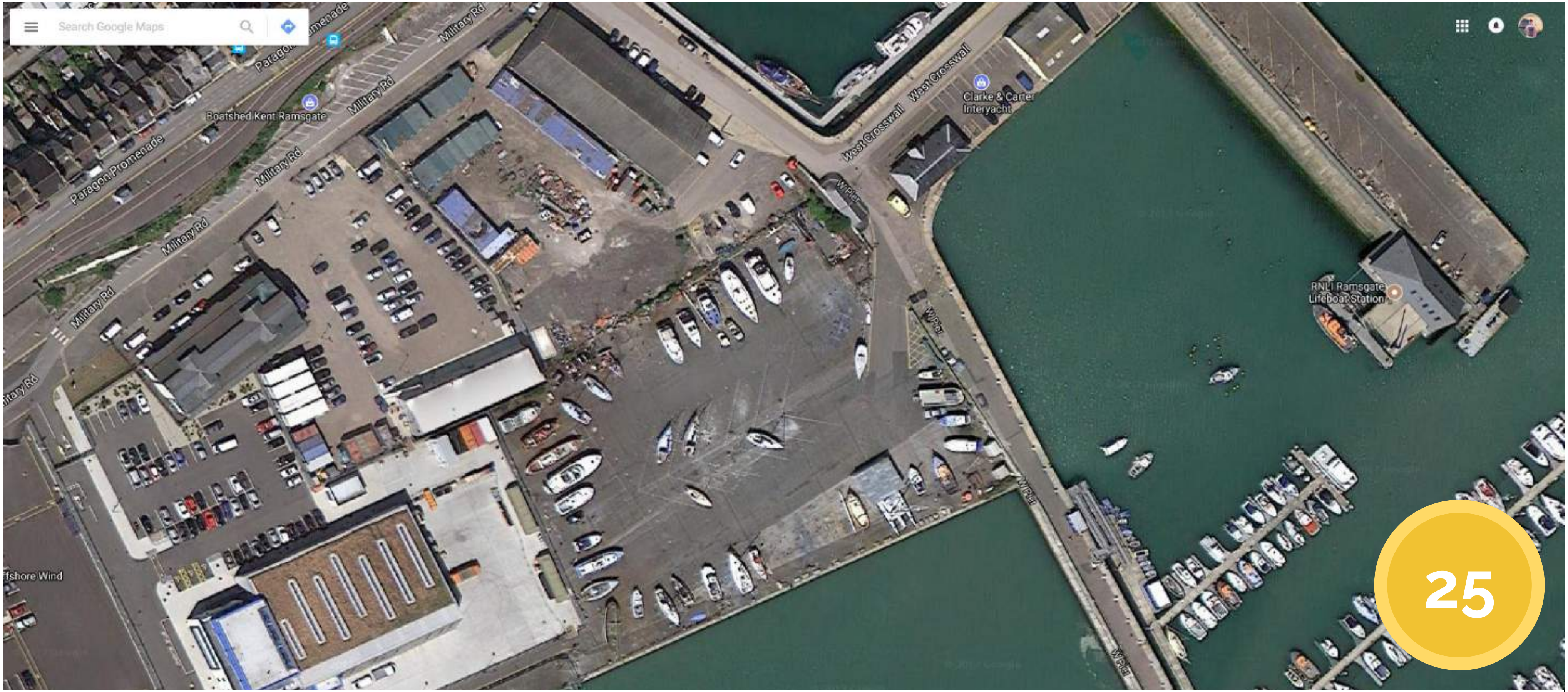
(Note - each user is able to “agree” just once with any comment - and not at all with their own - hence a large number of “agreements” is a genuine indication of popular concern)



Comments with most agreements

"Support the present plans for the Motorhouse to help regenerate the West Cliff"

https://ramsgatetown.commonplace.is/comments/58d199284e249f001280b270



“The port should be offered for leisure pursuits. The current concrete/aggregate washing facility is dangerous and should be removed asap. Its piles of concrete dust being allowed to blow over the town and into nearby homes is a health hazard. Leisure is the way to go if we cannot attract a ferry service.”

https://ramsgatetown.commonplace.is/comments/58d1a7404e249f001280b27b

“Don't let Ramsgate be destroyed by the threat of a freight hub. Just the idea that the airport might re-open is preventing investment and regeneration of this beautiful, historic town.”

https://ramsgatetown.commonplace.is/comments/58de9d05bc67d300122eebc6

“We in Ramsgate who are on the flightpath feel totally let down,… the lack of consultation from TDC and RTC is appalling…”

https://ramsgatetown.commonplace.is/comments/58de6c26d57273001213da19

"The beach always looks neglected, the Pleasurama site needs to be given back to Ramsgate, with beach huts, landscaping and maybe some pop up shops. Also if you look at Broadstairs beach that always looks welcoming, we need this at our beach in Ramsgate."

https://ramsgatetown.commonplace.is/comments/58e73eb1d456560012c8aae4

“Everyone in Ramsgate needs to be protected from any threat of a return of an airport at Manston. The proposed compulsory repurchase to create a major cargo airport [...] would destroy the health and wellbeing of residents and would destroy our local tourist and leisure economy.”
https://ramsgatetown.commonplace.is/comments/58de5fe6d57273001213da09

“Allowing a 24 hour cargo hub will destroy Ramsgate's tourism and the health of the Ramsgate people.”
https://ramsgatetown.commonplace.is/comments/58e3cf998781e90012b82980

“Get rid of all horrible, polluting stuff on the port and invest in windsurfing, Kayaking, canoe and dinghy clubs (not jet skis of course) by encouraging entrepreneurship for people to set these clubs up and street food huts like in Copenhagen which has 500K visitors a year and 200 jobs related to it.”

https://ramsgatetown.commonplace.is/comments/58e558696fac810012320f5e

“The harbour is absolutely stunning, whatever the season the harbour is a credit to Ramsgate, but I feel as a town we need to promote it more, have more attractions down there like a regular market where local businesses could maybe have stalls to promote their shops in town, some sort of fun fair or other attraction to try and grab some of the visitors headed for Margate”

https://ramsgatetown.commonplace.is/comments/58e3e4b08781e90012b8298b

"This is sadly neglected. The cafe has been closed since repairs to sewage works. Either pull it down and clear the mess away. Improve or better still have new toilets built. This is a necessity for people, both swimmers and walkers. Use your imagination and make the area more attractive for boats and canoeists..."

https://ramsgatetown.commonplace.is/comments/58ea8b77ea92750012d04859

"Ramsgate is such a neglected jewel. It has the potential and so does its community to tidy itself up and open for business. If TDC isn't going to develop Pleasurama why not just clear the whole site and put some beach huts in and landscape the area? You'd make plenty of revenue from the huts and residents wouldn't have to suffer another decade of an eyesore. The harbour is beautiful but it could be outstanding. The High Street and Harbour Street are historic and of great interest to so many people and yet it's shabby, neglected and sad."

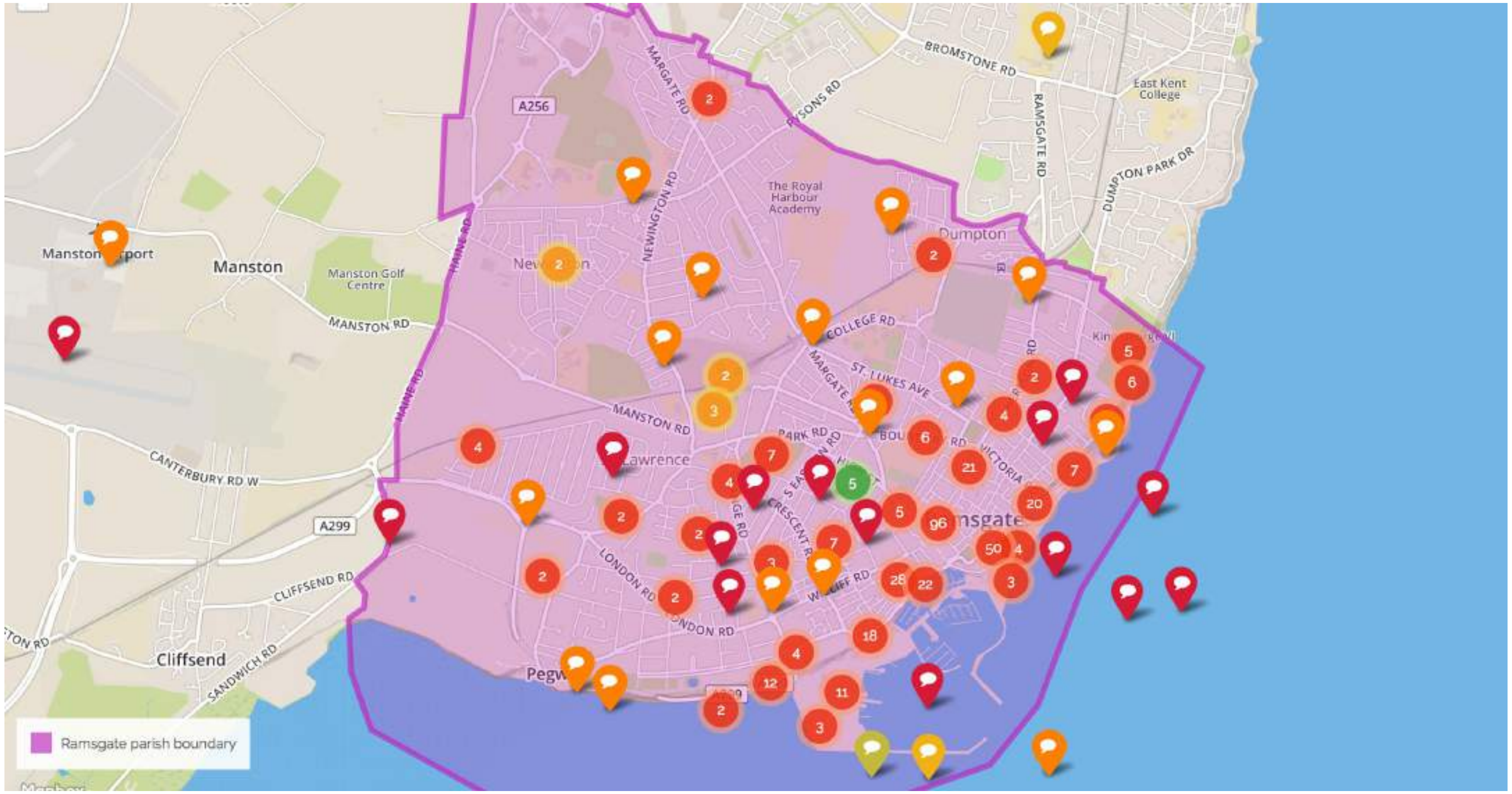
https://ramsgatetown.commonplace.is/comments/58ed304e8f1b420012053a0a

Tags selected as a response to the “Why do you feel this way?” question (displayed by location)

Locations tagged with 'Well looked after'

View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Well%20looked%20after%22

Locations tagged with 'Neglected'



View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Neglected%22

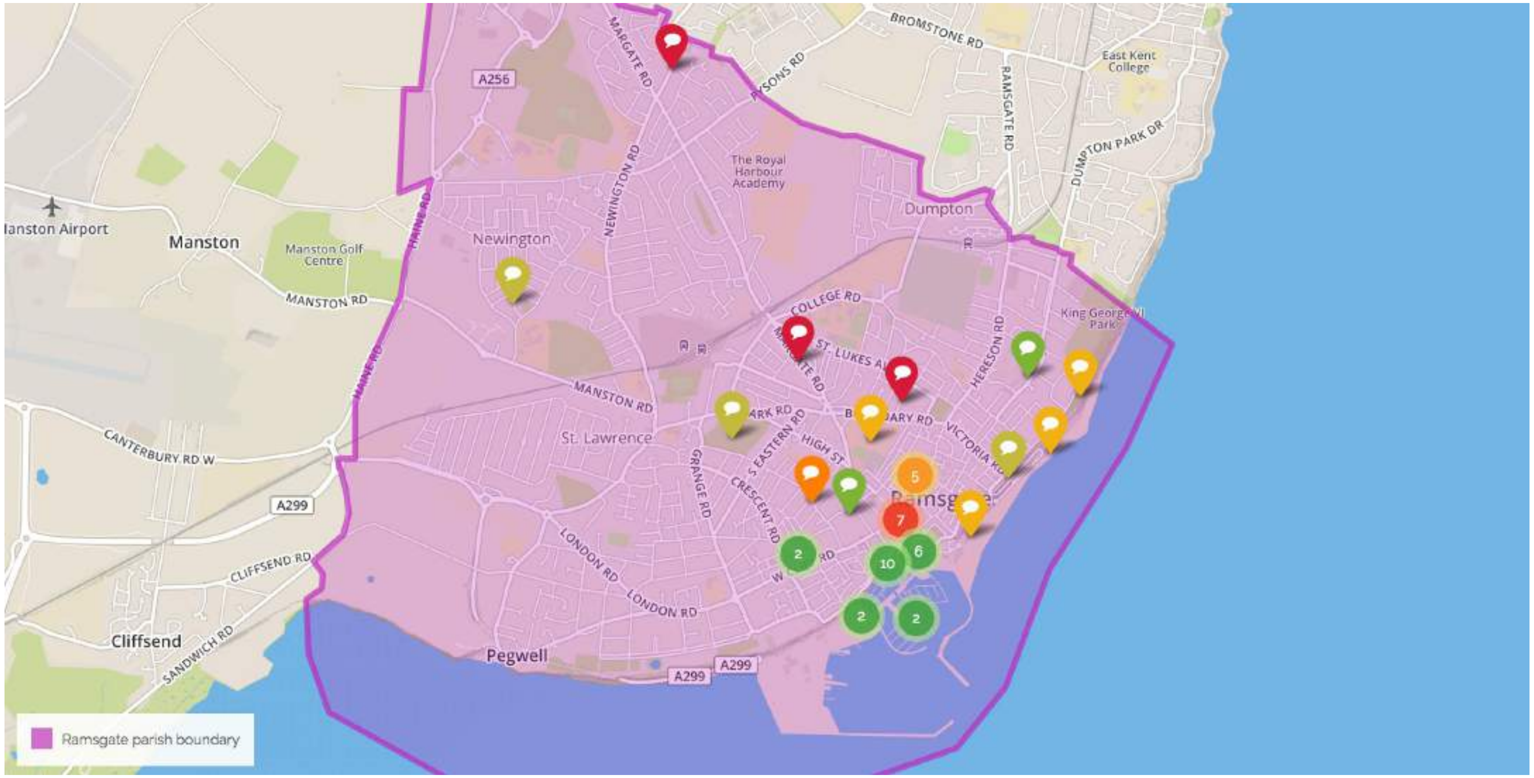
Locations tagged with 'Good access'

View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Good%20access%22

Locations tagged with 'Poor access'

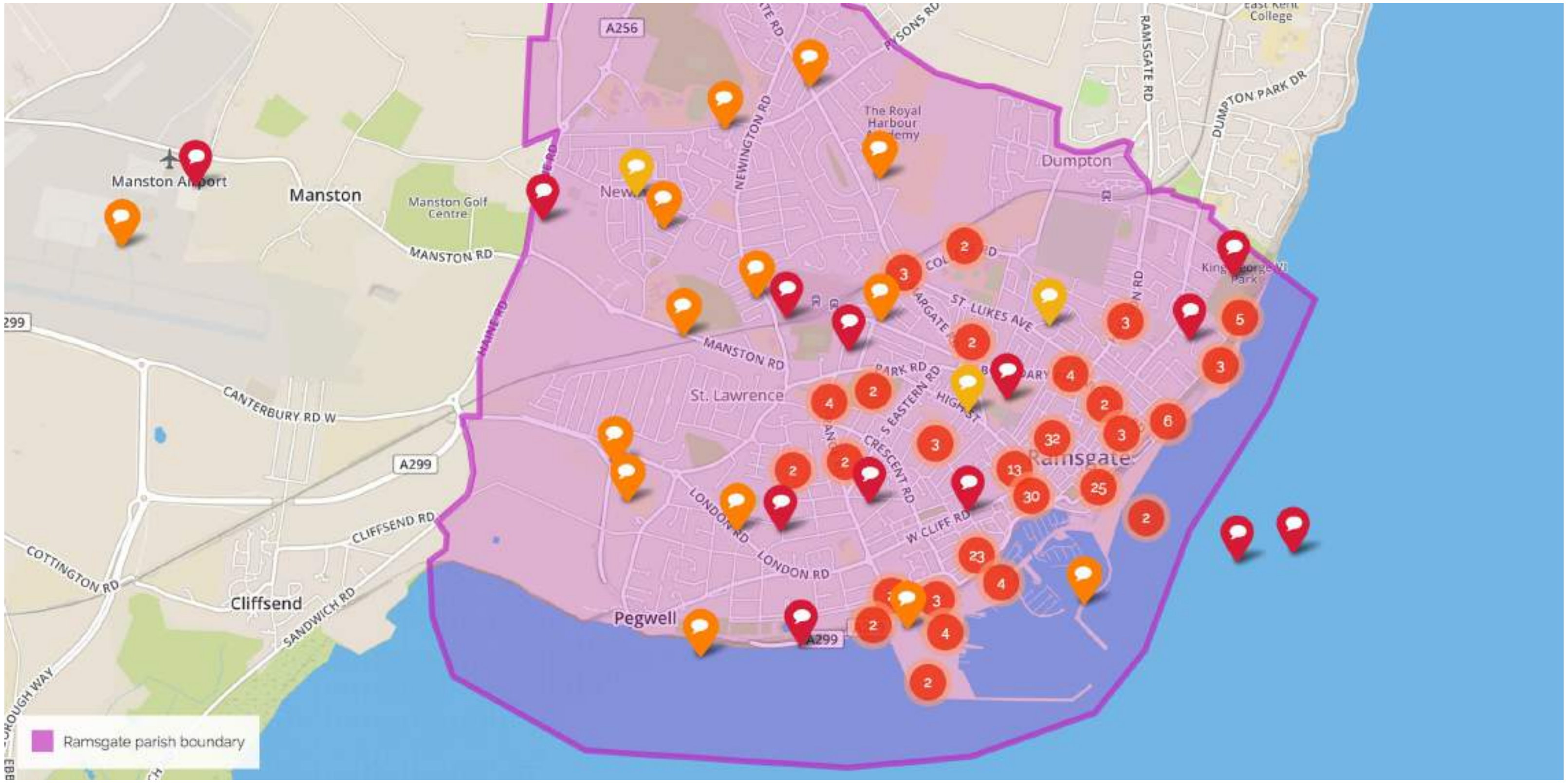
View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Poor%20access%22

Locations tagged with 'Feels safe'



View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Feels%20safe%22

Locations tagged with 'Feels unsafe'

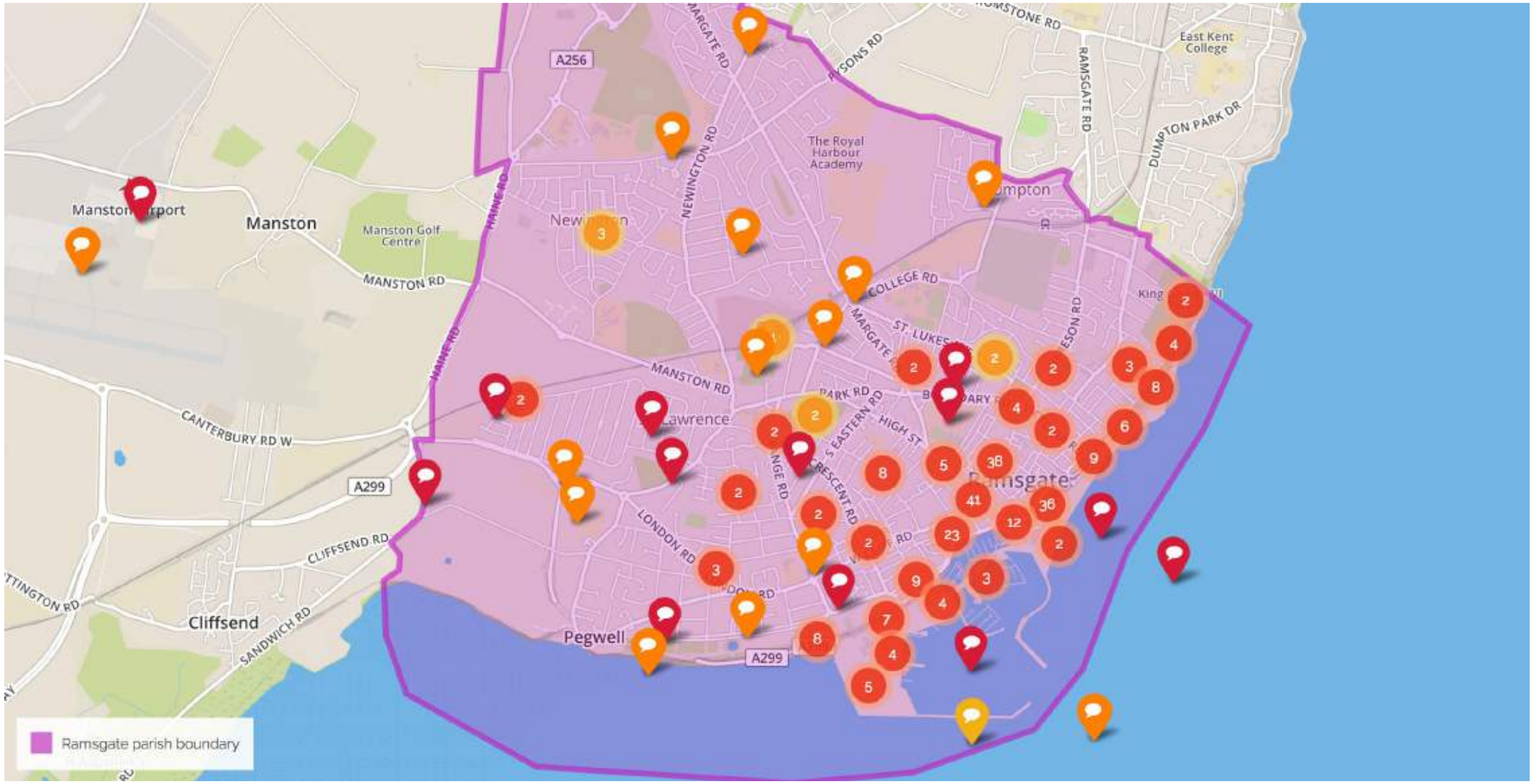


View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Feels%20unsafe%22

Locations tagged with 'Welcoming'

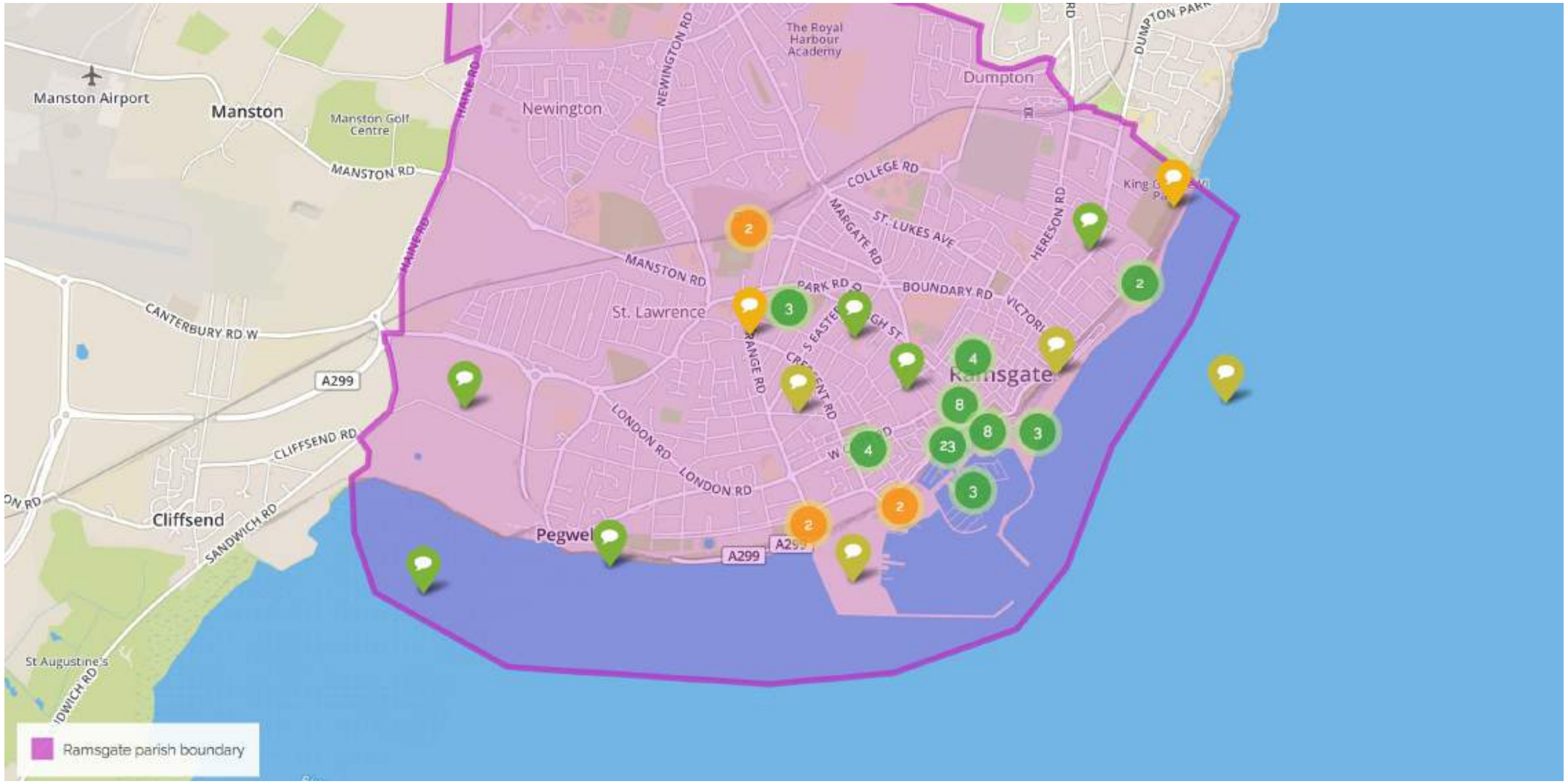
View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Welcoming%22

Locations tagged with 'Unwelcoming'



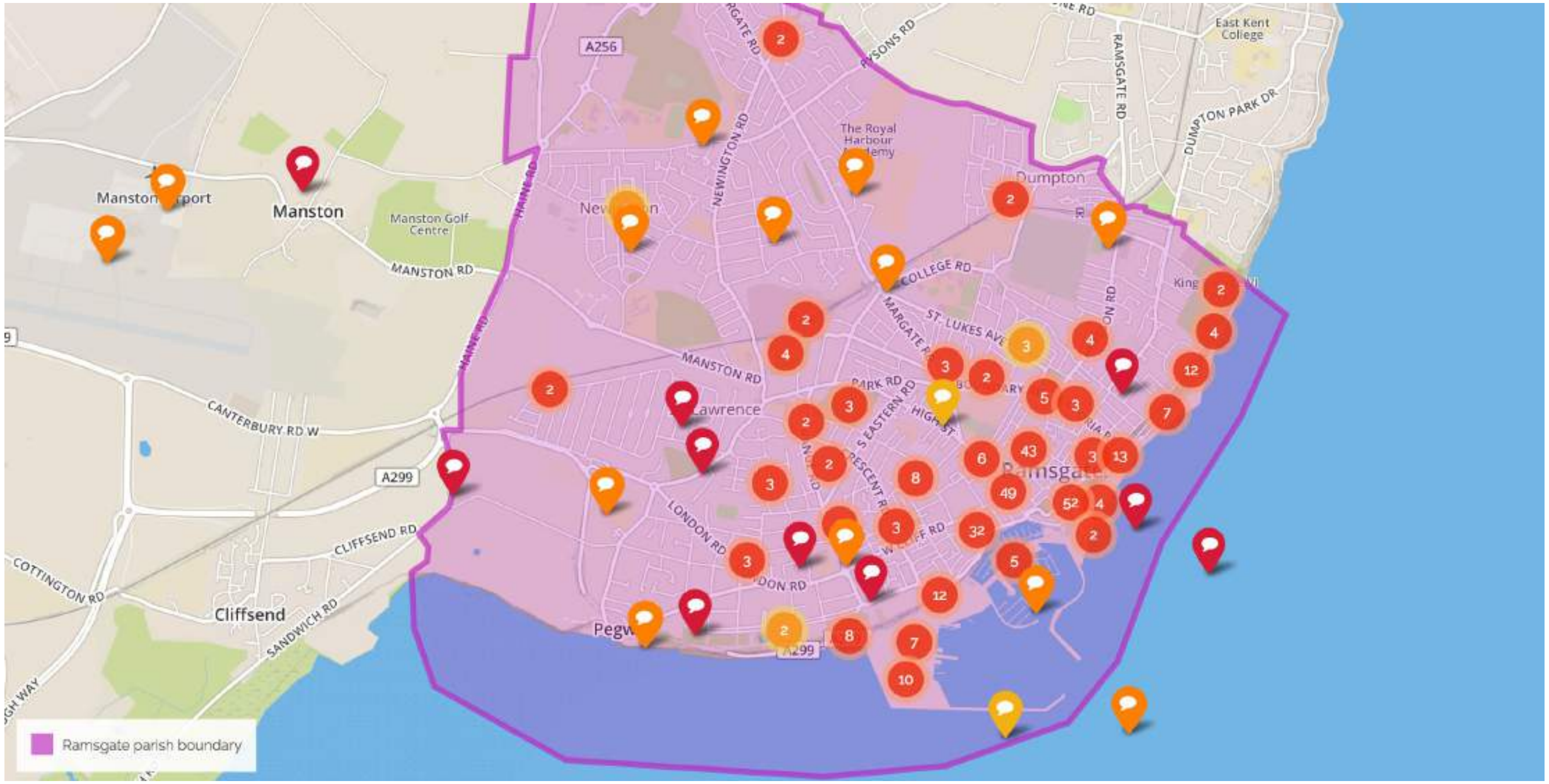
View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Unwelcoming%22

Locations tagged with 'Attractive'



View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Attractive%22

Locations tagged with 'Unattractive'



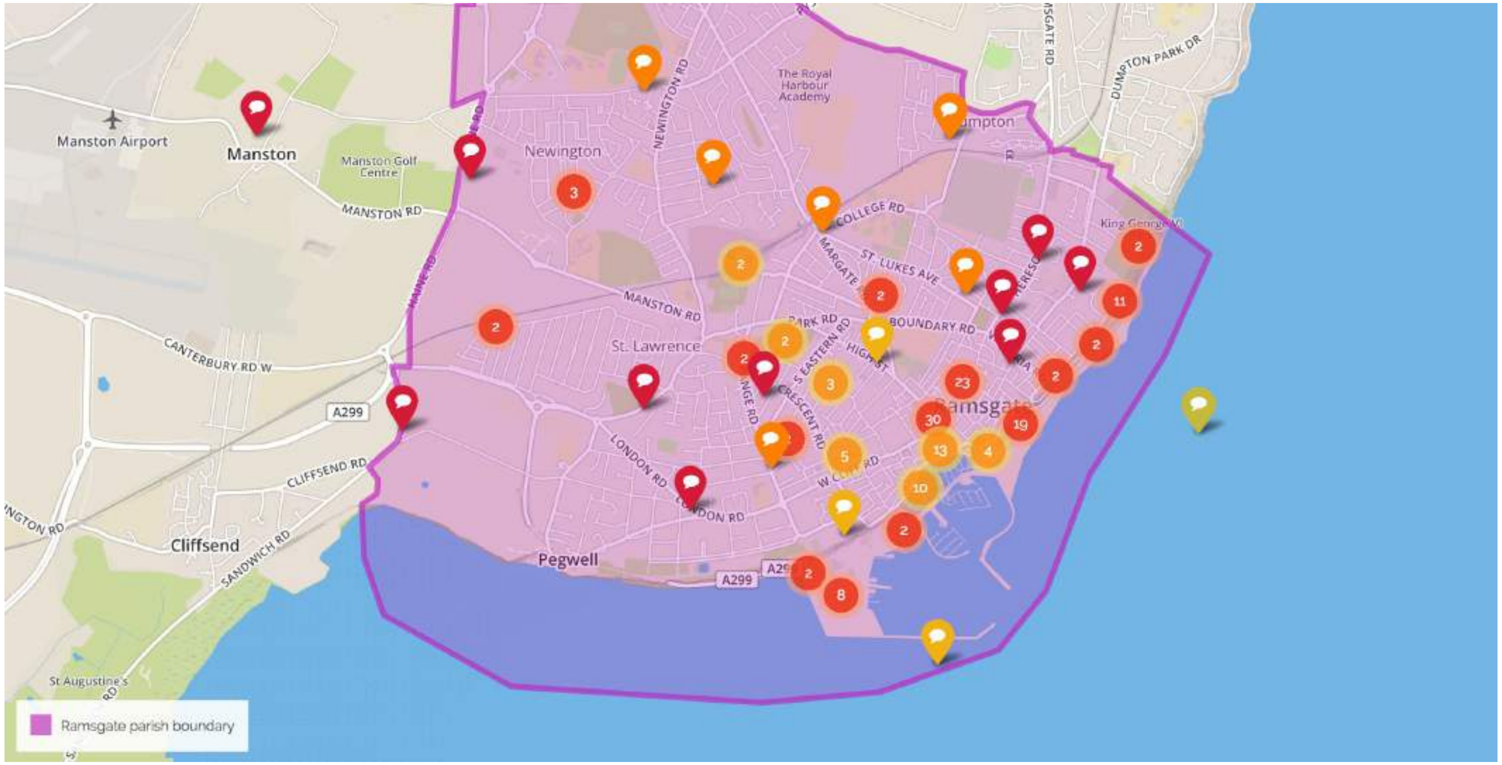
View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Unattractive%22

Tags selected as a response to the “What improvements would you like to see?” question (displayed by location)

Locations tagged with 'Places to sit'

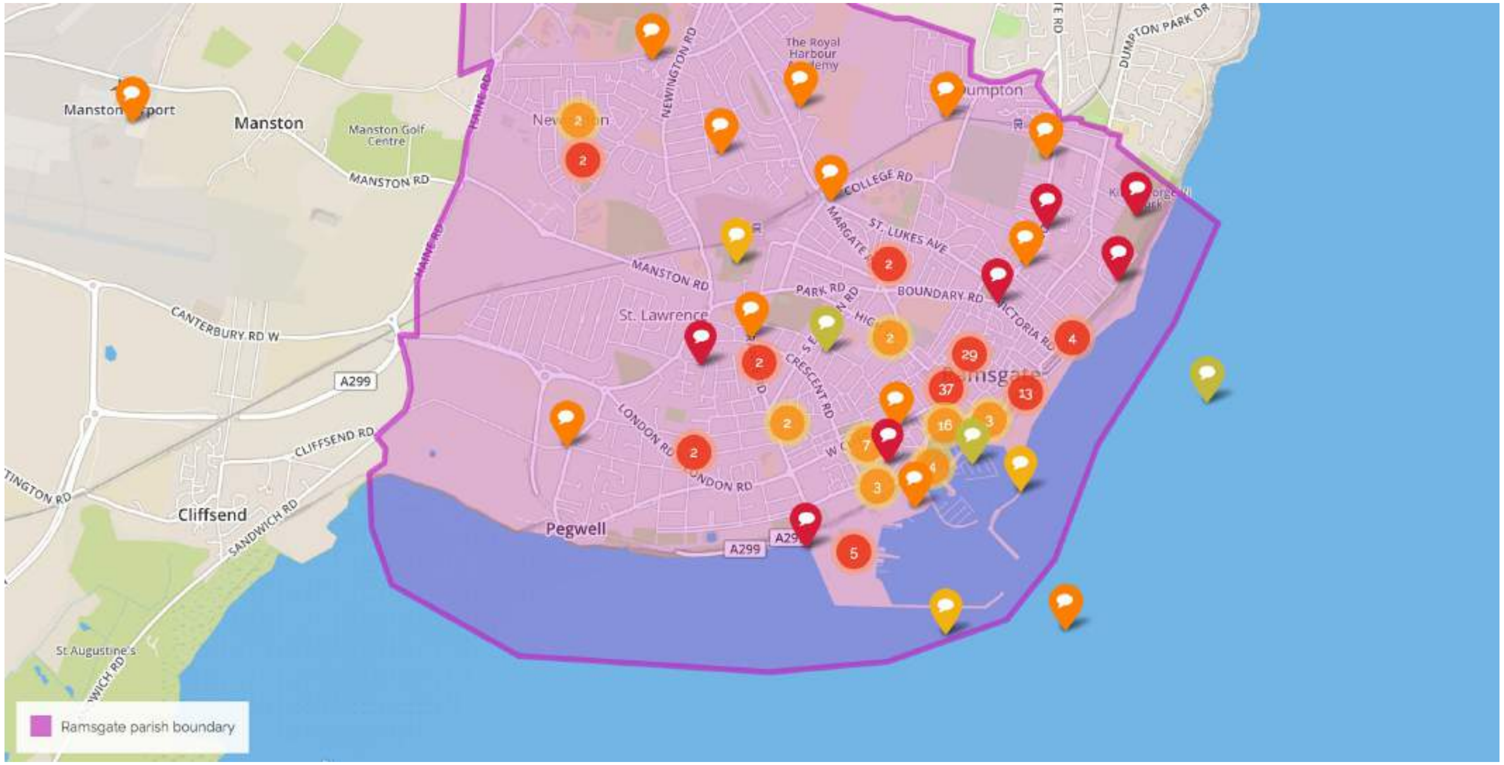
View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22howImprove:Places%20to%20sit%22

Locations tagged with 'More greenery'



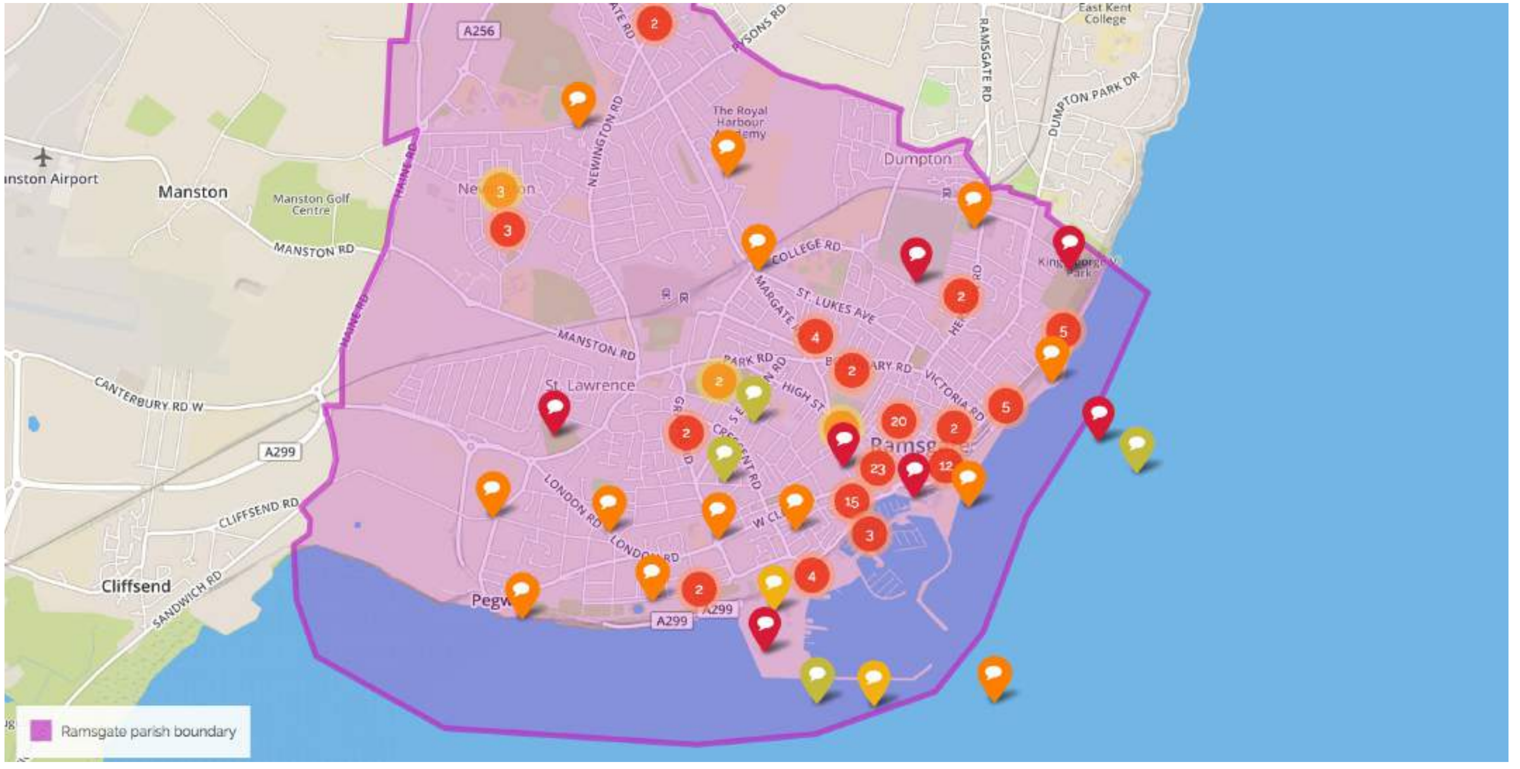
View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22howImprove:More%20greenery%22

Locations tagged with ‘Better shops’



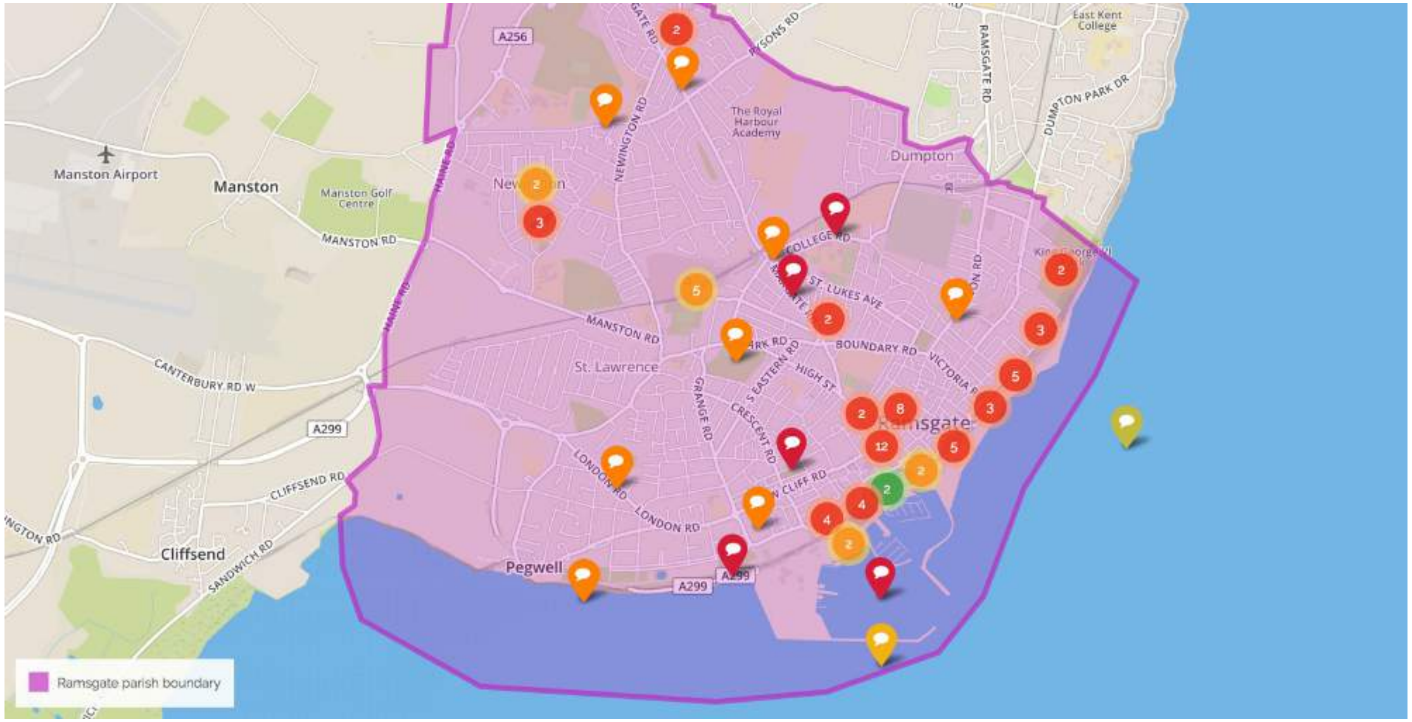
View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22howImprove:Better%20shops%22

Locations tagged with 'Less clutter'



View comments at: https://ramsgatetown.commonplace.is/comments?filter=%22howImprove:Less%20clutter%22

Locations tagged with ‘Better signs for pedestrians, cyclists and motorists’



View comments at:

https://ramsgatetown.commonplace.is/comments?filter=%22howImprove:Better%20signs%20for%20pedestrians,%20cyclists%20and%20motorists%22

destinationresearch
delivering results : measuring what matters

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Visit Kent

VISIT KENT GARDEN of ENGLAND

Economic Impact of Tourism

Thanet - 2015 Results

Produced by:

Destination Research
www.destinationresearch.co.uk

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Introduction

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in 2015 and provides comparative data against the other districts in Kent as well as against the previously published data (2013).

The results are derived using the Cambridge Economic Impact Model. The 2013 figures were produced by Tourism South East (TSE) and the report compiled by The South West Research Company (TSWRC). Destination Research was commissioned by Visit Kent to replicate the 2013 model template and to produce 2015 results based on the latest data from national tourism surveys and regionally/locally based data.

In its basic form, the model distributes regional activity as measured in national surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level. Whenever possible, results have been enhanced by building in additional local-level data gathered by the district (e.g. local attractions data, boat moorings, language schools in the area, car parking data, accommodation stock, etc.). See Appendix I for further details.

Contextual analysis

Domestic tourism

In 2015, British residents took 102.7 million overnight trips in England, totalling 300 million nights away from home, with an expenditure of £19.6 billion. £191 was spent per trip, and with an average trip length of 2.92 nights, the average spend per night was £65The number of domestic trips was 1% higher than in 2013, and the amount spent also increased, up 5% higher than in 2013, reaching an all-time high in nominal terms.

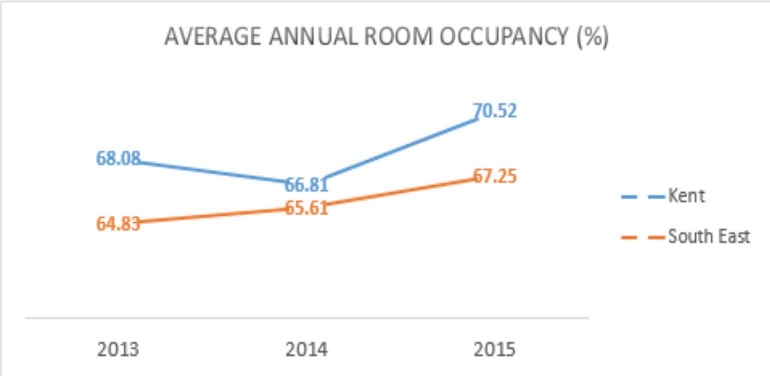
The South East region experienced a 6% drop in overnight trips between 2013 and 2015. Bednights were down 8% on 2013 and expenditure was down by 3%. The region received slightly less visitors in 2015 than in 2013. However, those who did visit spent more per night than in 2013. The average spend per night was up from £53.2 per night in 2013 to £56.53 in 2015.

Domestic visits to Kent

The domestic tourism results for Kent used in this model combine a mixture of supply and demand data. We do this because extracting county level data from national surveys can sometimes lead to inaccurate results due to low sample sizes. According to the GB Tourism Survey (demand side), Kent experienced a 4% decrease in the volume of trips between 2013 and 2015. Nights were down 8% and expenditure was also down by 6%.

However, the supply analysis, based on serviced accommodation occupancy data shows an increase of 2.4% in room occupancy between 2013 (68.1%) and 2015 (70.5%). By combining the supply and demand results we estimate that trips to Kent were up by a marginal rate of 0.5%, nights per trip were down by 3% and expenditure stayed unchanged.

Please note that the Cambridge Model uses three year rolling averages to reduce some of the more extreme fluctuations which are due to small sample sizes and high margins or error.



Visits from overseas

At national level, the number of visits in 2015 grew by 5% to a record 36.1 million, after several years of growth since 2010. Average spend per visit was £611 in 2015, down from the peak of £650 per visit in 2013 and reflecting the relative strength of sterling in 2015. The number of visitor nights spent in the UK increased by 3% in 2015 to 273 million, with the average number of nights per visit standing at 7.6.

Overseas trips to the South England region were 13% up on 2013 to reach 5.1 million overnight trips. The total number of nights was down by 18% to reach 37.35 million in 2015. Spend was also up 12% to £2.24bn in 2015.

Kent also experienced growth between 2013 and 2015. Trips were up 8%, nights per trip went up 16% and expenditure was also up by 3%. As with domestic tourism, the Cambridge Model uses three year averages. The percentage change between 2013 and 2015 used in the model is as follows: trips up 8%, nights per trip up 16% and expenditure up by 4%.

The International Passenger Survey (IPS) is conducted by Office for National Statistics and is based on face- to-face interviews with a sample of passengers travelling via the principal airports, sea routes and the Channel Tunnel, together with visitors crossing the land border into Northern Ireland.

The number of interviews conducted in England in 2015 was around 35,000. This large sample size allows reliable estimates to be produced for various groups of passengers despite the low proportion of travellers interviewed. The IPS provides headline figures, based on the county or unitary authority, for the volume and value of overseas trips to the UK.

How accurate is the Regional data?

The regional data extracted from national surveys has to be interpreted with lots of caution, as it has never been designed to be able to produce highly accurate results at regional level or be disaggregated to County level. Whilst the survey gives good precision at the national level, regional breakdowns of the data will almost inevitably lead to less reliable results as margins of error for visits can be as high as 40%. The national survey data is a key driver for the Cambridge model and as outlined above, needs to be used with caution when looking at regional level data. We have applied a 3 year rolling average to this data to help smooth out short term market fluctuations and highlight longer-term trends. We also combine the demand data with supply-side results (occupancy levels, visits to visitor attractions).

Day visitors

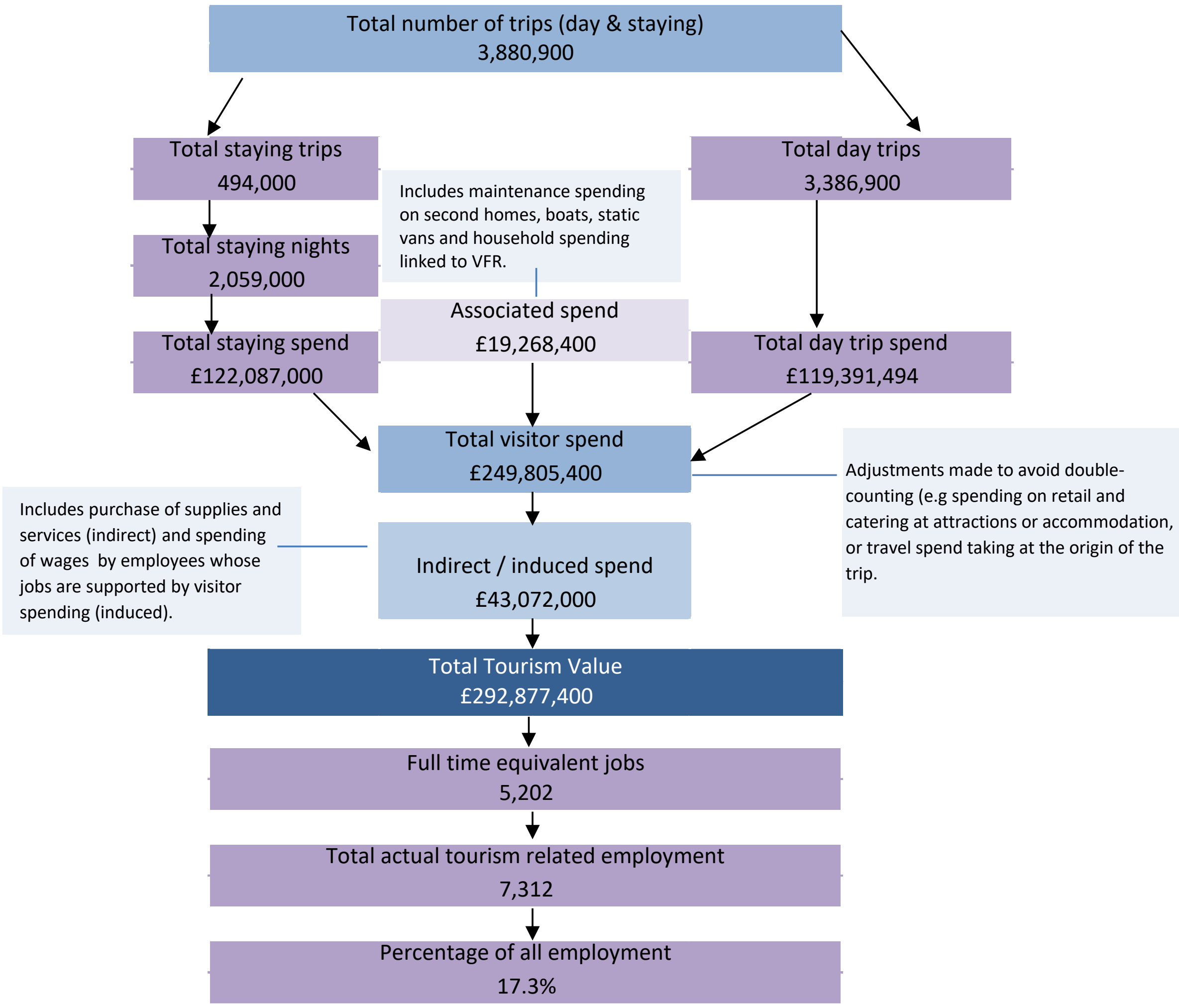
During 2015, GB residents took a total of 1,525 million Tourism Day Visits to destinations in England, Scotland or Wales. Around £54 billion was spent during these trips. The largest proportion of visits were taken to destinations in England (1,298 million visits or 85% of the total) while 8% of visits (124 million) were taken to Scottish destinations and 5% to places in Wales (75 million). The distribution of expenditure during visits broadly reflects this pattern.

The regional distribution of visits generally reflects the population distribution with the notable exception of London which is the destination for 18% of visits but place of residence for just 13% of the population. Within the English regions, the highest volume of visits was taken in London (280 million visits) where the total value of day visits during 2015 was around £11.6 billion.

The volume and value of Tourism Day Visits in the South East of England decreased between 2013 and 2015 from 219 million to 216 million with a 7% decrease in expenditure (down to £6.6 billion). The same survey would indicate that tourism day trips to Kent were up 3% between 2013 and 2015. Expenditure shows a decrease of 11%. The Visits to Visitor Attractions Survey shows that the volume of visitors to fee paying attractions in the South East was up by 5% between 2013 and 2015. Results for Kent show an increase of 3%.

We have used changes in admission charges as well as gross revenue levels to estimate likely visitor expenditure levels. The results show an approximate 5% increase in both admission fees and gross revenue. Based on these results the model assumes day trips to be up 3% and expenditure to remain relatively unchanged at +0.5%, meaning that expenditure per trip has decreased between 2013 and 2015.

Economic Impact of Tourism – Headline Figures Thanet - 2015 Results



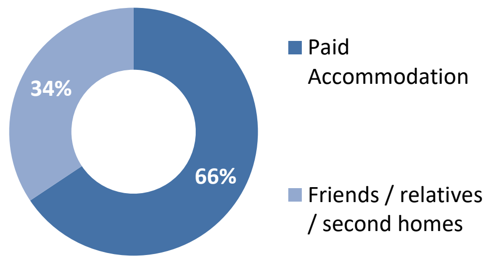
Economic Impact of Tourism – Year on year comparisons **Thanet**

Day Trips	**2013**	**2015**	**Annual variation**
Day trips Volume	2,900,000	3,386,900	16.8%
Day trips Value	£106,430,000	£119,391,494	12.2%
Overnight trips			
Number of trip	458,000	494,000	7.9%
Number of nights	1,667,000	2,059,000	23.5%
Trip value	£95,001,000	£122,087,000	28.5%
Total Value	£245,200,000	£292,877,400	19.4%
Actual Jobs	5,932	7,312	23.3%

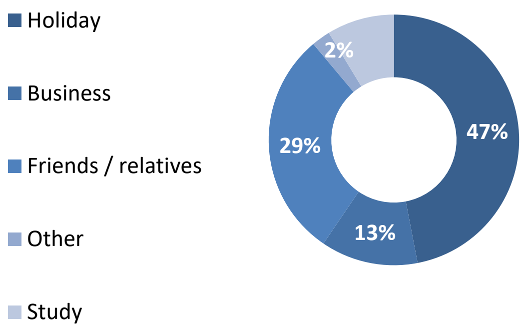
Thanet	**2013**	**2015**	**Variation**
Average length stay (nights x trip)	3.64	4.17	14.5%
Spend x overnight trip	£ 207.43	£ 247.14	19.1%
Spend x night	£ 56.99	£ 59.29	4.0%
Spend x day trip	£ 36.70	£ 35.25	-3.9%

Economic Impact of Tourism – Headline Figures   Thanet - 2015 Results

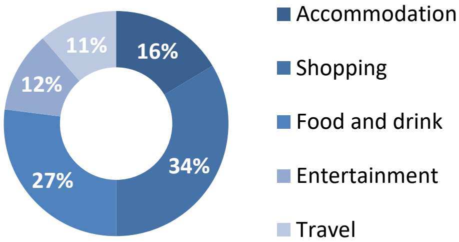
Trips by type of accommodation



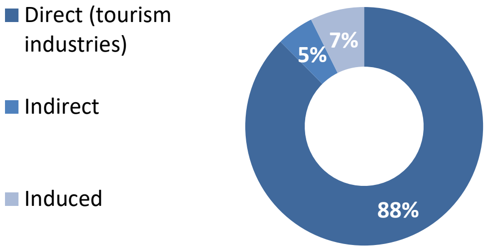
Trips by Purpose



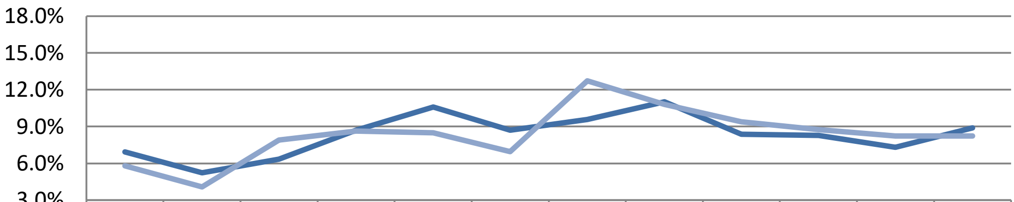
Breakdown of expenditure



Type of employment

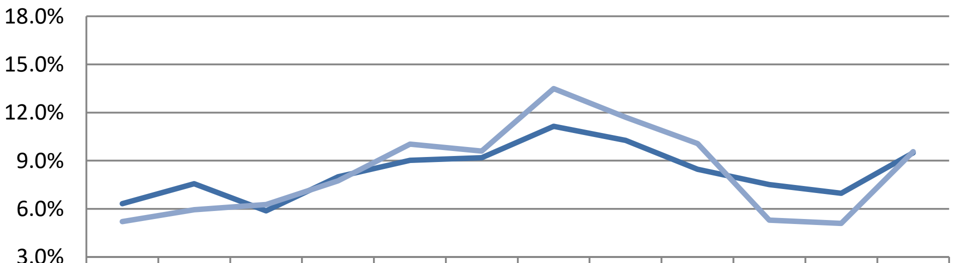


Seasonality - Day visitors (County level)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Day trips	6.9%	5.2%	6.3%	8.7%	10.6%	8.7%	9.6%	11.0%	8.4%	8.3%	7.3%	8.9%
Day spend	5.8%	4.1%	7.9%	8.6%	8.5%	7.0%	12.7%	10.8%	9.4%	8.8%	8.2%	8.2%

Seasonality - Overnight visitors (County level)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Overnight trips	6.3%	7.6%	5.9%	8.0%	9.0%	9.2%	11.1%	10.3%	8.5%	7.5%	7.0%	9.5%
Overnight spend	5.2%	5.9%	6.3%	7.7%	10.0%	9.6%	13.5%	11.7%	10.1%	5.3%	5.1%	9.6%

Volume of Tourism

Staying visits in the county context

Staying trips in the county context

District	Domestic trips ('000)	Overseas trips ('000)
Ashford	286	106
Canterbury	470	179
Dartford	137	44
Dover	341	83
Gravesham	151	38
Maidstone	293	80
Medway	430	98
Sevenoaks	170	61
Shepway	400	73
Swale	358	41
Thanet	351	143
Tonbridge&Malling	193	47
Tunbridge Wells	251	62

Staying nights in the county context

District	Domestic nights ('000)	Overseas nights ('000)
Ashford	771	457
Canterbury	1,438	1,233
Dartford	392	215
Dover	976	479
Gravesham	396	219
Maidstone	761	480
Medway	1,272	620
Sevenoaks	441	317
Shepway	1,004	394
Swale	1,262	290
Thanet	993	1,066
Tonbridge&Malling	554	281
Tunbridge Wells	765	400

Expenditure in the county context

District	Domestic spend (millions)	Overseas spend (millions)
Ashford	£44	£28
Canterbury	£77	£69
Dartford	£19	£11
Dover	£64	£25
Gravesham	£16	£9
Maidstone	£39	£28
Medway	£61	£29
Sevenoaks	£23	£18
Shepway	£62	£20
Swale	£45	£11
Thanet	£54	£68
Tonbridge&Malling	£25	£12
Tunbridge Wells	£41	£20

Staying Visitors - Accommodation Type   Thanet - 2015 Results

Trips by Accommodation

	UK		Overseas		Total	
Serviced	129,000	37%	44,000	31%	173,000	35%
Self catering	10,000	3%	8,000	6%	18,000	4%
Camping	23,000	7%	4,000	3%	27,000	5%
Static caravans	29,000	8%	2,000	1%	31,000	6%
Group/campus	1,000	0%	3,000	2%	4,000	1%
Paying guest	0	0%	44,000	31%	44,000	9%
Second homes	13,000	4%	3,000	2%	16,000	3%
Boat moorings	5,000	1%	0	0%	5,000	1%
Other	6,000	2%	9,000	6%	15,000	3%
Friends & relatives	134,000	38%	27,000	19%	161,000	33%
Total 2015	**351,000**		**143,000**		**494,000**	
Comparison 2013	**340,000**		**118,000**		**458,000**	
Difference	**3%**		**21%**		**8%**	

Nights by Accommodation

	UK		Overseas		Total	
Serviced	288,000	29%	131,000	12%	419,000	20%
Self catering	53,000	5%	107,000	10%	160,000	8%
Camping	87,000	9%	19,000	2%	106,000	5%
Static caravans	128,000	13%	4,000	0%	132,000	6%
Group/campus	5,000	1%	29,000	3%	34,000	2%
Paying guest	0	0%	502,000	47%	502,000	24%
Second homes	44,000	4%	33,000	3%	77,000	4%
Boat moorings	6,000	1%	0	0%	6,000	0%
Other	37,000	4%	13,000	1%	50,000	2%
Friends & relatives	345,000	35%	227,000	21%	572,000	28%
Total 2015	**993,000**		**1,066,000**		**2,059,000**	
Comparison 2013	**998,000**		**669,000**		**1,667,000**	
Difference	**-1%**		**59%**		**24%**	

Spend by Accommodation Type

	UK		Overseas		Total	
Serviced	£28,543,000	53%	£15,076,000	22%	£43,619,000	36%
Self catering	£2,816,000	5%	£4,228,000	6%	£7,044,000	6%
Camping	£2,308,000	4%	£789,000	1%	£3,097,000	3%
Static caravans	£3,480,000	6%	£191,000	0%	£3,671,000	3%
Group/campus	£50,000	0%	£1,658,000	2%	£1,708,000	1%
Paying guest	£0	0%	£36,416,000	54%	£36,416,000	30%
Second homes	£814,000	2%	£1,185,000	2%	£1,999,000	2%
Boat moorings	£116,000	0%	£0	0%	£116,000	0%
Other	£2,087,000	4%	£303,000	0%	£2,390,000	2%
Friends & relatives	£14,022,000	26%	£8,005,000	12%	£22,027,000	18%
Total 2015	**£54,237,000**		**£67,850,000**		**£122,087,000**	
Comparison 2013	**£54,488,000**		**£40,513,000**		**£95,001,000**	
Difference	**0%**		**67%**		**29%**	

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse accommodation. Paying guest refers to overseas visitors staying in private houses, primarily language school students. Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

Staying Visitors - Purpose of Trip

Trips by Purpose

		UK		Overseas		Total	
Holiday		186,000	53%	46,000	32%	232,000	47%
Business		43,000	12%	19,000	13%	62,000	13%
Friends & relatives		116,000	33%	29,000	20%	145,000	29%
Other		6,000	2%	6,000	4%	12,000	2%
Study		0	0%	43,000	30%	43,000	9%
Total	**2015**	**351,000**		**143,000**		**494,000**	
Comparison	**2013**	**340,000**		**118,000**		**458,000**	
Difference		**3%**		**21%**		**8%**	

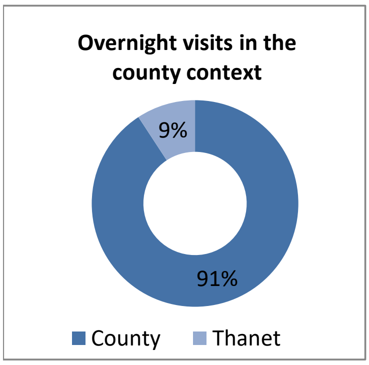
Nights by Purpose

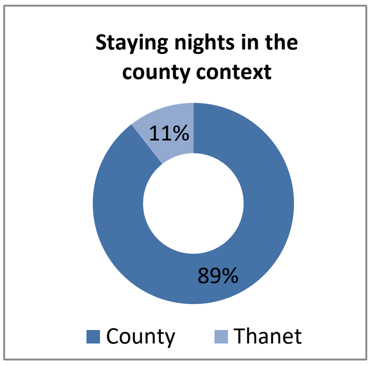
		UK		Overseas		Total	
Holiday		619,000	62%	226,000	21%	845,000	41%
Business		133,000	13%	65,000	6%	198,000	10%
Friends & relatives		223,000	22%	227,000	21%	450,000	22%
Other		18,000	2%	28,000	3%	46,000	2%
Study		0	0%	521,000	49%	521,000	25%
Total	**2015**	**993,000**		**1,066,000**		**2,059,000**	
Comparison	**2013**	**998,000**		**669,000**		**1,667,000**	
Difference		**-1%**		**59%**		**24%**	

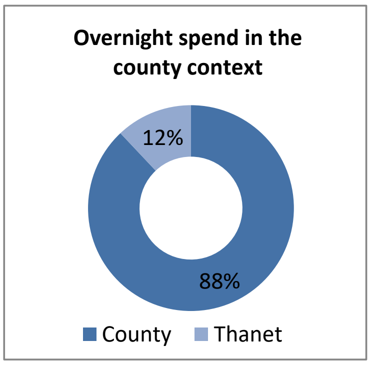
Spend by Purpose

		UK		Overseas		Total	
Holiday		£30,634,000	56%	£16,404,000	24%	£47,038,000	39%
Business		£15,975,000	29%	£5,151,000	8%	£21,126,000	17%
Friends & relatives		£7,222,000	13%	£4,016,000	6%	£11,238,000	9%
Other		£405,000	1%	£2,105,000	3%	£2,510,000	2%
Study		£0	0%	£40,175,000	59%	£40,175,000	33%
Total	**2015**	**£54,237,000**		**£67,850,000**		**£122,087,000**	
Comparison	**2013**	**£54,488,000**		**£40,513,000**		**£95,001,000**	
Difference		**0%**		**67%**		**29%**	

Proportion of staying visits in the county context







Day Visitors

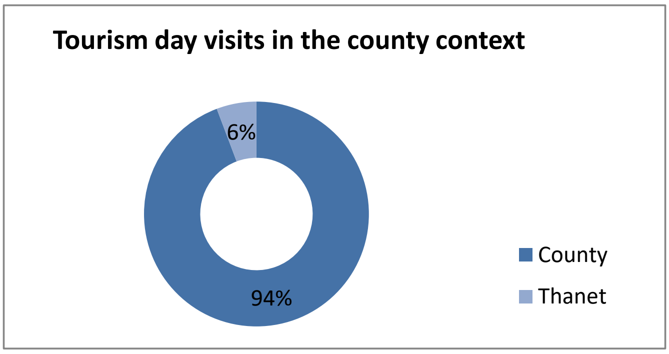
Thanet - 2015 Results

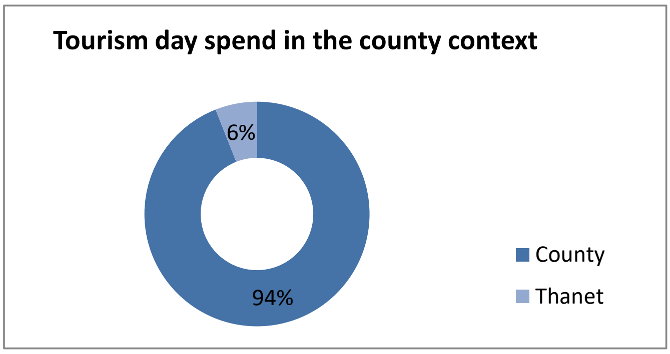
Total Volume and Value of Day Trips

		Trips	Spend
Total	**2015**	**3,386,900**	**£119,391,494**
Comparison	2013	2,900,000	£106,430,000
Difference		17%	12%

Day Visitors in the county context

District	Day Visits (millions)	Day visit Spend (millions)
Ashford	3.9	£133.9
Canterbury	6.6	£215.2
Dartford	9.7	£380.8
Dover	3.9	£116.0
Gravesham	1.7	£49.7
Maidstone	3.8	£122.0
Medway	4.1	£135.5
Sevenoaks	3.7	£134.0
Shepway	4.1	£122.9
Swale	4.6	£137.3
Thanet	3.4	£119.4
Tonbridge&Malling	2.6	£81.4
Tunbridge Wells	4.1	£146.5



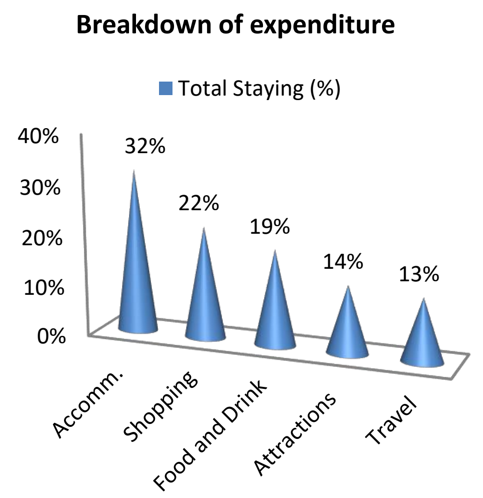


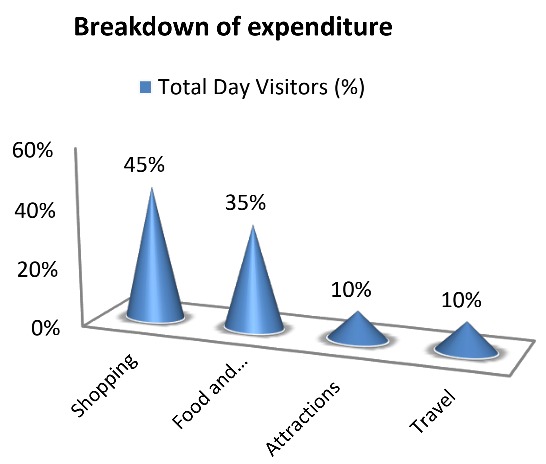
Value of Tourism

Expenditure Associated with Trips   Thanet - 2015 Results

Direct Expenditure Associated with Trips

	Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists	£19,870,000	£6,655,000	£11,740,000	£5,475,000	£10,496,000	£54,236,000
Overseas tourists	£19,752,000	£20,570,000	£11,506,000	£11,104,000	£4,918,000	£67,850,000
Total Staying	£39,622,000	£27,225,000	£23,246,000	£16,579,000	£15,414,000	£122,086,000
Total Staying (%)	32%	22%	19%	14%	13%	100%
Total Day Visitors	£0	£53,846,000	£42,026,000	£11,581,000	£11,939,000	£119,392,000
Total Day Visitors (%)	0%	45%	35%	10%	10%	100%
Total 2015	**£39,622,000**	**£81,071,000**	**£65,272,000**	**£28,160,000**	**£27,353,000**	**£241,478,000**
%	**16%**	**34%**	**27%**	**12%**	**11%**	**100%**
Comparison 2013	£31,789,000	£66,703,000	£56,461,000	£22,179,000	£24,300,000	£201,431,000
Difference	25%	22%	16%	27%	13%	20%





Other expenditure associated with tourism activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	**Boats**	**Static vans**	**Friends & relatives**	**Total**
£707,000	£1,200,000	£8,400	£17,353,000	£19,268,400

Spend on second homes is assumed to be an average of £2,000 on rates, maintenance, and replacement of furniture and fittings. Spend on boats assumed to be an average of £2,000 on berthing charges, servicing and maintenance and upgrading of equipment. Static van spend arises in the case of vans purchased by the owner and used as a second home. Expenditure is incurred in site fees, utility charges and other spending and is estimated at £2,000. Additional spending is incurred by friends and relatives as a result of people coming to stay with them. A cost of £175 per visit has been assumed based on national research for social and personal visits.

Direct Turnover Derived From Trip — Thanet - 2015 Results

Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending.

		Staying Visitor	Day Visitors	Total
Accommodation		£40,087,000	£841,000	£40,928,000
Retail		£26,953,000	£53,307,000	£80,260,000
Catering		£22,549,000	£40,765,000	£63,314,000
Attractions		£17,084,000	£12,540,000	£29,624,000
Transport		£9,248,000	£7,163,000	£16,411,000
Non-trip spend		£19,268,400	£0	£19,268,400
Total Direct	**2015**	**£135,189,400**	**£114,616,000**	**£249,805,400**
Comparison	**2013**	**£102,161,000**	**£104,708,000**	**£206,869,000**
Difference		**32%**	**9%**	**21%**

Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Supplier and Income Induced Turnover

		Staying Visitor	Day Visitors	Total
Indirect spend		£8,423,000	£6,221,000	£14,644,000
Non trip spending		£2,890,000	£0	£2,890,000
Income induced		£14,680,000	£10,858,000	£25,538,000
Total	**2015**	**£25,993,000**	**£17,079,000**	**£43,072,000**
Comparison	**2013**	**£21,872,000**	**£16,459,000**	**£38,331,000**
Difference		**19%**	**4%**	**12%**

Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend.

Total Local Business Turnover Supported by Tourism Activity – Value of Tourism

		Staying Visitor	Day Visitors	Total
Direct		£135,189,400	£114,616,000	£249,805,400
Indirect		£25,993,000	£17,079,000	£43,072,000
Total Value	**2015**	**£161,182,400**	**£131,695,000**	**£292,877,400**
Comparison	**2013**	**£139,915,000**	**£105,285,000**	**£245,200,000**
Difference		**15%**	**25%**	**19%**

Employment

Employment

Thanet - 2015 Results

The model generates estimates of full time equivalent jobs based on visitor spending. The total number of 'actual' jobs will be higher when part time and seasonal working is taken into account. Conversion of full time equivalent jobs into actual jobs relies on information from business surveys in the sectors receiving visitor spending.

Direct employment

		Full time equivalent (FTE)					
		Staying Visitor		Day Visitor		Total	
Accommodation		937	37%	20	1%	956	22%
Retailing		356	14%	704	37%	1,060	24%
Catering		499	20%	903	48%	1,402	32%
Entertainment		253	10%	186	10%	438	10%
Transport		107	4%	83	4%	190	4%
Non-trip spend		357	14%	0	0%	357	8%
Total FTE	**2015**	**2,509**		**1,895**		**4,405**	
Comparison	**2013**	**1,914**		**1,690**		**3,603**	
Difference		**31%**		**12%**		**22%**	

		Estimated actual jobs					
		Staying Visitor		Day Visitor		Total	
Accommodation		1,386	39%	29	1%	1,415	22%
Retailing		534	15%	1,056	37%	1,590	25%
Catering		749	21%	1,354	48%	2,104	33%
Entertainment		356	10%	262	9%	618	10%
Transport		151	4%	117	4%	269	4%
Non-trip spend		407	11%	0	0%	407	6%
Total Actual	**2015**	**3,584**		**2,819**		**6,403**	
Comparison	**2013**	**2,747**		**2,513**		**5,259**	
Difference		**30%**		**12%**		**22%**	

Indirect & Induced Employment

		Full time equivalent (FTE)		
		Staying Visitor	Day Visitors	Total
Indirect jobs		210	115	325
Induced jobs		272	201	473
Total FTE	**2015**	**481**	**316**	**798**
Comparison	**2013**	**327**	**263**	**590**
Difference		**47%**	**20%**	**35%**

		Estimated actual jobs		
		Staying Visitor	Day Visitors	Total
Indirect jobs		239	131	370
Induced jobs		310	229	539
Total Actual	**2015**	**549**	**361**	**909**
Comparison	**2013**	**373**	**300**	**672**
Difference		**47%**	**20%**	**35%**

Total Tourism Jobs — Thanet - 2015 Results

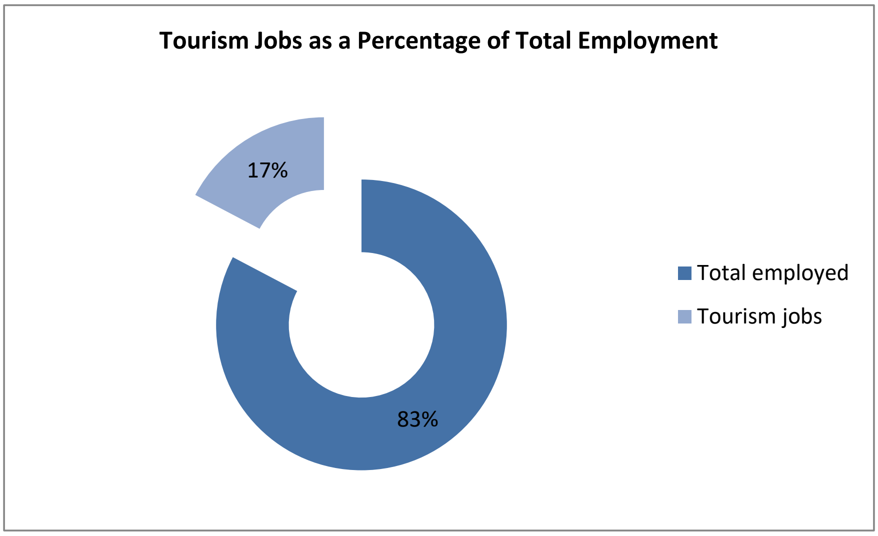
Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Full time equivalent (FTE)							
		Staying Visitor		Day Visitor		Total	
Direct		2,509	84%	1,895	86%	4,405	85%
Indirect		210	7%	115	5%	325	6%
Induced		272	9%	201	9%	473	9%
Total FTE	**2015**	**2,990**		**2,212**		**5,202**	
Comparison	2013	2,259		2,513		4,193	
Difference		32%		-12%		24%	

Estimated actual jobs							
		Staying Visitor		Day Visitor		Total	
Direct		3,584	87%	2,819	89%	6,403	88%
Indirect		239	6%	131	4%	370	5%
Induced		310	7%	229	7%	539	7%
Total Actual	**2015**	**4,133**		**3,179**		**7,312**	
Comparison	2013	3,135		2,797		5,932	
Difference		32%		14%		23%	

Tourism Jobs as a Percentage of Total Employment

		Staying Visitor	Day visitors	Total
Total employed		42,300	42,300	42,300
Tourism jobs		4,133	3,179	7,312
Proportion all jobs		**9.8%**	**7.5%**	**17.3%**
Comparison	2013	3,135	2,797	5,932
Difference		32%	14%	23%



Economic Impact of Tourism – Headline Figures **Thanet - 2015 Results**

The key 2015 results of the Economic Impact Assessment are:

3.9 million trips were undertaken in the area
3.4 million day trips
0.5 million overnight visits

2.1 million nights in the area as a result of overnight trips

£250 million spent by tourists during their visit to the area
£21 million spent on average in the local economy each month.

£122 million generated by overnight visits
£119 million generated from day trips.

£293 million spent in the local area as result of tourism, taking into account multiplier effects.

7,312 jobs supported, both for local residents from those living nearby.
6,403 tourism jobs directly supported
909 non-tourism related jobs supported linked to multiplier spend from tourism.

Appendix I - Introduction about Cambridge Model

This report examines the volume and value of tourism and the impact of that expenditure on the local economy. The figures were derived using the Cambridge Economic Impact Model and the research was undertaken by Destination Research.

The model utilises information from national tourism surveys and regionally based data held by Destination Research. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

Limitations of the Model

The methodology and accuracy of the above sources varies. The results of the model should therefore be regarded as estimates which are indicative of the scale and importance of visitor activity in the local area. It is important to note that in the national tourism surveys the sample sizes for each area changes year on year. This is as a result of the random probability nature of the methodology. As such, the results of the Cambridge Model are best viewed as a snapshot in time and we would caution against year-on-year comparisons.

It should be noted that the model cannot take into account any leakage of expenditure from tourists taking day trips out of the area in which they are staying. While it is assumed that these may broadly balance each other in many areas, in locations receiving significant numbers of day visitors from London, there is likely to be an underestimate in relation to the number of overseas day visitors staying in holiday accommodation in London.

Whilst it is important to be aware of these issues, we are confident that the estimates we have produced are as reliable as is practically possible within the constraints of the information available.

Rounding
All figures used in this report have been rounded. In some tables there may therefore be a slight discrepancy between totals and sub totals.

Data sources
The main national surveys used as data sources in stage one include:
- Great Britain Tourism Survey (GBTS) - information on tourism activity by GB residents;
- International Passenger Survey (IPS) information on overseas visitors to the United Kingdom;
- Day Visits in the annual Great Britain Day Visitor Survey using information on visits lasting more than 3 hours and taken on an irregular basis

These surveys provide information down to a regional level. In order to disaggregate data to a local level the following information sources are used:

- Records of known local accommodation stock held by Destination Research;
- VisitEngland's surveys of Visits to Attractions, which provide data on the number of visitors to individual tourist attractions ;
- Mid- 2014 estimates of resident population as based on the 2011 Census of Population;
- Selected data from the 2011 Census of Employment;
- Selected data on the countryside and coast including, national designations and length of the coastline.

Staying Visitors
The GBTS provides information on the total number of trips to the region and the relative proportions using different types of accommodation. By matching these figures to the supply of such accommodation, the regional average number of trips per bedspace or unit of accommodation can be derived. The IPS provides information on the total number of trips by overseas visitors to the region. The model uses three year rolling averages to reduce extreme highs and lows which are due to small sample sizes, rather than being a reflection on drastic changes in demand year-on-year.

Day Visitors
Information on day trips at the regional level is available from the Day Visits in Great Britain survey. The survey includes all leisure-related trips from home. It should be noted that a large proportion are local trips made by people resident in the locality. The model uses information from the survey to estimate the number of longer day trips (defined as those lasting at least 3 hours and involving travel of more than 20 miles) and irregular trips lasting more than 3 hours.

Impact of tourism expenditure
This section examines the impact of the tourism expenditure in terms of the direct, indirect and induced expenditure as well as an estimate of the actual jobs (both direct and indirect) supported by tourism expenditure in the district.

The GBTS, IPS and Day Visits to Great Britain survey data on the breakdown of visitor spending. The impact of this initial round of expenditure will be subsequently increased by multiplier effects. These arise from the purchase of supplies and services by the businesses in receipt of visitor expenditure (indirect impacts), and by the income induced-effects arising from the spending of wages by employees in the first round of business and in subsequent expenditure in supplier business (induced impacts).

The New Earnings Survey which provides information on wage levels by industry sector and region; An internal business database which includes data on the structure of business expenditure, local linkages and multiplier ratios drawn from a wide range of business and economic studies carried out by Geoff Broom Associates, PA Cambridge Economic Consultants and others. By applying the breakdown to the estimates of visitor spending, the model generates estimates of total direct spending.

Evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover – for example, some expenditure on food and drink actually takes place in inns and hotels that fall in the accommodation sector and within attractions. More significantly, expenditure on travel costs associated with individual trips is equally likely to take place at the origin of the trip as the destination. Therefore the model assumes that only 40% of travel expenditure accrues to the destination area.

Number of full time job equivalents
Having identified the value of turnover generated by visitor spending, it is possible to estimate the employment associated with that spending. Wages for staff and drawings for the proprietors will absorb a proportion of that turnover. By applying these proportions to the overall additional turnover in each sector, the amount of money absorbed by employment costs can be calculated. The New Earnings Survey provides data from which the average costs by business sector, adjusted to take account of regional differences, can be calculated.

After allowing for additional costs such as National Insurance and pension costs, an average employment cost per full time equivalent job can be estimated. The number of such jobs in the local area can then be estimated by dividing the amount of business expenditure on wages and drawings by the average employment cost per job.

Number of Actual Jobs

The model generates estimates of full time equivalent jobs based on visitor spending. However, the total number of actual jobs will be higher when part time and seasonal working is taken into account. The full time equivalent jobs arising directly from visitor spending are converted into actual jobs using information from business surveys in the sectors receiving visitor spending (principally accommodation, food and drink, retail, attrcations, transport). In general, the conversion factor between full time equivalent jobs and actual jobs varies around 1.5 in those sectors.

The indirect and induced jobs arise across a much wider range of employment sectors. Therefore, the average 1.16 for all sectors based on Census of Employment data has been used to convert full time equivalent jobs in this sector to actual jobs.

The employment estimates generated by the model include both self employed and employed people supported by visitor expenditure. The model also includes an estimate of the additional jobs arising in the attractions sector, which are not related to visitor expenditure. However, the numbers do not include other tourism-related employment such as jobs in local authorities arising from their tourism functions, e.g. tourist information staff, additional public health, parks and gardens, public conveniences, maintenance sections and jobs arising from capital investment in tourism facilities.

Local level data for Kent EIA Reports 2015

The Cambridge Model allows for the use of local visitor related data. Local data from visitor survey and other sources is not always sufficiently detailed or available regularly enough to make the results consistent. We rely on partners to collect additional locally source data to feed into the model. The following local data has been included in the 2015 Thanet results:

<u>Thanet</u>

2013 EFL Report – Thanet DC
Thanet District parking comparison data for 2013 and 2015 - Car Parks
Investment Monitor
Accommodation stock count (graded only)
Attractions (Turner Contemporary and Dreamland Margate).
Moorings data (Number of visiting vessels and of visiting nights)
South Eastern - Analysis team: Comparison stats for 2013 and 2015 - *For travel to Margate, Broadstairs and Ramsgate only, journeys on off-peak products increased by 31% in calendar year 2015 compared to calendar year 2013. The large majority of that growth came in 2015, which grew by 27% against 2014.*

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Ramsgate Conservation Area

In 2017 Ramsgate was named one of only 10 Heritage Action Zones in England and the first in the South East. Ramsgate is rich in heritage with over 450 listed places, including 443 listed buildings 1 scheduled monument, 1 registered park and a number of shipwrecks off the coast. This includes the *Rooswijk* whose finds, as part of a major international project, are currently being brought ashore to be investigated in Ramsgate.

Ramsgate's Conservation Areas

The great variety of heritage in Ramsgate is reflected in the different characters of the three main conservation areas within the Heritage Action Zone. These are: Ramsgate Royal Esplanade Conservation Area, Ramsgate Conservation Area and Ramsgate Montefiore Conservation Area.

Ramsgate Royal Esplanade Conservation Area was designated in 2006 and is based around an area designed in the 1920s especially for leisure purposes. The area is described by the Conservation Area Appraisal as having two different character areas – that around the former Bon Secours Nursing Home (a Grade II listed 18th Century house) and the other the planned leisure landscape of Royal Esplanade itself which includes a promenade and large open green spaces. The buildings in the area date mainly from the 1920s complete with croquet lawns, bowling greens and a boating lake. The most noticeable buildings highlighted in the appraisal include the former tea pavilion, the club house for the croquet and bowls club and the 18th Century House part of the grounds of which were incorporated into the 20th Century scheme. You can also still see the cliff lift designed for easy access to the beach, and some beautiful cast iron shelters. The challenges faced by this conservation area include underuse, a large backlog of repairs related to the historic structures and a lack of heritage interpretation - so people are unable to explore and understand the story of this place.

Sitting alongside the Ramsgate Royal Esplanade Conservation Area is the centrally located Ramsgate Conservation Area. This is the largest of the three conservation areas in Ramsgate and the earliest to be designated in 1970 and later extended. The conservation area takes in most of the town centre from the listed buildings near the top of the High Street (including the 17th Century Grade II listed Sylvian hotel), to The Grange in the west (designed by Augustus Pugin, one of Britain's most influential architects who also designed interiors of the Houses of Parliament) and stretching as far east as the Pullhamite rock constructed Winterstoke Gardens (another 20th Century leisure landscape designed specifically for strolling and contemplation). This conservation area includes the most defining features of Ramsgate – the Royal Harbour. Construction began in 1750 to create a harbour specifically designed to offer refuge for sailing vessels caught from storms in the Channel. Still a working harbour it is a striking monument to the amazing feats of Georgian engineering. Ramsgate's harbour has a wealth of stories to share around the Dunkirk evacuation, the royal connection to George IV, smack boys, maritime rescue and much, much, more. Part of the challenge of this conservation area, and the Harbour in particular, is sharing those stories as there is currently no interpretation, as well as capitalising on the underused spaces in nearby historic buildings. The Winterstoke Gardens face additional challenges around anti-social behaviour and vandalism as well as some much needed repairs.

Ramsgate's Royal Harbour. © Historic England

The final conservation area in Ramsgate is the Ramsgate Montefiore Conservation Area designated in 2007. Based around the Montefiore Synagogue build in the early 1830s, this conservation area is much smaller in size and lies just north west of Winterstoke Gardens. Excitingly this is the only known example in the country of a synagogue built on a private estate and only the second synagogue to be built for Sephardic Jews. Jewish Heritage UK list it as one of Britain's top ten historic synagogues. Sadly like the Winterstoke gardens the isolated nature of the historic buildings and structures in this area, mean they are often the victim of vandalism and anti-social behaviour.


The Montefiore Synagogue. © Historic England

Ramsgate Today

Once a thriving and prosperous town with an economy based on agriculture, fishing and tourism, large parts of Ramsgate are now in the 10% most deprived in the country according to the Index of Multiple deprivation. Despite of the richness of its historic environment, Ramsgate has a poor self-image, significant socio-economic problems and many of its heritage assets have been neglected because their economic and cultural worth are not fully understood or recognised.

Opportunities for the Future

Some assets, like the extensive network of tunnels under the town, are beginning to develop as tourism and visitor attractions. The Harbour is recognised for its role in the evacuation of Dunkirk but there is much more to the town than just this WWII story. From evidence of a Neolithic causewayed enclosure to the west, to industrial activity from Roman times in the Harbour, and on through the Gothic Revival inspired by Augustus Pugin, Ramsgate has a wealth of architectural and historic stories which the Heritage Action Zone will look to capitalise on so that the benefits and value of Ramsgate's heritage can be maximised for the local population and contribute towards the economic growth of the town.

In particular the Heritage Action Zone in Ramsgate will focus on:

- Enabling the heritage of Ramsgate to be better understood, enjoyed, valued and protected.

- Engaging the local community of Ramsgate and increase participation with the historic environment
- Raising awareness of Ramsgate as a heritage destination
- Developing and improving heritage related capacity and skills in Ramsgate
- Promoting heritage management best practice and raise design standards and quality

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