

Public Document Pack



Date: 1 September 2015
Our ref: Cabinet/Agenda
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CABINET

10 SEPTEMBER 2015

A meeting of the Cabinet will be held at **7.00 pm on Thursday, 10 September 2015** in the Council Chamber, Council Offices, Cecil Street, Margate, Kent.

Membership:

Councillor Wells (Chairman); Councillors: L Fairbrass, Brimm, Stummer-Schmertzling and Townend

A G E N D A

Item
No

Subject

1. **APOLOGIES FOR ABSENCE**

2. **DECLARATIONS OF INTEREST**

To receive any declarations of interest. Members are advised to consider the advice contained within the Declaration of Interest form attached at the back of this agenda. If a Member declares an interest, they should complete that form and hand it to the officer clerking the meeting and then take the prescribed course of action.

3. **MINUTES OF PREVIOUS MEETING** (Pages 1 - 4)

To approve the summary of recommendations and decisions of the Cabinet meeting held on 30 July 2015, copy attached.

4. **CORPORATE PRIORITIES 2015-2019** (Pages 5 - 14)

5. **UPDATE REPORT ON THE CORPORATE RISK REGISTER** (Pages 15 - 44)

6. **SALE OF A STRIP OF LAND AT MARINA ESPLANADE, RAMSGATE** (Pages 45 - 54)

7. **EVALUATION OF RETENTION OR DISPOSAL OPTIONS FOR COASTGUARD COTTAGES, VICTORIA PARADE, RAMSGATE** (Pages 55 - 64)

8. **ADOPTION OF LOCAL DEVELOPMENT SCHEME** (Pages 65 - 78)

Supplementary Clarification 2/9/15:

Paragraph 2.11 of the Report indicates that "The SPD will set out the planning policy position for different areas of the site, defining the mix of uses that might be acceptable, and establishing design and other planning principles."

For clarification, the "mix of uses" referred to in paragraph 2.11 is a mix of Airport-related

Item
No

Subject

uses and uses complementary to the Airport, to “support Airport development”, as mentioned earlier in paragraph 2.11.

9. **PUBLIC CONSULTATION-DESIGNATION OF THE PROPOSED CONSERVATION AREAS, CLIFTONVILLE WEST** (Pages 79 - 290)
10. **DREAMLAND - PROGRESS UPDATE** (Pages 291 - 296)

Declaration of Interests Form

CABINET

Minutes of the meeting held on 30 July 2015 at 7.00 pm in Council Chamber, Council Offices, Cecil Street, Margate, Kent.

Present: Councillor Christopher T Wells (Chairman); Councillors L Fairbrass, Brimm, Smith, Stummer-Schmertzling and Townend

In Attendance: Councillors Bayford, Campbell, Collins, Game, I Gregory, Jaye-Jones, Piper, D Saunders, M Saunders, Savage and Taylor-Smith

274. APOLOGIES FOR ABSENCE

There were no apologies received at the meeting.

275. DECLARATIONS OF INTEREST

There were no declarations of interest.

276. MINUTES OF PREVIOUS MEETING

Councillor Wells proposed, Councillor Lin Fairbrass seconded and Members agreed the minutes to be a true record of the meeting that was held on 18 June 2015.

277. MINUTES OF EXTRAORDINARY MEETING

Councillor Wells proposed, Councillor Smith seconded and Members agreed the minutes to be a true record of the extraordinary meeting that was held on 14 July 2015.

278. BUDGET OUTTURN REPORT 2014/15

Cabinet was advised that significant effort was made in year to deliver savings to help ease some of the budget pressures moving forward as a result of the substantial funding cuts over the coming years announced for local government. Strict controls were continued with regard to recruitment and managers were challenged to find efficiency savings wherever possible.

Members also noted that the General Fund balances remained healthy at £2.011m or 12% of the net budget requirement, as recommended by the S151 officer as part of the budget report approved by Council in February 2015. The Housing Revenue Account (HRA) generated a decrease in balances of £272k in 2014/15 against a budgeted deficit of £531k.

Councillor I. Gregory spoke under Council Procedure 24.1.

Councillor Townend proposed, Councillor Stummer-Schmertzling seconded and Members agreed the following:

1. To note the General Fund, HRA and capital outturn position for 2014/15;
2. To approve the proposed movements to earmarked reserves as outlined in paragraph 2.4 of the Cabinet report.

279. BUDGET MONITORING REPORT 2015/16

Members received assurances that the Managers were continuing to work hard to maintain a breakeven position. Savings that were identified across directorates as built in through the budget process would be continually monitored in year. Officers would continue to endeavour to find further efficiencies over the remainder of the financial year in order to keep budget monitoring on track.

With regards to the General Fund Capital Programme, capital receipts have nearly achieved the set budget for the year with a total of £1.46m received in the first quarter to fund the capital investment programme. There were no major variations in respect of the Housing Revenue Account and Housing Capital programme.

Councillor Campbell and Councillor I. Gregory spoke under Council Procedure 24.1.

Councillor Townend proposed, Councillor Lin Fairbrass seconded and Members agreed the following:

1. To note the projected outturn position for 2015/16 for the General Fund;
2. The reserve movements detailed in 5.1 of the Cabinet report;
3. To note the current Housing Revenue Account position;
4. To note the General Fund and Housing Revenue Account Capital Programmes and agree the budget virements detailed as per **Annex 1** and **Annex 2 (to the report)**; for the General Fund capital and HRA.

280. ANNUAL TREASURY REVIEW

During 2014/15 the Council complied with its legislative and regulatory requirements, borrowing was only undertaken for a capital purpose and the statutory borrowing limit (the authorised limit) was not breached. With regard to investments, the challenging investment environment of previous years continued and returns on balances remained low.

Councillor Townend proposed, Councillor Brimm seconded and Members agreed that following approval by the Governance and Audit Committee on 24 June 2015, that Cabinet:

1. Notes the actual 2014/15 prudential and treasury indicators in the Cabinet report;
2. Approves the annual treasury management report for 2014/15;
3. Recommends this report to Council.

281. SELECTIVE LICENSING IN CLIFTONVILLE WEST AND MARGATE CENTRAL

Thanet District Council introduced a selective licensing scheme in April 2011. Since then, all privately rented homes in the designated area have been required to be licensed with the council. The scheme requires private landlords to apply for a licence and comply with a range of licence conditions to ensure good property management.

Cabinet noted that this scheme was contributing to the regeneration of Cliftonville by improved living conditions in the area. There were now fewer empty properties, less anti-social behaviour and a greater number of well-managed and safe homes. However, there was still much to be done and further improvements could be achieved with another five year designation.

Councillor Game and Councillor Savage spoke under Council Procedure Rule 24.1.

Councillor Lin Fairbrass proposed, Councillor Townend seconded and Members agreed the following:

- (i) To undertake a public consultation with a view to potentially designating the area shown in Annex 2 (to the Cabinet report) for the purposes of selective licensing. This proposal is set out in option 2 of the report and relates to an area that is substantially similar to that already designated;
- (ii) To Authorise officers to undertake a 10 week public consultation beginning on 17 August 2015 that sets out the proposal and seeks views;
- (iii) To receive a further report in early January 2016 following the public consultation to determine whether a selective licensing designation should be made.

282. EMPTY PROPERTY REFURBISHMENT

93 Westcliff Road, Ramsgate has been empty since 2008. The Council purchased the property in 2014 as part of the Homes and Communities Agency funded Empty Homes Project.

Members were advised that a subsequent reassessment of the condition of the property concluded that the works would not be completed by the funding deadline of 31st March 2015. As a result the property was removed from the programme and now needed to be funded in a different way.

Councillor Lin Fairbrass proposed, Councillor Smith seconded and Members agreed the use of HRA balances and one-for-one receipts to undertake the development and refurbishment works at 93 Westcliff Road, Ramsgate.

Meeting concluded: 7.30 pm

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Corporate Plan Review

To: **Cabinet – 10 September 2015**

Main Portfolio Area: **Leader and all Portfolios**

By: **Leader of the Council**

Classification: **Unrestricted**

Ward: **Whole District**

Summary: The Constitution requires that the Council's Corporate Plan be adopted by Full Council in accordance with the Budget and Policy Framework Procedure Rules.

This report details the proposed new priorities for the Corporate Plan 2015-2019.

For Decision

1.0 Introduction and Background

- 1.1 The council's current Corporate Plan was published in 2012 and covers the period of 2012 – March 2016.
- 1.2 Since the publication of the, 2012-16 Corporate Plan, the council has faced significant challenges, coupled with the change of Political Administration and future funding pressures, it is considered timely to re-set the council's Corporate Priorities for the next four years.
- 1.3 The proposal to re-set the corporate priorities also supports, one of the key messages arising from the Local Government Association Peer Review in 2014.
"Clarify what you want to achieve and how you are going to do it and then put the appropriate resources in place – a rationalised set of priorities will drive the Medium Term Financial Plan".

2.0 The Current Situation

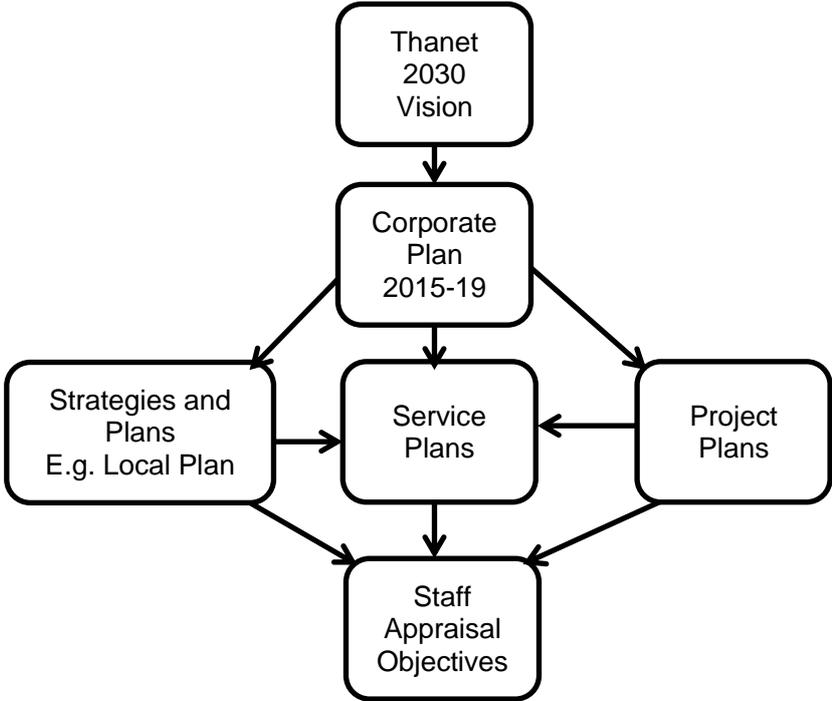
- 2.1 Through the proposed new priorities, the council will: continue to shape the future of the District by maximising the use of the current powers it holds; ensuring accountability to the electorate it serves; innovating where new opportunities present themselves; and collaborating with partners to deliver the best possible services within the funds available to the council.
- 2.2 The proposed Corporate Values identify the way the council will work in order to deliver its priorities.
- 2.3 The council is responsible for a wide range of statutory and discretionary services and through the proposed new priorities it will take an outcome focussed approach to find the right way to deliver its services.

- 2.4 The largest challenge the council faces over the next four years is to deliver further improvements to its services with reduced funding and resources. This will require the council to work with its partners and residents to minimise the impact of the challenge ahead and manage the expectations on the council within its limited resources.
- 2.5 The proposed new priorities will underpin the 2030 Vision for the District (which can be found on the council website <http://thanet.gov.uk/about-us/thanet-vision-2030/>) and will be delivered through the annual focused operational service plans. The council's performance and governance framework will ensure that the council has the ability to monitor and manage the achievement of the outcomes from the proposed new priorities, through aligned performance measures and specific improvement actions.
- 2.6 The proposed new Corporate Priorities and Values are attached to this report as Annex 1.

3.0 Linking the Corporate Plan to Service Plans and Projects

- 3.1 This draft Corporate Plan has been designed as a strategic document which aims to impact on the long-term future of Thanet. The strategic goals set out within the plan, are supported by more detailed plans and strategies which set out service specific projects, actions and targets.
- 3.2 Diagram 1 below shows how these plans and strategies fit together. The diagram has six elements:
- a) The 2030 Vision for Thanet which sets out the broad aims for the District.
 - b) The Corporate Plan which is the council's medium term planning document and it identifies the key priorities and aims that the council will focus on over a four year period.
 - c) Service Plans are the operational plans of the different departments within the council; they include details on specific projects, actions and targets.
 - d) There are a number of other strategies and plans tackling specific issues which cross cut across the council's different departments. These are tied closely to service plans to ensure that individual departments keep on track with their contribution to the Corporate Plan.
 - e) Projects are planned, monitored and reviewed in accordance with the council's project management framework.
 - f) Staff appraisal objectives are linked to the departmental targets and are monitored through the council's staff appraisal process.

Diagram 1



3.3 As stated in Priority 2 of the Draft Corporate Plan 2015-19, the achievement of the council’s long-term aims will require the council to work in partnership with other organisations from the public, private and voluntary sectors. These organisations will also have strategies and plans which will contribute to the delivery of the priorities set out in the Draft Corporate Plan.

4.0 Overview and Scrutiny Panel Feedback

4.1 The panel raised the question of how the document will be published, if it will be in leaflet form or posted on the website and the costs associated with it. The Leader advised that this is open to suggestions and the final approach and costing will be circulated to Scrutiny Members.

4.2 A suggestion was made that officers consider existing local distributions or current community magazines and provided the example of the Ramsgate Town Council regular publication.

4.3 Members raised the question about what services would be stopped or no longer be provided. The Leader informed the panel that this document is about the prioritising of resources and not necessarily cutting services.

- 4.4 Under Priority 1 – the following comments were made by the Panel:
- The council look at more innovative ideas such as the footprints leading up to bins and the use of fluorescent notices.
 - Pilots in certain areas for dummy CCTV cameras and notices.
 - The council consider undertaking a study on commercial waste collection.
 - Review the usage of the seagull proof waste bags.

4.5 Subject to the above comments, the Panel recommended the Corporate Plan to Cabinet.

5.0 Options

- 5.1 To amend the report and the proposed Corporate Plan 2015–2019 and recommend the revised Corporate Plan be submitted to Full Council on the 15 October 2015.
- 5.2 To accept the report and the proposed Corporate Plan 2015–2019 as drafted and recommend it be submitted to Full Council on the 15 October 2015.

6.0 Proposed Next Steps

- 6.1 If recommended by Cabinet the report and the proposed Corporate Plan 2015–2019 will be presented to Full Council on the 15 October 2015.
- 6.2 If approved by Full Council the priorities will be translated directly into the Operational Service Plans for 2016-17. This will enable each priority to be monitored through the council's Performance Management Process.

7.0 Corporate Implications

7.1 Financial and VAT

- 7.1.1 The detailed objectives within all three proposed new priorities will need to be deliverable in line with the council's budget and Medium Term Financial Strategy.

7.2 Legal

- 7.2.1 The Constitution requires that the council's Plan be adopted by Full Council in accordance with the Budget and Policy Framework Procedure Rules.

7.3 Corporate

- 7.3.1 The council is responsible for a wide range of statutory and discretionary services and through the proposed new priorities it will take an outcome focussed approach to find the right way to deliver its services.

7.4 Equity and Equalities

- 7.4.1 An Equalities Impact Assessment has been undertaken and there is no reason to state at this time that the content of the proposed new Corporate Priorities will negatively impact on any groups with protected characteristics. The priorities focus on improving the quality of life in Thanet for all. Opportunities to further the aims of the Duty will be investigated during equality impact analysis of individual projects, plans and strategies arising from the priorities.

8.0 Recommendation(s)

- 8.1 That Cabinet recommend the report and the proposed Corporate Plan 2015–2019 (with any amendments) to be presented to Full Council on the 15 October 2015.

9.0 Decision Making Process

- 9.1 This is a policy framework document to go to Full Council and is subject to the council's Budget and Policy Framework Procedure Rules which provides the Overview and Scrutiny Panel with an opportunity to comment on the draft proposals before they are finalised by Cabinet and submitted to Council.
- 9.2 Subject to approval of Cabinet, the report and the proposed Corporate Plan 2015 – 2019 will be recommended to Full Council.

Future Meeting if applicable: <ul style="list-style-type: none">• Full Council	Date: <ul style="list-style-type: none">• 15 October 2015
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Contact Officer:	Nicola Walker - Interim Head of Finance
Reporting to:	Tim Willis – Director of Corporate Resources

Annex List

Annex 1	Proposed new Corporate Priorities 2015-2019
Annex 2	Draft Measures of Success

Background Papers

Title	Details of where to access copy
Equalities Impact Assessment	<i>Email:</i> Carol.cook@thanet.gov.uk
Thanet Vision 2030	http://thanet.gov.uk/about-us/thanet-vision-2030/

Corporate Consultation Undertaken

Finance	Nicola Walker - Interim Head of Finance
Legal	Tim Howes - Interim Head of Legal and Democratic Services

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Corporate Priorities 2015 to 2019 Working Together for Annex 1



These corporate priorities identify the areas the council will focus on over the next four years

Priority 1: A clean and welcoming environment

We want to encourage pride in our district by keeping Thanet clean. We are determined frontline services get it right.

This will involve us:

- Continuing to improve waste and recycling services, reducing waste and increasing recycling.
- Keeping streets, parks and open spaces clean for residents and visitors.
- Maintaining zero tolerance to encourage positive behaviour to help improve our environment.

Priority 2: Supporting neighbourhoods

We will work with partner agencies through the Thanet Health and Wellbeing Board to support people to make better lifestyle choices and operationally through our range of services provided directly to residents.

This will involve us:

- Continuing our commitment to work with the public, private, voluntary and community sector to ensure the best outcomes for Thanet.
- Ensuring local residents have access to good quality housing, which meets people's changing needs and aspirations that is safe and affordable.
- Continuing to work with partners to improve community safety.

Priority 3: Promoting inward investment and job creation

Our vision is to accelerate growth and achieve greater economic prosperity for our district. We will seek opportunities for inward investment, high quality job creation and work with partners to ensure we have the right skills, infrastructure and plans in place.

This will involve us:

- Actively seeking inward investment, exploring the potential for using Enterprise Zones; encouraging new and existing businesses which support growth in the local economy.
- Working with partners to make the most of the buildings and land we own. Maximising commercial opportunities for key assets.
- Writing a Local Plan which sets planning strategies and policies that support growth of the economy.

BUDGET: £19m; CAPITAL INVESTMENT: £41m for 2015-19 and future years

LIKELY SAVINGS REQUIRED FOR 2015/16-2018/19: £2.6m by planning ahead, managing costs and transforming services.



Corporate Values 2015 to 2019

Working Together for



These corporate values identify the way the council will work in order to deliver its priorities

Value 1: Delivering value for money

This will involve us:

- Transforming and targeting resources to deliver the right services, in the right way, to improve customer experience; whether delivered directly, in partnership or commissioned externally.
- Ensuring that we operate in a open, honest and accountable manner - expecting the same standards of partners and stakeholders.
- Delivering services in the most cost effective and efficient way.
- Ensuring we achieve a stable and sustainable budget, capable of withstanding economic pressures.

Value 2: Supporting the workforce

This will involve us:

- Recruiting and retaining skilled, committed and motivated people.
- Setting high performance standards and actively supporting staff to reach them.
- Being a forward thinking, innovative employer, encouraging new ways of working.
- Encouraging staff to propose new ideas.
- Treating our customers fairly and professionally in the delivery of good quality customer service.

Value 3: Promoting open communications

This will involve us:

- Providing clear, meaningful and timely communication.
- Choosing the best method of communication for the intended audience.
- Listening to and understanding residents' needs and using this information to continue improving our services.
- Keeping residents and stakeholders informed about plans and work programmes in a way which is easy to access and understand.

thanet.gov.uk

CORPORATE PRIORITIES Draft Measures of Success

Priority 1

A clean and welcoming environment

Residents and visitors will see cleaner streets and improved parks and open spaces.

Reduction in the amount of household waste sent to landfill.

Increased recycling levels.

People find it easy to dispose of their waste and know how to dispose of their waste responsibly.

Public awareness raised of the problems of littering and dog fouling on our streets, through increased work with local communities, volunteer groups and residents.

Town councils engaged with pooling resources to improve local delivery of services.

Key Performance Indicators

To be developed through the service planning process

Priority 2

Supporting neighbourhoods

Co-ordinated partnership approach to the delivery of projects within the Thanet Community Safety Plan.

Reduction in the number of empty properties in the district.

Completion of the council's Housing Intervention Programmes.

Local communities supported to help resolve local issues.

High quality, cost effective landlord service, which invests in the council's homes.

Key Performance Indicators

To be developed through the service planning process

Priority 3

Promoting inward investment and job creation

The council has managed its property portfolio effectively to support its priorities.

Finalised and implemented Local Plan.

Local employer's needs matched with further and higher education.

Growth in existing and new businesses in the district increasing the employment choice.

Key Performance Indicators

To be developed through the service planning process

CORPORATE VALUES
Draft Measures of Success

Value 1
Delivering Value for Money

Council achieves a balanced, sustainable budget.

Services commissioned and designed to meet customer needs.

Opportunities explored for further shared work with partners and agencies to a make better use of public funds to achieve positive outcome for residents.

Staff engaged in service reviews and improvement programmes.

Key Performance Indicators

To be developed through the service planning process

Value 2
Supporting the Workforce

A skilled and committed workforce is maintained.

High quality customer services delivered throughout the council.

A programme of staff development and training delivered.

Effective appraisal process which supports and recognises staff performance.

The council is recognised for the services it's staff delivers.

Key Performance Indicators

To be developed through the service planning process

Value 3
Promoting Open Communications

E-marketing and digital communications developed.

Re-designed website that is based on customer needs.

Council reports reviewed to provide clarity in the way the council runs its business.

Key Performance Indicators

To be developed through the service planning process

UPDATE REPORT ON THE CORPORATE RISK REGISTER

To: **Cabinet – 10 September 2015**

Main Portfolio Area: **Corporate Resources**

By: **Cllr Chris Wells, Cabinet Member for Corporate Governance Services**

Classification: **Unrestricted**

Ward: **Not Applicable**

Summary: **To provide a report on the Corporate Risk Register**

For Information

1.0 Introduction and Background

1.1 Risk Management is a fundamental element of the Council's arrangements for ensuring goals are achieved and opportunities are taken up. To this end the Council has established its Risk Management Strategy and assigned responsibility to councillors and officers to ensure that the Council uses its resources effectively, and all that can be reasonable done, is done, to mitigate risk.

2.0 The Current Situation

2.1 The current Corporate Risk Register reflects the Corporate Plan 2012-16 which identified 11 priorities. Following a Peer review in March 2014 it was acknowledged that the Council had too many priorities which subsequently led to a review in August 2014 which reduced the priorities to 4, Environmental, Economic Development, Housing and Communication. However the Corporate Risk Register has not been updated to reflect those new priorities and with a new Council and new Corporate Plan emerging it does now provide an opportunity to review the previous Corporate Risk Register and to determine a risk appetite appropriate to the new Council's goals and aspirations. Consequently a detailed report will follow once the new Corporate Plan has been adopted. In the meantime CMT has reviewed the existing register to ensure that it remains relevant and up to date and to coincide with the timetable of the Council's Annual Corporate Governance Statement it is appropriate that the Corporate Risk Register be presented to Cabinet.

2.2 Updated Corporate Risk Register

A summary of the updated Corporate Risk Register follows, the full detail for each individual risk is attached in Annex 1:

Ref	Description	P	I	Risk Score
R01.01	Too Many Priorities	4	3	12 High
R04.01	Health and Safety at Work	3	4	12 High

R09.01	Major Project Management	3	4	12	High
R04.06	Information Management Practice	3	3	9	Medium-high
R05.01	Reputation and Public Perception	3	3	9	Medium-high
R01.02	Challenging Economic Climate	4	2	8	Medium-high
R09.04	Local Plan Delivering Sustainable Development	2	4	8	Medium-high
R06.04	Political Leadership	2	4	8	Medium-high
R07.01	Business Continuity	2	3	6	Medium-high
R04.09	Safeguarding Vulnerable People	2	3	6	Medium-high
R04.07	Major Emergency	2	3	6	Medium-high
R03.02	Partnerships	2	2	4	Medium-low

2.2.1 Removed from the Risk Register

Three risks were removed from the Corporate Risk Register this quarter as they are being effectively managed at the operational level:

- Increasing Customer Demands;
- Service Failure or Closure;
- Value for Money of Resources.

Additionally, two risks have been combined with another very similar risk:

- Political Astuteness and Political Leadership have been merged to reflect the Council's opportunity of influence within Kent and its partners;
- Continuity of Staff and Business Continuity have been merged as the mitigating actions are similar.

2.2.2 Risks reduced

One risk has a reduced score as follows:

- Business Continuity now has a probability of 2 and an impact score of 3 total score 6 which is reduced from 9. It is anticipated that this will be revised again following the successful appointment to key vacant posts.

2.2.3 Risks Increased

No risk scores have increased this quarter.

2.2.4 New Risks

No new risks have been added in this period

2.2.5 Amended Risks

There were no other notable amendments this quarter.

3.0 Options

- 3.1 That Members note the content of this update report on the Corporate Risk Register and identify any issues on which they require more clarification.

4.0 Next Steps

- 4.1 The Corporate Risk Register will continue to be reviewed regularly and the scores of individual risks reviewed as circumstances change. Following adoption of the New Corporate Plan a more detailed review of the Corporate Risk Register will be undertaken and brought back to Cabinet at a future date.

5.0 Corporate Implications

5.1 Financial and VAT

5.1.1 Whilst the Corporate Risk Register includes a comprehensive review of corporate financial risks, there are no direct financial implications resulting from the recommendation in this report.

5.2 Legal

5.2.1 Whilst the Corporate Risk Register includes consideration of legal matters in as far as they relate to risks to the Council, there are no legal implications resulting from the recommendation in this report.

5.3 Corporate

5.3.1 The Corporate Risk Register sets out how the Council will seek to control the risks it faces. The approach suggested is in accordance with the requirements of the Council's constitution and agreed Risk Management Framework.

5.4 Equity and Equalities

5.4.1 There are no equity or equalities issues arising from this report. The risk register identifies a number of activities designed to control risks and these will each need to be assessed for equality impact in their own right.

6.0 Recommendation(s)

6.1 That Members note the content of this report.

7.0 Decision Making Process

7.1 This recommendation does not involve the making of a key decision and may be taken by Cabinet.

7.2 This report will be considered by the Governance and Audit Committee on 24 September 2015.

Contact Officer:	Christine Parker, Head of Audit Partnership DDI 01843 577189
Reporting to:	Tim Willis, Director of Corporate Resources DDI 01843 577617

Annex List

Annex 1	Corporate Risk Register – August 2015
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Background Papers

Title	Details of where to access copy
Risk Management Strategy	Intranet

Corporate Consultation Undertaken

Finance	Nicola Walker, Head of Financial Services
Legal	Tim Howes, Head of Legal and Democratic Support and Monitoring Officer

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Corporate Risk Register

August 2015



R01.01: Too Many Priorities

Risk owner: Director of Corporate Resources

Cause	Too many objectives set as the Council tries to be ‘all things to all people’ Incorrect assumptions made in setting the MTFP
Examples of potential causes	<ul style="list-style-type: none"> • Poor understanding of statutory guidance; • Poor understanding of capacity & capability to deliver; • Flawed mechanisms for delivery of MTFP • Too many priorities in Corporate Plan • Over-estimation of staff capacity when strategic or operational decisions are taken; • Long-term aims are not clearly defined; • Failure to consider agreed priorities when deciding objectives; • Decisions are made on priorities without adequate consideration of the funding required or available to deliver those priorities; • Failure to agree service standards and expectations for functions or matters that are a lower priority or a non-priority; • Failure to review services which consistently deliver beyond their objectives; • Delivering “gold-plated” services which use up valuable resources; • Attempts to deliver matters that are insufficiently funded threatens the funding of stated key priorities
Trigger events/situations	Approval of MTFP with incorrect assumptions Timescales and budgets set for key pieces of work become unrealistic; poor service delivery as too many matters are juggled
Examples of potential trigger events/situations	<ul style="list-style-type: none"> • Approval of MTFP with incorrect assumptions • Everything is a priority
Consequence	MTF strategy is undermined Inability to focus on priorities Failure to deliver stated objectives in a timely manner
Examples of potential consequences	<ul style="list-style-type: none"> • Limited clarity of purpose leads to difficulties in motivating staff; • An increasing number of items of work become deferred; • Projects take longer than planned as resources have to be regularly moved around to meet multiple requirements; • The council’s project completion record deteriorates; • Ineffective and ineffective decision as too many matters have to be juggled; • Council gains a reputation for not delivering what it says it will; • Projects become drawn out or fail • Senior staff & members continually need to revise intentions because prioritisation is ineffective • Co-operation with partners is inconsistent • Officers and members unable to articulate a shared set of priorities.

Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 3	I: 4	R: 12	P: 2	I: 4	R: 8	P: 4	I:34	R: 12
High			Medium-high			High		

Control Measure	CM type	CM owner	Start date	Due date
Develop a clear understanding of member priorities and communicate this to the organisation and its stakeholders	TCA	Chief Executive	July 14	Oct-15
Develop an annual prioritisation processes that ensures consistency between the corporate plan, service plans and strategic objectives.	TCA	Policy and Business Planning Manager	Oct-14	Dec-15
Undertake review of constitutional and delegated powers to ensure that officers are working within their powers	TCA	Legal Services Manager	Jul-14	Dec-15
Develop a way of refining priorities to 'focus on a smaller number', in time to inform the next corporate plan	TCA	Director of Corporate Resources	Jun-14	Oct-15
Ensure member engagement in development of financial assumptions.	BAU	Head of Financial Services		
Ensure external funding opportunities are explored.	BAU	Technical Finance Manager		
Thorough review of reserves as part of budget process	BAU	Head of Financial Services		

R01.02: Challenging Economic Climate

Risk owner: Director of Corporate Resources

Cause	MTFP risk levels change
Examples of potential causes	<ul style="list-style-type: none"> • Savings targets not met; • Project where significant unbudgeted legal challenge costs arise; • Inadequate provision for repair, maintenance or replacement of major plant and equipment; • Inadequate insurance cover; • Unexpected reductions in central government support; • Reduced demand for paid-for services; • Increased demand for services; • New priorities agreed which differ from those used to develop the MTFP; • High cost projects are not clearly handed over when staff leave; • Disasters/ emergencies which lead to extra costs not eligible for government support; • Legislation or new statutory guidance requires the council to meet an extra service obligation; • Treasury policy not fit for purpose or not adhered to; • TDC must transfer services to government department or other organisation.
Trigger events/ situations	Major change in business environment changes risk level of MTFP
Examples of potential trigger events/situations	<ul style="list-style-type: none"> • Managers don't meet expected savings; • Income or costs exceed acceptable tolerances; • Major loss of income; • Decision to change priorities leads to additional financial cost; • An event or incident occurs where insurance provision is inadequate; • High value of claims below excess limits; • New financial obligation or rediscovery of existing financial obligation that was not allowed for in financial plans; • Major asset (buildings, plant & equipment) require unplanned spending on repair/ replacement; • Fraud loss not covered by insurance; • New legislation or regulations with adverse resource implications.
Consequence	Need for changes to service provision
Examples of potential consequences	<ul style="list-style-type: none"> • Need to prioritise / rationalise/ terminate some services; • Reduced services to customers; • Inability to achieve objectives; • Impact on reserves; • Inability to comply with regulation; • Debt levels rise above acceptable proportions; • Deterioration of assets and asset values; • Funds spent on more expensive reactive maintenance rather than planned maintenance.

Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 3	I: 4	R: 12	P: 2	I: 4	R: 8	P: 4	I: 2	R: 8
High			Medium-high			Medium-high		

Control Measure	CM type	CM owner	Start date	Due date
Ensure that budget consultation for 2016-17 supports the identification of priorities for the new Corporate plan.	TCA	Director of Corporate Resources	Jul-15	Jan- 16
Adopt an asset management strategy and plan (land and buildings) with director and cross-party member commitment.	TCA	Head of Economic Development and Asset Management	Jan 14	Sept 15
Ensure council assets are reviewed so that long run maintenance requirement is consistent with budget provision.	TCA	Head of Financial Services	Jun-14	Dec-15
Foster strong relationship between Cabinet and SMT through informal meetings on regular basis.	BAU	Chief Executive		
Identify required repair and maintenance on major assets and buildings and use this to inform an adequate budget.	BAU	Head of Financial Services		
Review of asset register to identify those assets near the end of their useful life (vehicles, plant and equipment) and build capital asset replacement/ disposal (vehicles, plant and equipment) into the Capital Programme.	BAU	Head of Financial Services		
Regular monitoring of outstanding debts working with debtors at the earliest opportunity.	BAU	Head of Financial Services		
Carry out reviews of the replacement needs for all the main items of council's plant and equipment, and ensure that capital bids are submitted if replacement is required within the next five years, so that financial provision can be made.	TCA	All Directors		

R03.02: Partnerships

Risk owner: Director of Corporate Resources

Cause	Inadequacies in partnership resourcing and governance arrangements
Examples of potential causes	<ul style="list-style-type: none"> Individual partners fail to allocate sufficient resources to deliver their agreed contribution effectively; Demands are made that are outside of the agreed scope of the partnership; Governance arrangements not clearly set out or complied with (including those for information management); No regular monitoring of partnership progress; Resourcing cuts by individual partners leave the Council exposed; Costs of partnership exceed original expectations; Change in priorities of an individual partner; Lack of binding agreement allows withdrawal of partner at cost to the remainder.
Trigger events/situations	Partnerships embark on activities without adequate resources or governance arrangements in place to sustain/deliver those activities
Examples of potential trigger events/situations	<ul style="list-style-type: none"> Partnership commences activity without implementing adequate governance arrangements; Partner asks to renegotiate terms or decides to pull out of partnership
Consequence	Partnership fails to meet its potential
Examples of potential consequences	<ul style="list-style-type: none"> Communications between partners becomes less effective; TDC receives poor value for money for its contribution to the partnership; Increase in complaints relating to services provided by the partnership; Partnership objectives are not met; Breach of TDC statutory responsibility (including corporate e.g. equality duty or DPA compliance); Withdrawal of partners; Financial loss, including loss of funding; Lack of agreeable exit options; Legal costs; Partnership projects have to be scaled back/closed down; Closure of partnership; Reputational damage.

Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 3	I:4	R: 12	P: 2	I: 2	R: 4	P: 2	I: 2	R: 4
High			Medium-Low			Medium-Low		

Control Measure	CM type	CM owner	Start date	Due date
Carry out review applying the template to existing	TCA	Customer Contact and	Apr-14	Jan-16

Control Measure	CM type	CM owner	Start date	Due date
partnerships (agreement for supply of services that involves the council without formal contract).		Engagement Manager		
<p>Ensure the partnership template established and implemented to ensure that:</p> <ul style="list-style-type: none"> • partnership objectives are informed by a sound evidence base before they are agreed by TDC; • that purposes and objectives are clearly documented with clear procedures for disengagement; and • that governance arrangements (including arrangements for reporting progress and performance) are clearly documented. 	TCA	Director of Corporate Resources	Jul-14	Jan-16
Use the performance board and directorate management meetings to challenge on the progress/ performance of the main partnerships though the year, checking that two way dialogue is taking place between TDC lead and partners.	BAU	Policy and Business Planning Manager		

R04.01: Health & Safety at work

Risk owner: Director of Operational Services

Cause	Issues with Health and Safety Procedures
Examples of potential causes	<ul style="list-style-type: none"> Health & Safety procedures not robust; Health & Safety procedures are not followed
Trigger events/situations	Individuals sustain injuries
Examples of potential trigger events/situations	<ul style="list-style-type: none"> Staff injury whilst undertaking council duties.
Consequence	Costs, morale implications and reputation issues
Examples of potential consequences	<ul style="list-style-type: none"> Injured staff; Possible corporate manslaughter; Failure to meet statutory requirement; Insurance claim against the council; Dissatisfaction/ representations from colleagues of injured staff; Loss of capacity due to staff absence through injury; Reputational damage; Adverse reporting in the public media; Financial loss due to change in HSE requirements.

Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 3	I: 4	R: 12	P: 1	I: 4	R: 4	P: 3	I: 4	R: 12
High			Medium-high			High		

Control Measure	CM type	CM owner	Start date	Due date
Regularly review and adapt maintenance regimes for the main items of council's plant and equipment to ensure equipment is efficient, effective and safe. <ul style="list-style-type: none"> around the coastline and at the port and harbour, used in the recycling, waste and cleansing services used in the parks services used in the crematorium & cemetery service. 	TCA	Technical Services Manager	July-14	Dec-15
Ensure that Health and Safety policy is up to date and that risk assessments are done, and that sufficient resources exist for safe working.	TCA	Director of Operational Services	July-14	Dec-15
Ensure appropriate health and safety training	BAU	Director of		

occurs within the services.		Operational Services		
Ensure that contracts used by TDC insist on appropriate health & safety standards.	BAU	Director of Operational Services		

R04.06: Information Management Practices

Risk owner: Customer Contact and Engagement Manager

Cause	Inadequate information management arrangements in place
Examples of potential causes	<ul style="list-style-type: none"> Information management systems insufficient; Failure to move from paper to digital systems; Inadequate training of staff or members on information management matters; Non-compliance with government controls on the management and labelling of information; Data protection arrangements inadequate or not adhered to; Data sharing arrangements with partners inadequate or not adhered to; Ignorance of proper protocols leads to under-use of information management processes; Vexatious requests or vexatious complainants tolerated; Misuse of systems or information by staff or members; Information held by the Council is lost, forgotten, overlooked or ignored.
Trigger events/situations	Event occurs where lack/disclosure of information is a serious issue
Examples of potential trigger events/situations	<ul style="list-style-type: none"> Complaint to Information Commissioner; A decision requires information which is no longer kept (or has been overlooked) by the Council; Information is shared or disclosed when it should not be.
Consequence	Unplanned cost in time and money, project failure and reputational damage
Examples of potential consequences	<ul style="list-style-type: none"> Fine imposed by the Information Commissioner; Unsustainably high level of requests for information through FOI; Project delay or failure; Schedule of publication requires refresh; Disciplinary action is required; Reputational damage.

Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 3	I: 3	R: 9	P: 2	I: 2	R: 4	P: 3	I: 3	R: 9
Medium-high			Medium-low			Medium-high		

Control Measure	CM type	CM owner	Start date	Due date
Adopt and ensure adherence to the government's code of conduct on data transparency.	TCA	Customer Contact and Engagement Manager	Apr 14	Dec-15
Following recruitment to post, raise profile and deliver training on good information management practices, including quality and appropriateness.	TCA	Customer Contact and Engagement Manager	Oct 14	Dec 15
Re-introduce housekeeping days (electronic as	TCA	Customer Contact and	Sept 14	Dec 15

Control Measure	CM type	CM owner	Start date	Due date
well as paper filing).		Engagement Manager		
Ensure information management policies exist and staff comply with the policies	BAU	Customer Contact and Engagement Manager		
Ensure data protection processes are implemented and maintained.	BAU	Legal Services Manager		
Ensure website contains information that is most commonly requested.	BAU	Customer Contact and Engagement Manager		
Ensure up to date retention schedules and timely destruction of records.	BAU	Customer Contact and Engagement Manager		
Undertake regular analysis of complaints relating to information failures, to inform staff training needs	BAU	Customer Contact and Engagement Manager		

R04.07: Major Emergency

Risk owner: Technical Services Manager

Cause	Issues with Emergency Plan arrangements
Examples of potential causes	<ul style="list-style-type: none"> Emergency planning documentation is not in place or is not robust; Participants not adequately trained to implement plans; Key staff are unavailable when emergency occurs (e.g. SMT, communications).
Trigger events/situations	Emergency occurs for which the council is unprepared or responds poorly
Examples of potential trigger events/situations	<ul style="list-style-type: none"> Major national grid failure; Plane crash Flooding; Major fire.
Consequence	Confusion leading to vulnerability of local people and service failure
Examples of potential consequences	<ul style="list-style-type: none"> Avoidable fatalities or injuries occur; Impact on emergency services; People are left vulnerable by an incident when they should not be; Confusion over responsibilities; Lack of clear understanding links to mixed messages between stakeholders; Service failures; Potential health and safety issues; Possible corporate manslaughter; Possible breach of contract.

Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 4	I: 3	R: 12	P: 1	I: 3	R: 3	P: 2	I: 3	R: 6
High			Medium-low			Medium-high		

Control Measure	CM type	CM owner	Start date	Due date
Develop and implement a succession management plan. Providing clarity over roles and rotation.	TCA	Technical Services Manager with HR.	Sept-14	Dec-15
Maintain up-to-date Emergency plan.	BAU	Technical Services Manager		
Provide refresh training on emergency planning (including working with emergency services).	BAU	Technical Services Manager		

Ensure programme of review and testing of business continuity plan which includes shared service partners.	BAU	Policy and Business Planning Manager		
Provide refresh training on business continuity.	BAU	Policy and Business Planning Manager		

R04.09: Safeguarding Vulnerable People

Risk owner: Community Safety and Leisure Manager

Cause	TDC do not follow procedures in place and fail to respond to a child protection issue
Examples of potential causes	<ul style="list-style-type: none"> • Inadequate procedures in place; • Inadequate training arrangements; • Procedures not followed e.g: <ul style="list-style-type: none"> ○ Child left in harm through staff member not reporting concern quickly or at all ○ Staff member considers an incident to be too small in nature to be worth reporting; ○ Staff member left vulnerable to untrue allegations • System failure – IT or business continuity as all referrals are done electronically through Civica direct to KCC Social Services • Inadequate vetting of staff who will be working in situations where they will come into contact with children;
Trigger events/situations	Child is harmed or untrue allegation are made against TDC staff/partners
Examples of potential trigger events/situations	<ul style="list-style-type: none"> • Harm comes to a child which could have been avoided if TDC staff/partners had reported it; • Child is harmed by TDC employee/partner; • Untrue allegation of harm is made against TDC staff/partners.
Consequence	Negative impacts on the family, staff members and the council overall
Examples of potential consequences	<ul style="list-style-type: none"> • Longer term impacts on the child and its family; • Serious case review finds the Council to be wanting; • Reputational damage; • Impact on staff morale particularly those who had an opportunity to prevent harm; • Financial sanctions against the Council; • Psychological impact on staff member against whom untrue allegations have been made.

Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 3	I: 3	R: 9	P: 1	I: 3	R: 3	P: 2	I: 3	R: 6
Medium-high			Medium-low			Medium-high		

Control Measure	CM type	CM owner	Start date	Due date
Re-establish corporate CP Committee	TCA	Community Safety and Leisure Manager	Sept-14	Dec-15
Complete Kent Safeguarding Children's self-assessment document	TCA	Community Safety and Leisure Manager	May-14	Dec-15

Update TDC staff list for roles requiring DBS checks	TCA	Community Safety and Leisure Manager	Jun-14	Dec-15
Update CP information on TOM	TCA	Community Safety and Leisure Manager	Sept-14	Jan-16
Check compliance with e-learning module for new starters	TCA	HR Business Partner	Jun-14	Sep-15
Process electronic referrals of CP issues and send to Social Services	BAU	Community Safety and Leisure Manager		
Maintain the Corporate Child Protection policy	BAU	Community Safety and Leisure Manager		

R05.01: Reputation and Public Perception

Risk owner: PR and Publicity Manager

Cause	Controversial decisions and/or inadequacies in communication arrangements
Examples of potential causes	<ul style="list-style-type: none"> • Council becomes involved in projects that relate to matters that are locally controversial; • Inaccurate reporting of legal challenges in the media; • Ineffective communication with the media; • Use of communication channels that are not favoured by customers; • Ineffective use of social media; • Staff capacity does not allow time for considered response to enquiries; • Staff not trained to consider PR impact of their activities; • Inadequate media training of staff and members; • Limited staff capacity resulting in limited amount of time available for media relations; • Inadequate responses to customer complaints, FOIs or media stories; • Council response to negative stories about the council on social media is ineffective; • Sensational stories published in media without proper consideration of facts resulting in inaccurate information in the public domain; • Failure to meet/manage customer expectations; • 'Leak', or failure to follow approved process for ensuring document security.
Trigger events/situations	Controversial story publicised in the media
Examples of potential trigger events/situations	<ul style="list-style-type: none"> • Adverse reports in the local, regional or national media; • Negative comments and discussions on social media.
Consequence	Media controversy impacts on the council's ability to achieve its objectives
Examples of potential consequences	<ul style="list-style-type: none"> • Projects are delayed and costs escalate; • Additional legal resources required; • Requirement to use resources to carry out a review of council actions; • Reputational damage; • Increasing resident dissatisfaction; • Loss of trust in the council; • Public disengagement from involvement with the council; • Growth in negative perceptions about Thanet as an area; • Recruitment/retention problems; • Prospective partners disengage from the council reducing the council's ability to meet its objectives and potentially leading to a withdrawal of investment into the area; • Increasing vulnerability to less scrupulous enterprise because of growth in the perception that in Thanet the council is not effective at dealing with controversy.

Risk Score: Uncontrolled

Risk Score: Controlled

Risk Score: Present

P: 4	I: 4	R: 16	P: 3	I: 2	R: 6	P: 3	I: 3	R: 9
High			Medium-high			Medium-high		

Control Measure	CM type	CM owner	Start date	Due date
Provide media training to relevant staff and all Members.	TCA	PR & Publicity Manager	Jul-14	Oct-15
Ensure appropriate level of legal advice is sought for major projects through the active involvement of Legal Services Manager in the project approval process.	BAU	Legal Services Manager		
Accurate, timely press releases supported by measured PR.	BAU	PR and Publicity Manager		
Ensure adherence to council's decision making processes.	BAU	Legal Services Manager		
Regular dialogue that foster good relationships with the media.	BAU	PR and Publicity Manager		
Use customer insight and market segmentation to inform communication methods.	BAU	Communications Manager		

R06.04: Political Leadership

Risk owners: Leader and Chief Executive

Cause	Issues which make it difficult for elected members to carry out the administration of the council
Examples of potential causes	<ul style="list-style-type: none"> • Changes to National or County priorities affect TDC's role in strategy; • Changing priorities based on differing political alignments (national or local) isolates Thanet so influence is lost; • Lack of capacity to engage in the various Kent led forums across Kent; • Changes in operational emphasis affects project resourcing; • KCC cutbacks disadvantage Thanet • Ineffective or inefficient public meetings; • Inappropriate behaviour by individual councillors; • Ineffective standards regime; • Ineffective communication between senior management and members; • Officer: member protocol inadequate or not adhered to; • Ward councillors not provided with the relevant and topical information expected under the officer: member protocol; • Lack of training for committee chairs and vice-chairs; • Lack of media training for members.
Trigger events/situations	Central Government or KCC take decisions which have adverse impact on Thanet Actions which exacerbate underlying issues
Examples of potential trigger events/situations	<ul style="list-style-type: none"> • Central Government or KCC decision to withdraw or reduce investment in Thanet • Confidential papers are leaked; • The action of an individual councillor brings the council into disrepute; • Members find out information about an issue via the media rather than communication from officers; • Important decision postponed due to disruption at a meeting.
Consequence	Negative impacts on the district, TDC becomes isolated Council distracted from the delivery of its objectives
Examples of potential consequences	<ul style="list-style-type: none"> • TDC's knowledge of national and county initiatives in Thanet or of wider issues is reduced; • Loss of strategic context; • Thanet resourcing is reduced; • Thanet misses out on investment opportunities; • Inappropriate behaviour by individual councillors continues as standards regime is ineffective; • Lack of relevant information makes it difficult for councillors to fulfil their role effectively; • Current partners withdraw from partnership to protect themselves from misrepresentation through leaks of confidential information; • Potential partners are dissuaded from entering into partnership due to risk of confidential information being leaked; • Financial costs and waste of staff resource on matters that could be resolved through an effective standards regime; • Ineffective chairmanship limits meeting effectiveness, impacting on

	<p>council business;</p> <ul style="list-style-type: none"> • Reputational damage to the council; • Public disengagement from the democratic process • Difficult for council leadership to gain a clear mandate; • Change in council priorities by a new leadership could lead to reputational damage, • Basis for democratic accountability is undermined; • Inadequate knowledge of public opinion undermines validity of decisions; • Greater exposure to single issue pressure groups leading to decisions that may not be in the interests of the local economy.
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Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 3	I: 4	R: 12	P: 2	I: 2	R: 4	P: 2	I: 4	R: 8
High			Medium-low			Medium-High		

Control Measure	CM type	CM owner	Start date	Due date
Engage members when developing plans for the year (including service plans).	TCA	Director of Corporate Resources	May-15	Dec-15
Provide training for all members on chairmanship and meeting management	TCA	Democratic Services Manager	Jul-14	May-15
Ensure the right members are fully briefed and prepared to attend the right meetings.	TCA	Chief Executive and Leader	May-15	Dec-15
Carry out review of the standards regime and make recommendations to Council	TCA	Legal Services Manager	Jul-14	Dec-15
Introduce new standards regime (following Council decision)	TCA	Democratic Services Manager	Jul-14	Dec-15
Review the officer: member protocol and design and deliver training/awareness raising for staff and members	TCA	Chief Executive and Leader	Jul-14	May-15
Provide media training to all members following the election	TCA	PR and Publicity Manager	Jul-14	May-15
Maintain regular 1:1s between directors and portfolio holders	BAU	Chief Executive		

R07.01: Business Continuity

Risk owner: Chief Executive

Cause	Issues with Business Continuity Arrangements Mismatch between staff resources in post and service expectations causes false understanding of capacity and resilience
Examples of potential causes	<ul style="list-style-type: none"> • Business continuity documentation is not in place or is not robust; • Management and staff not adequately trained to implement plans; • Limited communication with suppliers of key local infrastructure (e.g. KCC, Southern Water) who could take action that would reduce the impact of a Business Continuity incident on TDC; • Key staff are unavailable when needed (e.g. SMT, communications) • Reorganisation results in lack of resilience – e.g. only one person knows how to carry out a task; • Re-organisation important functions are left under-resourced following a restructure; • Vacant posts take too long to fill; • Difficulties in attracting suitable candidates for vacant posts; • Vacant post savings targets lead to reduction in capacity; • Limited delegation to, and empowerment of, staff; • Restructures take a long time to agree and implement; • Inadequate assessment of service requirements; • Failure to rationalise or deprioritise in response to funding cuts; • Unnecessary or unnecessarily complex corporate processes reduce capacity for service delivery; • Inconsistent handover practices; • Inadequate succession planning arrangements; • Ineffective arrangements for hand-over of functions; • Capability issues aggravate capacity issues; • Implementation of more efficient working fails to deliver the reduction in pressure on staff resources that was originally envisaged;
Trigger events/situations	Situation occurs where services are inadequately covered or missed or for which the council is unprepared or responds poorly
Examples of potential trigger events/situations	<ul style="list-style-type: none"> • TDC IT system failure; • Protracted power failure; • Major incident which affects TDC service delivery (e.g. tower-block fire, sewage discharge by Southern Water) • Key post-holder leaves with inadequate handover Tasks missed or completed badly; • Discovery of crucial gaps in staffing structure; • Inability to cover staff absence; • Non-compliance with legislation/ regulation, or with requirements of grant funding; • Experienced/key worker(s) leave(s) or is/are absent and roles are assigned to people who lack the required knowledge/ expertise; • Discovery that there is no-one able to carry out a specific task.
Consequence	Service failure or reduction in performance leading to breakdown in cohesiveness of service delivery

	Confusion leading to vulnerability of local people and service failure
Examples of potential consequences	<ul style="list-style-type: none"> • Confusion over responsibilities; • Lack of clear understanding links to mixed messages internally and externally; • People are left vulnerable when they should not be; • Service failure; • Possible breach of contract; • Potential health and safety issues • Key functions poorly covered; • Provision of limited or no service for a period of time; • Decision making processes slowed down as senior management capacity becomes over-stretched; • Failure to deliver objectives; • Operational service requirements not properly understood by management; • Functions remain uncovered until a crisis exposes need; • Grant funding has to be paid back, and chances of future funding are reduced; • Disillusionment with required processes; • Repetitive recruitment drives; • Pressure on staff increases, leading to stress, demotivation, lower staff morale, and higher sickness levels; • Unsustainable working practices; • Loss of positive ambition as the organisation becomes more risk averse; • Damaged employee -employer relations; • Fines/costs are incurred as things are missed; • Reputational damage.

Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 3	I: 3	R: 9	P: 2	I: 2	R: 4	P: 3	I: 3	R: 9
Medium-high			Medium-low			Medium-high		

Control Measure	CM type	CM owner	Start date	Due date
Recruit to the senior staffing structure with the right calibre of staff as quickly as possible	TCA	HR Business Partner	Jun-14	Sep-15
Develop and implement a succession management plan.	TCA	HR Business Partner	Sept-14	Mar-15
Develop plan to build project and programme management capability (Peer Review).	TCA	HR Business Partner	Sept-14	Dec-15
Identify administration key man risk and develop a plan to minimise this risk.	TCA	HR Business Partner	Sept-14	Dec-15
Review staff structure in the light of refreshed Council priorities.	TCA	HR Business Partner	Nov-14	Dec-15
Review pay scheme suitability.	TCA	HR Business Partner	Jun-15	Oct-15
Regularly review pay scheme suitability.	BAU	HR Business Partner		

Regular policy updates that provide early warning of legislative changes	BAU	Policy officer		
Identify financial implications of legislative changes and use this to inform MTFP development for staff resources	BAU	Head of Financial Services		
Undertake regular review of workforce matters including adequacies of staff levels	BAU	Chief Executive		
Active strategic management of annual and flexi leave entitlements, using early warning system to avoid build up.	BAU	HR Business Partner		
Management of annual leave/flexi through line management.	BAU	Chief Executive		
Communication to staff of planned approach during staff shortages.	BAU	Chief Executive		
Recognition of and thanks for additional workload taken on by staff during adverse times.	BAU	Chief Executive		

R09.01: Major Projects Management

Risk owner: Chief Executive

Cause	Poor project planning and project management
Examples of potential causes	<ul style="list-style-type: none"> • TDC attempts to take on too much; • Project not adequately planned; • Lack of clarity around expectations for project costs, timescales, quality, scope, risk and benefits; • Unacceptable levels of risk to project funding; • Inadequate engagement with stakeholders and partners; • Inadequate risk management of project; • Project management arrangements weak or not adhered to; • Inadequate challenge provided to project managers; • Failure to learn from the experiences of previous projects; • Failure to secure sufficient funding; • Failure to attract appropriate partners.
Trigger events/ situations	Changes to the foreseen project environment which make the project unworkable
Examples of potential trigger events/situations	<ul style="list-style-type: none"> • Economic recession adversely impacts on affordability; • Government policy works against local initiatives; • Loss of key staffing skills affects ability to deliver a project; • Funding fails; • Partners do not deliver a viable service; • Deadlines for project delivery are not met, so funding fails; • Project partners pull out.
Consequence	Project closure or implementation without delivering intended benefits
Examples of potential consequences	<ul style="list-style-type: none"> • Early project closure leading to reputational damage; • Belated project closure (or continuation when project should have been closed) leading to wasted time, unnecessary costs, poor service performance, possible service failure, and reputational damage. • Opportunities missed because of failure of regeneration.

Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 3	I: 4	R: 12	P: 2	I: 4	R: 8	P: 3	I: 4	R: 12
High			Medium-high			High		

Control Measure	CM type	CM owner	Start date	Due date
Ensure sufficient staff are trained in project management to meet the organisation's needs.	TCA	Director of Corporate Resources	July-15	Dec-15
Establish a robust project management and reporting process to include project risk registers.	TCA	Director of Corporate Resources	Jul-15	Dec-15

Ensure appropriate level of legal advice is sought for major projects.	BAU	Legal Services Manager		
Ensure sufficient staff expertise within the property services team in asset management.	BAU	Head of Economic Development and Asset Management		
Ensure external funding opportunities are explored.	BAU	Technical Finance Manager		
When considering project proposals at Strategic Programme Board, explore all available options for delivering a project, rather than assuming that it must be delivered by TDC staff.	BAU	Business Transformation Manager		
Maintain project management process and ensure compliance	BAU	Policy and Business Planning Manager		

R09.04: Local Plan delivering Sustainable development

Risk owner: Head of Built Environment

Cause	Problems with Local Plan process and planning decisions
Examples of potential causes	<ul style="list-style-type: none"> Adoption of Local Plan delayed; Local Plan evidence base is flawed; Local Plan is well-based but doesn't work in practice; Change in government policy to give regional/national agendas greater priority over local needs; Unable to demonstrate five year supply of housing land; National economic downturn leads to reduction of investment in the area; Failure to utilise TDC land to support the council objectives relating to economic development and regeneration (e.g. land at Eurokent or Manston Business Park); Insufficient staff resources for planning and enforcement.
Trigger events/ situations	Unsustainable development occurs
Examples of potential trigger events/situations	<ul style="list-style-type: none"> Developments occur that address short-term rather than long-term requirements; Developments occur without planning permission; Planning permission is granted when it should be refused.
Consequence	Harm to the environment, economy and social well-being
Examples of potential consequences	<ul style="list-style-type: none"> Physical infrastructure failure – including traffic congestion; Loss of public access to countryside; Deterioration in the environment and increase in likelihood of pollution; Reputational damage nationally and locally (as balance between economy and environment alters); Failure to address housing needs of the district; Legal challenge.

Risk Score: Uncontrolled			Risk Score: Controlled			Risk Score: Present		
P: 4	I: 4	R: 16	P: 2	I: 4	R: 8	P: 2	I: 4	R: 8
High			Medium-high			Medium-High		

Control Measure	CM type	CM owner	Start date	Due date
Develop a transport strategy and infrastructure delivery plan for Thanet to support the Local Plan.	TCA	Planning Manager	Aug 12	Under review
Develop a new parking strategy that complements the developing transport strategy.	TCA	Head of Operational Services	Jul 14	Dec 15
Timely adoption of sound local plan	TCA	Strategic Planning Manager	Aug 12	Under review

Adherence to long-term coastal management plan.	BAU	Technical Services Manager		
Implementation of the adopted Local Plan	BAU	Strategic Planning Manager		
Maintain adequate planning staff (including enforcement) in order to ensure sustainable development in accordance with the Local Plan	BAU	Planning Manager		
Maintain effective planning applications service	BAU	Planning Manager		

ASSET MANAGEMENT – DISPOSAL OF ASSET

To: **Cabinet - 10 September 2015**

Main Portfolio Area: **Community Services**

By: **Mandy Robinson, Estates Surveyor**

Classification: **Unrestricted**

Ward: **All**

Summary: **To seek the agreement of Cabinet to progress disposal of land at Marina Esplanade, Ramsgate.**

For Decision

1.0 Introduction and Background

- 1.1 Planning consent F/TH/11/0244 was granted on appeal in 2012 for the erection of 7 flats with associated parking at a site on Marina Esplanade, Ramsgate adjacent to a Council owned car park
- 1.2 Following completion of the development it has been noted that a small area of the building, overhangs land which forms part of a pavement to the car park. In addition access to a Southern Water manhole situated in the development is required across the pavement area.
- 1.3 The neighbouring landowner has, therefore requested to purchase a small strip of land at Marina Esplanade, Ramsgate in order to regularise his title.
- 1.4 The Corporate Property and Land Disposal Process within the Corporate Property Asset Management Strategy, adopted in October 2014, requires disposals to be approved by Cabinet. If approved, the sale will achieve a capital receipt for the Authority to contribute to future capital projects and corporate objectives, whilst reducing maintenance and repair liabilities for the Authority.

2.0 The Current Situation

- 2.1 The land, which extends to 36 square metres, consists of a pavement to the western boundary of Marina Esplanade Car Park 3 (former Nero's site) as shown in Annex 1.
- 2.2 A small curve on the building frontage, as shown coloured blue on Annex 2 and in the photograph at Annex 3, overhangs the councils land and in addition Southern Water require to gain access to a manhole within the development over the pavement through double doors which are also shown on Annex 2.
 - 2.2.1 In order to regularise matters Cabinet are asked to consider selling the strip of land to the adjoining owner. The proposed sale has already been considered by the Corporate Asset Management Group. The use of the land would remain unchanged.

3.0 Options

3.1 The following are the possible list of options relating to the site.

3.1.1 To agree to the site being sold to the owner of the adjoining site.

3.1.2 To reject the requested sale and require the developer to take down the overhanging corner of the building.

3.1.3 It is proposed that of the above options 3.1.1 is adopted by Cabinet.

4.0 Corporate Implications

4.1 Financial and VAT

4.1.1 There will be no loss revenue as a result of the proposal.

4.1.2 The sale of the site will generate a capital receipt for re-investment in the council's capital corporate priorities.

4.1.3 The market value of the site has been determined by the Head of Economic Development and Asset Management at £20,000 and the purchaser will be responsible for the payment of the Council's Legal and Surveyor's Fees.

4.2 Legal

4.2.1 Provided the disposal of the site is dealt with through the agreed process there are no residual legal issues. The purchaser will be responsible for the payment of the Council's legal costs.

4.3 Corporate

4.3.1 This report has been prepared with reference to The Corporate Property and Land Disposal Process within the Corporate Property Asset Management Strategy adopted by Cabinet on 15 October 2014.

4.3.2 The proposed sale will provide capital receipts to fund priorities aligned to the current Corporate Plan.

4.4 Equity and Equalities

4.4.1 The council's equality duty has been assessed in relation to the elements of this report, but it is not considered that these will compromise the rights and requirements of any group in relation to the adoption of the recommendation.

5.0 Recommendation

5.1 That Cabinet agree to dispose of the site for the sum of £20,000 with the purchaser being responsible for the payment of the Council's Legal and Surveyor's fees.

6.0 Decision Making Process

6.1 This is a non-key decision which can be taken by Cabinet.

Contact Officer:	Mandy Robinson, Estates Surveyor
Reporting to:	Edwina Crowley, Head of Economic Development and Asset Management

Annex List

Annex 1	Site plan
Annex 2	Floor plan
Annex 3	Photograph

Corporate Consultation Undertaken

Finance	Nicola Walker, Interim Head of Financial Services
Legal	Tim Howes, Interim Head of Legal and Democratic Services & Monitoring Officer

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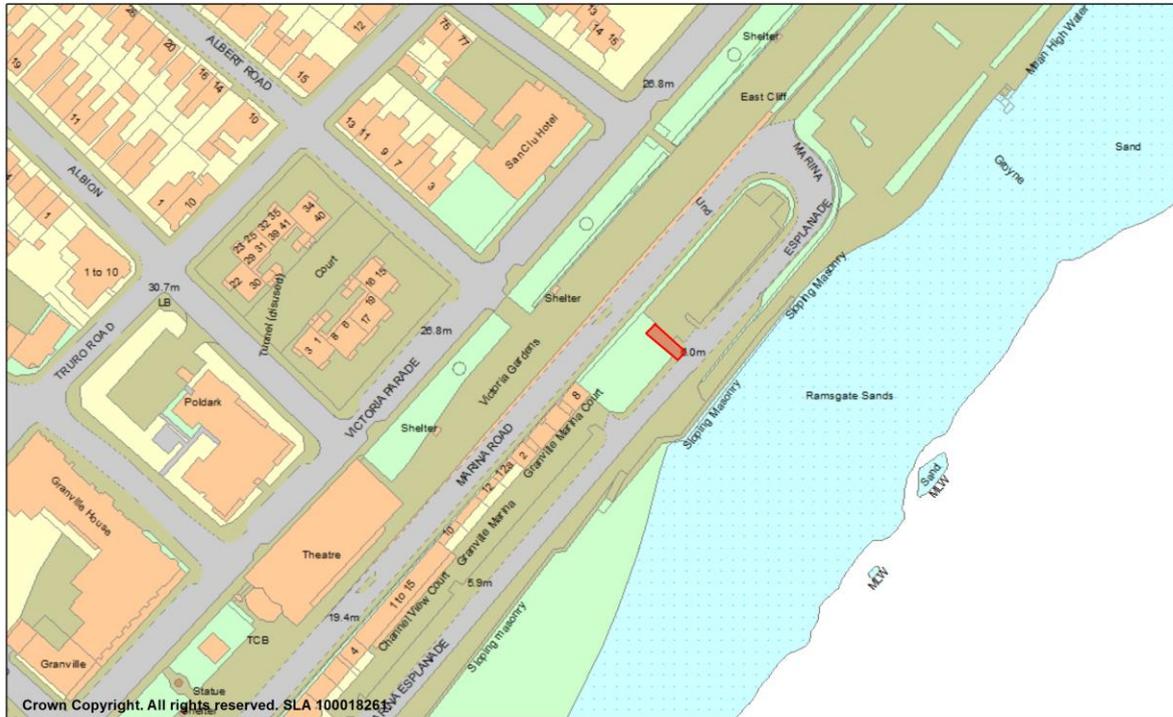
Agenda Item 6 Annex 1

ANNEX 1

Title: Marina Esplanade, Ramsgate



Map Notes:

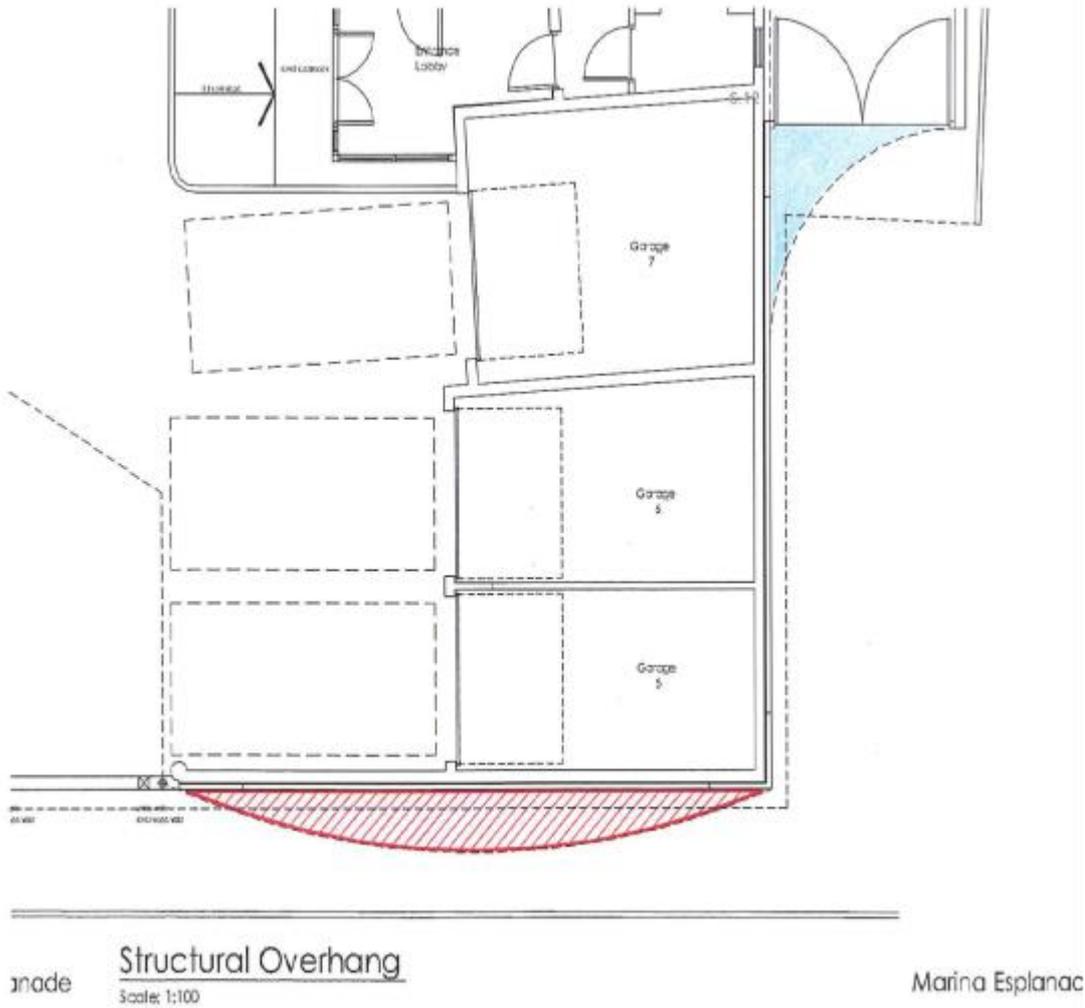


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ANNEX 2



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ANNEX 3



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EVALUATION OF RETENTION OR DISPOSAL OPTIONS FOR COASTGUARD COTTAGES, VICTORIA PARADE, RAMSGATE

To: **Cabinet - 10 September 2015**

Main Portfolio Area: Communities

By: **Bob Porter, Interim Head of Housing**

Classification: **Unrestricted**

Ward: **Sir Moses Montifiore**

Summary: This report considers options for the future ownership of 11 grade II listed, Housing Revenue Account (HRA) properties at Coastguard Cottages, Victoria Parade, Ramsgate. It details the estimated costs of essential structural repairs to the buildings and the potential capital receipts that could be achieved for the disposal of the properties and land.

The report recommends that Cabinet approve the piecemeal disposal of these properties as they become vacant. It recommends a HRA revenue budget of £30,000 for work to facilitate the disposals, to be offset against the receipts obtained. It further recommends a HRA capital budget of £324,000 for essential works at 5 of the properties, with funding vired from the HRA Major Repairs Reserve.

For Decision

1.0 Introduction and Background

- 1.1 The Coastguard Cottages are located in Victoria Parade, Ramsgate. They occupy an elevated site in the East Cliff area of Ramsgate with uninterrupted views of the sea. They are grade II listed buildings, which is defined as buildings that are nationally important and of special interest. The owners of listed buildings are required to maintain and protect the buildings and to obtain listed building consent for any works.
- 1.2 The buildings were constructed by the Admiralty in 1865 for the coastguard service and consist of 18 individual properties; 4 flats and 14 houses. Of the total, the Council owns the freehold of 11 homes and holds the assets within the HRA. Of these homes, 10 are held for social renting purposes and one is a leasehold property. The remaining 7 homes are in private ownership having previously been disposed of by the Council under the right-to-buy legislation. A plan of the site is attached at annex 1. The plan shows that, in addition to 11 homes, the Council owns the freehold interest of the communal gardens, footpaths and boundary walls.
- 1.3 The buildings in the Council's ownership are in need of extensive repair and refurbishment. In particular the condition of the external facing brickwork, stonework and pointing is in particularly poor condition. Their condition has been deteriorating over a long period and previous attempts at repair have been of a poor quality using inappropriate materials for the historic nature of the buildings. If these defects to the

external fabric of the buildings are not remedied then further damage to the structures will result. As the buildings are listed the works are of a specialist nature and therefore particularly expensive. In order to inform decisions about the future of the Council's properties a specialist report into the condition and options was commissioned during 2014 from Faithorn Farrell Timms.

- 1.4 The high cost of maintaining these unique buildings means that they are not well suited to the Council's social housing stock and cannot be easily maintained as part of routine planned maintenance programmes. In addition, the Government has signalled its intention to require Councils to dispose of high value stock to fund the right to buy for housing association tenants. Although it is not certain that these homes would fall into this category at this stage, it is an appropriate moment to consider their future ownership and management.
- 1.5 This report recommends the piecemeal disposal of the properties, as they become vacant, and the subsequent disposal of the Council's freehold interest in the associated land.

2.0 The Current Situation

- 2.1 The report from consultants, Faithorn Farrell Timms confirmed that there are significant repair issues that need to be addressed. They included in their report an estimate of the costs of these works, as follows:
 - i. Immediate essential repairs to the fabric of the buildings; estimated at £740,000 plus professional fees of £59,200 (8%), totalling £799,200.
 - ii. The full cost of repair to the fabric of the buildings over the 30 year life of the HRA Business Plan (plan period) is estimated at £1,060,785 plus professional fees of £84,863 (8%), totalling £1,145,648.

It is important to note that these costs do not include any internal decent homes work such as Kitchen and bathroom replacements, central heating upgrades or thermal insulation works. Further costs would therefore also be incurred to bring the internal condition of these homes up to the decent homes standard, in line with the remainder of the Council's housing stock. The costs also exclude any works to the communal areas and boundary walls, which are included within the Council's freehold.

- 2.2 The council is currently responsible for meeting all of these costs. However the leasehold owner is required to make reasonable and proportionate contribution to costs of maintaining the structure and common areas and is fully responsible for the internal condition of this dwelling.
- 2.3 The report also considers the potential option of disposal of the dwellings and estimates the value of the properties, if they were sold individually with vacant possession in their current condition, at £2m. As an alternative, they estimate the value of a disposal of the entire freehold as a single entity at £1.6m, again in current condition and with vacant possession.
- 2.4 Follow up discussions took place with the consultants to identify what value could potentially be achieved if the properties had the essential repairs carried out prior to sale. They estimated that the values would increase to £2.5m and £2.0m respectively.
- 2.5 The tenants of the council's properties were visited by officers from East Kent Housing in December 2014, to obtain a tenant profile and to incorporate their feedback into this report. Where tenants expressed an interest in moving, they have been offered assistance to do so, including payments of £1,200 to assist with the costs. The Council has no grounds available to apply for possession of the remaining

tenanted properties which are let with secure tenancies. Grounds for possession only exist where the landlord plans to demolish, reconstruct or redevelop the site, which is not the case in this instance. In addition the Council does not have the power to dispose of a tenanted dwelling where the disposal would result in the tenant becoming the tenant of a landlord that is not a local authority.

- 2.6 Over recent months 5 of the rented homes have become vacant. These homes have not been relet. One of the remaining Council tenants has submitted an application for the right-to-buy and this application is being processed in the prescribed way.
- 2.7 The leasehold owner has indicated his intention to sell his flat and has been actively marketing the property. He has offered the property for sale back to the Council, but this offer has been rejected.

3.0 Options

- 3.1 At this stage there are a number of options available. The main options are:
- i. Retain the 11 homes within the Council's housing stock: This option would require expenditure of approximately £1.2m over a 30 year period, together with further amounts for improvements including kitchens, bathrooms, heating, insulation and secondary double glazing. These additional costs are estimated at £300,000 immediately and a further £300,000 during the 30 year plan period. A total capital cost of £1.8m over 30 years. This expenditure would enable the vacant homes to be relet and ensure that the essential structural repairs were completed in keeping with the buildings' historic listed status. The projected gross rental income over the same period is £1.627m; this is before any allowances for bad debts, voids, responsive repairs and management costs. Rented homes are subject to the right-to-buy.
 - ii. Dispose of the individual dwellings in their current condition: The consultants' report estimates that the total value of the Council's assets would be £2m if sold individually with vacant possession. In addition, savings relating to the costs of work of £1.8m over the 30 year plan period would be realised. The loss of rent income following disposal is projected £1.627m over the same period; this is before any allowances for bad debts, voids, responsive repairs and management costs. Properties could only be sold as they became vacant following natural turnover and therefore some works would be required to those properties that are currently occupied.
 - iii. Although the consultants' report suggests that sale of the freehold of the entire site as a single entity is an option, the estimated valuation of £1.6m is again based on vacant possession. This option would only be possible if all homes were vacant. The Council would need to complete the most urgent structural repairs to safeguard the properties until a sale on this basis could proceed.
 - iv. Complete essential works prior to disposal of all properties. This option is not recommended as the estimated cost of the essential works totals £800,000 and the estimated uplift in value as a result is only £500,000.
- 3.2 Following consideration of the above options it is recommended that option ii is agreed. The reasons for this are as follows:
- Retention of the properties would incur costs in excess of the potential rental income over the 30 year plan period.
 - Completion of works prior to disposal would result in costs in excess of the estimated potential uplift in value.
 - Disposal of the whole site as a single entity, at an estimated value of £1.6m is not possible unless all of the properties were vacant. Essential works would be required to all properties to protect the fabric of the buildings until such time as vacant possession could be obtained in the future.

- The Government has signalled an intention to require councils to sell high value housing stock, and although it is not certain that these properties would fall into this category, disposal now would enable the Council to retain the receipts within its HRA without risk that some or all of the receipt is required to be returned to central government for redistribution.
- 3.3 The recommended option ii involves a number of specific actions as set out below:
- The immediate marketing of the 5 vacant properties in the Council's ownership in their current condition. It is proposed that the 4 currently vacant houses be sold as freehold, and that the currently vacant flat be sold as a leasehold.
 - The subsequent marketing and disposal of the remaining flats and houses as they become vacant, on the same basis.
 - The disposal of the Council's freehold interests in the flat blocks, communal grounds, boundary walls and paths, once all of the properties have been sold.
- 3.4 To facilitate these disposals in the most economically advantageous way, the Council will seek advice from a suitable local agent, with expertise in historic buildings.
- 3.5 This disposal strategy will require the council to complete some essential structural maintenance to the properties not included within the immediate tranche of disposals. This would ensure that the Council met its statutory obligations as a landlord and protected the value of its assets for future disposal.
- 3.6 Of the remaining 5 tenants, 2 tenants are actively seeking a move and sales could proceed in the same way as above, as soon as these homes become vacant. 1 tenant has submitted an application for the right-to-buy, which will progress through the statutory process in due course. The 2 remaining rented properties have tenants that either do not wish to move or have no current plans to move and it is recommended that structural maintenance is completed to these 2 properties. In addition, the Council will be responsible for the structural maintenance of the flats until such time as the freeholds are disposed of. It is therefore also proposed that structural maintenance is completed to these blocks.
- 3.7 This approach would therefore require essential structural repairs to be completed to the four flats and one house. The estimated cost of this more limited work is £300,000 plus professional fees of £24,000. Based upon the value advice received from Faithorn Farrell Timms the completion of these works would potentially increase the sales values of these units by around £200,000.
- 3.8 When disposing of its freehold interests in the flat blocks, communal grounds, boundary walls and paths the Council could work with residents to secure the long term maintenance of these areas through a management company. The existing freehold owners of the 7 sold houses are responsible for contributions to the communal grounds and pathways, but not the boundary wall and are also required to participate in any management company established for these areas. Similar provisions regarding the contribution to the maintenance of communal areas will be included in future sales. The residents of the block may choose to make an offer to acquire the freehold at this point if they wish.
- 3.9 As stated in 2.2 above, the leasehold owner is liable for a reasonable and proportionate contribution to the costs of these works. However the buildings have been in a poor and deteriorating condition over a prolonged period of time and the Council has not made any financial provision for the costs of the works. In the circumstances the Council may not be able to recover a full proportion of these costs from the leasehold owner. Therefore, it is proposed that the Council negotiate with

this owner with a view to recovering a reasonable proportion of these costs, taking into account all of the factors.

- 3.10 The cost of commissioning a local agent to assist with the sales is estimated to be between 1% and 2% of the sale proceeds. Additional costs for energy performance certificates will be incurred, estimated at £10,000. Revenue provision of £30,000 is required for this, and this cost can be offset against the proceeds of the sales.

4.0 Conclusion

- 4.1 This report has considered the range of potential options for the future of the Coastguard Cottages, Victoria Parade, Ramsgate. It concludes that the Council should seek to dispose of the properties on an individual basis as they become vacant. The specialist consultants report from Faithorn Farrell Timms indicates that this approach will potentially achieve the best value for the Council in the disposal.
- 4.2 Where properties are occupied by tenants and leaseholders the report concludes that the Council should complete essential structural repairs to protect the buildings and the homes of the Council's tenants and leaseholders. Disposal of the tenanted properties could then proceed at a future date when they become vacant. In addition the disposal of the Council's freehold interested in the two small blocks of flats and the communal grounds could also proceed at the appropriate time in the future.
- 4.3 This approach will enable the early disposal of vacant dwellings, protect the interests of the Council's tenants and help to secure the condition of the buildings for the future. The proposed disposal will also generate a receipt for the Council's HRA.

5.0 Corporate Implications

5.1 Financial and VAT

- 5.1.1 This report recommends a strategy for disposal of the Council's interests in the Coastguard Cottages. The table below summarises the projected impact of the proposed disposal on the HRA Business Plan.

Item	Capital Impact (£000's)	Revenue Impact (£000's)
Estimated disposal value (Capital receipt)	-2,000	
Savings from Capital works not required	-1,800	
Cost of works to properties 1A, 1B, 12, 14 and 15	324	
Enhanced value following works: units 1A, 12, 14 and 15	-200	
Marketing costs and energy performance certificates	30	
Loss of rental income over 30 years		1,627
Savings from 2% bad debt allowances not required		-33
Savings from 2% void allowances not required		-33
Savings from responsive repairs not required (£406 per property per year)		-126
Total Impact	-3,646	1,435

- 5.1.2 The table shows that the proposed disposal would have an overall positive impact on the HRA business plan of more than £2.2m. The revenue implications resulting from the loss of rental income can be mitigated through the lifetime of the business plan by reducing the revenue contributions to the capital programme by a corresponding amount.
- 5.1.3 No allowance has been shown on the table for the recharging of capital works to the leaseholder. This is because it is not certain at this stage how much of this cost could be recovered. Officers will seek to negotiate a fair and proportionate contribution to the costs of these works.
- 5.1.4 The table shows the £30,000 costs of marketing and energy performance certificates offset against capital receipts. This is permitted by virtue of Regulation 23(e) of the Capital Finance Regulations (SI 2003/3146 as amended) which provides that an authority may use capital receipts “to meet the cost of or incidental to a disposal of an interest in housing land”.
- 5.1.5 Approval of a capital budget of £324,000 will be required to fund the necessary works to 5 properties. Resources are available within the HRA Major Repairs Reserve to meet these costs.

5.2 Legal

- 5.2.1 The Council has the power to dispose of vacant dwellings from the HRA at market value under the provisions section 32 of the Housing Act 1985, as set out in the General Housing Consents 2013. The general housing consents do not provide for the disposal of dwellings that are occupied by social housing tenants.
- 5.2.2 The Council has no grounds to seek possession of dwellings occupied by secure tenants for the purpose of disposing of the dwelling.
- 5.2.3 Work has been completed to investigate the terms of the previous freehold and leasehold right-to-buy sales in respect of liabilities to contribute to the costs of maintaining communal grounds.

5.3 Corporate

- 5.3.1 The proposed disposal will support the sustainability of the Councils HRA Business Plan and release additional resources for investment in existing and new HRA homes.

5.4 Equity and Equalities

- 5.4.1 A tenant profile has been completed and this identifies the individual circumstances of each family occupying Coastguard Cottages. Where tenants have expressed a preference to relocate elsewhere assistance has been provided, included £1,200 to assist with the costs of moving. Those tenants that have expressed a preference to remain are able to do so.
- 5.4.2 The properties do not have features that would make them particularly suited to the needs of people with protected characteristics, as set out within the public sector equality duty.

6.0 Recommendations

6.1 It is recommended that Cabinet:

- i. Agree the proposed disposal strategy set out in section 3.3 of this report, including the immediate marketing of the 5 vacant properties, and subsequent marketing of further properties as they become vacant and the Council's freehold interests flat blocks, communal grounds, boundary walls and paths.
- ii. Authorise the Director of Community Services to negotiate and agree terms and complete transfers for all disposals in relation to this site.
- iii. Agree to utilise up to £30,000 of the value of the receipts obtained to fund the costs of marketing and disposal.
- iv. Agree an HRA capital budget of £324,000 to fund essential works, to be vired from the HRA Major Repairs Reserve.
- v. Authorise the Director of Community Services to negotiate a reasonable and proportionate contribution to the costs of the work from the leaseholder owner, taking into account all of the circumstances and take necessary steps to recover these amounts.
- vi. Agree that the receipts from the sales should be used to support the Council's HRA activities.

7.0 Decision Making Process

7.1 This is a non-key decision subject to call in.

Future Meeting if applicable:	Date:
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Contact Officer:	<i>Bob Porter, Interim Head of Housing, 01843-577006</i>
Reporting to:	<i>Interim Director of Community Services</i>

Annex List

Annex 1	Plan of Coastguard Cottages
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Corporate Consultation Undertaken

Finance	<i>Tim Willis, Director of Corporate Resources & S151 Officer</i>
Legal	<i>Tim Howes, Interim Head of Legal and Democratic Services & Monitoring Officer</i>

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Agenda Item 7 Annex 1

Annex 1 – Plan of Coastguard Cottages & Ownership



Key
Privately Owned
Council Owned

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Proposed Revisions to Local Development Scheme (Local Plan work programme)

To: **Cabinet – 10th September 2015**

Main Portfolio Area: Community Services

By: Adrian Verrall, Strategic Planning Manager

Classification: **Unrestricted**

Summary: This report proposes changes to the Local Development Scheme (LDS), to update the work programme. The report recommends that a revised LDS be brought into effect to accommodate these changes.

For Decision

1.0 Introduction and Background

- 1.1 Government guidance stresses the central importance of the plan-led system in the form of Local Plans, to provide the framework for guiding determination of planning applications in order to manage development effectively.
- 1.2 Planning regulations require us to prepare and maintain a Local Development Scheme (LDS) setting out our programme for preparing the documents that will make up local planning policy for Thanet. The Council's first LDS was published January 2005, and revised versions have been brought into effect since that time. This proposed revision to the LDS focuses on setting a realistic timescale for preparing the next stages of the draft Local Plan for Examination and amending the range of documents to be prepared, as set out in this report.
- 1.3 The Council can only prepare the documents listed in the Local Development Scheme.

2.0 Proposed Revisions to Local Development Scheme (LDS)

- 2.1 The Local Development Scheme (LDS) is a public statement of the Council's programme for production of Local Development Documents (LDDs) that will form Thanet's local planning policy framework. The LDS needs to set out a realistic and achievable work programme. This report proposes changes to the current LDS and recommends that a revised LDS be brought into effect.
- 2.2 The current LDS was brought into effect in February 2013 following consideration by Cabinet in January 2013.
- 2.3 Planning legislation requires local planning authorities to prepare and maintain a LDS including the timetable for preparation and revision of the relevant LDDs. Unless otherwise directed, a local authority is to revise its LDS at such time it considers appropriate. The current LDS has not been reviewed since it came into force in February 2013.
- 2.4 It is considered that revisions are needed to the current LDS in order to: -
 - Amend the number, form and content of Local Development Documents that are proposed to be prepared

- Adjust the target dates and key milestones for the documents

Progress since February 2013

- 2.5 Since the adoption of the current LDS in February 2013, significant progress has been made on Local Plan work. In June 2013, a draft Issues & Options Local Plan document was published for consultation for 6 weeks. The comments made at the Issues & Options stage were considered, and the evidence base was updated.
- 2.6 In January 2015, the Preferred Options stage of the Local Plan was published for consultation for a period of 8 weeks.
- 2.7 Other evidence that has been completed since 2013 or is currently in progress includes:
- Finalising a draft Sustainability Appraisal/Strategic Environmental Appraisal/Habitat Regulations Assessment
 - Development of a draft Infrastructure Delivery Plan (IDP)
 - Economic Viability assessment of the draft Local Plan/Infrastructure Delivery Plan
 - Transport Modelling and development of a draft Transport Strategy
 - Strategic Housing Land Availability Assessment Update
 - Strategic Housing Market Assessment Review and review of housing requirement

Amending the Local Development Documents in the LDS

- 2.8 Following the adoption of the current LDS in February 2013, and with the subsequent completion of two stages of Local Plan preparation, it is appropriate to review the range of documents to be prepared.
- 2.9 Firstly, while the Quality of Development SPD is a desirable objective, it is not a priority for the moment, given the level and scope of work to be undertaken for the draft Local Plan. Members will also be aware that the Council has adopted “Kent Design” to inform new development proposals. It is therefore proposed that the Quality Development SPD be set aside until the new Local Plan is adopted, when a decision can be taken on whether to pursue an SPD on this topic.
- 2.10 As part of the Local Plan process, it is the intention to take forward a draft Community Infrastructure Levy (CIL), running just behind the draft Local Plan and draft Infrastructure Delivery Plan (IDP). The preparation and adoption of a CIL charging schedule, and the adoption of Planning Obligations requirements through the Local Plan and infrastructure planning process will effectively remove the need to progress a separate Development Contributions SPD.
- 2.11 In the adopted Local Plan, Manston Airport is addressed by a number of different policies setting out principles for different parts of the site. The draft Local Plan indicates that an Area Action Plan (AAP) will be prepared for the Manston Airport site. However, it is now the intention to prepare a Masterplan Supplementary Planning Document (SPD), in parallel with the draft Local Plan to support Airport development. The SPD will set out the planning policy position for different areas of the site, defining the mix of uses that might be acceptable, and establishing design and other planning principles.
- 2.12 I would therefore recommend that the LDS revision needs to include the following amendments:
- Update draft Local Plan timetable
 - Include reference to the preparation of a Masterplan SPD for Manston Airport
 - Defer proposed Quality Development SPD until the draft Local Plan has been adopted

- Include preparation of Community Infrastructure Levy (CIL)
- Cancel review of Development Contributions SPD

Amending Milestones in the Current LDS

- 2.13 The current LDS timetable was prepared in light of best information available at that time. However, a number of factors indicate that a new timetable should be established for progression of the draft Local Plan and the CIL.
- 2.14 The introduction of the national Planning Practise Guidance (PPG) has provided more detailed guidance in relation to the implementation of the National Planning Policy Framework (NPPF). This is complicated to some degree by the fact the PPG is a web-based resource, which can be updated at very short notice. These updates can create new obligations that affect Local Plan timescales.
- 2.15 The announcement of the closure of Manston Airport delayed the publication of the Preferred Option version of the draft Local Plan by 6 months. It has also been necessary to review the evidence base over the last 12 months, including the Strategic Housing Market Assessment; Sustainability Appraisal and the Local Plan Viability Assessment.
- 2.16 There is significant work that needs to take place prior to the submission of the draft Plan, some of which is currently under way, including the studies mentioned above. It is vital that the draft Plan submitted to the Planning Inspectorate is the Plan that the Council wishes to adopt at the end of the process, and that all the necessary evidence has been gathered, and the relevant engagement and consultation undertaken (including on duty to cooperate matters).
- 2.17 Subject to Members agreeing the document for consultation, all necessary material will be prepared for the consultation, and the pre-Submission public consultation will take place during February and March 2016. Following the consultation, all comments will be sent to the Inspectorate, along with all the other Submission documents, for the Examination.
- 2.18 The timetable proposed has been informed by legal advice which has been sought regarding the proposed consultation and Sustainability Appraisal processes, and how best to utilise the previous Core Strategy consultations that have taken place, to ensure that the Council meets the statutory requirements for plan making.

Proposed amendments

- 2.19 The chart summarising the proposed list of documents and their preparation timetable is featured as annex 1 to this report. A copy of the draft revised LDS is available in the Members' Room or on request from the Strategic Planning team.

3.0 Options

3.1 Regarding the LDS:

- (i) Resolve to bring the revised LDS into effect and that it should come into effect at the date indicated in the recommendation
- or
- (ii) Resolve to bring the revised LDS into effect and that it should come into effect on another date,
- or
- (iii) Resolve that the LDS should be brought into effect subject to amendments to its content.
- or
- (iv) Resolve not to bring the LDS into effect

4.0 Corporate Implications

4.1 Financial and VAT

4.1.1 This report recommends that a revised Local Development Scheme be brought into effect. The LDS as proposed for revision sets out a revised programme of work, including a timetable for preparing relevant documents and acknowledges the need to gather additional evidence to support those documents. It is envisaged that the programme of work can be absorbed within current budgeting procedures for preparation of the Local Plan and that this report does not give rise to specific additional financial implications.

4.2 Legal

4.2.1 The Planning and Compulsory Purchase Act 2004 states that a local planning authority must prepare and maintain a scheme to be known as their Local Development Scheme. This must specify the relevant Local Development Documents, which are to be Development Plan Documents, their subject matter and area of coverage and their timetable for preparation and revision. While the Council is no longer required to submit the Scheme to the Secretary of State, it must publish up to date information on its progress in preparing DPDs against the LDS.

4.3 Corporate

4.3.1 The Local Plan will represent the Council's overarching plan for shaping future development of the District over the period up to 2031. It contains a vision and sets out the issues and opportunities facing the district and takes account of the plans and resources of a wide range of agencies and organisations who will participate in its delivery. The documents that make up the plans will set out the objectives and policies against which all new development in Thanet will be considered.

4.4 Equity and Equalities

4.4.1 The Statement of Community Involvement sets out the way in which all sectors of the community will be given the opportunity to become involved in the planning process.

4.4.2 The 2015 Preferred Options Local Plan document sets out the strategic planning priorities of the Council which are to:

- Create additional employment and training opportunities, to strengthen and diversify the local economy and improve local earning power and employability;
- Facilitate the continued regeneration of the coastal town centres, developing their individual niche roles, while also consolidating the role and function of Westwood as Thanet's primary retail centre, ensuring retail expenditure is retained in the district;
- Provide homes that are accessible to, and suited to the needs and aspirations of, a settled and balanced community;
- Safeguard local distinctiveness and promote awareness, responsible enjoyment, protection and enhancement of Thanet's environment, including the coast, countryside, rich seaside heritage, historic environment, diverse townscapes and landscape, biodiversity and water environment; and
- Deliver the infrastructure required to support existing communities and new development, including an efficient and effective transport system.

4.4.3 The Preferred Options Local Plan document 2015 is the subject of an Equalities Impact Assessment.

5.0 Recommendation(s)

5.1 That Cabinet resolves to bring the revised Local Development Scheme into effect on 11 September 2015 (or if necessary as soon as possible thereafter)

6.0 Decision Making Process

6.1 This is a key decision as it relates to planning policy for the whole district. The decision is subject to call in.

Contact Officer:	<i>Adrian Verrall, Strategic Planning Manager</i>
Reporting to:	<i>Abigail Raymond, Head of Built Environment</i>

Annex List

<i>Annex 1</i>	<i>Extracts from draft Local Development Scheme</i>
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Background Papers

National Planning Policy Framework (Communities and Local Government, March 2012)

The Town and Country Planning (Local Planning)(England) Regulations 2012

Corporate Consultation Undertaken

Finance	Nicola Walker - Head of Financial Services
Legal	Tim Howes - Head of Legal and Democratic Services
Communications	Hannah Thorpe – Head of Communications

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Proposed Local Plan Documents

para **Thanet Local Plan**

It is proposed that the Thanet Local Plan will be the Council's overarching planning policy document, which will cover the whole of the District, for the period to 2031.

The document will include a district wide vision, spatial strategy and strategic objectives. It will identify areas and strategic sites where major change should take place to address development, transport and infrastructure needs. These areas will be set out in a key diagram.

The Local Plan will include allocations and safeguarding of land to enable delivery of the strategy, identifying sites for housing, employment, open space and other development or uses that may be required to deliver the strategy. These will be presented on a policies map.

District wide development management policies will also be included in the document, covering the following subject areas; Employment and the Economy, Housing, Environment and Quality of Life, and Transport and Infrastructure.

The Plan will be accompanied by an Infrastructure Delivery Plan (IDP), which will identify the infrastructure required to deliver the proposals in the Plan.

Its preparation will be in conformity with the National Planning Policy Framework, the Regional Spatial Strategy (until the time of its revocation) and will have regard to the Sustainable Community Strategy and the Thanet Council Corporate Plan.

The Local Plan must be informed by a robust evidence base, a list of the current and proposed evidence documents are included in Section 4.

The Local Plan will be subject to a Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) together with "appropriate assessment" under the Habitat Regulations. Section 4 provides more information about SA, SEA and Appropriate Assessment.

para **Kent Minerals and Waste Development Framework.**

Kent County Council is responsible for producing policy in relation to Minerals and Waste, and they are preparing a Minerals and Waste Core Strategy, Mineral Site Development Plan Document and Waste Management Development Plan Document.

Proposed Supplementary Planning Documents (SPDs)

para SPDs generally cover a wide range of issues, on which the Council wishes to provide guidance to supplement the policies and proposals in the Local Plan. It is anticipated that the following SPD's may be prepared in the indicative timeframe of this LDS:

para **Manston Airport Masterplan**

In the adopted Local Plan, development at Manston Airport is addressed by a number of different policies setting out principles for different parts of the site. It is the intention to prepare a Supplementary Planning Document (SPD), in parallel with the draft Local Plan to support Airport development. The SPD will set out the planning policy position for different areas of the site, defining the mix of uses that might be acceptable, and establishing design and other planning principles.

para **Strategic Access, Management & Monitoring (SAMM) Strategy SPD**

para The Council will prepare a SAMM Strategy to address the potential effects of new development on the nationally and internationally important wildlife sites along the Thanet Coast. It is the intention to adopt this Strategy as SPD alongside the draft Local Plan.

Monitoring Report

para The Council is required to monitor how effective its policies and proposals are in meeting the vision in the Core Strategy DPD (when prepared). The reports monitor whether the Council is meeting, or is on track to meet, its targets; the impact policies are having against other, i.e. national, targets; and whether any policies need to be replaced and if they do, what action needs to be taken.

Neighbourhood Planning

para A neighbourhood plan is a plan prepared by a Parish Council or Neighbourhood Forum for a particular neighbourhood area. Whilst neighbourhood plans will form part of the development plan and are increasingly relevant in planning and resource terms, this document does not identify the project management process for producing neighbourhood plans, as they are instigated by the local community rather than the Local Planning Authority.

Community Infrastructure Levy

para The Community Infrastructure Levy (CIL) is a levy that local authorities can choose to charge on new developments in their area. The money can be used to support development by funding infrastructure that the council, local community and neighbourhoods want. The CIL does not form part of the Local Plan, and it is not a Local Development Document. However is likely to be developed alongside it and the Infrastructure Delivery Plan, and it is therefore included here for information. The CIL will contribute to funding the infrastructure that is needed to deliver the Local Plan.

Chart 1. Timetable and Project Management for preparing the LDDs

Stage	2015												2016												2017		
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
Local Plan DPD																											
SA/SEA Scoping	complete																										
Stage 1 Public Participation (Reg 18)	complete																										
Stage 2 Public Participation (Reg 18)	complete																										
Publication and Pre-submission Consultation (Reg 19)																											
Date of Submission to Secretary of State (Reg 22)																											
Pre-meeting and Examination																											
Estimated Date for Adoption (dependant upon examination timescales)																											
Manston Airport Masterplan SPD																											
Early Stakeholder and Community Involvement																											
Publication and Public Participation (Reg 12)																											
Estimated Date for Adoption																											
SPA and SSSI Mitigation Strategy SPD																											
Scoping	complete																										
Early Stakeholder and Community Involvement	ongoing																										
Publication and Public Participation (Reg 12)																											
Estimated Date for Adoption																											

3 Profiles

3.1 The Profiles of each LDD are contained in this section. They are as follows:

LDDs Programmed for Preparation

- Thanet Local Plan DPD
- Manston Airport Masterplan SPD
- SAMM Strategy SPD

Existing Adopted LDDs

- Statement of Community Involvement
- Cliftonville DPD
- Developer Contributions SPD
- The Kent Design Guide SPD

Local Development Documents Programmed for Preparation

Thanet Local Plan DPD

Overview.

- Role & Subject** Thanet Local Plan will be the Council's overarching planning policy document, which will cover the whole of the District, for the period to 2031. The document will include a district wide vision, spatial strategy and strategic objectives. It will identify areas and strategic sites where major change should take place to address development, transport and infrastructure needs. The Local Plan will include allocations and safeguarding of land to enable delivery of the strategy, identifying sites for housing, employment, open space and other development or uses that may be required to deliver the strategy. District wide development management policies will also be included in the document, covering the following subject areas; Employment and the Economy, Housing, Environment and Quality of Life, and Transport and Infrastructure.
- Coverage** District-wide
- Status** Development Plan Document
- Conformity** With the National Planning Policy Framework. The Local Plan will be consistent with the Sustainability Community Strategy and the Council's Corporate Plan.

Timetable

Stage	Dates
Public Participation (Regulation 18) – Issues & Options	June-Aug 2013
Public Participation (Regulation 18) – Preferred Options	Jan-March 2015
Publication & pre-submission Consultation (Regulation 19)	Feb-March 2016
Date of Submission to Secretary of State	May 2016
Examination	Sept-Oct 2016
Estimated date for adoption	Jan 2017

Arrangements for Production

Organisational Lead	Director of Community Services
Political Management	Cabinet / Council decision
Internal Resources	Managed by the Strategic Planning Team in liaison with Development Management, Economic Development and Regeneration, Housing Strategy, Housing Regeneration, Community Development, Corporate Information and Communication & Environmental Health Teams.
External Resources	External consultants likely to undertake housing number assessment work, retail/town centre study, public open space/sports provision study and SA, SEA and HRA, and viability assessment. Highways advice from Kent County Council and external consultants.
External Stakeholder Resources	Local Enterprise Partnership, Kent County Council and East Kent Local Authorities, likely to input issues of a strategic nature. Also various stakeholders will have input into SEA/SA work.
External Community & Stakeholder Involvement	The views of specific agencies, service providers, voluntary and private sector, general stakeholder consultees and parish and town Councils are being sought on specific issues during the preparation of the consultation document, and will be continuous throughout the process.

Manston Airport Masterplan SPD

Overview.

Role & Subject	The purpose of the SPD would be to set out the planning policy position for different areas of the site, defining the mix of uses that might be acceptable, and establishing design and other planning principles.
Coverage	Manston Airport site
Status	Supplementary Planning Document
Conformity	With the National Planning Policy Framework and Thanet Local Plan, and the Council's Corporate Plan.

Timetable

Stage	Dates
Public Participation (Regulation 18) – Options & Preferred Option	Feb-March 2016
Estimated date for adoption	January 2017

Arrangements for Production

Organisational Lead	Director of Community Services
Political Management	Cabinet / Council decision
Internal Resources	Managed by the Strategic Planning Team in liaison with Development Management, Economic Development and Regeneration, Housing Strategy, Housing Regeneration, Community Development, Corporate Information and Communication & Environmental Health Teams, as appropriate.
External Resources	External consultants may be required to carry out specific pieces of work to support the evidence base for the AAP, including SA/SEA/HRA.
External Stakeholder Resources	Local Enterprise Partnership, Kent County Council and East Kent Local Authorities, likely to input issues of a strategic nature. Also various stakeholders will have input into SEA/SA work.
External Community & Stakeholder Involvement	The views of specific agencies, service providers, voluntary and private sector, general stakeholder consultees and parish and town Councils are being sought on specific issues during the preparation of the consultation document, and will be continuous throughout the process.

Strategic Access, Management & Monitoring (SAMM) Strategy SPD

Overview.

Role & Subject	The purpose of the SPD is to provide guidance to housing developers in relation to required mitigation under the Habitat Regulations.
Coverage	District-wide
Status	Supplementary Planning Document
Conformity	With the National Planning Policy Framework and Thanet Local Plan.

Timetable

Stage	Dates
Public Participation (Regulation 18) – Options & Preferred Option	Feb-March 2016
Estimated date for adoption	January 2017

Arrangements for Production

Organisational Lead	Director of Community Services
Political Management	Cabinet / Council decision
Internal Resources	Managed by the Strategic Planning Team in liaison with other Council Departments, as appropriate.
External Resources	External consultants may be required to carry out specific pieces of work to support the evidence base for the SPD.
External Stakeholder Resources	Natural England and others
External Community & Stakeholder Involvement	The views of relevant stakeholders will be sought on specific issues during the preparation of the consultation document, and will be continuous throughout the process.

PROPOSED DESIGNATION OF CONSERVATION AREAS, CLIFTONVILLE

To: **Cabinet - 10 September 2015**

Main Portfolio Area: **Housing and Planning Services**

By: **Director of Community Services**

Classification: **Unrestricted**

Ward: **Cliftonville West**

Summary:

The report recommends that public consultation should be carried out on the designation of a further five conservation areas in Cliftonville West. The five areas are: Cliftonville Cliff Top, Northdown Road, Grotto Hill, Edgar and Sewyn Road and Norfolk, Warwick and Surrey Road.

For Decision

1.0 Introduction and Background

- 1.1 In 2010 following the designation of Dalby Square Conservation Area, Thanet District Council commissioned “The Conservation Studio” to report on whether there was further potential to designate conservation areas in Cliftonville West Ward. The end result of this work – funded by Historic England – was the production, by the Conservation Studio of draft designation documents and management plans for six defined areas in the Ward. These documents have been available on the Council’s website since February 2014.
- 1.2 A motion was put to Council on 27th February 2014 regarding the designation of further conservation areas in Cliftonville. Council resolved that: - *“That Council calls upon the Cabinet to consult on the process of designating further conservation areas in Cliftonville, with reference to the appraisals undertaken by the Council to ensure that the architecture and quality of housing in these areas is protected for generations to come.”* Officers recommended that potential Conservation Areas in Cliftonville should be designated, prioritising those areas most at threat from detrimental change.
- 1.3 At the Cabinet meeting on 31 July 2014 it was agreed that Ethelbert Road and Athelstan Road area could be progressed for adoption as a designated Conservation Area, subject to public consultation. Following public consultation a report was submitted to the Cabinet at its meeting on 20th January 2015 where it was agreed to designate Ethelbert Road and Athelstan Road as a Conservation Area
- 1.4 The Cabinet also agreed that the remainder of the areas should be progressed as part of a management plan with consultation with the public carried out before formal designation.

- 1.5 The designation of a conservation area is intended to encourage a sensitive approach to proposals for development. The purpose of conservation area designation therefore, is not to prevent all development but rather to enable its careful management.
- 1.6 Historic England guidance suggests that in designating conservation areas the special interest should be identified based on detailed analysis of their individual qualities. To illustrate which features are important within an area or are buildings of interest, Conservation Area Appraisals have been prepared for all five proposed conservation areas. These documents provide an evaluation of the 'character' of an area and provide guidance as to what may be acceptable within the conservation area. Once adopted, they form a material consideration when considering planning applications within the designation.
- 1.7 Findings from research funded by English Heritage and undertaken by the London School of Economics and Political Science, published on 7 July, 2012 shows that heritage has an economic value and houses in conservation areas sell at a premium. This was the first, rigorous, large-scale, analysis of the economic effects of conservation areas in England. It shows that people value living in places with architectural integrity, good design and traditional character and are willing to pay more for it. It also shows that preserving the best of the past, which is what conservation areas are meant to do, can be in the interest of the owners.
-

2.0 The Current Situation

2.1 Following the designation of Ethelbert Road and Athelstan Road Conservation Area, five of the six defined areas remain to be considered as potential conservation areas.

2.2 The five areas are:-

2.2.1 Cliftonville Cliff Top

The proposed area is bounded by the Lower Promenade (including the Lido and Walpole Bay Pools) to the north, the Ward boundary to the West, the buildings to the east side of Fifth Avenue to the East (which are in Cliftonville East Ward) and Cliff Terrace, Ethelbert Terrace, Ethelbert Crescent and Eastern Esplanade to the South. It includes First, Second, Third and Fifth Avenues, Lewis Crescent, The Oval, Queens Court, Newgate Gap, St Anne's Church and 'Hoser's Corner' The area includes large areas of public open space which are one of the defining features of Cliftonville but are in need of comprehensive public realm improvements.

2.2.2 Northdown Road

The proposed area stretches from Dane Hill in the west to Wyndham Avenue in the east and includes Lyndhurst Avenue, Crawford Gardens and part of north side of

Clarendon Road. This is almost exclusively a commercial area containing the best surviving shop fronts in the District.

2.2.3 Grotto Hill

The proposed area includes Clifton Place, Clifton Road, Brockley Road, Grotto Road, Grotto Gardens and the north side of part of Dane Road. This is almost entirely residential district of small houses sited in the main on the back edge of the pavement – much in contrast to the streets north of Northdown Road. The area has retained much of its historic character.

2.2.4 Edgar and Sweyn Road

The proposed area includes Percy Road, Gordon Road, and St Paul's Road and adjoins the existing Dalby Square Conservation Area to the west. The area is similar in character to Dalby Square, Dalby Road, and Arthur Road containing massive terraces with multi-level bays and the occasional detached or semi-detached dwelling.

2.2.5 Norfolk, Warwick and Surrey Roads

The proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area lies to the east of the already designated Dalby Square Conservation Area, and abuts the proposed Northdown Road Conservation Area to the south. To the immediate north, the proposed Cliftonville Cliff Top Conservation Area lies along the seafront, separating the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area from the promenade and beach. The area includes Cumberland Road.

2.3 The areas documented in 2.3.1 through to 2.3.5 are of considerable architectural interest where streets, spaces and buildings remain relatively unaltered. Each of the five areas proposed for designation has its own distinctive character and it is important to recognise this in order to improve the area's potential to secure grant funding.

2.4 Designating conservation areas can have a number of potential benefits including providing access to grant schemes, encouraging investment by property owners and others, providing additional planning safeguards and promoting sensitive alterations to buildings.

3.0 Next Steps

3.1 The next step is to receive approval from the Cabinet to undertake a public consultation exercise on the areas identified on Appendixes 1 – 5. The formal public consultation exercise is intended to solicit the views of residents, owners and relevant external agencies on the proposed designations. It is proposed that consultation on the designation of the Conservation Areas will take place for eight weeks from 11 January 2016 to 7 March 2016.

3.2 This consultation exercise would include the mailing of letters outlining the proposal to all properties within the proposed Conservation Areas boundary as well as those immediately outside. A full version copy of the draft proposed Conservation Area will be available on the council's website. A drop-in session would also be held in the area where representatives from the Council would be available to discuss the

proposal and answer questions with relevant material and maps related to the proposal on display.

- 3.3 The proposed Margate Neighbourhood Plan will complement the purpose of the conservation areas designation through the objective of the Neighbourhood Plan to promote or improve the social, economic and environmental well-being of the designated area through the development and implementation of the plan. The Neighbourhood Plan Forum will be consulted on the proposed consultation strategy.
- 3.4 Following completion of the formal public consultation exercise, a report summarising the results of the consultation would be presented to Cabinet for it to consider before deciding whether to approve the designations.

4.0 Corporate Implications

4.1 Financial and VAT

- 4.1.1 The proposals are expected to be taken forward within current budgets. However, the designation of conservation areas brings with it an expectation that the Council will commit to the enhancement of the conservation areas through a management plan which may require additional staff and financial resources to implement. Any commitment to this will be subject to the availability of grant or other funding.

4.2 Legal

- 4.2.1 There are no adverse legal implications in taking this forward.
- 4.2.2 The power to designate Conservation Areas is contained in the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 69 of the Act imposes a duty on Local Authorities to designate as conservation areas, within their area, any area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.
- 4.2.3 In the event that the members resolve to proceed with the designation of the Conservation Areas, formal notification of the designation will be advertised in a local newspaper and the London Gazette. The Secretary of State and Historic England will then be formally notified.

4.3 Corporate

- 4.3.1 The proposals support the corporate plan:-
- * Priority 1 – Support the growth of economy
 - * Priority 2 - To tackle disadvantage across our district
 - * Priority 3 - To support our community
- 4.3.2 The proposed conservation areas are likely to have a beneficial impact on the wider LIVE MARGATE housing renewal programme by helping to safeguard the area's heritage assets, encouraging investment by others and helping to make the case for further grant funding. The existing THI funding in Dalby Square is already complementing the LIVE MARGATE programme.

5.0 Alternative Options

- a) Do nothing – This may give rise to a risk that the character of the conservation area will deteriorate over time and opportunities for potential grant funding and other investment would be lost.
- b) Designate as a single large conservation area – This would mean that the special quality of individual character areas may not be sufficiently articulated and this may undermine the ability to secure grant funding.
- c) To progress designation of the five areas sequentially rather than simultaneously - This would be less efficient in terms of the use of resources and may lead to consultation fatigue. The delay may also mean that some areas may deteriorate in the intervening period.

6.0 Risk Assessment

- 6.1 The main risk associated with the proposal is that there may be objections from residents and businesses. The consultation exercise will give residents and businesses the opportunity to understand the potential benefits of designation and to raise any concerns that they wish members to consider before any designation is confirmed.

7.0 Recommendation(s)

- 7.1 To carry out an eight weeks public consultation exercise from 11 January 2016 to 7 March 2016 on the proposed designation of conservation areas at the Northdown Road, Edgar Road/Sweyn Road, Clifftop, Norfolk Road/Warwick Road/Surrey Road and Clifton Place/Grotto Gardens; and progress as part of the management plan for adoption as a designated Conservation Area subject to the public consultation.
- 7.2 To report back to Cabinet on the results of consultation on both the proposed Conservation Areas.

8.0 Decision Making Process

- 8.1 Although the decision to conduct a public consultation is in itself not a key decision, the substantive Cabinet decision to designate the areas in question is key and subject to call-in.

Future Meeting: Cabinet	10 September 2015
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Contact Officer:	Jacob Amuli, Senior Conservation Officer
Reporting to:	Simon Thomas, Planning Manager

Annex List

Annex 1	Proposed Northdown Road, Conservation Area Character Appraisal and Management Plan
Annex 2	Proposed Edgar Road/Sweyn Road, Conservation Area Character Appraisal and Management Plan
Annex 3	Proposed Clifftop Conservation Area Character Appraisal and Management Plan
Annex 4	Proposed Norfolk Road/Warwick Road/Surrey Road Conservation Area Character Appraisal and Management Plan
Annex 5	Proposed Clifton Place/Grotto Gardens Conservation Area Character Appraisal and Management Plan

Annex 6	Map of proposed conservation areas
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Corporate Consultation Undertaken

Finance	Tim Willis, Director of Corporate Resources
Legal	Suki Montague, Planning and Information Officer

**PROPOSED NORTHDOWN ROAD CONSERVATION AREA
CHARACTER APPRAISAL AND MANAGEMENT PLAN**

Thanet District Council

PUBLIC CONSULTATION DRAFT



This document has been written for Thanet District Council by:

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Contents

Executive Summary

PART 1 THE PROPOSED NORTHDOWN ROAD CONSERVATION AREA – CHARACTER APPRAISAL

Executive Summary

1 Introduction

- 1.1 Summary of the special interest of the proposed Northdown Road Conservation Area
- 1.2 The control of conservation areas
- 1.3 Community involvement

2 Location and setting

- 2.1 Location and context
- 2.2 Setting, topography and geology
- 2.3 Biodiversity

3 Historical development

- 3.1 Archaeology
- 3.2 The development of Margate
- 3.2 The development of the proposed Northdown Road Conservation Area

4 Spatial analysis

- 4.1 General character and plan form
- 4.2 Open spaces and trees
- 4.3 Focal points, focal buildings, views and vistas
- 4.3 Boundaries
- 4.4 Public realm

5 The buildings of the conservation area

- 5.1 Building types and dates
- 5.2 Listed buildings
- 5.3 Locally listed buildings
- 5.4 Positive buildings
- 5.5 Building styles, materials and colours
- 5.6 Activities
- 5.7 Shop Fronts

6 The extent of intrusion or damage

- 6.1 Key negative features
- 6.2 Summary of issues

APPENDICES

- Appendix 1 Map 1 Development Phases
- Appendix 2 Map 2 Townscape Appraisal Map
- Appendix 3 List of Historic Shop Fronts

PART 2

THE PROPOSED NORTHDOWN ROAD CONSERVATION AREA MANAGEMENT PLAN

1 Introduction

- 1.1 The purpose of the Management Plan
- 1.2 Relevant documents
- 1.3 The scope of this Management Plan

2 Recommended actions

- 2.1 Northdown Road Enhancement Scheme
- 2.2 The condition of the buildings
- 2.3 Public realm improvements
- 2.4 The control of new development
- 2.5 The control of unlisted buildings (Article 4 Directions)
- 2.6 Advertising and shopfronts
- 2.7 Local List review
- 2.8 Site specific improvements
- 2.9 Education and publicity
- 2.10 Monitoring and enforcement

3 Action Plan

4 Contact details

EXECUTIVE SUMMARY

Cliftonville in east Margate is a well preserved seaside resort, and most of the original streets, spaces and buildings remain relatively unaltered. Built to high standards of design and construction from the 1860s onwards, the buildings provide a fine example of historic seaside architecture which is compatible in quality to similarly dated seaside developments elsewhere in England. Against this remarkable survival must be balanced the fact that today, the Margate Central and Cliftonville West wards are amongst the most deprived wards in the south east (as defined by the Indices of Deprivation 2011).

In their report following a recent visit to Margate, the Urban Panel of the Commission for Architecture and Built Environment (CABE) stated that "Cliftonville could, by a different fluke of social history and demographics, be one of the most desirable parts of the country to live". For the past few years, the District Council and its partners have been taking a strategic approach towards the social and economic regeneration of Margate Central and West Cliftonville, as evidenced by the designation of new conservation areas, the provision of grant aid, and the provision of new planning policies and guidance. A successful future can often be secured by keeping and improving that which is best from the past.

Cliftonville has also been identified as important part of the local heritage by officers of the District Council, by Historic England (this Appraisal was in the main grant funded by Historic England), and by the local community, which has been consulted on initial drafts of this document.



19th century railings in Northdown Road

Conservation Area designation is not intended to prevent change or adaptation but simply to ensure that any proposals for change are properly considered. Restoration of the historic built environment will not impede its regeneration, and, indeed, designation will enable the District Council as the planning authority to incrementally improve the appearance of the buildings and the spaces between them, providing an impetus for private investment. Further work is being done by the District Council under separate initiatives to encourage larger residential units and the creation of more owner-occupied property.



Well detailed purpose-built shops in Northdown Road

This document provides a detailed analysis of the special interest of the proposed Northdown Road Conservation Area and records those features which make the Conservation Area worthy of designation (the 'Character Appraisal'). It also provides proposals for enhancements (the 'Management Plan'), most of which will be the responsibility of either Thanet District Council or Kent County Council (as Highways Authority). All of the recommendations will, of course, be subject to funding and staff resources being made available.

The production of up-to-date Character Appraisals assists the Council in making decisions on planning applications within or on the edges of the Conservation Area. Character Appraisals also help the local community appreciate what is 'special' about their area and encourages local involvement in the planning process. Whilst some of the recommendations in the Management Plan will have to remain aspirational for the time being, it is considered good practice to identify where improvements are needed so that actions can be taken promptly if, and when, funding becomes available.

Subject to public consultation, it is anticipated that the proposed Northdown Road Conservation Area could be designated during 2015 by Thanet District Council. Other conservation areas may be designated in Cliftonville as part of a review of the Cliftonville area which commenced in the summer of 2010. This Character Appraisal and Management Plan will be subject to a eight week public consultation between 11 January 2016 to 7 March 2016 after which any necessary amendments will be made to the document and the accompanying mapping. The final Appraisal and Management Plan will be approved by the Council in due course as a material document for development control purposes.

This Northdown Road Conservation Area Character Appraisal with its attendant Management Plan has been produced for the Council by The Conservation Studio. The survey work and background research were undertaken between August 2010 and January 2011. The general format of these documents follows guidance produced by Historic England on the effective management of conservation areas.

Conservation Area Designation

Despite what some people think, conservation area designation is not a bureaucratic way of preventing property owners from exercising their rights to alter their buildings as they wish. Conservation areas designation does not preclude development, but seeks to ensure recognition of the area's historical value in planning that development. Conservation area designation is aimed at managing change so that positive qualities of an area are protected and opportunities for improvement identified. Designation of a conservation area therefore, has a number of benefits that

a wider community can enjoy including:

- The positive identification of an area is designed to focus attention on its qualities, which may include the historic layout and development of the area, scale and detailing of their individual buildings and spaces between them, construction materials, open spaces and trees, walls etc. The interaction of the buildings and spaces within designated areas create unique environments that contribute irreplaceable components of our local, regional and national heritage.
- Conservation area designation brings the advantage of living, working and socialising in an attractive area with a unique sense of place and where local identity and architectural and historical distinctiveness are fostered and maintained.
- People value conservation areas for their distinctiveness, visual appeal and historic character and research by the London School of Economics and Historic England has found that this value is reflected in the price of properties in conservation areas and overall there is no negative attitude toward planning regulations.
- The planning controls that come with conservation area designation are more limited than many people imagine and are designed to benefit the wider community.

The designation of a conservation area is intended to encourage a sensitive approach to proposals for development. The legislative duty that designation brings provides a framework to achieve higher quality of development and promote more sensitive improvements in conservation areas.

- Conservation area designation brings the requirement to apply for planning permission to demolish most buildings. Outside a conservation area, planning permission is not required for the demolition of buildings leaving many buildings not protected and vulnerable to removal. Designation provides a framework to protect buildings that make a significant contribution to the character of an area.
- Additional benefits of conservation area designation include the possibility of accessing grant schemes. Where appropriate it may provide the basis for the local planning authority to make bids under the Townscape Heritage Initiative (THI) scheme such as the one which operates within Dalby Square Conservation Area. This scheme provides financial assistance to property owners with works to the fabric of their buildings or to restore derelict properties. THI is a grant programme administered by the Heritage Lottery Fund for the repair and regeneration of historic buildings. Projects are generally led by local partnerships.
- The local authority is under a general duty to take into account the desirability of preserving or enhancing the character of the area when determining planning applications affecting conservation areas.

PART 1

THE PROPOSED NORTHDOWN ROAD CONSERVATION AREA CHARACTER APPRAISAL

1 INTRODUCTION

1.1 Summary of the special interest of the proposed Northdown Road Conservation Area

Northdown Road forms a linear 'spine' to the seaside suburb of Cliftonville which lies to the east of the older settlement of Margate. It connects further proposed conservation areas which lie to the north and south of it. Whilst the western end of Northdown Road retains some buildings which are shown on the 1821 map, the majority of the buildings in the Conservation Area are commercial premises which were largely built during Cliftonville's heyday between the 1870s and the early 20th century to provide goods and services to the area's many visitors and residents. It is notable for its rows of well detailed shops, which are interrupted by individual buildings such as St Michael and St Bishoy's Church (the former St Stephen's Wesleyan Methodist Church). Nearby, St Paul's Church and its vicarage (listed in 2010) are further landmark buildings. There are also terraces of well detailed late 19th or early 20th century houses, the most notable being the Arts and Crafts houses in Crawford Gardens and a pair of similarly-dated houses in Prices Gardens.



Arts and Crafts houses in Crawford Gardens

Despite the economic problems of Cliftonville, Northdown Road remains a vibrant and popular shopping area, with many of its customers travelling from outside to use its various facilities. These include branches of the national banks and building societies and a wide variety of shops including (just outside the Conservation Area) a small Tesco's Supermarket. A number of public houses, cafes, and restaurants all add to the attractions of this part of Cliftonville.

Issues facing the Conservation Area include the provision of a Northdown Road Enhancement Scheme to improve 'negative' sites and buildings; the production of a Public Realm Strategy to improve the spaces between the buildings; the poor and eroding condition of the buildings and the need for grant aid; the need for additional planning controls, possibly through the use of Article 4 Directions; to ensure that all new development is of the highest possible standards; improving shopfronts and advertising generally; adding a number of buildings to the emerging Local List for Cliftonville; encouraging civic pride and providing publicity and guidance for local residents and business owners; and regularly monitoring change in the Conservation Area and adhering to the Action Plan timetable set out in the end of this document.

1.2 The control of conservation areas

Conservation areas are designated under the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. A conservation area is defined as “an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”.

Section 71 of the same Act requires local planning authorities to formulate and publish proposals for the preservation and enhancement of these conservation areas. Section 72 also specifies that, in making a decision on an application for development within a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.

In response to these statutory requirements, this document defines and records the special architectural and historic interest of the proposed Northdown Road Conservation Area and identifies opportunities for enhancement. It is in conformity with recently published Historic England guidance as set out in *Understanding Place: Conservation Area Designation, Appraisal and Management*. Additional government guidance regarding the management of historic buildings and conservation areas can be found in ‘Planning Policy Statement 5: Planning and the Historic Environment’ (PPS5), published in March 2010.

This document therefore seeks to:

- Define the special interest of the proposed Northdown Road Conservation Area and identify the issues which threaten its special qualities (in the form of the ‘Character Appraisal’);
- Provide guidelines to prevent harm and also achieve the enhancement of the Conservation Area (in the form of the ‘Management Proposals Plan’).

1.3 Community involvement

Informal consultations were carried out with the local community on the proposals for the new Cliftonville conservation area designations in October 2010, after which a Character Appraisal and Management Plan for each of the new conservation areas was prepared. Following this eight week public consultation on the Council’s website between 11 January 2016 to 7 March 2016 a Public Consultations Report will be prepared (copies may be obtained from the District Council) and amendments to the text and mapping will be made as appropriate. Finally, each Character Appraisal and Management Plan will be approved by the Council as a material document for development management purposes.

2 LOCATION AND LANDSCAPE SETTING

2.1 Location and context

The proposed Northdown Road Conservation Area lies within the seaside suburb of Cliftonville, a 19th century expansion of the medieval port of Margate, which lies immediately to the west. Margate is located on the Isle of Thanet, a coastal district at the eastern extremity of the county of Kent in south east England. Margate, Ramsgate and Broadstairs are the principal settlements in Thanet District, and each is famous for its seaside setting and attractive historic town centres.

Margate is approximately 76 miles south east of London by road and is accessed via the M2 and the A299, the Thanet Way. Railway routes lead to Canterbury, Dover and along the north coast via Herne Bay and Whitstable to London.

The proposed Northdown Road Conservation Area abuts several proposed or already designated conservation areas. To the immediate west lies the Margate Conservation Area, and to the north (from west to east) lie the Ethelbert Road and Athelstan Road Conservation Area, the proposed Edgar Road and Sweyn Road Conservation Area, and the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area. The Dalby Square Conservation Area, which has also already been designated, also lies to the north. To the south lies the proposed Grotto Hill Conservation Area.

The Conservation Area lies within the Cliftonville West Ward of Thanet District Council. The area of Cliftonville is in the region of 120 hectares and the population (at the 2011 census) was 7,608. Demographically, the population is predominantly white European.



View from Northdown Road towards the sea along Edgar Road



View down Athelstan Road to the sea

2.2 Landscape setting, topography and geology

Margate is located over solid chalk, with high chalk cliffs rising to either side of the beach and harbour in the centre of the town. The Dane Valley rises gently southwards through the town from this beach. Cliftonville lies on roughly level ground on the eastern cliff tops above the town about 20 metres above sea level, although cuts have been made through the cliffs in previous centuries to allow access to the sandy beaches below. These cliffs lie about five hundred metres to the north of Northdown Road. A slight south to north drop in ground level reinforces the opportunities for long views over the seascape to the north of these cliffs. To the south of Northdown Road, the land falls steeply – this is most evident in the proposed Grotto Hill Conservation Area.

3 HISTORICAL DEVELOPMENT

3.1 Archaeology

Archaeological remains are frequently found in the Cliftonville and Margate areas. The remains of all periods from the Neolithic to Modern are recorded within the area and consist of both burial and settlement archaeology. Archaeological remains of Roman date have been recorded within the Dalby Square Conservation Area and there is a high potential for further remains of this and other periods to be present there.

Romano-British activity seems to cluster around both sides of the Dane Valley leading up to the present harbour with most of the activity concentrated at the seaward end of the valley on both high ground and further down the valley sides. Activity is similarly recorded further inland, also along the valley sides. A Romano-British cremation burial dating to between 75 and 125 AD was found by workmen excavating a trench in Arthur Road, Cliftonville. The pit contained a carinated urn in Upchurch Ware filled with ashes and burnt human bone, and was accompanied by a stamped Samian platter. The burial is recorded by the workmen as having been truncated by former Victorian ground works and sealed by a floor. Other Roman burials are known from the Britannia Public House, Fort Hill site, located to the west of Cliftonville.

3.2 The development of Margate

Margate developed from a minor medieval port to a seaside resort from the mid-18th century onwards. By 1800 the town had assembly rooms, residential squares, bathing establishments, libraries and theatres, all designed to cater to the needs of aristocratic visitors – the only class of society to take ‘holidays’. In 1828 increased numbers resulted in Holy Trinity Church being built on what was then the eastern edge of the town, close to what was to become Ethelbert Road, as a chapel-of-ease to St John’s – it was soon extended to provide 800 rented pews and 1,200 free seats. In 1845 the land which was to later develop as Cliftonville was still fields, with a Coastguard Station on the cut through the high cliffs which dropped down to the beach (now Hodges Gap). The arrival of the railway in 1846, and the addition of a further line and station in 1863, changed the type of visitor to the town from a limited number of wealthy long stay guests to a greater number of short stay visitors with less per capita income.

The town’s established place in public consciousness was a good foundation for creating a new resort in Cliftonville, a resort that reversed the popular perception that Margate was increasingly becoming an attraction to the pleasure-seeking working classes. Cliftonville’s distance from the town centre, and its open cliff-top walks, were promoted as part of its exclusivity – Cliftonville was a place where one stayed to improve one’s health and peace of mind, all year around if necessary. In 1824 Clifton Baths were built to provide an opportunity to bath in heated seawater ‘for the nobility and gentry’, and in 1855 Thomas Pettman leased the cliff-top and shoreline from the Marquis of Conyngham so he could access his Bathing Platform down one of the old gaps on the cliff face (Newgate Gap) which had been used by farmers collecting seaweed from the beach. At this time other major land-owners in Cliftonville included the Church Commissioners and charities such as the Bethlehem Hospital and the Ragged School Union.

The exclusivity of Cliftonville was bolstered by the area’s relative isolation. Until the building of a tramway in 1901 the only method of transport from Margate’s stations was by horse brake. Access was improved in the late 1880s by the building of Marine Drive which completed the seafront thoroughfare from Buenos Ayres to Eastern Esplanade. Between 1880 and 1899 the station of the London, Chatham and Dover Railway Company was known as ‘Margate and Cliftonville’ (it was later to be known as ‘Margate West’). Plans for a branch line from Margate to Cliftonville, with a terminus at the rear of Dalby Square, were first proposed in 1893 but were never implemented.

The association of the area with a ‘better class of person’ became the key selling point for the new

resort. The entry for Cliftonville in the Ward Locke Guide of 1903 stated:

'It is the most exclusive and aristocratic part of Margate. It cannot be said too often that there are two Margate's and that Cliftonville has scarcely anything in common with the area frequented by the vulgar tripper. Cliftonville has magnificent hotels with their private orchestras and admirable cuisine catering for all types of continental clientele. It has been often said that on a Sunday morning between Newgate Gapway and Hodges Flagstaff one may see the prettiest and best dressed women in Europe.'

The centrepiece of this 'Margate New Town' was Dalby Square, with a massive terrace of seven houses, Warriar Crescent, on the south side. This space had been laid out by the 1850s, and was originally called Ethelbert Square, the name being changed to Dalby Square in the 1870s after the then mayor (and local builder), Thomas Dalby Reeve, who also owned both the Clifton Baths and the Hall by the Sea. The Reeve family was one of the early developers of the Cliftonville estate, and Dalby Reeve's son Arthur, after whom Arthur Road is named, married George Sanger's daughter Harriet. George Sanger and his brother John Sanger, who are both buried in Margate Cemetery, were circus proprietors who were famous for their equestrian spectacles. They leased the Agricultural Hall at Islington and their show was eventually purchased in 1874 by the American showman P T Barnum.

In 1869 the Cliftonville Hotel, located at the eastward end of Dalby Square, was opened. It is noted that at that time it sat 'on an island site in the middle of corn fields'. The hotel had 250 bedrooms, a dining room which could hold over 300 people, a ballroom, a palm court and facilities for croquet, tennis and archery amidst formal gardens along the cliff top. In all, the hotel provided the accommodation for about 50% of all hotel guests in Cliftonville, but by 1890 this figure had dropped to around 15% as so many other hotels had been built.

Another important contribution to the locality was provided by the large number of private schools. A resort guide of 1893 described Cliftonville as:

'The end of the town affected by visitors who like a good address, and also by ladies' schools, if one may judge by the endless chain of them travelling churchwards on Sundays.'

In 1900 the Cliftonville Hydro Hotel with 110 bedrooms was opened, later being renamed the Grand Hotel (from 1956 this formed part of Butlins). By 1900 a grid pattern of streets off Northdown Road had also been completed (Edgar, Sweyne, Godwin, Harold, Norfolk and Surrey Roads), all with a mixture of houses and guest houses along them. In 1913 'Bobby's' was opened as a department store in Northdown Road, although it closed in 1973.

Along the seafront, the Oval, a former school cricket field, was excavated in 1897 and an amphitheatre created with a new bandstand being added in 1903. This area became the centre of Cliftonville's entertainments for the next 50 years with many concerts and other events taking place. In 1906 mixed sea bathing was finally allowed in Margate, and by 1913 donkey (or 'Jerusalem pony') rides were being provided by local gypsies along the sea shore.

After World War 1 the Borough of Margate was increasingly seeing Cliftonville as the prime attraction of the town and in 1920 the Council acquired the cliff top land from Sacketts Gap to the Borough's eastern boundary – 61 acres in all. This land was used to provide new public walks and pleasure grounds, continuing the 19th century concept of promoting Cliftonville as a health-giving place where the benefits of sea water and sea air were unparalleled.

The growth of Cliftonville during this period between the late 19th and the early part of the 20th century is demonstrated by the number of Cliftonville school children – around 2,000 in 1885 and about 5,000 in 1922.



St Paul's Vicarage and the church beyond date to the 1870s

Cliftonville continued to thrive until World War 2, and Dalby Square particularly was noted for the prestigious hotels, guest houses and convalescent homes which fronted it. However, the War saw the evacuation of schools to other parts of the country and most never returned. Warrier Crescent suffered bomb damage and was only partially reconstructed after the War – it was finally demolished in its entirety in 1988.

From the 1960s onwards the provision of cheap holidays to Spain and other exotic locations completed a process which had begun some 30 years earlier. Many of the bigger hotels closed or were converted into flats, the demolition of the Cliftonville Hotel in 1961 being particularly disastrous. It was replaced with a complex of buildings which are currently used as a café, public house, bowling alley and other leisure-related facilities.

3.3 The development of the proposed Northdown Road Conservation Area

The earliest buildings in the proposed Conservation Area lie close to Margate town centre and are shown on the 1821 map. They face Dane Hill (Nos. 18-32 even) and a short adjoining section of what is now Northdown Road and were presumably all built as residential properties. Further along Northdown Road the properties date to the 1850s – Clifton Lodge, No. 90 Northdown Road, retains a date plaque of 1857. This area was known first as Clifton Place (1852), then Northumberland Road and Alexandra Road (1879), but at some time after 1905 the whole road became known as Northdown Road from Dane Hill to beyond Wyndham Avenue. Most of Northdown Road was constructed from the 1870s onwards– it is shown as nearly completely built-up as far as Harold Road on the 1899 Map, although in 1900 less than 12 shops are recorded. However, by 1912 many of these new houses had been converted into commercial premises, no doubt assisted by the provision of the new tramway from Margate town centre in 1899. Cliftonville reached the zenith of its popularity between 1890 and 1905, and the more eastern end of the proposed Conservation Area contains a number of early 20th century shops and houses which were designed in the Arts and Crafts style. St Paul's Church was consecrated in 1873 and St Stephen's Wesleyan Methodist Church (now St Michael and St Bishop's Church) was opened in 1876 – they are both in Northdown Road.

4 SPATIAL ANALYSIS

4.1 General character and plan form

The proposed Conservation Area retains the character of a busy historic shopping area, and is linear in form, stretching along Northdown Road and being usually no more than one plot deep on either side. The road runs in a north-west to south-east direction and curves gently, so views along the street are contained by the buildings on either side. Most of these were built between the 1870s and the early 20th century, and they are usually arranged in long terraces which face Northdown Road, the groups being punctuated by the openings into the grid pattern of streets which lie to the north and south.

4.2 Open spaces and trees

Historically, the Northdown Road area was always served by the wide open spaces and promenades which now lie within the proposed Cliftonville Cliff Top Conservation Area (to the north) or the planned landscape of Dane Park, which was opened in 1897 (to the south). As a result, the proposed Conservation Area contains hardly any public open space apart from the (modern) landscaped area in front of St Paul's Church. This is paved, with raised brick planters, a number of semi-mature trees, and some public seating. An historic gas light, now converted to electricity, is of note at the entrance to the church. A small 'green' of grass and some semi-mature trees can be seen in Crawford Gardens, heavily compromised by unregulated car parking.



The landscaped area in front of St Paul's Church

Elsewhere, as the buildings are usually located on the back edge of the pavement, there are no front gardens although in the side streets, where the properties are mainly used as family houses, there are some modest front gardens.

It follows that there are few trees of any note in the Conservation Area (an issue which is raised later in the Management Plan), the only group of mature trees being on the south side of Clarendon Road, where the Conservation Area boundary has been specifically drawn to include most of them.

4.3 Focal points, focal buildings, views and vistas

Focal points and focal buildings:

The historical development of Northdown Road as a functional shopping street means that there are no planned focal points, although the two churches (St Paul's and St Michael's and St Bishoy's

Church, formerly St Stephen's Wesleyan Methodist Church) both provide important focal points in views along Northdown Road.



The spire of St Michael and St Bishoy's Church is a key focal point

Views and vistas

The long, linear shape of the Conservation Area, the flat topography, and the enclosure provided by the continuous groups of buildings, mean that there hardly any notable views apart from long views along Northdown Road in each direction. The two churches, as mentioned above, do provide some focus to the longer views along the western end of Northdown Road.

4.4 Boundaries

Most of the properties in the Conservation Area sit on the back edge of the pavement so there are few boundaries to the front. There are a variety of very mixed boundaries to the rear, although these are largely hidden by the buildings. In the more residential areas off Northdown Road, such as Wyndham Road and Lyndhurst Avenue, many of the terraced houses retain their original late 19th century front boundary walls which are built from red brick with stone copings. They are about 800 mm high, and the adjoining gate piers are similarly detailed, but taller with pyramid-shaped copings. Some of these walls have been removed to create a car parking space.

Clarendon Road contains a terrace of c1870 Gothic-style Victorian houses very much in the style of Edward Pugin with raised ground floors accessed by paired steps leading up to the adjoining front doors. The front gardens to either side of these steps are not large but provide some welcome greenery in the Conservation Area. They are defined, where they survive, by brown brick walls about 450 mm high with white painted copings topped by a single cast iron railing supported on decorative brackets. These match the railings which can be seen on either side of the steps. Cast iron coal holes remain in places and are marked 'Joseph Brown and Son Builders Margate'.

Some of the older buildings in the Conservation Area, mainly in the western end of the Conservation Area, have very small front areas which are enclosed by their original wrought iron and cast iron railings, dating to the 1850s to 1870s. Examples include:

- Fluted cast iron railings to entrance to No. 26 Dane Hill
- Plain wrought iron railings to Nos. 28 and 30 Dane Hill
- Spear-headed cast iron railings to front steps and front area to No. 42 Northdown Road
- Similar railings further along the road outside some of Nos. 54-116 Northdown Road



Houses in Clarendon Road



Cast iron coal hole cover, Clarendon Road

A few properties have modern boundaries of no merit – these include No. 78 Northdown Road, which is fronted by a low wall built out of concrete blockwork.

4.5 Public realm

The public realm includes the public spaces between the buildings and covers items such as the type of pavement or road surface, street signage and street lighting, public seating and litter bins, and any other features of local significance. Most of them will be the responsibility of the District Council or the Highways Department of Kent County Council. In general, whilst some attempts have been made to standardise and simplify these features, and some landscaping work has been undertaken, the overall effect is somewhat disparate and low quality. In several locations, modern steel railings have been installed to prevent pedestrians crossing the road, although there are also several controlled pedestrian crossings. Street lighting is strictly utilitarian, and is provided by tall steel lamps, and litter bins are plain black plastic, all to a standard design.

Outside No. 178 Northdown Road (formerly Sandy-Wiches) the 1930s shopfront is enhanced by the small scale tiled forecourt which is presumably contemporary to the building. There is a very small area of historic York stone paving at the entrance to Price's Avenue, but this appears to be the only remaining example of traditional paving in the Conservation Area, although York stone was probably once far more common. Occasional wooden 'tub' planters with somewhat neglected planting also feature in places.



Examples of the poor quality public realm in Northdown Road

Pavements are mainly covered in black tarmacadam or concrete slabs or concrete paviors. An

enhancement scheme was carried out in part of Northdown Road some time ago, providing parking bays, widened pavements, and areas of higher quality paving. Some of the shops appear to own their immediate forecourt as there are changes of materials in many locations, all adding to the overall feeling of clutter, although occasionally, such as outside The Secret Garden, this is a positive thing as the shop owner uses the forecourt to display a range of flowers and plants.



The Secret Garden, Northdown Road

Northdown Road retains a number of probably late 19th century street name plates which are fixed to the buildings and can be found throughout Cliftonville. These are made from cast iron with white letters on a black background, and the corners are attractively indented. These need to be retained and their long-term maintenance assured.

5 THE BUILDINGS OF THE CONSERVATION AREA

5.1 Building types and dates

Nearly all of the buildings in the proposed Conservation Area were originally built as family houses or as commercial premises, including a few purpose-built shopping developments. They date to between the early 19th century (though most are post-1870) and 1914. Non-domestic or commercial buildings include the two large churches in Northdown Road, which date to the 1870s, the Northumberland Gospel Hall (probably c1900), and several 1920s industrial buildings, such as the car workshop in Wyndham Avenue. There are also a few 1960s buildings or later, although generally these do not intrude in the streetscape except where they are 'negative', such as the car wash centre off Athelstan Road.

5.2 Listed buildings

There are currently three listed buildings or building groups in the Conservation Area. St Paul's Church and its adjoining vicarage are both listed grade II. The church was built in ragstone between 1872 and 1873 to the designs of R K Blessley of Eastbourne, although it was completed by R Wheeler. The vicarage is also by Blessey and was similarly completed in 1873. Both of these buildings are key buildings within the Conservation Area.

St Michael and St Bishoy's Coptic Church, opened as St Spethoven's Church in 1878, is listed Grade II.



St Paul's Vicarage, Northdown Road

Nos. 7-12 Caroline Square form a short terrace of early 19th century cottages, located in a quiet backwater off Northdown Road. Listed grade II, they date to the early 19th century and are two storeys high over a basement. They retain a few original features including some sash windows and panelled front doors, but are otherwise rather altered.

5.3 Locally listed buildings

There are currently no locally listed buildings in the proposed Conservation Area, but the Management Plan includes a recommendation to add the following buildings to the emerging Local List:

- The Gospel Northumberland Hall, No. 39 Northdown Road
- Nos. 214/216 even Northdown Road, western corner of Northdown Road and Cliftonville Avenue
- The former Snooker Hall, built as Bobby's Department Store in 1913, on the eastern corner

- of Northdown Road and Cliftonville Avenue
- Nos. 242-250 and 256-268 even Northdown Road
- Nos. 1-6 consec. Crawford Gardens



The former Snooker Hall, built in 1913

Descriptions of these buildings can be found in the Management Plan para. 2.6.

5.4 Positive buildings

Most of the historic buildings in the proposed Conservation Area have been identified on the Townscape Appraisal Map as being positive buildings of townscape merit. Buildings identified as being positive will vary, but commonly they will be good examples of relatively unaltered historic buildings where their style, detailing and building materials provides the streetscape with interest and variety. Most importantly, they make a positive contribution to the special interest of the Conservation Area. In the Northdown Road Conservation Area, the earliest ‘positive’ buildings are along the south-western side of Northdown Road where they date to the 1850s. Otherwise, most of these buildings date to between the 1870s and 1914, although a few in the eastern end of the Conservation Area (as well as the occasional building elsewhere), date to the 1920s or 1930s.

The identification of these ‘positive’ buildings follows advice provided within Historic England’s Understanding Place: Conservation Area Designation, Appraisal and management, which provides a helpful list of criteria on page 15. The guidance advises that a general presumption exists in favour of retaining those buildings which make a ‘positive’ contribution to the character or appearance of a conservation area.

Proposals to demolish such buildings will therefore be assessed against the same broad criteria as proposals to demolish listed buildings. This implies therefore that all buildings marked as ‘positive’ on the Townscape Appraisal Map will be retained in some form in the future unless a special case can be made for demolition.

5.5 Building styles, materials and colours

Most of the buildings in the proposed Conservation Area are typical of the early or mid 19th century to the early 20th century, and are notable for their substantial, well detailed brick, stuccoed, or tiled façades. They are largely arranged in cohesive terraces of varying design, most commonly being two windows wide. Roofs are usually slated or tiled, often concealed by parapets from the street below. Whilst most are three storeys high, a significant number are only two storeys (particularly the residential houses in the eastern end of the Conservation Area), and occasionally, such as can

be seen in the western end of Northdown Road, they are three storeys high. Many were planned developments, with definite groups of matching terraced properties which remain relatively unaltered, although modern shopfronts have often been inserted and many have had their original windows replaced using modern materials. The overall style is Italianate, with sash windows and parapets which conceal the slated roofs, and some properties in the western end of the street, such as Nos. 86, 88 and 90, which date to 1857 (date plaque) have or had first floor balconies with their original cast iron railings. No. 82 retains a similar balcony but this time the railings are far more decorative.



These properties at the western end of Northdown Road date to the mid 19th century



Caroline Square

Caroline Square retains a short terrace of mid-19th century two storey houses with six over six sash windows and painted brick facades. Some of these have their original cast iron spear-head railings. A similarly aged building, which must have once been detached, stands on the corner of Clarendon Road and Northdown Road – No. 200. This has its principal entrance on the side (now blocked up) with six over six sash windows suggesting a date of c1850. Later buildings, dating to 1900 onwards, may have more decorated facades with canted bay windows or gables which face the street. Apart from the buildings which are proposed for local listing (for details see the Management Plan), other groups of special interest include:

- Nos. 182-192 Northdown Road c1910 – these are three storeys high, and one window wide with a variety of eaves details. Whilst the ground floor shopfronts are all modern, they are unified by the survival of attractive oriel windows at first floor level with ogee curved lead roofs.



Nos. 182-192 even Northdown Road



Magdala Villas, Nos. 99-125 odd Northdown Road

- Magdala Villas, Nos. 99-125 Northdown Road – these are shown on the 1879 map as a group of 12 paired villas, set back slightly from the road – single storey shopfronts were probably added in c1900. They are notable for their tall stuccoed gables at first and second floor level, which retain their attractive stucco details.

Nos. 1-8 consec. Clarendon Road – these are shown partly built on the 1879 map and are an unusual example of stock brick three storey houses with Gothic details including pointed window heads and pierced parapets. The raised ground floors are accessed by paired steps with cast iron railings. Nos. 1 and 2 have ground floor verandas with cast iron railings and cast iron columns which support roofs covered with fishscale slates. Many of the original heavily moulded panelled front doors remain.



Detail of the front doors, Clarendon Road

Of note are the well preserved terraces of quite modest late 19th century houses in Wyndham Avenue and Lyndhurst Avenue, with their red brick or pebble-dashed facades, pitched tiled or slated roofs, and sash windows set in double height canted bays which are surmounted by gables which face the street. Some of the original six over one sash windows remain, the design suggesting a date of c.1910 (they are not shown on the 1905 map, when this part of Cliftonville was still fields).



Houses in Wyndham Avenue



Houses in Lyndhurst Avenue

5.6 Activities and Uses

The proposed Conservation Area is in a very wide variety of uses, with most of the properties which

face Northdown Road being occupied at ground floor level by commercial premises. These include retail shops, banks, buildings societies, and offices. A small 'Costcutter' Supermarket can be found at Nos. 39-41 Northdown Road, and just outside the proposed Conservation Area to the east is a small Tesco's Supermarket and a petrol-filling station. Many of the upper floors of the shops appear to be used for residential purposes, but some are also used as offices or as storage for the shops below.



Early 20th century shops in Northdown Road

Family houses can be found in the late 19th century terraced properties in Lyndhurst Avenue and Wyndham Avenue, and also in the Arts and Crafts houses in Crawford Gardens. Further residential uses are evident in many of the houses in Northdown Road but they largely appear to have been converted into flats. There are two churches (St Michael and St Bishoy's Church and St Paul's Church), both in Northdown Road and both are still in use. Other uses include the former Northumberland Gospel Hall (No. 37 Northdown Road), a car repair premises in Wyndham Avenue, and further car wash premises at the entrance to Athelstan Road, a 'negative' site.



Northumberland Hall

Although clearly struggling in the current economic climate, with some vacant shops and a certain amount of poorly maintained property, Northdown Road appears to have partially survived the loss of the visitors who once frequented Cliftonville because it now serves a large residential area. This includes the 19th and early 20th century residential development in the immediate vicinity as well as the Inter-War houses to the east. Northdown Road is also used by Margate residents who appreciate the variety of shops and the ease of car parking – there is plenty of on-street car parking so the 'shoppers' car park off Harold Road is not heavily used.



The car wash off Athelstan Road

5.7 Shopfronts

There are a very large number of shopfronts in the proposed Conservation Area, the majority being (at best) neutral in their impact, and some, due to their design, colour and lighting, being strongly negative. However, a number of well preserved historic shopfronts remain, mainly dating to between 1900 and the 1930s. Some of them form part of ground floor extensions to buildings which were originally in full residential use (such as Magdala Terrace) and some were purpose-built as part of the building. Until the early 20th century there were few shops in Northdown Road (only 12 are recorded in 1900) and it appears that many were either converted or added to existing buildings in the 1900-1914 period. The most notable historic shopfronts are listed at Appendix 2.

The control and enhancement of these shopfronts is further discussed in the Management Plan.



Shops of the 1870s in Northdown Road

6 THE EXTENT OF INTRUSION OR DAMAGE

6.1 Key negative features

This Character Appraisal concludes that the most significant negative features of the proposed Northdown Conservation Area are:

Spatial:

- Poor quality pavements
- Modern street lighting
- Very little public open space and what there is, is poor quality
- Busy traffic along Northdown Road, and subsequent impact on pedestrians
- Poor quality pavements and street furniture

Buildings:

- Many of the properties (apart from the three streets in the east – Wyndham Avenue, Lyndhurst Avenue and Crawford Gardens)) have been sub-divided into small flats resulting in very high densities of population
- Many of the windows and front doors of the buildings have been changed using modern materials such as uPVC
- The loss of front boundaries to some of the properties to create car parking
- Poor quality shopfronts, including over-dominant fascias, badly detailed lighting and the use of garish colours and signage (e.g. the bright red National Tyres and Autocare premises in Edgar Road)
- Under-used upper floors
- Buildings in urgent need of routine maintenance and repair
- Vacant commercial property with attendant impacts on the street scene
- A number of the most notable buildings, such as the former Snooker Hall, are for sale

Site specific improvements:

- The public open space in front of St Paul's Church
- The car valeting site on the junction of Athelstan Road and Northdown Road

General:

No information about the shops or what is available in the street.

6.2 Summary of issues

Taking the 'negative features' identified above into account, the following issues are considered to be the most pressing matters which need to be addressed by the Management Plan for the proposed Northdown Road Conservation Area:

Northdown Road enhancement scheme

- There is a need for an overall strategy to address both privately and publically owned land and buildings - this could include a grant scheme to encourage property owners to repair and enhance their buildings

The poor condition of the buildings

- Many of the buildings appear to be in urgent need of repairs
- The use of modern materials such as uPVC for windows and front doors
- The loss of other architectural features from the front elevations

- Poorly designed front extensions (to provide shops)

Public realm improvements

- A new public realm strategy is needed, possibly in partnership with a new grant scheme, to improve the public realm in the Conservation Area – all of the area would benefit from improvements to street surfaces, street lighting, and street furniture
- Street name plates – the existing historic nameplates should be maintained and new nameplates made as appropriate

The control of new development

- All new development must be to the highest possible standards

Local List review

- There are a number of possible additions to Thanet District Council's proposed list of locally significant buildings

Site specific improvements

- A number of sites, both in private and public ownership, would benefit from either improvements or total redevelopment

Education and publicity

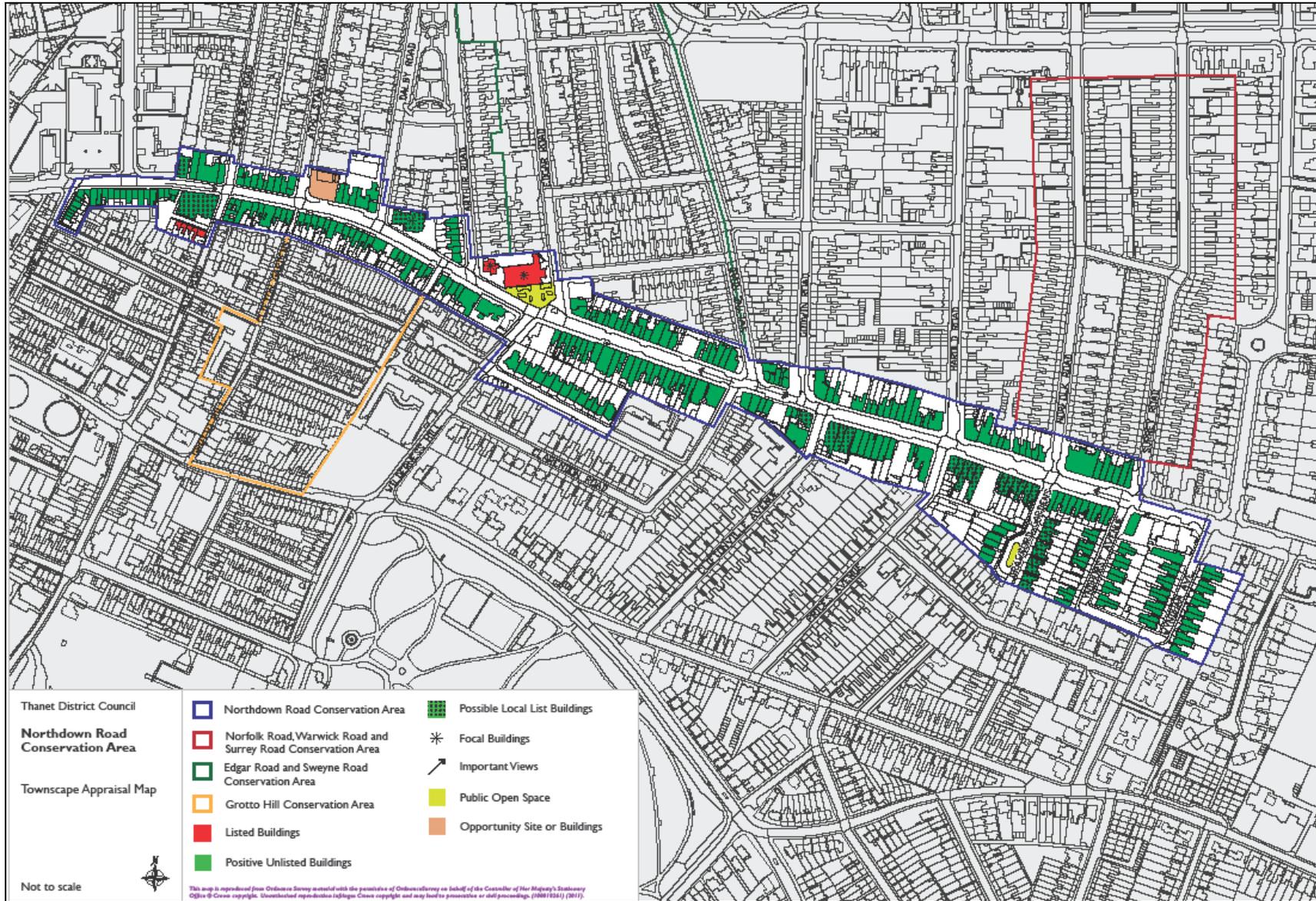
- There is a need for further education and publicity, including encouraging civic pride and a sense of place

Monitoring and enforcement

- The District Council needs to set up a programme of implementation to ensure that the recommendations in the Management Plan are taken forward at the earliest opportunity.



Appendix 1 Map 1 Development Phases



Appendix 2 Map 2 Townscape Appraisal Map

Appendix 2 Historic Shop fronts in the Northdown Road Conservation Area

(Surveyed March 2011)

Northdown Road: South side

Nos. 278/280 (Reflections – 1920s/1930s – slightly altered on right)

No. 262 (Pottons Taylors – building dated 1910)

Nos. 238/238a (S T Jewellers – c1900/1910 – curved glass)

No. 202 Northdown Road (Cash Makers) is a purpose-built shop with an almost fully glazed first floor with curved window heads – No. 204 next door has similar though not so impressive details

No. 180 (A H Mortley – 1930s – green framework and decorative glass frieze)

No. 178 (Sandy-Wiches – closed and for sale – probably 1930s)

No. 176 (Thompson Lettings – recessed entrance – blue 1920's shopfront)

No. 160 (National Westminster Bank – 1920s neo-Georgian)

No. 122 (Milton Ashbury c1910 – painted purple)

Nos. 48/50 (vacant – to let)

Northdown Road: north side

No. 101 (Arrow Taxes – part only c1900)

No. 119 (Talk Shop c1900 – recessed front door)

Nos. 147/149 (Cooke and Son – prominent corner site – curved glass c1920s)

No. 209 (John Bello – 1930s with brick stallriser)

No. 233 (Pet Rescue Centre – green – 1920s/30s)

PART 2

THE PROPOSED NORTHDOWN ROAD CONSERVATION AREA MANAGEMENT PLAN

1 INTRODUCTION

1.1 The purpose of the Management Plan

Part 1 of this document, the Character Appraisal, has identified the special positive qualities of the proposed Northdown Road Conservation Area which make the Conservation Area unique. Part 2 of this document, the Management Plan, builds upon the positive features and addresses the negative features which have been identified to provide a series of recommendations for improvement and change, most of which are the responsibility of Thanet District Council or Kent County Council.

The involvement and approval of the local community in the formulation and delivery of these documents helps to strengthen their status and will hopefully mean that the various actions identified in the Management Plan will have greater impact and longevity. For Northdown Road, this has been achieved through the current six week public consultation exercise. Any necessary amendments will be made before the final version of the document is completed. The document will be adopted by the Council as a 'material' document for development control purposes.

1.2 Relevant documents

The structure and scope of this document is based on the suggested framework published by Historic England in Understanding Place: Conservation Area Designation, Appraisal and Management (2011). Both the Conservation Area Character Appraisal and the Management Plan should be subject to regular monitoring and reviews, as set out in section 3.

Other relevant documents include:

- The Planning (Listed Buildings and Conservation Areas) Act 1990
 - This Act sets out the legislative background for the control of conservation areas and listed buildings.
- National Planning Policy Framework (March 2012)
 - This provides government policy guidance which relates to the historic built environment in particular section 12.
- The Kent Design Guide
 - This advocates high quality design for all new development and provides detailed guidance.

Documents produced by Thanet District Council:

- The Thanet local Development Framework (which is incrementally replacing the Thanet Local Plan 2006)
- The Margate Renewal Study (undated but post-2006)
- This document was commissioned by the Margate Renewal Partnership to carry out a study of the drivers of deprivation in Margate Central and Cliftonville West Wards and make recommendations on future regeneration activity to tackle deprivation.
- Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008) - This document sets out the Council's approach to the management of the conservation areas within Thanet – it draws on both national and local planning policies

Documents produced by Thanet District Council which relate specifically to Cliftonville:

- West Cliftonville Neighbourhood Renewal Area (2006)
- This report produced by Thanet District Council and consultants identifies the need to improve the housing stock in four parts of Thanet including Cliftonville West, and provides some policy guidance.
- The Cliftonville DPD (February 2010)
- This document provides planning policies for the Cliftonville West Renewal Area (in advance of the Core Strategy) to be used to inform development control decisions on the large number of planning applications which are submitted in the area – its main thrust is to enhance the existing building stock in terms of physical condition and use (particularly the reduction in number of poor quality flats and their replacement with family houses), encourage community pride in the area, and support the growth of high quality tourism-related facilities. One of the outcomes of this DPD is the imposition of a surcharge on local landlords which is aimed at encouraging a reduction in the number of small residential units, and an increase in the number of family dwellings within the Cliftonville area.

1.3 The scope of this Management Plan

This Management Plan has been drawn up following detailed survey work of the proposed Esplanade Conservation Area by The Conservation Studio in collaboration with Thanet District Council's conservation staff. Its recommendations relate specifically to the Conservation Area, and it is not intended to include general advice about the control of conservation areas, which is set out in the Council's document Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008 – under revision). This document also includes advice about the quality of new development which will be needed in all of Thanet's conservation areas.

2 RECOMMENDED ACTIONS

The following recommendations are based on the key negative features and issues identified as part of the Character Appraisal. Some of them may have to remain aspirational for the time being, but it is considered good practice to identify possible actions which could be implemented in the future if the funding becomes available. Other recommendations rely upon the District Council providing sufficient staff resources to ensure that the proposed actions are carried forward. All of the recommendations particularly rely upon a successful partnership between the District Council and the local community, assisted by Kent County Council as appropriate. The potential for grant aid means that other outside agencies, such as Historic England or the Heritage Lottery Fund, may also be involved in the regeneration of Cliftonville through the provision of grant funding at some stage in the future.

2.1 Northdown Road Enhancement Scheme

Until recently, Thanet District Council's main impetus, in partnership with the Margate Renewal Partnership, has been to regenerate the town centre of Margate. Relevant documents include a Strategic Urban Design Framework, which was produced in 2004, and an Action Plan for Margate, produced in 2005. One of the outcomes has been that buildings in the Old Town have been subject to a variety of grant schemes including a Townscape Heritage Initiative scheme between 2003 and 2008 which provided over one million pounds of funding. A similar scheme is also operating in the adjoining Dalby Square Conservation Area. Other initiatives include the recent opening of the Turner Contemporary art gallery and of Dreamland. Several key development sites have also been identified, including the Lido and its adjoining car park.



View along Northdown Road

So far, little of this has impacted on Cliftonville where the Council has been focusing its efforts on the various social and economic problems of the area. The Cliftonville DPD (February 2010) provides planning policies for the Cliftonville West Renewal Area (in advance of the Core Strategy), which encompasses part of the proposed Cliftonville Cliff Top Conservation Area from the Lido to Third Avenue. Its 'vision' for Cliftonville includes the provision of a range of high quality varied family housing, the enhancement of the historic buildings in the area, and the provision of higher quality tourist accommodation. It also confirms its aim to provide high quality public green spaces in the Cliftonville area, but no further details are given.

The designation of five new conservation areas in Cliftonville (in addition to the recently designated Ethelbert and Athelstan Road Conservation Area and the Dalby Square Conservation Area) provides an opportunity to revisit the advantages provided by heritage-led regeneration. Because of its open spaces, many of which are owned and controlled by the District Council, the Cliftonville Cliff Top Conservation Area provides the greatest opportunities within Cliftonville to rebrand the area and

upgrade the 'offer' for visitors (further details are provided in the Cliftonville Cliff Top Conservation Area Management Plan). However, this work needs to be undertaken in collaboration with a similar strategy for the Northdown Road Conservation Area.

A 'Northdown Road Enhancement Scheme' could provide the following:

- The agreement of priorities and a clear vision of what improvements need to be achieved, in the form of a detailed Action Plan
- This could be used as a basis for applications for grant aid from organisations such as the Heritage Lottery Fund and Historic England
- The integration of proposed works to build on other initiatives in Margate, particularly with proposed improvements to the Cliftonville Cliff Top Conservation Area
- The provision of a Public Realm Strategy (see below)
- The provision of shopfront guidance and possible grant aid to encourage shop owners or lessees to improve their shopfronts, or restore historic frontages
- The provision of a car parking and traffic management strategy (in association with other similar initiatives in Cliftonville)
- Actions to achieve a reduction of housing densities, as recommended in the Cliftonville DPD
- Site specific guidance, including the provision of Development Briefs and Feasibility Studies
- Suggestions and funding for the possible 'branding' of the area, using new street name plates, new street lighting, new street trees and other enhancements which will provide some focus to the local community and give the area a greater 'sense of place'.
- A methodology for engaging the local community, particularly business owners
- A framework for the production of educational and publicity material, designed to encourage civic pride and a sense of place

Recommendation 1:

- Once the Northdown Road Conservation Area is designated, the District Council will consider the production of a Northdown Road Enhancement Scheme.

2.2 The condition of the buildings

A consistent problem within the proposed Conservation Area is the poor standard of maintenance in many properties. This has resulted in:

- Clear evidence of the need for repairs to roofs and front and back elevations;
- The loss of architectural features such as decorative stucco work, railings, and boundary walls;
- The replacement of original features with inappropriate modern fittings such as front doors, windows, and boundary treatments;
- Inappropriate and unsympathetic additions to existing properties, such as front extensions.



Grant aid would help preserve these historic buildings for future generations

The District Council operates a Heritage Lottery Fund funded grant scheme in the Dalby Square Conservation Area. It is possible that this scheme could be extended, or a new scheme applied for the Northdown Road Conservation Area at some stage in the future. Other funding agencies, apart from the HLF, include Historic England, Thanet District Council, Kent County Council and the Homes and Communities Agency (HCA).

Recommendation 2:

- The District Council will consider providing guidance on the use of traditional materials and details, which will be circulated to all property owners in the Conservation Area;
- The District Council will consider applying for a grant scheme to assist property owners in the Northdown Road Conservation Area.

2.3 Public realm improvements

A new public realm strategy would be beneficial, ideally in partnership with a new grant scheme, to improve the public realm in the Conservation Area and, ideally, in the whole of Cliftonville. The public realm includes all of the space between the buildings in the Northdown Road Conservation Area which is not privately owned, such as the roads, pavements, street lighting, street name plates, and street furniture (litter bins, seats, and other features). Whilst a small part of Northdown Road has already been improved, with widened pavements and some new paving, the work was carried out some time ago and further enhancements are needed. Grant aid for some of this work from either Historic England or the Heritage Lottery Fund might be available for some of this work.

It might be possible to include a section in the proposed Northdown Road Enhancement Strategy on the public realm, setting out goals, funding, and design criteria (in the form of a 'Public Realm Strategy'). The identification of specific sites for improvement, and the specification of outline proposals for their enhancement, would also be welcome and could be brought forward as and when funding became available.



Further improvements to the public realm are needed in Northdown Road

The most urgent matters to be addressed include:

- The compilation of a list of sites for possible action;
- Agreement between the District and County Council on the choice of materials and details for street lighting, street furniture, and paving materials;
- The use of a common palette of colours for these elements would provide a recognisable 'branding' of the area, although this would need to be very carefully controlled in the future with regular maintenance and repainting;
- Copying some of the wall-mounted historic street name plates which can be seen in the Conservation Area – these are rectangular with recessed corner details and white lettering on black (it might be necessary to adjust the design so the new plates can be positioned on poles rather than fixed to individual buildings, due to problems with their future maintenance);
- The provision of more street trees, carefully sited, would be welcome, and the removal of redundant planters.

Recommendation 3:

- As and when funding permits, the District Council and Kent County Council will consider carrying out improvements to the public realm in the Conservation Area;
- All new work must be sensitive to the historic environment and designed using high quality materials and details;
- A strategy and funding for future maintenance must be provided.

2.4 The control of new development

There are very limited opportunities for completely new development in the Northdown Road Conservation Area due to the high density of frontage buildings. However, the occasional infill site may come forward, and on a more day to day basis, incremental extensions to the backs of many of the buildings will take place.

A more immediate threat is posed by the number of poor quality alterations to the existing buildings, most of which are considered to be 'positive' and therefore of sufficient architectural and historic interest to merit special treatment. Many but not all of the changes listed below would usually require planning permission:

- Badly designed extensions, particularly to the front elevations
- The loss of architectural details such as cornicing or balconies

- The insertion of unsympathetic modern windows or front doors, usually in uPVC
- The occasional loss of front boundaries

In general, all new development in the proposed Conservation Area must be of the highest possible standard and should adhere to guidance provided within the following documents:

- The Kent Design Guide
- Thanet District Council's Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)

In line with government guidance, all applications will need to include a Design and Access Statement which should, as a minimum, describe the type of development proposed and how it relates to its immediate context. Detailed drawings showing this relationship to neighbouring buildings may be required and must be accurate. The applicant must set out clearly the types of materials to be used and the detailed design of all elements of the new or extended building. Detailed drawings showing all elevations must be provided, along with large scale drawings showing architectural details. Property owners or their agents are also encouraged to contact the Council's planning department before submitting their application so that informal advice on the acceptability of their proposals can be provided at any early stage. Further information is available from the Council's website: www.thanet.gov.uk

Recommendation 4:

- The District Council will ensure that all new development in the proposed Northdown Road Conservation Area is of the highest possible standard and adheres to national policies and to guidance provided in the Kent Design Guide and within Thanet District Council's own policy framework .

2.5 The control of unlisted buildings (Article 4 Directions)

The District Council is required to both 'preserve and enhance' the character of the Conservation Area. Some inappropriate alterations are visible throughout the conservation area. At the moment, however, the changes that have been made are in fairly localised locations and that on the whole the area has been fairly maintained. Whilst alterations have so far been relatively localised there is also evidence of more and more inappropriate alterations and additions within the area. In order to restrict the rights of landowners from carrying out inappropriate development an Article 4 Direction can be placed on specific buildings or areas. This enables the local planning authority to require permission for what is otherwise allowed without consent. This does not mean that permission would be refused but allows the authority to assess any potential impact to the buildings, the street scene and the conservation area.

This targeted approach could be considered to be the most relevant in the proposed Northdown Road Conservation Area as many of the residential properties are not in use as family dwellings (i.e. as a single unit) but have been divided into flats or HMOs. Even more buildings are in mixed uses i.e. retail to the ground floor, and possibly BI (offices) or residential above. For these buildings, permitted development rights are already much lower, so, for instance, planning permission would normally be needed to insert new plastic windows or to change the roof material. For these buildings, an Article 4 Direction could still be used to control front boundaries, the creation of car parking spaces, and external redecoration.



Houses in Crawford Gardens

Any proposal to consider removal of Permitted Development rights and carry forward a decision to proceed with an Article 4 Direction will result in further public consultation and assessment. The Council may take these forward in due course if a strong justification and public support following further monitoring and recording change of the conservation area show to be necessary.

Recommendation 5:

- The Council may consider making an Article 4 Direction in due course if a strong justification and public support of erosion of the character of the area show to be necessary

2.6 Advertising and shopfronts

The Northdown Road Conservation Area contains a very high number of shopfronts, many of them of poor quality. It is accepted that even with the provision of detailed design guidance, the possible impetus for improvements which are provided by grant aid, and the imposition of a rigorous enforcement regime, it will take a long time to achieve any noticeable improvements. However, in the long term the economic viability of the shopping area will be enhanced by these incremental improvements and will encourage private owners to invest in their properties. Future initiatives could include:



Historic shopfronts in Northdown Road

- The provision of detailed shopfront and advertisement guidance;
- The provision of grant aid, to provide new, higher quality shopfronts;
- The possible provision of an 'exemplar' new shopfront, possibly for use in connection with any grant scheme, to focus efforts

Recommendation 6:

- The District Council will explore ways of improving the economic activity and appearance of the shops in the Northdown Road area.

2.7 Local List review

There is currently no Local List for Cliftonville although criteria for the selection of suitable buildings have been agreed by the District Council. With the publication of PPS5 in March 2010, locally listed buildings have become an important 'heritage asset' of particular significance where they also lie within a designated conservation area. The preparation of a Local List for the whole of Cliftonville must therefore be seen as a priority, but meanwhile, this document includes recommendations for new locally listed buildings as follows:

The Gospel Northumberland Hall, No. 39 Northdown Road – this building is first shown on the 1907 map and probably dates to c1900. The symmetrical gabled frontage is built from red brick with classical details including a pediment over an arched first floor window.

- Nos. 214/216 even Northdown Road, western corner of Northdown Road and Cliftonville Avenue – a red brick corner building, possibly built as a bank but now empty, and the adjoining three bay neo-Classical building, with three curved timber columns (there were originally four) supported the canted first floor.
- The former Snooker Hall, built as Bobby's Department Store in 1913, on the eastern corner Northdown Road and Cliftonville Avenue – a substantial, white tiled building with Neo-Classical details. The corner cupola is a local landmark. Ground floor shopfronts of no interest.
- Nos. 242-250 and 256-268 even Northdown Road – this three storey terrace is built from red brick with first floor canted oriel bay windows, some of which retain their original leaded lights and decorative plasterwork – they date to c1910.
- Nos. 1-6 (consec). Crawford Gardens – this group of six paired houses is dated 1906 and provides relatively unaltered facades with Arts and Crafts details.

Recommendation 7:

- The District Council will work with the local community to produce a new Local List for Cliftonville.

2.8 Site specific improvements

A number of sites, all in private ownership, would benefit from either improvements or total redevelopment. These could be identified in the Northdown Road Enhancement Strategy and site specific guidance provided for potential redevelopment or improvement. One obvious site where enhancements would be welcome is the car valetting business on the corner of Athelstan Road. The public open space in front of St Paul's Church would also benefit from enhancing, including the provision of new planting, seating and lighting.

Recommendation 8:

- The District Council will encourage the repair and reuse, or the potential redevelopment, of the four sites detailed above, but only to the highest possible standards.

2.9 Education and publicity

There is currently little evidence of civic pride in the Cliftonville area as a whole although there are several active residents' groups which each relate particularly to one small area. Some of these have already been involved in the public consultation exercise which was undertaken in October 2010 to gauge public reaction to the designation of conservation areas in Cliftonville. However, there is no such group in the Northdown Road Conservation Area, but the formation of such a group (with representatives from both commercial businesses and private householders) should be encouraged and nurtured by the District Council.

Recommendation 9:

- The District Council, working in partnership with Kent County Council and other stakeholders, will continue to encourage greater civic pride in the Cliftonville area through the use of its statutory powers and possible grant aid;
- The production of publicity material about the Conservation Area to all local residents via the Council's website is advisable.

2.10 Monitoring and enforcement

Local authorities are required by law to periodically review their conservation areas and the preparation of Character Appraisals and Management Plans is part of this obligation. Indeed, in the past keeping Character Appraisals and Management Plans up to date has been a Key Performance Indicator in the Best Value assessment of local authorities, and as a result, a five year review cycle is now considered to be best practice.

Over the next five years the District Council should therefore be expected to regularly review the content of this document, to carefully monitor change within the Northdown Road Conservation Area, and to involve the community in any proposals for enhancement (subject of course to the funding being available).

Recommendation 10:

The District Council should therefore:

- Carry out periodic reviews of the effectiveness with which the service addresses pressures for change.

**PROPOSED EDGAR ROAD AND SWEYN ROAD
CONSERVATION AREA**

CHARACTER APPRAISAL AND MANAGEMENT PLAN

Thanet District Council

PUBLIC CONSULTATION DRAFT



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Contents

Executive Summary

PART 1 THE PROPOSED EDGAR ROAD AND SWEYN ROAD CONSERVATION AREA – CHARACTER APPRAISAL

Executive Summary

1 Introduction

- 1.1 Summary of the special interest of the proposed Edgar Road and Sweyn Road Conservation Area
- 1.2 The control of conservation areas
- 1.3 Community involvement

2 Location and setting

- 2.1 Location and context
- 2.2 Setting, topography and geology
- 2.3 Biodiversity

3 Historical development

- 3.1 Archaeology
- 3.2 The development of Margate
- 3.2 The development of the proposed Edgar Road and Sweyn Road Conservation Area

4 Spatial analysis

- 4.1 General character and plan form
- 4.2 Focal points, focal buildings, views and vistas
- 4.3 Boundaries
- 4.4 Public realm

5 The buildings of the conservation area

- 5.1 Building types and dates
- 5.2 Listed buildings
- 5.3 Locally listed buildings
- 5.4 Positive buildings
- 5.5 Building styles, materials and colours
- 5.6 Activities and Uses

6 The extent of intrusion or damage

- 6.1 Key negative features
- 6.2 Summary of issues

APPENDICES

Appendix 1 Map 1 Development Phases

Appendix 2 Map 2 Townscape Appraisal Map

PART 2

THE PROPOSED EDGAR ROAD AND SWEYN ROAD CONSERVATION AREA - MANAGEMENT PLAN

1 Introduction

- 1.1 The purpose of the Management Plan
- 1.2 Relevant documents
- 1.3 Summary of issues

2 Recommended actions

- 2.1 The control of new development
- 2.2 The protection of views
- 2.3 The public realm
- 2.4 The control of car parking and traffic
- 2.5 The control of unlisted buildings (Article 4 Directions)
- 2.6 Building condition and the role of grant aid
- 2.7 The Local list
- 2.8 Site specific recommendations
- 2.9 Education and guidance
- 2.10 Monitoring and review

3 Action Plan

4 Contact details

EXECUTIVE SUMMARY

Cliftonville in east Margate is a well preserved Victorian seaside resort, and most of the original streets, spaces and buildings remain relatively unaltered. Built to high standards of design and construction from the 1860s onwards, the buildings provide a fine example of historic seaside architecture which is compatible in quality to similarly dated seaside developments elsewhere in England. Against this remarkable survival must be balanced the fact that today, the Margate Central and Cliftonville West wards are amongst the most deprived wards in the south east (as defined by the Indices of Deprivation 2011).

In their report following a recent visit to Margate, the Urban Panel of the Commission for Architecture and Built Environment (CABE) stated that "Cliftonville could, by a different fluke of social history and demographics, be one of the most desirable parts of the country to live". For the past few years, the District Council and its partners have been taking a strategic approach towards the social and economic regeneration of Margate Central and West Cliftonville, as evidenced by the designation of new conservation areas, the provision of grant aid, and the provision of new planning policies and guidance. A successful future can often be secured by keeping and improving that which is best from the past.

Cliftonville has also been identified as important part of the local heritage by officers of the District Council, by Historic England (this Appraisal was in the main grant funded by Historic England), and by the local community, which has been consulted on initial drafts of this document.



Edgar Road

Conservation Area designation is not intended to prevent change or adaptation but simply to ensure that any proposals for change are properly considered. Restoration of the historic built environment will not impede its regeneration, and, indeed, designation will enable the District Council as the planning authority to incrementally improve the appearance of the buildings and the spaces between them, providing an impetus for private investment. Further work is being done by the District Council under separate initiatives to encourage larger residential units and the creation of more owner-occupied property.

This document provides a detailed analysis of the special interest of the proposed Edgar Road and Sweyn Road Conservation Area and records those features which make the Conservation Area worthy of designation (the 'Character Appraisal'). It also provides proposals for enhancements (the 'Management Plan'), most of which will be the responsibility of either Thanet District Council or Kent

County Council (as Highways Authority). All of the recommendations will, of course, be subject to funding and staff resources being made available.

The production of up-to-date Character Appraisals assists the Council in making decisions on planning applications within or on the edges of the Conservation Area. Character Appraisals also help the local community understand what is 'special' about their area and encourages local involvement in the planning process. Whilst some of the recommendations in the Management Plan will have to remain aspirational for the time being, it is considered good practice to identify where improvements are needed so that actions can be taken promptly if, and when, funding becomes available.

Subject to public consultation, it is anticipated that the proposed Edgar Road and Sweyn Road Conservation Area could be designated during 2015 by Thanet District Council. Other conservation areas may be designated in Cliftonville as part of a review of the Cliftonville area which commenced in the summer of 2010. This Character Appraisal and Management Plan will be subject to an eight week public consultation between 11 January 2016 to 7 March 2016 after which any necessary amendments will be made to the document and the accompanying mapping. The final Appraisal and Management Plan will be approved by the Council in due course as a material document for development management purposes.

This Edgar Road and Sweyn Road Conservation Area Character Appraisal with its attendant Management Plan has been produced for the Council by The Conservation Studio. The survey work and background research were undertaken between August 2010 and March 2011. The general format of these documents follows guidance produced by Historic England on the effective management of conservation areas.

Conservation Area Designation

Despite what some people think, conservation area designation is not a bureaucratic way of preventing property owners from exercising their rights to alter their buildings as they wish. Conservation areas designation does not preclude development, but seeks to ensure recognition of the area's historical value in planning that development. Conservation area designation is aimed at managing change so that positive qualities of an area are protected and opportunities for improvement identified. Designation of a conservation area therefore, has a number of benefits that a wider community can enjoy including:

- The positive identification of an area is designed to focus attention on its qualities, which may include the historic layout and development of the area, scale and detailing of their individual buildings and spaces between them, construction materials, open spaces and trees, walls etc. The interaction of the buildings and spaces within designated areas create unique environments that contribute irreplaceable components of our local, regional and national heritage.
- Conservation area designation brings the advantage of living, working and socialising in an attractive area with a unique sense of place and where local identity and architectural and historical distinctiveness are fostered and maintained.
- People value conservation areas for their distinctiveness, visual appeal and historic character and research by the London School of Economics and Historic England has found that this value is reflected in the price of properties in conservation areas and overall there is no negative attitude toward planning regulations.
- The planning controls that come with conservation area designation are more limited than many people imagine and are designed to benefit the wider community.

- The designation of a conservation area is intended to encourage a sensitive approach to proposals for development. The legislative duty that designation brings provides a framework to achieve higher quality of development and promote more sensitive improvements in conservation areas.
- Conservation area designation brings the requirement to apply for planning permission to demolish most buildings. Outside a conservation area, planning permission is not required for the demolition of buildings leaving many buildings not protected and vulnerable to removal. Designation provides a framework to protect buildings that make a significant contribution to the character of an area.
- Additional benefits of conservation area designation include the possibility of accessing grant schemes. Where appropriate it may provide the basis for the local planning authority to make bids under the Townscape Heritage Initiative (THI) scheme such as the one which operates within Dalby Square Conservation Area. This scheme provides financial assistance to property owners with works to the fabric of their buildings or to restore derelict properties. THI is a grant programme administered by the Heritage Lottery Fund for the repair and regeneration of historic buildings. Projects are generally led by local partnerships.
- The local authority is under a general duty to take into account the desirability of preserving or enhancing the character of the area when determining planning applications affecting conservation areas.

PART 1

THE PROPOSED EDGAR ROAD AND SWEYN ROAD CONSERVATION AREA CHARACTER APPRAISAL

1 INTRODUCTION

1.1 Summary of the special interest of the proposed Edgar Road and Sweyn Road Conservation Area

Along with Gordon Road, Stanley Road and St Paul's Road; Edgar Road and Sweyn Road form part of the distinctive grid pattern of streets which were developed in the late 19th century as part of Cliftonville, a residential suburb located on the eastern edge of the old fishing village of Margate. Between 1880 and 1914 Cliftonville became a very popular and upmarket centre for visitors, who were drawn to its many hotels and guest houses, all located in close proximity to the beach.

This mainly residential proposed Conservation Area lies between the commercial properties in the proposed Northdown Road Conservation Area, and the seaside promenades and open spaces which are part of the proposed Cliftonville Cliff Top Conservation Area. Edgar Road owes much of its grandeur and larger scaled buildings to its close proximity to Dalby Square and at one time the northern end of the road was terminated by the impressive bulk of the Cliftonville Hotel, although this building was been replaced in the 1960s by new buildings of perhaps lesser merit.



Gordon Road

Throughout the Conservation Area, long terraces of well-preserved three or four storey terraced properties, most of them built from 1880 onwards, define the overall character of the streetscape. Most of the frontages were complete by 1900 although there were some gaps, particularly along the north-western end of Edgar Road and in St Paul's Road, which have since been in filled by more modern development.

The most impressive houses face Edgar Road and are built using Italianate details with large canted bays to the front and small front gardens fronted by impressive balustraded walls which reflect the detailing of the buildings behind. Most of them are stuccoed and painted white or cream, with the occasional use of a rather garish colour such as bright blue or orange – an issue which is discussed

in the Management Plan. Some of the houses have raised ground floors, so there are wide front steps leading up to the entrances, often retaining their original cast iron railings. In the past, these houses have suffered from a general lack of investment, but some have refurbished to a high standard to provide high quality apartments and houses. Further terraced houses can be seen in Gordon Road and Sweyn Road, though the details are simpler. Whilst most of the larger terraced houses have been converted into flats or HMOs (Houses in Multiple Occupation). There are smaller family houses in St Paul's Road and Stanley Road, where they are largely arranged in pairs. These appear to date to the 1890s.

There are a few non-residential buildings in the proposed Conservation Area. Cliftonville Hall and a former school, now used by a Children's Charity, can be found in St Paul's Road. Both date to the 1890s. A private club is located in Percy Road, and there are two care homes and a hotel (the Glenwood) in Edgar Road.

Issues facing the Conservation Area include the possible serving of an Article 4 Direction to control front gardens, boundaries and roof details; possible additions to Thanet District Council's 'Local List' of important buildings; the enhancement of both private and public spaces within the Conservation Area; the control of new development; the use of colour; the poor condition of some of the existing historic buildings; and the protection of important views.

1.2 The control of conservation areas

Conservation areas are designated under the provisions of Section 69 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*. A conservation area is defined as "an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance".

Section 71 of the same Act requires local planning authorities to formulate and publish proposals for the preservation and enhancement of these conservation areas. Section 72 also specifies that, in making a decision on an application for development within a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.

In response to these statutory requirements, this document defines and records the special architectural and historic interest of the proposed Edgar Road and Sweyn Road Conservation Area and identifies opportunities for enhancement. It is in conformity with recently published Historic England guidance as set out in *Understanding Place: Conservation Area Designation, Appraisal and Management*. Additional government guidance regarding the management of historic buildings and conservation areas can be found in National Planning Policy Framework (NPPF) published in March 2010.

This document therefore seeks to:

- Define the special interest of the proposed Edgar Road and Sweyn Road Conservation Area and identify the issues which threaten its special qualities (in the form of the 'Character Appraisal');
- Provide guidelines to prevent harm and also achieve the enhancement of the Conservation Area (in the form of the 'Management Proposals Plan').

1.3 Community involvement

Informal consultations were carried out with the local community on the proposals for the new Cliftonville conservation area designations in October 2010, after which a Character Appraisal and Management Plan for each of the new conservation areas was prepared. Following this eight week public consultation on the Council's website between 11 January 2016 to 7 March 2016 amendments to the text and mapping will be made as appropriate. Finally, each Character Appraisal and Management Plan will be adopted by the Council as a material document for development management purposes.

2 LOCATION AND LANDSCAPE SETTING

2.1 Location and context

The proposed Edgar Road and Sweyn Road Conservation Area is located within the western part of Cliftonville, a 19th century expansion of the medieval port of Margate which lies immediately to the west. Margate is located on the Isle of Thanet, a coastal district at the eastern extremity of the county of Kent in south east England. Margate, Ramsgate and Broadstairs are the principal settlements in Thanet District, and each is famous for its seaside setting and attractive historic town centres.

Margate is approximately 76 miles south east of London by road and is accessed via the M2 and the A299, the Thanet Way. Railway routes lead to Canterbury, Dover and along the north coast via Herne Bay and Whitstable to London.

The proposed Edgar Road and Sweyn Road Conservation Area abuts the already designated Dalby Square Conservation Area to the west, and the proposed Northdown Road Conservation Area to the south. To the immediate north, the proposed Cliftonville Cliff Top Conservation Area lies along the seafront, separating the proposed Edgar Road and Sweyn Road Conservation Area from the promenade and beach.



Properties at the seaward end of Sweyn Road

The Conservation Area lies within the Cliftonville West Ward of Thanet District Council. The area of Cliftonville is in the region of 120 hectares and the population (at the 2011 census) was 7608. Demographically, the population is predominantly white European.

2.2 Landscape setting, topography and geology

Margate is located over solid chalk, with high chalk cliffs rising to either side of the beach and harbour in the centre of the town. The Dane Valley rises gently southwards through the town from this beach. Cliftonville lies on roughly level ground on the eastern cliff tops above the town about 20 metres above sea level, although cuts have been made through the cliffs in previous centuries to allow access to the sandy beaches below. Two of these, Newgate Gap and Hodges Gap, lie within the proposed Cliftonville Cliff Top Conservation Area. A slight north to south incline in ground level reinforces the opportunities for long views over the seascape to the north of these cliffs. To the

south of Northdown Road, the land falls steeply – this is most evident in the proposed Grotto Hill Conservation Area.

3 HISTORICAL DEVELOPMENT

3.1 Archaeology

Archaeological remains are frequently found in the Cliftonville and Margate areas. The remains of all periods from the Neolithic to Modern are recorded within the area and consist of both burial and settlement archaeology.

Archaeological remains of Roman date have been recorded within the Dalby Square Conservation Area and there is a high potential for further remains of this and other periods to be present there.

Romano-British activity seems to cluster around both sides of the Dane valley leading up to the present harbour with most of the activity concentrated at the seaward end of the valley on both high ground and further down the valley sides. Activity is similarly recorded further inland, also along the valley sides. A Romano-British cremation burial dating to between 75 and 125 AD was found by workmen excavating a trench in Arthur Road, Cliftonville. The pit contained a carinated urn in Upchurch Ware filled with ashes and burnt human bone, and was accompanied by a stamped Samian platter. The burial is recorded by the workmen as having been truncated by former Victorian ground works and sealed by a floor. Other Roman burials are known from the Britannia Public House, Fort Hill site, located to the west of Cliftonville.

3.2 The development of Margate

Margate developed from a minor medieval port to a seaside resort from the mid-18th century onwards. By 1800 the town had assembly rooms, residential squares, bathing establishments, libraries and theatres, all designed to cater to the needs of aristocratic visitors – the only class of society to take ‘holidays’. In 1828 increased numbers resulted in Holy Trinity Church being built on what was then the eastern edge of the town, close to what was to become Ethelbert Road, as a chapel-of-ease to St John’s – it was soon extended to provide 800 rented pews and 1,200 free seats. In 1845 the land which was to later develop as Cliftonville was still fields with a Coastguard Station on the cut through the high cliffs which dropped down to the beach (now Hodges Gap). The arrival of the railway in 1846, and the addition of a further line and station in 1863, changed the type of visitor to the town from a limited number of wealthy long stay guests to a greater number of short stay visitors with less per capita income.

The town’s established place in public consciousness was a good foundation for creating a new resort in Cliftonville, a resort that reversed the popular perception that Margate was increasingly becoming an attraction to the pleasure-seeking working classes. Cliftonville’s distance from the town centre, and its open cliff-top walks, were promoted as part of its exclusivity – Cliftonville was a place where one stayed to improve one’s health and peace of mind, all year around if necessary. In 1824 Clifton Baths were built to provide an opportunity to bath in heated seawater ‘for the nobility and gentry’, and in 1855 Thomas Pettman leased the shoreline from the Marquis of Conyngham and he could access his Bathing Platform down one of the old gaps on the cliff face (Newgate Gap) which had been created by farmers collecting seaweed from the beach. At this time other major land-owners in Cliftonville included the Church Commissioners and charities such as the Bethlehem Hospital and the Ragged School Union.

The exclusivity of Cliftonville was bolstered by the area’s relative isolation. Until the building of a tramway in 1901 the only method of transport from Margate’s stations was by horse brake. Access was improved in the late 1880s by the building of Marine Drive which completed the seafront thoroughfare from Buenos Ayres to Eastern Esplanade. Between 1880 and 1899 the station of the London, Chatham and Dover Railway Company was known as ‘Margate and Cliftonville’ (it was later to be known as ‘Margate West’). Plans for a branch line from Margate to Cliftonville, with a terminus at the rear of Dalby Square, were first proposed in 1893 but were never implemented.

The association of the area with a 'better class of person' became the key selling point for the new resort. The entry for Cliftonville in the *Ward Locke Guide* of 1903 stated:

It is the most exclusive and aristocratic part of Margate. It cannot be said too often that there are two Margate's and that Cliftonville has scarcely anything in common with the area frequented by the vulgar tripper. Cliftonville has magnificent hotels with their private orchestras and admirable cuisine catering for all types of continental clientele. It has been often said that on a Sunday morning between Newgate Gapway and Hodges Flagstaff one may see the prettiest and best dressed women in Europe'.

The centrepiece of this 'Margate New Town' was Dalby Square, with a massive terrace of seven houses, Warrior Crescent, on the south side. This space had been laid out by the 1850s, and was originally called Ethelbert Square, the name being changed to Dalby Square in the 1870s after the then mayor (and local builder), Thomas Dalby Reeve, who also owned both the Clifton Baths and the Hall by the Sea. The Reeve family was one of the early developers of the Cliftonville estate, and Dalby Reeve's son Arthur, after whom Arthur Road is named, married George Sanger's daughter Harriet. George Sanger and his brother John Sanger, who are both buried in Margate Cemetery, were circus proprietors who were famous for their equestrian spectacles. They leased the Agricultural Hall at Islington and their show was eventually purchased in 1874 by the American showman P T Barnum.

In 1868 the Cliftonville Hotel, located at the eastward end of Dalby Square, was opened. It is noted that at that time it sat '*on an island site in the middle of corn fields*'. The hotel had 250 bedrooms, a dining room which could hold over 300 people, a ballroom, a palm court and facilities for croquet, tennis and archery amidst formal gardens along the cliff top. In all, the hotel provided the accommodation for about 50% of all hotel guests in Cliftonville, but by 1890 this figure had dropped to around 15% as so many other hotels had been built.

Another important contribution to the locality was provided by the large number of private schools. A resort guide of 1893 described Cliftonville as:

'The end of the town affected by visitors who like a good address, and also by ladies' schools, if one may judge by the endless chain of them travelling churchwards on Sundays.'

Northdown Road was developed from the 1870s onwards— it is shown as nearly completely built-up as far as Harold Road on the 1899 Map, although in 1900 less than 12 shops are recorded. However, by 1912 many of these new houses had been converted into commercial premises, no doubt assisted by the provision of the new tramway from Margate town centre in 1899. St Paul's Church was consecrated in 1873 and St Stephen's Wesleyan Methodist Church (now St Michael and St Bishoy's Church) was opened in 1876 – they are both in Northdown Road. St Anne's Roman Catholic Church was built on the Eastern Esplanade in 1926.

In 1900 the Cliftonville Hydro Hotel with 110 bedrooms was opened, later being renamed the Grand Hotel (from 1956 this formed part of Butlins). By 1900 a grid pattern of streets off Northdown Road had also been completed (Edgar, Sweyn, Godwin, Harold, Norfolk and Surrey Roads), all with a mixture of houses and guest houses along them. In 1913 'Bobby's' was opened as a department store in Northdown Road, it closed in 1973.

Along the seafront, the Oval, a former school cricket field, was excavated in 1897 and an amphitheatre created with a new bandstand being added in 1903. This area became the centre of Cliftonville's entertainments for the next 50 years with many concerts and other events taking place. In 1906 mixed sea bathing was finally allowed in Margate, and by 1913 donkey (or 'Jerusalem pony') rides were being provided by local gypsies along the sea shore.

After World War 1 the Borough of Margate was increasingly seeing Cliftonville as the prime attraction of the town and in 1920 the Council acquired the cliff top land from Sacketts Gap to the Borough's eastern boundary – 61 acres in all. This land was used to provide new public walks and pleasure grounds, continuing the 19th century concept of promoting Cliftonville as a health-giving place where the benefits of sea water and sea air were unparalleled.

The Clifton Baths site was acquired by John Henry Iles, the promoter of Dreamland and Ramsgate Dog Track, in the early 1920s, and the above ground structures were demolished and redeveloped by 1926 as the complex which later became known as the Lido. The attractions included a café, cinema, and concert hall as well as an open air seawater bathing pool on foreshore land which was leased from the Council – this could accommodate up to 1,000 bathers. The growth of Cliftonville during this period between the late 19th and the early part of the 20th century is demonstrated by the number of Cliftonville school children – around 2,000 in 1885 and about 5,000 in 1922.

Cliftonville continued to thrive until World War 2, and Dalby Square particularly was noted for the prestigious hotels, guest houses and convalescent homes which fronted it. However, the War saw the evacuation of schools to other parts of the country and most never returned. Warriar Crescent suffered bomb damage and was only partially reconstructed after the War – it was finally demolished in its entirety in 1988. Holy Trinity Church in Margate was also bombed in 1943, leaving a tower which has also been demolished – the site is now a car park.

From the 1960s onwards the provision of cheap holidays to Spain and other exotic locations completed a process which had begun some 30 years earlier. Many of the bigger hotels closed or were converted into flats, the demolition of the Cliftonville Hotel in 1961 being particularly disastrous as it was replaced with a complex of buildings which are currently used as a café, public house, bowling alley and other leisure-related facilities.

3.3 The development of the proposed Edgar Road and Sweyn Road Conservation Area

This Conservation Area was largely developed between the late 1870s and 1900. By 1845 development from Margate town centre had only reached as far as what was to become Ethelbert Road, which today forms the western boundary of Cliftonville. The National Freehold Land Society first leased out plots from Ethelbert Road to Godwin Road, the first development occurring around Dalby Square, which was laid out by the 1850s. The massive scale of the prestigious houses around Dalby Square was continued into the immediately adjoining Edgar Road, but started much later – the map of 1879 shows both Edgar Road and Sweyn Road laid out but without any buildings apart from Nos. 1-4 Edgar Road, and the Clubhouse in Percy Road, which were both close to the Cliftonville Hotel (now demolished). However, the map of 1899 shows all of the present buildings in the Conservation Area apart from the north side of St Paul's Road, where the houses date to the 1920s or later. Many of the new buildings were built as hotels or guest houses, uses which continued until relatively recently, and, because of this, the buildings in Edgar Road and to a degree, Gordon Road, are on a much larger scale than the smaller properties in Stanley Road or St Paul's Road.



Nos. 1-4 Edgar Road



Glenwood Hotel, Edgar Road

4 SPATIAL ANALYSIS

4.1 General character and plan form

The proposed Edgar Road and Sweyn Road Conservation Area was built on open fields as part of the development of Cliftonville between the 1880s and 1890s, when the streets to either side of Northdown Road were laid out in a grid pattern, those on the north connecting the commercial core of Cliftonville with the seaside activities along the promenades. This provided a perfect location for hotels and guest houses, with the added attraction of the close proximity of the area's principal hotel, the Cliftonville, which was located at the northern end of Edgar Road. As a result, many of the original buildings in the Conservation Area were large, four storey Italianate terraced houses which have since been largely converted into flats. These are concentrated in Edgar Road, with slightly less prestigiously detailed houses (though of a similar size) in Gordon Road. However, the map of 1907 confirms that the north-western end of Edgar Road was only partially developed as some of the back gardens to the houses facing Dalby Square carried through to Edgar Road, and these plots were therefore developed much later – hence the infill buildings in this part of the Conservation Area. More modest two storey houses, arranged in pairs or short terraces, can be seen in St Paul's Road and Stanley Road. All of the houses follow a common building line, and many have small front gardens or front areas with front steps to raised ground floors and basements below. Where there are gardens, the provision of small amounts of planting and a few small trees provide some softening to the views along the streets. Many of these have notable boundary walls, particularly in Edgar Road.



West side of Edgar Road

The plan form of the Conservation Area is simple and was constrained by Dalby Square to the west, Northdown Road to the south, and the seaside promenades and other open spaces to the north. The two main streets, Edgar Road and Sweyn Road, lie at right angles to the sea although this pattern was slightly changed in the centre of the Conservation Area in Gordon Road. Here, the space between the long terraced buildings on either side of the road was widened to create a small raised 'green', which has been landscaped with plants and some trees. A few street trees also remain. Improvements to the 'green' are further discussed in the Management Plan.

4.2 Focal points, focal buildings, views and vistas

Focal points and focal buildings:

The simple grid pattern of streets, and the cohesive development on either side of each road, means that there are no focal points and that no one building particularly stands out. The 'green' in Gordon Road provides some open space but its present appearance is poor and it is heavily enclosed by parked cars. St Paul's Church is a focal building along St Paul's Road, but of course it lies within the adjoining proposed Northdown Road Conservation Area. Other, though lesser, focal buildings are:

- Nos. 1-4 Edgar Road
- Cliftonville Hall, St Paul's Road
- Building on the corner of Percy Road and Sweyn Road



View down Gordon Road to Stanley Road



View from seaward end of Sweyn Road

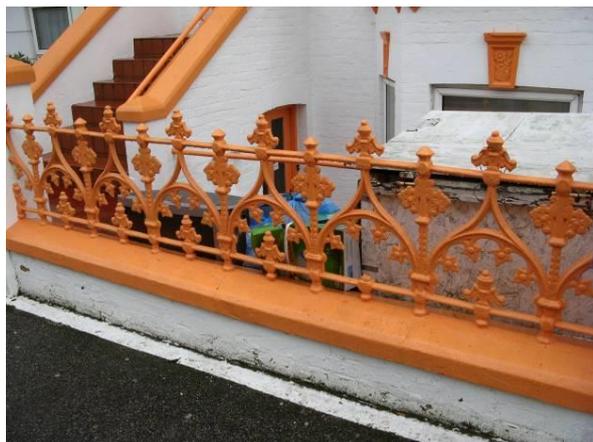
Views and vistas

Views along each of the two main streets are of some note, particularly down Edgar Road, where the views are framed by the very substantial Italianate buildings on either side. However, there are no views out of the Conservation Area apart from glimpses from the northern end of Sweyn Road over modern development towards the cliff-top promenade and The Oval. Stimpson House is a large block of flats which has recently been built on the east side of Sweyn Road (i.e. outside the proposed Conservation Area) which effectively blocks any further views to the north-east, and views from the northern end of Edgar Road are similarly blocked by the 1960s development which replaced the Cliftonville Hotel.

The most important views are marked on the Townscape Appraisal Map but the omission of any particular view does not mean that it is not significant.

4.4 Boundaries

The orientation of the buildings to the street, with small front gardens or basement areas, means that front boundaries are extremely important in the Conservation Area although unfortunately they have been neglected, removed or altered in many locations. Where there are basements, the front steps are often particularly important and many are bounded by their original plinth walls with cast iron railings of various designs. Examples can be seen on the south side of St Paul's Road (Nos. 1-17 odd) where the houses have half basements defined by a low brick plinth walls and cast iron railings with very decorative 'flower' panels set into short spiked uprights with spear heads (similar railings can be seen in the Ethelbert Road and Athelstan Road Conservation Area). No. 9 Edgar Road has highly decorative 'Gothic' cast iron railings protecting the basement front area – these are in good condition but painted an unfortunate orange colour. Elsewhere, many of the front boundaries are simply low brick walls (often painted), with moulded stone copings, as can be seen throughout Gordon Road.



Railings in front of No. 9 Edgar Road



Typical wall detail, Edgar Road

The most visually dramatic boundaries in the Conservation Area can be found in Edgar Road where many of the houses retain their original stuccoed balustraded front walls set between simple piers, also stuccoed. These reflect the detailing on the houses next to them. It is imperative that these walls are protected, and where they have been removed they should be restored at the earliest opportunity.

Less attractive are the modern boundaries to properties in St Paul's Road including concrete blocks and timber trelliswork, and further modern boundaries can be seen throughout the Conservation Area, all of which should ultimately be removed and replaced with details which are more in keeping. In Sweyn Road, Nos. 40-46 even has ground floor extensions which have in filled the small front gardens to the great detriment of the streetscape.

4.5 Public realm

The public realm covers the spaces between the buildings including pavements, roads, street lighting, street furniture, and any other features of local significance. Most of them will be the responsibility of the Highways Department of Kent County Council.

There is little original floorscape in the Conservation Area apart from some setted or stone slab gutters and narrow (150 mm) granite kerbing. These can be seen in many locations in the Conservation Area. Decorative cast iron coal holes do remain in the pavements outside the houses in several locations often set into the original sandstone flag. One example on Edgar Road is marked *Stevens Bros Margate and Broadstairs*.



Cast iron coal hole cover in Edgar Road



'Cliftonville' nameplate for St Paul's Road

Otherwise, the features are all modern – steel street lights, modern black and white street name plates (black lettering on white), and tarmacadam (or concrete slab) pavements and carriageway surfaces. A few original ‘Cliftonville’ street nameplates remain, such as the one for St Paul’s Road – these are cast iron with decorative mouldings and white lettering on black background. A further blue enamel street nameplate (probably 1930s) also remains above the modern version, all three on the same corner of St Paul’s road and Edgar Road.

5 THE BUILDINGS OF THE CONSERVATION AREA

5.1 Building types and dates

Nearly all of the buildings in the proposed Conservation Area were built as family houses or as small hotels or guest houses between the late 1870s and the early 20th century. St Paul's Road contains a group of possibly 1920s houses (Nos. 10-18 even) with 1960s or later infill immediately to the west. There is further modern infill in Edgar Road (Nos. 52-55 consec.) and more recent flat development further north along the street. St Paul's Community Hall and the adjoining former school building probably date to around 1900.

5.2 Listed buildings

There are currently no listed buildings in the proposed Conservation Area.

5.3 Locally listed buildings

There are currently no locally listed buildings in the proposed Conservation Area, but the Management Plan includes a recommendation to add the following buildings to the emerging Local List:

- St Paul's Community Hall, St Paul's Road
- Stay Safe Children's Centre, St Paul's Road



St Paul's Community Hall, St Paul's Road

5.4 Positive buildings

Most of the buildings in the proposed Conservation Area have been identified on the Townscape Appraisal Map as being *positive* buildings of townscape merit. Buildings identified as being *positive* will vary, but commonly they will be good examples of relatively unaltered historic buildings where their style, detailing and building materials provides the streetscape with interest and variety. Most importantly, they make a *positive* contribution to the special interest of the conservation area. In the proposed Edgar Road and Sweyn Road Conservation Area, most of these buildings date to between the 1870s and the early 20th century, where they form cohesive terraces with well-preserved elevations. Slightly later buildings of slightly lower quality can be found in St Paul's Road, dating to the 1920s or 1930s (Nos. 10-18 even), but is considered that these are also positive

although careful restoration of their front facades would be welcome. Similarly, Sweyn Road contains several groups of rather altered historic buildings where improvements are needed, such as the removal of the ground floor extensions to Nos. 40/42.



Typical 'positive' property in Edgar Road

The identification of these 'positive' buildings follows advice provided within Historic England's *Understanding Place: Conservation Area Designation, Appraisal and Management*, which provides a helpful list of criteria for their selection. The guidance advises that a general presumption exists in favour of retaining those buildings which make a 'positive' contribution to the character or appearance of a conservation area.

Proposals to demolish such buildings will therefore be assessed against the same broad criteria as proposals to demolish listed buildings. This implies therefore that all buildings marked as 'positive' on the Townscape Appraisal Map will be retained in the future unless a special case can be made for demolition.

5.5 Building styles, materials and colours

Terraced residential property dating to the late 19th century provides the predominant building type in the Conservation Area. None of the properties in the Conservation Area are shown on the map of 1879 apart from Nos. 1-4 Edgar Road and the Clubhouse in Percy Road, and it can therefore be safely assumed that most of the buildings date to between the very late 1870s and 1899, when the map of that date confirms the completion of nearly all of the street frontages. The largest and highest status buildings are to be found in Edgar Road, with slightly smaller terraced houses, with

less decoration, in Gordon Road and parts of Sweyn Road. All of these are largely stuccoed with Italianate details (for the earlier examples) or more Gothic details (for the houses which date from around the 1890s onwards). Stanley Road and St Paul's Road contain mainly paired or terraced brown brick houses, stylistically a little later in date (1890-1900).



Houses in Stanley Road

Nos. 1-4 Edgar Road are the earliest buildings in the Conservation Area and are shown on the 1872 map. They form a tall (four plus half basement) storey terrace built from red and yellow brick with canted bay windows to all but the top floor. Heavily moulded parapets conceal the roofs. Their principal feature is the survival of a first floor continuous balcony with its original cast iron railings which stretches across all four facades, and is topped by a curved canopy which may have once have been covered in lead. All of these properties are in poor condition. Around the corner in Percy Road, the Clubhouse is a three storey symmetrical house with a hipped slate roof, two over two timber sashes, and central front door. These details, and the rusticated quoins to the corners, suggest a date of around 1860-1870.

The remaining terraced houses in Edgar Road are the largest and most impressive in the Conservation Area, being similar in detailing but later in date to the prestigious Italianate houses which face neighbouring Dalby Square. They are three or four storeys high with canted bay windows and slate roofs concealed by parapets. Some of the ground floors are raised with half basements which once provided the kitchens and other service rooms for the family houses which lay above. The stucco and brick elevations are often lined out to replicate stone and there are also stone string courses with decorative corning. Some of the original single paned timber sash windows remain, but largely they have been replaced in uPVC, usually with a fixed lower pane which does not replicate the overall design. The small front gardens are often bounded by balustraded stucco walls which are extremely important in views along the street. No. 41 retains its original decorative tiled entrance path, as well as its cast iron area railings, which can also be found in front of many houses in the road. There has been some infilling on the north-west side of the road, a small terrace (Nos. 52-55 consec.) being particularly unfortunate as it neither replicates the scale or building line of the historic buildings to either side. A larger development towards the northern end of the road is more successful in townscape terms. Whilst most of the properties have been painted cream, a number have been painted with garish colours such as green, orange and blue. It is assumed that these inappropriate colours will not be replicated when the restoration of the houses by Pinnacle is completed. The principal building of the Glenwood Hotel is to be found in No. 19 Edgar Road, but it has expanded into part of the slightly lower terrace on the south side (Nos. 20-25 consec). These six properties, two and a half storeys high, are built from red brick with

ground floor and basement canted bays. The roofs are slated, and stylistically, these houses are more in keeping with the red brick houses in neighbouring Stanley Road.



Gordon Road houses with original windows



Nos. 10-18 St Paul's Road

The terraced houses which face Gordon Road are three storeys high without half basements. They also have canted bay windows but these are only two storeys high, with the sashes separated by brick piers with capitals decorated with leaf mouldings in the Gothic style. On the west side of the road, the eaves retain corbelled brick details with pitched roofs facing the street. These are usually covered in modern tiles but originally would have been slate – a few examples remain. On the east side of the road, the pitched roofs are partially concealed by moulded parapets. Some of the houses have converted their attics, so roof lights or dormers have been added to these front-facing roof slopes. Simple brick chimney stacks, often with ten original clay pots, are a notable feature. A few areas of brown brick can be seen, but mostly the buildings are painted a cream colour which provides a more cohesive streetscape although the occasional house has been painted a less appropriate colour, such as bright blue. Many of the original four panelled timber front doors remain

The houses along Stanley Road, which face down Gordon Road, date to the 1880s or even 1890s and are two storeys high plus a half basement and original attic rooms, lit by a single well detailed dormer. They are built using brown brick, with red brick dressings to the windows and ground floor canted bays. Some of the original slate roofs remain but often these have been replaced in concrete tiles. Key stones over each window are often picked out in white against the red and dark brown background. Most but not all of the original windows and front doors have been replaced in uPVC or similar – No. 2 retains its original four panelled front door with heavy mouldings.

St Paul's Road contains the Community Hall and adjoining former school, which are described in greater detail in the Management Plan. The Hall lies next to a short terrace (Nos. 1-17 odd) of two storey late 19th century houses which are built from brown brick with red brick dressings similar to the properties in Stanley Road, although a few have been painted. Again, many of these have original dormers with carved barge boards, and, below, there are canted bay windows to the half basement and ground floors. Decorative cast iron railings protect the small front areas. Nos.1-4 consec. are similar but smaller, with no basements and more shallow pitched roofs which are partially concealed by brick parapets which are decorated with corbelling.

On the opposite side of the road, Nos. 10-18 even St Paul's Road probably date to the 1920s with gables separating areas of false timbering in the 'Tudorbethan style'. Roof dormers with curved metal covered canopies are an unusual feature and appear to be original. The ground floor bay windows and front doors are protected by a long mono-pitched roof which stretches across all of the facades to create covered porches. Whilst most of the windows have been replaced apart from No.16 (which retains all of its original features), it is considered that this terrace could be upgraded

by the use of a common palette of colours and window details to recreate the cohesiveness of the original design.



Corner building, Sweyn Road

Whilst some of Sweyn Road is shown as developed on the 1879, these buildings on the east side of the road have now been much altered (or demolished) and are not included in the Conservation Area. Most of the buildings on the west side of the road, which are within the Conservation Area, date to the 1880s or 1890s, the later buildings being closer to Northdown Road. The northern end of the road, where it meets Queen's Parade, contains an interesting corner building of c1905 with typically Edwardian details including an ogee roofed corner feature and decorative first floor balconies with original timber railings. A wide gable facing Percy Road is another dominant feature. Next door, a much altered three and a half storey building is notable for its ornate cast iron first floor balcony railings with curved ogee roof above.

The remaining houses in this group as far as the junction with Stanley Road are quite mixed, with an initial group of three and a half storey painted brick houses with full height canted bays and concealed roofs, leading on to a number of yellow brick with red brick dressings properties which presumably are slightly later in date. No 36 retains its original front door with two curved glazed panels over a single heavily moulded panel below. Next door, No. 38 is an unusual building in that it is (just) a free standing double fronted two storey villa, with double height canted bays, Gothic detailing, and a pitched roof facing the street. This property is unusually well preserved with its original sash windows and slate roof covering.

Further along Sweyn Road, the first four properties (which form part of a larger three storey terrace) have been ruined by ground floor extensions and pebble-dashed brickwork which should all be removed so that the facades match the terrace of which they form a part. The restoration of the front gardens would be particularly welcome. This three storey group have two storey canted bays with Gothic foliage details, the detailing continuing into the neighbouring properties which are only two storeys high. All are built from brown brick with mainly concrete tiled roofs facing the street. The final group of properties, between the junction of St Paul's Road and Northdown Road, are also late 19th century and built from brown brick with red brick dressings and canted bay windows – one has been completely rebuilt as a rather poor copy of its neighbours. Original dormers which break through the eaves lines have curved bargeboards which add to the variety of rooflines in views along the road. These properties are very similar to the houses along the south side of Stanley Road, but larger.



No. 38 Sweyn Road

5.6 Activities and Uses

The Conservation Area is mainly in residential uses, with most of the buildings (but not all) having been divided into flats or houses in multiple occupation (HMO's). Whilst a detailed survey has not been carried out, there may be only a few houses still in single family occupation, the most concentrated groups being in Stanley Road, St Paul's Road, and possibly in Sweyn Road, where the buildings are smaller so conversion to flats was more difficult. In the past, many of the larger buildings in Edgar Road were used as hotels, but the only survival of this use appears to be the Glenwood (Nos. 20-23 consec.) in Edgar Road. Further hotels are shown in the same street on quite recent maps but one on the west side of the road is now the Montagu Care Home, and a larger hotel complex further south now forms part of a large site (Nos. 37-51 Edgar Road) which at the time of survey was being converted into flats by a developer called Pinnacle Real Estate Ltd, who are also converting Nos. 26, 27 and 28 Edgar Road on the opposite side of the road. It is not clear what St Augustines on the east side of Edgar Road is used as – the four buildings which together form the unit may be either a hotel or some form of housing – but the buildings are well maintained and the sash windows original. Opposite, No. 64 is the Elizabeth Anne Care Home. The Clubhouse in Percy Road is also in some sort of use as a bar or club and appears to be open to members only.

In St Paul's Road there is a notable late 19th century hall which is owned and managed by the St Paul's Community Trust – Cliftonville Hall is the only community building in Cliftonville West Ward and therefore provides a number of important local services as well as being a focus for community interaction. A former school on the opposite side of the road is now used by the Sure Start Children's Centre.

6 THE EXTENT OF INTRUSION OR DAMAGE

6.1 Key negative features

This Character Appraisal concludes that the most significant *negative* features of the proposed Edgar Road and Sweyn Road Conservation Area are (street by street):

Edgar Road

Spatial:

- The loss of front boundaries, including original railings and balustraded front boundary walls, and the use of modern boundary treatments
- A general lack of any green space or trees
- Poor quality pavements, many of which have been poorly resurfaced after work by the utility companies
- Modern street lighting and overhead cables
- Dominance of parked cars along both sides of the road

Buildings:

- Poor quality ground floor extension to No. 64 (Elizabeth Anne Care Home)
- Modern development (Nos. 52-55 consec.) whose scale and relationship to the street is inappropriate (including the creation of off-street car parking spaces)
- Use of garish colours for external painting of walls and details
- A plethora of satellite dishes on many buildings
- The replacement of original timber sash windows using uPVC with top hung lights (or similar)
- The National Tyre and Autocare Centre at the southern end of Edgar Road, which lies just within the Northdown Conservation Area, with its bright red and yellow façade
- Degraded 1960s development at the north-western end of the road, within the Cliftonville Cliff Top Conservation Area
- The high number of flats and houses in multiple occupation
- Some of the buildings, particularly Nos. 1-4 Edgar Road, are in poor condition
- Exposed flank walls at road junctions

Gordon Road and Stanley Road:

Spatial:

- The 'green' in the middle of the road is in urgent need of better quality planting and maintenance in general
- Indiscriminate car parking
- Poor quality modern street lighting
- Back access alleys are in need of improvements

Buildings:

- Use of concrete tiles for the many of the roofs
- Loss of chimney pots and chimney stacks
- Over-dominant roof dormers and roof lights on front roof slopes
- The high number of flats and houses in multiple occupation (though Stanley Road does have some houses which appear to be in use as family dwellings)
- Poorly maintained buildings, many of them in need of redecoration and repair

- Many of the buildings on the west side of Gordon Road have one or more satellite dishes
- Use of different paint colours for the elevations, which reduces the cohesiveness of the groups
- Changes to windows and front doors, usually in uPVC
- Poorly maintained or missing front boundaries

St Paul's Road:

Spatial:

- The north side of St Paul's Road contains a group of 20th century house of varying ages of no special interest whose contribution to the character and appearance of the Conservation Area is, at best, considered to be 'neutral'
- Pavements covered in poor quality concrete flags or tarmacadam
- Poor quality street lighting
- The impact of the garish colours on the setting of Cliftonville Hall by the adjoining National Tyres and Autocare centre
- Glimpses down poorly maintained back access alleys

Buildings:

- Poor maintained front boundaries, and the use of poor quality modern materials for front boundaries
- Loss of front gardens to car parking
- Some of the buildings are in need of routine maintenance and repairs
- Use of uPVC for windows and front doors

Sweyn Road:

Spatial:

- Dominance of parked cars
- Very little greenery or trees
- Poor quality modern street lighting

Buildings:

- Satellite dishes on many of the buildings
- Use of uPVC for many of the windows
- Buildings have lost original features and window openings have been changed
- Front extensions have been added to several of the houses
- The high number of flats and houses in multiple occupation
- Many of the properties are in urgent need of routine maintenance or more thorough repairs
- Poor quality front boundaries, some of which have been removed or allowed to deteriorate
- Empty and boarded-up properties

6.2 Summary of issues

Taking the 'negative features' identified above into account, the following issues are considered to be the most pressing matters which need to be addressed by the Management Plan for the proposed Edgar Road and Sweyn Road Conservation Area:

The control of new development

- Ensuring that all new development is of the highest possible standards

The protection of views

- Protecting and enhancing the important views into, out of, and around the Conservation Area

The public realm

- Upgrading the space between the buildings – the pavements, street surfaces, street lighting and signage

The control of car parking and traffic

- Providing guidance to reduce traffic and control car parking

Building condition and the role of grant aid

- The need for repairs and restoration works, including the need for grant aid

The Local list

- Suggestions for Local Listing

Site specific recommendations

- Gordon Road green

Education and guidance

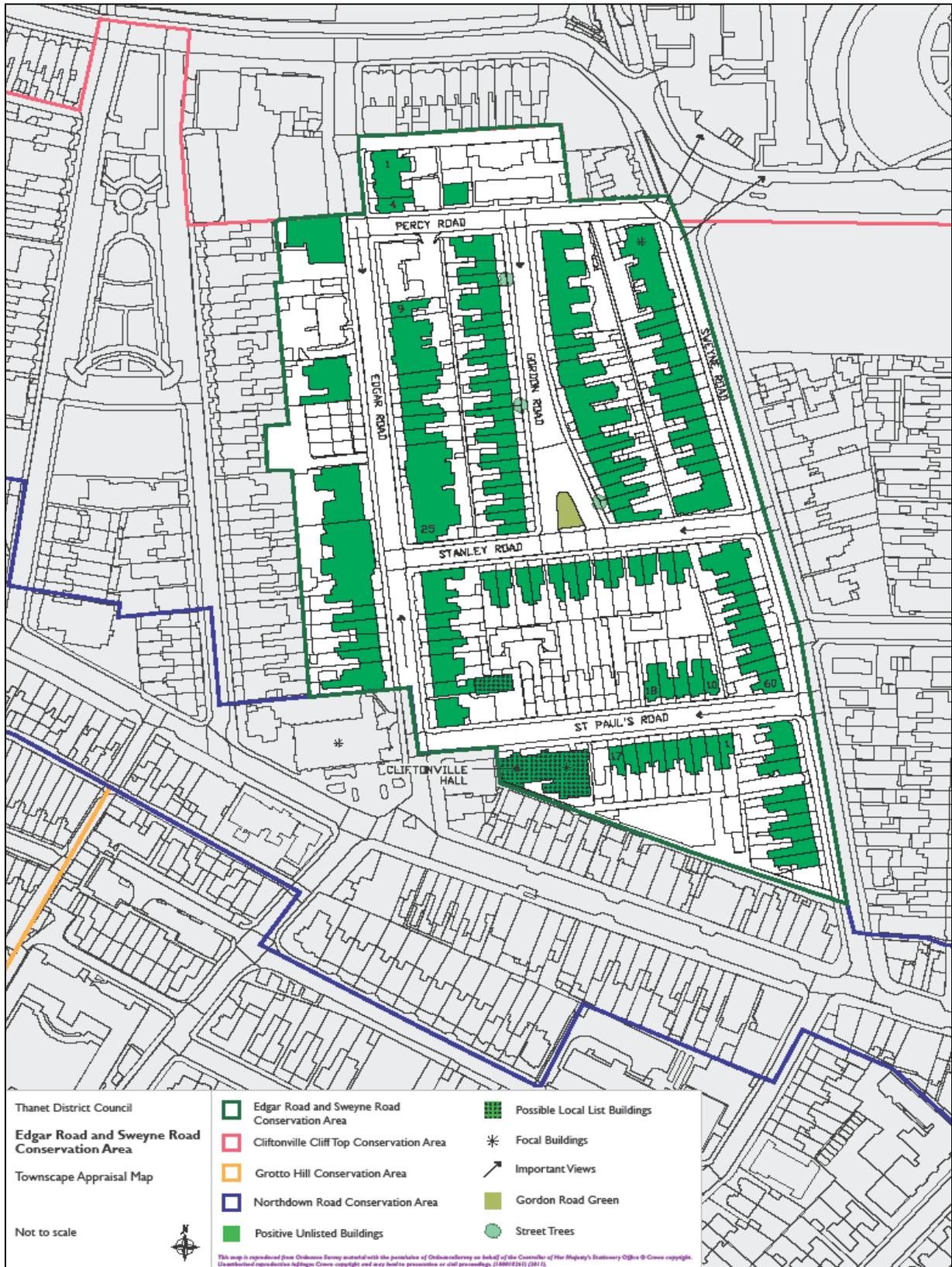
- Education and publicity, including encouraging civic pride and a sense of place

Monitoring and enforcement

- Providing a strategy to carry forward the recommendations in the Management Plan
- Continuing to monitor the condition of the proposed Conservation Area, including regular updates of the Management Plan
- Taking record photographs on a four year cycle to assist with monitoring and to use in any future enforcement proceedings



Appendix 1 Map 1 Development Phases



Appendix 2: Map 2 Townscape Appraisal Map

PART 2

THE PROPOSED EDGAR ROAD AND SWEYN ROAD CONSERVATION AREA MANAGEMENT PLAN

1 INTRODUCTION

1.1 The purpose of the Management Plan

Part 1 of this document, the *Character Appraisal*, has identified the special positive qualities of the proposed Edgar Road and Sweyn Road Conservation Area which make the conservation area unique. Part 2 of this document, the *Management Plan*, builds upon the positive features and addresses the negative features which have been identified to provide a series of recommendations for improvement and change, most of which are the responsibility of Thanet District Council or Kent County Council.

The involvement and approval of the local community in the formulation and delivery of these documents helps to strengthen their status and will hopefully mean that the various actions identified in the Management Plan will have greater impact and longevity. For Edgar Road and Sweyn Road, this will be achieved through the six week public consultation exercise. Any necessary amendments will then be made before the final version of the document is completed. The document will be adopted by the Council as a 'material' document for development management purposes.

1.2 Relevant documents

The structure and scope of this document is based on the suggested framework published by Historic England in *Understanding Place: Conservation Area Designation, Appraisal and Management* (2011). Both the Conservation Area Character Appraisal and the Management Plan should be subject to regular monitoring and reviews, as set out in section 3.

Other relevant documents include:

- The Planning (Listed Buildings and Conservation Areas) Act 1990
 - This Act sets out the legislative background for the control of conservation areas and listed buildings.
- National Planning Policy Framework (March 2012)
 - This provides government policy guidance which relate to the historic built environment in particular section 12.
- The Kent Design Guide
 - This advocates high quality design for all new development and provides detailed guidance.

Documents produced by Thanet District Council:

- The Thanet local Development Framework (which is incrementally replacing the Thanet Local Plan 2006)
- The Margate Renewal Study (undated but post-2006)
 - This document was commissioned by the Margate Renewal Partnership to carry out a study of the drivers of deprivation in Margate Central and Cliftonville West Wards and make recommendations on future regeneration activity to tackle deprivation.
- Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)

- This document sets out the Council's approach to the management of the conservation areas within Thanet – it draws on both national and local planning policies

Documents produced by Thanet District Council which relate specifically to Cliftonville:

- West Cliftonville Neighbourhood Renewal Area (2006)
 - This report produced by Thanet District Council and consultants identifies the need to improve the housing stock in four parts of Thanet including Cliftonville West, and provides some policy guidance.
- The Cliftonville DPD (February 2010)
 - This document provides planning policies for the Cliftonville West Renewal Area (in advance of the Core Strategy) to be used to inform development control decisions on the large number of planning applications which are submitted in the area – its main thrust is to enhance the existing building stock in terms of physical condition and use (particularly the reduction in number of poor quality flats and their replacement with family houses), encourage community pride in the area, and support the growth of high quality tourism-related facilities. One of the outcomes of this DPD is the imposition of a surcharge on local landlords which is aimed at encouraging a reduction in the number of small residential units, and an increase in the number of family dwellings within the Cliftonville area.

1.3 The scope of this Management Plan

This Management Plan has been drawn up following detailed survey work of the proposed Edgar Road and Sweyn Road Conservation Area by The Conservation Studio in collaboration with Thanet District Council's conservation staff. Its recommendations relate specifically to the Conservation Area, and it is not intended to include general advice about the control of conservation areas, which is set out in the Council's document *Conservation Areas in Thanet – Conservation Areas Management Plan* (March 2008 presently under revision). This document also includes advice about the quality of new development which will be needed in all of Thanet's conservation areas, and may be amended and updated in the future once the current work on the new conservation areas in Cliftonville is complete.

2 RECOMMENDED ACTIONS

The following recommendations are based on the key negative features and issues identified as part of the Character Appraisal. Some of them may have to remain aspirational for the time being, but it is considered 'good practice' to identify possible actions which could be implemented in the future if the funding becomes available. Other recommendations rely upon the District Council providing sufficient staff resources to ensure that the proposed actions are carried forward. All of the recommendations particularly rely upon a successful partnership between the District Council and the local community, assisted by Kent County Council as appropriate.

2.1 The control of new development

The closely packed nature of the buildings within the proposed Conservation Area means that there are few, if any, sites where new development might be possible although the replacement (in time) of some of the 20th century buildings of little merit would be welcome. There are no vacant sites so it is likely that new development will be limited to extensions to existing buildings or the replacement of modern buildings. In a number of locations, flank walls, flat roofed garages, and poorly maintained back access alleys make a particularly negative contribution to the street scene.



Inappropriate 'build-outs' in Sweyn Road

The immediate threat from poor quality new development therefore relates principally to alterations to the existing historic buildings, all of which are considered to be 'positive' and therefore of sufficient architectural and historic interest to merit special treatment. In the past, some of these buildings have suffered from the following:

- Over dominant and poorly detailed roof dormers
- Badly designed extensions
- The loss of architectural details such as cornicing or balconies
- The insertion of modern windows or front doors, usually in uPVC
- The loss or unsympathetic alteration of front boundaries, including new access pathways, staircases and the creation of car parking areas
- The insertion of modern garages

In general, all new development in the proposed Conservation Area must be of the highest possible standard and should adhere to guidance provided within the following documents:

- The Kent Design Guide
- Thanet District Council's Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)

All applications will need to include a Design and Access Statement, which should, as a minimum, describe the type of development proposed and how it relates to its immediate context. Detailed drawings showing this relationship to neighbouring buildings may be required and must be accurate. The applicant must set out clearly the types of materials to be used and the detailed design of all elements of the new or extended building. Detailed drawings showing all elevations must be provided, along with large scale drawings showing architectural details. Property owners or their agents are also encouraged to contact the Council's planning department before submitting their application so that informal advice on the acceptability of their proposals can be provided at any early stage.

Recommendation 1:

- *The District Council will ensure that all new development in the proposed Edgar Road and Sweyn Road Conservation Area is of the highest possible standard and adheres to national policies and to guidance provided in the Kent Design Guide and within Thanet District Council's own policy framework.*

2.2 The protection of views

There are important views along all of the roads in the Conservation Area, but the most outstanding views can be seen from the northern end of Sweyn Road towards the sea, taking in the open land around The Oval. This area lies within the proposed Cliftonville Cliff Top Conservation Area and the open nature of this area should be retained. As opportunities present themselves, the enhancement of this area with more planting and higher quality public open space would be welcomed. No further buildings should be allowed (unless relating to leisure activities and very carefully designed) and modern buildings should be removed if possible.

Recommendation 2:

- *The District Council will protect and enhance views within the Conservation Area, particularly over the neighbouring proposed Cliftonville Cliff Top Conservation Area.*

2.3 The public realm

The public realm includes all of the space between the buildings in the Conservation Area which is not privately owned, such as the roads, pavements, street lighting, street name plates, and street furniture (litter bins, seats, and other features). It is assumed that the back access alleys between Edgar Road, Gordon Road and Sweyn Road are in private ownership. There appear to be three main areas of concern where improvements would be welcome:

- Street lighting – this is currently provided by plain steel standard light fittings, of no special interest;
- Street name plates – although some historic street name plates remain, made from cast iron or occasionally from enamel, much of the signage in this Conservation Area is totally modern and consists of metal nameplates, with black letters on a white background, supported on short grey aluminium posts;
- Pavement surfaces – these are mainly concrete slab or tarmacadam, but are edged with probably 19th century granite kerbs as well as being frequently enlivened by a slab of stone paving surrounding the original circular decorative cast iron coal hole – many of the pavements have been disfigured with trenching by utility providers.



Stanley Road

Improvements could include:

- Replacing the existing street lights with those more in keeping with the character of the area;
- The use of a common palette of colours for street lights, street nameplates and other street furniture would provide a recognisable 'branding' of the area, although this would need to be very carefully controlled in the future with regular maintenance and repainting;
- Copying some of the wall-mounted historic street name plates which can be seen throughout Cliftonville – these are rectangular with curved corner details and white lettering on black (it might be necessary to adjust the design so the new plates can be positioned on poles rather than fixed to individual buildings, due to problems with their future maintenance);
- The replacement of the tarmacadam pavements with more sympathetic materials linking to the existing York stone slabs (with their coal holes) and granite kerbs.

Recommendation 3:

- *As and when funding permits, the District Council and Kent County Council will consider carrying out improvements to the public realm in the Conservation Area;*
- *All new work must be sensitive to the historic environment and designed using high quality materials and details;*
- *The existing granite kerbs and cast iron coal holes must be retained in any improvement scheme.*

2.4 The control of car parking and traffic

On-street car parking is a dominant in many locations, particularly in Edgar Road and Gordon Road, most notably around the green. It may be possible to reduce the impact of on-street car parking by the creation of carefully designed parking bays, which could incorporate planting and new street trees (which are almost totally lacking in the area at the moment). However, any such scheme would need to be allied to improvements in Cliftonville in general, including (possibly) the introduction of a Residents' Parking Scheme. Fast moving through traffic might also be reduced by such measures, and a further improvement might be the creation of new one-way systems, which would need to include very carefully detailed traffic calming measures. Over-dominant road markings, barriers, and safety rails must all be avoided as these are alien intrusions in any conservation area.



Dominant car parking in Gordon Road

Recommendation 4:

- *As and when funding permits, the District Council and Kent County Council could consider ways of reducing the impact of on-street car parking and traffic;*
- *The District Council will resist the creation of new off-street car parking spaces*
- *Traffic signage will be reduced as far as possible and redundant signs removed;*
- *All proposals will have to be undertaken in line with other initiatives in the Cliftonville area as a whole.*

2.5 The control of unlisted buildings (Article 4 Directions)

The District Council is required to both 'preserve and enhance' the character of the Conservation Area. Some inappropriate alterations are visible throughout the conservation area. At the moment, however, the changes that have been made are in fairly localised locations and that on the whole the area has been fairly maintained. Whilst alterations have so far been relatively localised there is also evidence of more and more inappropriate alterations and additions within the area. In order to restrict the rights of landowners from carrying out inappropriate development an Article 4 Direction can be placed on specific buildings or areas. This enables the local planning authority to require permission for what is otherwise allowed without consent. This does not mean that permission would be refused but allows the authority to assess any potential impact to the buildings, the street scene and the conservation area.

Many of the properties in the Conservation Area are not in use as family dwellings (i.e. as a single unit) but have been divided into flats or HMOs. For these buildings, permitted development rights are already much lower, so, for instance, planning permission would normally be needed to insert new plastic windows or to change the roof material. For these buildings, an Article 4 Direction may still be used to control front boundaries, the creation of car parking spaces, and external redecoration. It can also be used to control colour, so it would be possible to limit external painting to a certain palette of colours, to provide greater cohesiveness to the front elevations – for instance, by insisting upon shades of cream or an off-white colour for stucco and brickwork.



Many of these houses in St Paul's Road retain their original details

Any proposal to consider removal of Permitted Development rights and carry forward a decision to proceed with an Article 4 Direction will result in further public consultation and assessment. The Council may take these forward in due course if a strong justification and public support following further monitoring and recording change of the conservation area show to be necessary.

Recommendation 5:

- *The Council may consider making an Article 4 Direction in due course if a strong justification and public support of erosion of the character of the area show to be necessary*

2.6 Building condition and the role of grant aid

A consistent problem within the proposed Conservation Area is the poor standard of maintenance in many properties. This has resulted in:

- The loss of architectural features such as decorative stucco work, railings, and boundary walls;
- The replacement of original features with inappropriate modern fittings such as front doors, windows, and boundary treatments;
- Inappropriate and unsympathetic additions to existing properties, such as roof dormers and extensions;
- The use of inappropriate modern materials for repairs, such as concrete roof tiles, which can be seen on many of the properties.

The District Council has currently has a Heritage Lottery Fund funded Townscape Heritage Initiative within the Dalby Square conservation area. It is possible that this scheme could be extended, or a new scheme applied for the Edgar Road and Sweyn Road Conservation Area at some stage in the future. Other funding agencies, apart from the HLF, include Historic England , Thanet District Council, Kent County Council and the Homes and Communities Agency (HCA).

Recommendation 6:

- *The District Council will consider providing guidance on the use of traditional materials and details, which will be circulated to property owners in the Conservation Area;*

- *The District Council will consider apply for a grant scheme to assist property owners in the Edgar Road and Sweyn Road Conservation Area*

2.7 The Local list

There is currently no Local List for Cliftonville. With the publication of PPS5 in March 2010, locally listed buildings have become an important 'heritage asset' of particular significance where they also lie within a designated conservation area. The preparation of a Local List for the whole of Cliftonville may therefore be seen as a priority, but meanwhile, this document includes recommendations for new locally listed buildings as follows:

- Cliftonville Hall, a red brick and brown single storey building with a public hall and other facilities – it appears to date to the 1890s;
- The former school on the opposite side of St Paul's Road, now used by Sure Start Children's Centre – this is two storeys high and built from brown and red brick with curved Dutch gables facing the street – again, it appears to date to the 1890s.

Recommendation 7:

- *The District Council will work with the local community to produce a new Local List for Cliftonville.*



The Sure Start Children's Centre, St Paul's Road



The Gordon Road green

2.8 Site specific recommendations

The following site is noted as being particularly in need of restoration, repair or enhancement:

Gordon Road green

The green is surrounded by a low stone wall which encloses a raised area of small trees, shrubs and other planting. At the time of survey (February 2011) it appeared to be neglected and in need of new planting and general improvements.

Recommendation 8:

- *The District Council will encourage the improvement and repair of the green in Gordon Road, possible through community action.*

2.9 Education and guidance

There is currently little evidence of civic pride in the Cliftonville area as a whole although there are several active residents' groups which each relate particularly to one small area. Some of these have already been involved in the public consultation exercise which was undertaken in October 2010 to gauge public reaction to the designation of conservation areas in Cliftonville.

The possible 'branding' of the area, using new street name plates, new street lighting, new street trees and other enhancements will provide some focus to the local community and give the area a greater 'sense of place'.

Recommendation 9:

- *The District Council, working in partnership with Kent County Council and other stakeholders, will continue to encourage greater civic pride in the Cliftonville area through the use of its statutory powers and possible grant aid;*
- *The production of publicity material about the Conservation Area could be made available via the Council's website.*

2.10 Monitoring and review

Local authorities are required by law to periodically review their conservation areas and the preparation of Character Appraisals and Management Plans is part of this obligation. Indeed, in the past keeping Character Appraisals and Management Plans up to date has been a Key Performance Indicator in the Best Value assessment of local authorities, and as a result, a five year review cycle is now considered to be best practice.

Over the next five years the District Council should therefore be expected to regularly review the content of this document, to carefully monitor change within the Edgar Road and Sweyn Road Conservation Area, and to involve the community in any proposals for enhancement (subject of course to the funding being available).

Recommendation 10:

The District Council should therefore:

- *Carry out periodic reviews of the effectiveness with which the service addresses pressures for change.*

3 ACTION PLAN

This Action Plan sets out a list of priorities for future actions, most of which will be the responsibility of Thanet District Council or Kent County Council.

Immediate Actions (next six months)

- Designate the Edgar Road and Sweyn Road Conservation Area
- Adopt the Edgar Road and Sweyn Road Conservation Area Character Appraisal and Management Plan as a material document for development management purposes

Medium term actions (six month to one year)

- Produce a short publicity leaflet about the Character Appraisal and Management Plan and make available via the Council's website
- Take action on the improvement of the Gordon Road green as set out in section 2.9
- Approve additions to the new Local List for Cliftonville

Longer term actions (one to three years)

- Review and update the Edgar Road and Sweyn Road Conservation Area Management Plan
- Update the baseline photographic survey of the Edgar Road and Sweyn Road Conservation Area
- Consider a grant scheme for the Conservation Area
- Prepare enhancement schemes for the public realm
- Consider public realm improvements and car parking/traffic management schemes for the Conservation Area (in association with other initiatives in Cliftonville)

Far future actions (three to five years)

- Review the Edgar Road and Sweyn Road Conservation Area Character Appraisal
- Continue to protect important views across, into and out of the Conservation Area.

4 CONTACT DETAILS

For all enquiries relating to conservation areas and historic buildings, please contact:

Planning Services
Thanet District Council
P O Box 9
Cecil Street
Margate
Kent CT9 1XZ

Tel: 01843 577150

Email: planning.services@thanet.gov.uk

For information about archaeology in Thanet, contact:

The Trust for Thanet Archaeology
The Antoinette Centre
Quex Park
Birchington
Kent CT7 0BH

Tel: 01843 843088

www.thanetarch.co.uk

For information about the history of Thanet, contact:

The Centre for Kentish Studies
County Hall
Maidstone
Kent ME14 1XX

Tel: 01622 694379

Email: archives@kent.gov.uk

**PROPOSED CLIFTONVILLE CLIFF TOP CONSERVATION
AREA**

CHARACTER APPRAISAL AND MANAGEMENT PLAN

Thanet District Council

PUBLIC CONSULTATION DRAFT



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Contents

Executive Summary

PART 1 THE PROPOSED CLIFTONVILLE CLIFF TOP CONSERVATION AREA – CHARACTER APPRAISAL

Executive Summary

	Page
1 Introduction	
1.1 Summary of the special interest of the proposed Cliftonville Cliff Top_Conservation Area	
1.2 The control of conservation areas	
1.3 Community involvement	
2 Location and setting	
2.1 Location and context	
2.2 Setting, topography and geology	
2.3 Biodiversity	
3 Historical development	
3.1 Archaeology	
3.2 The development of Margate	
3.3 The development of the proposed Cliftonville Cliff Top Conservation Area	
4 Spatial analysis	
4.1 General character and plan form	
4.2 Open spaces and trees	
4.3 Focal points, focal buildings, views and vistas	
4.3 Boundaries	
4.4 Public realm	
5 The buildings of the conservation area	
5.1 Building types and dates	
5.2 Listed buildings	
5.3 Locally listed buildings	
5.4 Positive buildings	
5.5 Building styles, materials and colours	
5.6 Activities and Uses	
6 The extent of intrusion or damage	
6.1 Key negative features	
6.2 Summary of issues	

APPENDICES

Appendix 1 Map 1 Development Phases

Appendix 2 Map 2 Townscape Appraisal Map

PART 2: THE PROPOSED CLIFTONVILLE CLIFF TOP CONSERVATION AREA - MANAGEMENT PLAN

1 Introduction

- 1.1 The purpose of the Management Plan
- 1.2 Relevant documents
- 1.3 Summary of issues

2 Recommended actions

- 2.1 Seafront strategy
- 2.2 Public realm improvements
- 2.3 The control of new development
- 2.4 The protection of views
- 2.5 The condition of the buildings
- 2.6 Advertising and shopfronts
- 2.7 Local List review
- 2.8 Site specific improvements
- 2.9 Education and guidance
- 2.10 Monitoring and enforcement

3 Action Plan

4 Contact details

EXECUTIVE SUMMARY

Cliftonville in east Margate is a well preserved Victorian seaside resort, and most of the original streets, spaces and buildings remain relatively unaltered. Built to high standards of design and construction from the 1860s onwards, the buildings provide a fine example of historic seaside architecture which is compatible in quality to similarly dated seaside developments elsewhere in England. Against this remarkable survival must be balanced the fact that today, the Margate Central and Cliftonville West wards are amongst the most deprived wards in the south east (as defined by the Indices of Deprivation 2011).

In their report following a recent visit to Margate, the Urban Panel of the Commission for Architecture and Built Environment (CABE) stated that "Cliftonville could, by a different fluke of social history and demographics, be one of the most desirable parts of the country to live". For the past few years, the District Council and its partners have been taking a strategic approach towards the social and economic regeneration of Margate Central and West Cliftonville, as evidenced by the designation of new conservation areas, the provision of grant aid, and the provision of new planning policies and guidance. A successful future can often be secured by keeping and improving that which is best from the past.

Cliftonville has also been identified as important part of the local heritage by officers of the District Council, by Historic England (this Appraisal was in the main grant funded by Historic England), and by the local community, which has been consulted on initial drafts of this document.



Second Avenue

Conservation Area designation is not intended to prevent change or adaptation but simply to ensure that any proposals for change are properly considered. Restoration of the historic built environment will not impede its regeneration, and, indeed, designation will enable the District Council as the planning authority to incrementally improve the appearance of the buildings and the spaces between them, providing an impetus for private investment. Further work is being done by the District Council under separate initiatives to encourage larger residential units and the creation of more owner-occupied property.

This document provides a detailed analysis of the special interest of the proposed Cliftonville Cliff Top Conservation Area and records those features which make the Conservation Area worthy of designation (the 'Character Appraisal'). It also provides proposals for enhancements (the 'Management Plan'), most of which will be the responsibility of either Thanet District Council or Kent

County Council (as Highways Authority). All of the recommendations will, of course, be subject to funding and staff resources being made available.

The production of up-to-date Character Appraisals assists the Council in making decisions on planning applications within or on the edges of the Conservation Area. Character Appraisals also help the local community understand what is 'special' about their area and encourages local involvement in the planning process. Whilst some of the recommendations in the Management Plan will have to remain aspirational for the time being, it is considered good practice to identify where improvements are needed so that actions can be taken promptly if, and when, funding becomes available.

Subject to public consultation, it is anticipated that the proposed Cliftonville Cliff Top Conservation Area could be designated during 2015 by Thanet District Council. Other conservation areas may be designated in Cliftonville as part of a review of the Cliftonville area which commenced in the summer of 2010. This Character Appraisal and Management Plan will be subject to an eight week public consultation between 11 January 2016 to 7 March 2016 after which any necessary amendments will be made to the document and the accompanying mapping. The final Appraisal and Management Plan will be approved by the Council in due course as a material document for development management purposes.

This Cliftonville Cliff Top Conservation Area Character Appraisal with its attendant Management Plan has been produced for the Council by The Conservation Studio. The survey work and background research were undertaken between August 2010 and March 2011, and it should be noted that at the time of survey, many of the tourism-related businesses were (presumably) closed for the winter. The general format of these documents follows guidance produced by Historic England on the effective management of conservation areas.

Conservation Area Designation

Despite what some people think, conservation area designation is not a bureaucratic way of preventing property owners from exercising their rights to alter their buildings as they wish. Conservation areas designation does not preclude development, but seeks to ensure recognition of the area's historical value in planning that development. Conservation area designation is aimed at managing change so that positive qualities of an area are protected and opportunities for improvement identified. Designation of a conservation area therefore, has a number of benefits that a wider community can enjoy including:

- The positive identification of an area is designed to focus attention on its qualities, which may include the historic layout and development of the area, scale and detailing of their individual buildings and spaces between them, construction materials, open spaces and trees, walls etc. The interaction of the buildings and spaces within designated areas create unique environments that contribute irreplaceable components of our local, regional and national heritage.
- Conservation area designation brings the advantage of living, working and socialising in an attractive area with a unique sense of place and where local identity and architectural and historical distinctiveness are fostered and maintained.
- People value conservation areas for their distinctiveness, visual appeal and historic character and research by the London School of Economics and Historic England has found that this value is reflected in the price of properties in conservation areas and overall there is no negative attitude toward planning regulations.
- The planning controls that come with conservation area designation are more limited than many people imagine and are designed to benefit the wider community.

- The designation of a conservation area is intended to encourage a sensitive approach to proposals for development. The legislative duty that designation brings provides a framework to achieve higher quality of development and promote more sensitive improvements in conservation areas.
- Conservation area designation brings the requirement to apply for planning permission to demolish most buildings. Outside a conservation area, planning permission is not required for the demolition of buildings leaving many buildings not protected and vulnerable to removal. Designation provides a framework to protect buildings that make a significant contribution to the character of an area.
- Additional benefits of conservation area designation include the possibility of accessing grant schemes. Where appropriate it may provide the basis for the local planning authority to make bids under the Townscape Heritage Initiative (THI) scheme such as the one which operates within Dalby Square Conservation Area. This scheme provides financial assistance to property owners with works to the fabric of their buildings or to restore derelict properties. THI is a grant programme administered by the Heritage Lottery Fund for the repair and regeneration of historic buildings. Projects are generally led by local partnerships.
- The local authority is under a general duty to take into account the desirability of preserving or enhancing the character of the area when determining planning applications affecting conservation areas.

PART 1

THE PROPOSED CLIFTONVILLE CLIFF TOP CONSERVATION AREA CHARACTER APPRAISAL

1 INTRODUCTION

1.1 Summary of the special interest of the proposed Cliftonville Cliff Top Conservation Area

The long, thin proposed Conservation Area lies between the chalk cliffs which face the North Sea and the mainly residential and commercial developments along and around Northdown Road, most of which were built between the 1860s and 1914. Between the late 19th century and the beginning of World War 2, this area was famous for its bathing beaches and pools, seaside promenades, open-air concerts, tennis courts and bowling greens, all linked to the adjoining hotels and guest houses which made Cliftonville a high class holiday destination. Whilst it therefore contains some notable examples of mainly Victorian and Edwardian houses, hotels, and houses (now largely converted into flats), it also contains large areas of open space associated with these various leisure activities. It also contains a substantial complex of modern apartments (Queens Court) which replaced the Queens Highcliffe Hotel next to Newgate Gap. On the western edge, immediately abutting the Margate Conservation Area, the Lido is a notable complex of 1920s buildings which was built over the historic Clifton Baths, one of the first (c1820) facilities provided for visitors to the town. At the eastern end, many of the buildings date to the 1920s, when the then Council purchased large areas of former farmland beyond Sackett's Gap and upgraded the whole of the seaside frontage.



Ethelbert Crescent

The Conservation Area is notable for its outstanding views over the rocks and sandy beaches at the base of the cliffs which are accessed by two cuts in the cliff face (Newgate Gap and Hodges Gap), originally used by local farmers who collected the seaweed from the beach and used it to fertilise their fields. It is linked by a long road which runs almost parallel to the sea (Cliff Terrace, Ethelbert Terrace, Ethelbert Crescent, Queens Parade and Eastern Esplanade) which also marks the southern boundary of the Conservation Area. The open spaces are punctuated by areas of development – the Lido in the west, the large complex of modern apartments next to Newgate Gap (Queens Court), the Edwardian development around First Avenue, Second Avenue, and Third

Avenue, and then, finally, 1920s development facing Fifth Avenue. The quality of the spaces which links these buildings is very varied – the most attractive being the four bowling greens between Third Avenue and Fifth Avenue (there is no Fourth Avenue), and the least attractive, and greatly in need of enhancement, being the public car park next to the Lido. The Oval is probably the most focal open space and was created from a former school cricket field in 1897, although virtually no historic features now remain and the present bandstand is modern. Linking these spaces is a wide cliff-top walk (Newgate Promenade and Queen’s Promenade) which joins the public car park next to the Lido to Hodge’s Gap and beyond.

Issues facing the Conservation Area include the need for an overall strategy to address both privately and publically owned land and buildings; the control of new development; the possibly enhancement of the open spaces and modern buildings; the poor condition and under-use of some of the buildings, particularly the Lido complex; a range of public realm enhancements to improve pavements, street furniture, and street lighting; possible additions to Thanet District Council’s list of locally significant buildings; the protection of important views; education and guidance; and monitoring and enforcement.

1.2 The control of conservation areas

Conservation areas are designated under the provisions of Section 69 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*. A conservation area is defined as “*an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance*”.

Section 71 of the same Act requires local planning authorities to formulate and publish proposals for the preservation and enhancement of these conservation areas. Section 72 also specifies that, in making a decision on an application for development within a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.

In response to these statutory requirements, this document defines and records the special architectural and historic interest of the proposed Cliftonville Cliff Top Conservation Area and identifies opportunities for enhancement. It is in conformity with recently published Historic England guidance as set out in *Understanding Place: Conservation Area Designation, Appraisal and Management*. Additional government guidance regarding the management of historic buildings and conservation areas can be found in “National Planning Policy Framework published in March 2012.

This document therefore seeks to:

- Define the special interest of the proposed Cliftonville Cliff Top Conservation Area and identify the issues which threaten its special qualities (in the form of the ‘Character Appraisal’);
- Provide guidelines to prevent harm and also achieve the enhancement of the Conservation Area (in the form of the ‘Management Proposals Plan’).

1.3 Community involvement

Informal consultations were carried out with the local community on the proposals for the new Cliftonville conservation area designations in October 2010, after which a Character Appraisal and Management Plan for each of the new conservation areas was prepared. Following this eight week public consultation on the Council’s website between 11 January 2016 to 7 March 2016 a Public Consultations Report will be prepared (copies may be obtained from the District Council) and amendments to the text and mapping will be made as appropriate. Finally, each Character Appraisal and Management Plan will be approved by the Council as a material document for development management purposes.

2 LOCATION AND LANDSCAPE SETTING

2.1 Location and context

The proposed Cliftonville Cliff Top Conservation Area is located within the western part of Cliftonville, a 19th century expansion of the medieval port of Margate, which lies immediately to the west. Margate is located on the Isle of Thanet, a coastal district at the eastern extremity of the county of Kent in south east England. Margate, Ramsgate and Broadstairs are the principal settlements in Thanet District, and each is famous for its seaside setting and attractive historic town centres. Margate is approximately 76 miles south east of London by road and is accessed via the M2 and the A299, the Thanet Way. Railway routes lead to Canterbury, Dover and along the north coast via Herne Bay and Whitstable to London.

The proposed Cliftonville Cliff Top Conservation Area abuts the Margate Conservation Area to the west, and the Ethelbert Road and Athelstan Road Conservation Area, the proposed Edgar Road and Sweyne Road Conservation Area, and the proposed Norfolk, Road, Warwick Road and Surrey Road Conservation Area, to the south. The Dalby Square Conservation Area, which was designated in 2010, also lies to the south. The proposed Conservation Area lies within the Cliftonville West Ward of Thanet District Council. The area of Cliftonville West Ward is in the region of 120 hectares and the population (at the 2011 census) was 7,608. Demographically, the population is predominantly white European.

2.2 Landscape setting, topography and geology

Margate is located over solid chalk, with high chalk cliffs rising to either side of the beach and harbour in the centre of the town. The Dane Valley rises gently southwards through the town from this beach. Cliftonville lies on roughly level ground on the eastern cliff tops above the town about 20 metres above sea level, although cuts have been made through the cliffs in previous centuries to allow access to the sandy beaches below. Two of these, Newgate Gap and Hodges Gap, lie within the proposed Cliftonville Cliff Top Conservation Area.



View from Queen's Promenade over the chalk cliffs

Newgate Gap cuts through the chalk cliffs

A slight south to north drop in ground level reinforces the opportunities for long views over the seascape to the north of these cliffs. To the south of Northdown Road, the land falls steeply – this is most evident in the proposed Grotto Hill Conservation Area.

3 HISTORICAL DEVELOPMENT

3.1 Archaeology

Archaeological remains are frequently found in the Cliftonville and Margate areas. The remains of all periods from the Neolithic to Modern are recorded within the area and consist of both burial and settlement archaeology.

Archaeological remains of Roman date have been recorded within the Dalby Square Conservation Area and there is a high potential for further remains of this and other periods to be present there.

Romano-British activity seems to cluster around both sides of the Dane valley leading up to the present harbour with most of the activity concentrated at the seaward end of the valley on both high ground and further down the valley sides. Activity is similarly recorded further inland, also along the valley sides. A Romano-British cremation burial dating to between 75 and 125 AD was found by workmen excavating a trench in Arthur Road, Cliftonville. The pit contained a carinated urn in Upchurch Ware filled with ashes and burnt human bone, and was accompanied by a stamped Samian platter. The burial is recorded by the workmen as having been truncated by former Victorian ground works and sealed by a floor. Other Roman burials are known from the Britannia Public House, Fort Hill site, located to the west of Cliftonville.

3.2 The development of Margate

Margate developed from a minor medieval port to a seaside resort from the mid-18th century onwards. By 1800 the town had assembly rooms, residential squares, bathing establishments, libraries and theatres, all designed to cater to the needs of aristocratic visitors – the only class of society to take ‘holidays’. In 1828 increased numbers resulted in Holy Trinity Church being built on what was then the eastern edge of the town, close to what was to become Ethelbert Road, as a chapel-of-ease to St John’s – it was soon extended to provide 800 rented pews and 1,200 free seats. In 1845 the land which was to later develop as Cliftonville was still fields with a Coastguard Station on the cut through the high cliffs which dropped down to the beach (now Hodges Gap). The arrival of the railway in 1846, and the addition of a further line and station in 1863, changed the type of visitor to the town from a limited number of wealthy long stay guests to a greater number of short stay visitors with less per capita income.

The town’s established place in public consciousness was a good foundation for creating a new resort in Cliftonville, a resort that reversed the popular perception that Margate was increasingly becoming an attraction to the pleasure-seeking working classes. Cliftonville’s distance from the town centre, and its open cliff-top walks, were promoted as part of its exclusivity – Cliftonville was a place where one stayed to improve one’s health and peace of mind, all year around if necessary. In 1824 Clifton Baths were built to provide an opportunity to bath in heated seawater ‘for the nobility and gentry’, and in 1855 Thomas Pettman leased the shoreline from the Marquis of Conyngham and he could access his Bathing Platform down one of the old gaps on the cliff face (Newgate Gap) which had been used by farmers collecting seaweed from the beach. At this time other major land-owners in Cliftonville included the Church Commissioners and charities such as the Bethlehem Hospital and the Ragged School Union.

The exclusivity of Cliftonville was bolstered by the area’s relative isolation. Until the building of a tramway in 1901 the only method of transport from Margate’s stations was by horse brake. Access was improved in the late 1880s by the building of Marine Drive which completed the seafront thoroughfare from Buenos Ayres to Eastern Esplanade. Between 1880 and 1899 the station of the London, Chatham and Dover Railway Company was known as ‘Margate and Cliftonville’ (it was later to be known as ‘Margate West’). Plans for a branch line from Margate to Cliftonville, with a terminus at the rear of Dalby Square, were first proposed in 1893 but were never implemented.

The association of the area with a 'better class of person' became the key selling point for the new resort. The entry for Cliftonville in the *Ward Locke Guide* of 1903 stated:

It is the most exclusive and aristocratic part of Margate. It cannot be said too often that there are two Margate's and that Cliftonville has scarcely anything in common with the area frequented by the vulgar tripper. Cliftonville has magnificent hotels with their private orchestras and admirable cuisine catering for all types of continental clientele. It has been often said that on a Sunday morning between Newgate Gapway and Hodges Flagstaff one may see the prettiest and best dressed women in Europe'.

The centrepiece of this 'Margate New Town' was Dalby Square, with a massive terrace of seven houses, Warrior Crescent, on the south side. This space had been laid out by the 1850s, and was originally called Ethelbert Square, the name being changed to Dalby Square in the 1870s after the then mayor (and local builder), Thomas Dalby Reeve, who also owned both the Clifton Baths and the Hall by the Sea. The Reeve family was one of the early developers of the Cliftonville estate, and Dalby Reeve's son Arthur, after whom Arthur Road is named, married George Sanger's daughter Harriet. George Sanger and his brother John Sanger, who are both buried in Margate Cemetery, were circus proprietors who were famous for their equestrian spectacles. They leased the Agricultural Hall at Islington and their show was eventually purchased in 1874 by the American showman P T Barnum.

In 1868 the Cliftonville Hotel, located at the eastward end of Dalby Square, was opened. It is noted that at that time it sat '*on an island site in the middle of corn fields*'. The hotel had 250 bedrooms, a dining room which could hold over 300 people, a ballroom, a palm court and facilities for croquet, tennis and archery amidst formal gardens along the cliff top. In all, the hotel provided the accommodation for about 50% of all hotel guests in Cliftonville, but by 1890 this figure had dropped to around 15% as so many other hotels had been built.

Another important contribution to the locality was provided by the large number of private schools. A resort guide of 1893 described Cliftonville as:

'The end of the town affected by visitors who like a good address, and also by ladies' schools, if one may judge by the endless chain of them travelling churchwards on Sundays.'

Northdown Road was developed from the 1870s onwards— it is shown as nearly completely built-up as far as Harold Road on the 1899 Map, although in 1900 less than 12 shops are recorded. However, by 1912 many of these new houses had been converted into commercial premises, no doubt assisted by the provision of the new tramway from Margate town centre in 1899. St Paul's Church was consecrated in 1873 and St Stephen's Wesleyan Methodist Church (now St Michael and St Bishoy's Church) was opened in 1876 – they are both in Northdown Road. St Anne's Roman Catholic Church was built on the Eastern Esplanade in 1926.

In 1900 the Cliftonville Hydro Hotel with 110 bedrooms was opened, later being renamed the Grand Hotel (from 1956 this formed part of Butlins). By 1900 a grid pattern of streets off Northdown Road had also been completed (Edgar, Sweyn, Godwin, Harold, Norfolk and Surrey Roads), all with a mixture of houses and guest houses along them. In 1913 'Bobby's' was opened as a department store in Northdown Road, it closed in 1973.

Along the seafront, the Oval, a former school cricket field, was excavated in 1897 and an amphitheatre created with a new bandstand being added in 1903. This area became the centre of Cliftonville's entertainments for the next 50 years with many concerts and other events taking place. In 1906 mixed sea bathing was finally allowed in Margate, and by 1913 donkey (or 'Jerusalem pony') rides were being provided by local gypsies along the sea shore.



View from the Oval to First Avenue

After World War 1 the Borough of Margate was increasingly seeing Cliftonville as the prime attraction of the town and in 1920 the Council acquired the cliff top land from Sacketts Gap to the Borough's eastern boundary – 61 acres in all. This land was used to provide new public walks and pleasure grounds, continuing the 19th century concept of promoting Cliftonville as a health-giving place where the benefits of sea water and sea air were unparalleled.

The growth of Cliftonville during this period between the late 19th and the early part of the 20th century is demonstrated by the number of Cliftonville school children – around 2,000 in 1885 and about 5,000 in 1922.

Cliftonville continued to thrive until World War 2, and Dalby Square particularly was noted for the prestigious hotels, guest houses and convalescent homes which fronted it. However, the War saw the evacuation of schools to other parts of the country and most never returned. Warrier Crescent suffered bomb damage and was only partially reconstructed after the War – it was finally demolished in its entirety in 1988.

From the 1960s onwards the provision of cheap holidays to Spain and other exotic locations completed a process which had begun some 30 years earlier. Many of the bigger hotels closed or were converted into flats, the demolition of the Cliftonville Hotel in 1961 being particularly noticeable as it was replaced with a complex of buildings which are used as a café, public house, Bowls alley and other leisure-related facilities.

3.3 The development of the proposed Cliftonville Cliff Top Conservation Area

The map of 1872 confirms that the area had only been partially developed. Clifton Baths and an Artillery Hall in the west looked over landscaped gardens opposite the Cliftonville Hotel (opened in 1868), but the road was then truncated by Newgate Gap, with a Coastguard Station and Gun Platform beyond. Eastern Esplanade had been laid out, but only as far as Harold Road, and to the north, the oval shape of the original cricket field can be seen. Beyond this, to the east, were open fields.

Cliftonville reached the zenith of its popularity between 1890 and 1905, although surprisingly the map of 1899 confirms that what is now the proposed Cliftonville Cliff Top Conservation Area had still only been partially developed. The Clifton Baths and adjoining Artillery Hall are still evident, with an open space between them and the Queens Highcliffe Hotel which was located to the north of

Queen's Parade. At this point the Oval appears to be called an 'Esplanade' and its shape reflects the earlier cricket field, which was converted into an amphitheatre in 1897. This amphitheatre was to become an important centre for open-air concerts and other events.



The Florence Rose Tea Rooms

The adjoining tea rooms, still extant, are also shown to one side of the Oval in 1899, but beyond that there are hardly any buildings and the current streets (First Avenue to Firth Avenue) are shown as dotted lines (Fourth Avenue was in fact never developed). Below, the beach was called Walpole Bay and in 1899 was known as the 'Ladies Bathing Place', where strictly segregated bathing was allowed (this rule was relaxed in 1906). Pettman's Bathing Platform, at the bottom of the cliffs, provided both privacy and safety and was first built in 1855. In 1908 the platform consisted of a wooden catwalk supplying 150 bathing cabins which had incrementally replaced the old horse-drawn bathing machines. Above, the Bungalow Tea Rooms could be found next to Hodges Gap. At low tide sports and cricket matches would be held between the local hotels.

In the early 20th century the Queen's Highcliffe Hotel was created to the north of Queen's Parade. The map of 1907 shows two separate blocks of buildings, then used as small hotels and a ladies' college. To create the prestigious entrance required for the new hotel, the gap between them was filled in and an imposing central tower was built, below which were a banqueting hall and a ballroom. The hotel offered 150 bedrooms, and between the wars, evening dress and ballgowns were essential for the eight course gourmet dinners. The Butlin organisation took over the hotel in 1955 but with limited success and in 1980 the buildings were demolished to be replaced more recently by the Queen's Court flats. Although the Queen's Highcliffe Hotel was a substantial building, it was smaller than the Cliftonville Hotel, located just outside the proposed Conservation Area on the east side of Dalby Square. The Grand Hotel and St George's Hotel were also added in the late 19th century (they are shown on the 1907 map) and although they survived until quite recently, they have now been demolished and their sites either redeveloped for flats (Dickens Court and Darwin Court) or left cleared and vacant. A further hotel, the Walpole Bay Hotel, was added in 1914.



The Walpole Bay Hotel, Fifth Avenue

The Clifton Baths site was acquired by John Henry Iles, the promoter of Dreamland and Ramsgate Dog Track, in the early 1920s, and then built over and redeveloped by 1927 as the Cliftonville Bathing Pool – it later became known as the Lido. The development carefully re-used one of the two surviving chimneys as an illuminated beacon and this ‘tower’ remains a key focal point in the Conservation Area today. The attractions included a café, cinema, and concert hall as well as an open air seawater bathing pool on foreshore land which was leased from the Council – this could accommodate up to 1,000 bathers. The Walpole Bay Sea Bathing Pool (listed 2014) was created in 1937.

The 1940 map shows the area in its heyday, with the Lido with its semi-circular salt-water pool, at the extreme western end of Ethelbert Terrace, then a putting green, miniature golf course, tennis courts, and a recreation ground before reaching Newgate Gap and the Queens Highcliffe Hotel. Beyond this, the Oval is a dominant feature, with the late 19th and early 20th century development of First Avenue, Second Avenue and Lewis Crescent beyond. A series of bowling greens and open spaces then lie between Third Avenue and Fifth Avenue, with the Walpole Bay Hotel on the east side. More open space, a band stand, and some early 1920s buildings, still extant; complete the space which now lies within the eastern boundary of the Conservation Area.



View of the Lido (the grade II listed baths lie underneath)

The effect of World War 2 on the Cliftonville Cliff Top area was immense. Pettman's Platform gradually rusted away and was finally removed in 1947, and most of the hotels or guest houses in the area were either closed or demolished. A storm surge of 1953 inflicted considerable damage on the seafront of the whole of Margate, and the bathing pavilions and cafes in Cliftonville Bay were completely destroyed. The outdoor pool at the Lido was eventually closed in 1977/8. The Cliftonville Hotel, the largest hotel in the area, was demolished in 1961 and the Queen's Highcliffe Hotel was demolished in 1980. Modern developments of no merit include the 1960s block of flats facing Third Avenue and the Thanet Indoors Bowls Centre, built in the 1980's. Queens Court, which replaced the very substantial Queens Highcliffe Hotel, does at least continue the sense of large scale buildings which is the predominant building type in this Conservation Area. Just outside the Conservation Area, on the south side of Eastern Esplanade) further large blocks of flats (Dickens Court and Darwin Court) have been built in the last few years, replacing the Grand Hotel and the Albemarle Hotel.

4 SPATIAL ANALYSIS

4.1 General character and plan form

The proposed Conservation Area retains the character of a seaside resort despite the loss of nearly all of the historic hotels which were once common in the area. This is because a number of leisure-related uses remain, primarily the derelict Little Oasis Crazy Golf Course, the adjoining children's adventure playground, the Oval concert area, and the outside bowling greens next to the Thanet Indoor Bowls Centre. The Florence Tea Rooms and the Tom Thumb Theatre add to the area's attractions. Access to the beach is limited to the two cuts in the cliff (Newgate Gap and Hodges Gap) and although not well used in the winter months, they are presumably more popular in warmer weather. There is also a lift in Walpole Bay, currently closed.

The open spaces are contained by the high chalk cliffs to the north, with the beaches below, and by a long road (Ethelbert Terrace, Ethelbert Crescent, Queen's Parade and Eastern Esplanade) to the south. This runs almost parallel to the cliffs. Newgate Promenade and Queen's Promenade is a long pedestrian-only footpath which runs at the top of the cliffs from the public car park next to the Lido to Hodges Gap and beyond. This thoroughfare appears to have existed by 1872 although it terminated just beyond the junction with Harold Road.



Views of the sea and beach from Queen's Promenade

Of note is the high quality of the Edwardian buildings which face First Avenue, Second Avenue, Fourth Avenue, Lewis Crescent and Eastern Esplanade. Less attractive are the modern buildings (the 1960s flats facing Third Avenue, and the Thanet Indoors Bowls Centre) which are regrettable features which is hoped in time may be redeveloped more sensitively.

4.2 Open spaces and trees

The proposed Conservation Area is notable for its cliff-top location and its many wide open spaces – of all of the proposed conservation areas in Cliftonville; the Cliftonville Cliff Top _ Conservation Area is the only one with any notable open spaces apart from Dalby Square. Historic maps confirm that it was deliberately laid out to provide recreational facilities, the open spaces being interrupted by larger buildings – the Queen's Highcliffe Hotel in the middle, and the Edwardian and the 1920s houses and hotels to the east. To the west, the Lido was built at a lower level than the cliff top to relate to the seawater pool beyond, so only its roofs and the distinctive tower are visible from the road above. These historic open spaces largely remain, apart from to the west, where the landscaped gardens to the north of Ethelbert Crescent have now been turned into a public car park. Generally these open spaces are simply grassed, with few gardens, trees or shrubs, presumably to reduce maintenance. Wide grass verges, facing the main road, are also important landscape features.

The Oval is in fact a circular open-air theatre with a modern bandstand in the middle which lies at a lower level to provide sight lines. Whilst there are vestigial remains of historic light fittings, the majority of the features are modern, with tarmacadam, concrete paving and very utilitarian fencing and other boundaries.



View over The Oval to Queen's Court

'Negative' spaces, where enhancements are urgently needed, include the car parks next to the Lido and the car park next to the Thanet Indoors Bowls Club, and further enhancements would also be welcome to the cliff-top promenades and to the beach-front walkways.

There are a few trees in the Conservation Area, mainly associated with the public open spaces, but none are of any maturity or have any great visual impact. The occasional palm tree adds a seaside feel. However, the neatly clipped hedges around the bowling greens, and the adjoining wide grass verge (with small areas of planting), do make a major contribution to the streetscape however. Further flower beds, with (at the time of survey) winter pansies; can be seen in the area around the Oval.

4.3 Focal points, focal buildings, views and vistas

Focal points and focal buildings:

The long, thin shape of the proposed Conservation Area, and the variety of open spaces, means that there no particularly focal points although the Oval and its bandstand must stand out in the summer when events are taking place. A recently laid out garden with hard landscaping centres on the Bourner Memorial, which commemorates the son of a former Councillor who died in World War 1. The Memorial lies to the immediate north of Second Avenue and provides a focus to walkers passing along the Queen's Promenade.

Focal buildings include:

- The Lido and its tower
- All of the Edwardian buildings between First Avenue and Third Avenue
- The Walpole Bay Hotel, on the east side of Fifth Avenue
- St Anne's RC Church, Eastern Esplanade



The Bourner Memorial



View over Hodges Gap to Eastern Esplanade

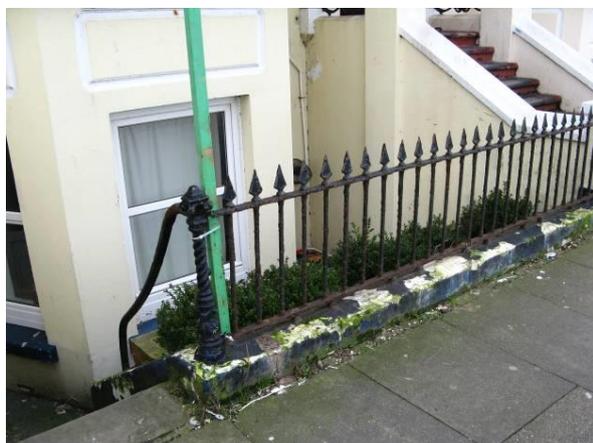
Views and vistas

This Conservation Area is notable for its many views out to sea, down along the beaches, and across the various public open spaces. Views down each cliff-face cut (Newgate Gap and Hodges Gap) are also of interest. The most important of these are marked on the Townscape Appraisal Map but the omission of any particular view does not mean that it does not have any significance.

4.4 Boundaries

Most of the boundaries to the buildings in the Conservation Area are provided by low rendered walls painted white or by low red brick walls, but as many of the buildings sit either on the edge of the pavement, or just slightly set back, boundaries do not make a major contribution to the streetscape. Fairly unaltered examples can be seen in Second Avenue, where they front the Edwardian houses, and are typical of the period with white painted render infill panels on red brick walls, interrupted by taller red brick gate piers with coping stones. Close by, outside No. 10 Eastern Esplanade, some white painted decorative iron railings remain which is presumably historic. Ethelbert Terrace and Ethelbert Crescent both retain a large variety of original cast iron front area railings and first floor balcony railings, which all make a major contribution to the special interest of these buildings.

Hooped metal railings, probably dating to the 1920s, partially surround the four Bowls greens. Some neatly clipped hedging is more evident in the eastern end of the area, such as outside No. 14 Eastern Esplanade.



Cast iron railings on Ethelbert Crescent

Negative boundaries include:

- The vertically boarded timber fencing outside No. 6 Eastern Esplanade, which is somewhat out of place – a high red brick wall would have been more fitting
- The wire fence on concrete posts outside St Anne’s RC Church, Eastern Esplanade
- The damaged rendered wall outside the Lido

4.5 Public realm

The large amount of public open space in the Conservation Area means that the public realm, including pavements, roads, street lighting, street furniture, signage and other features of local significance, is extremely important.



Well designed public realm features on Queen’s Parade

Most of them will be the responsibility of the District Council or the Highways Department of Kent County Council. In general, whilst some attempts have been made to standardise and simplify these features, the overall effect is somewhat disparate and low quality.

Pavements are mainly covered in black tarmac, including the whole of Queen’s Parade. Parts of these pavements have been adversely affected by trenching by the statutory undertakers. An area of brick paviors, arranged in a random pattern, is an odd feature outside Queen’s Court. A more carefully planned landscaped area, using Tegula concrete blocks, can be seen around the Bourner Memorial at the northern end of Third Avenue, and close by another area has been enhanced with the addition of further areas of Tegula blocks, and the provision of simple stone and concrete seats and benches. The bridge over Hodges Gap and the immediate area appears to have been improved in 1993 (date plaque).

Street lighting along the main road is provided by modern slender black steel standards, with a number of ‘heritage’ lamps and white steel lights elsewhere. At various locations, domed lights, possibly dating to the 1930s or 1950s, add a ‘seaside’ sense of place. Along the promenades, modern white steel lamps have been carefully designed and fit in well. Black and rather menacing CCTV cameras can be seen in several locations. Along the seafront, the top of the cliffs are separated from Queen’s Promenade by silver galvanised steel railings, robustly detailed for this seaside location. ‘Heritage’ seating (wooden slates on cast iron end frames) can be seen in many locations.

Other features include the public shelters which can be found along Queen's Promenade, most of which appear to be modern or perhaps 1930s (in part). A small 1930s lift (listed 2014) also remains close by, but was not in use at the time of survey.

5 THE BUILDINGS OF THE CONSERVATION AREA

5.1 Building types and dates

Nearly all of the buildings in the proposed Conservation Area were built as family houses or as hotels or guest houses in the late 19th and early 20th century. The eastern end of the Conservation Area, including the buildings around the Walpole Bay Hotel (which is earlier) date to the 1920s (one is dated 1926). The Lido complex was also built in 1926 over the 1820s Clifton Baths. St Anne's RC Church was also built in 1926.

5.2 Listed buildings

The listed buildings in the proposed Conservation Area are the Walpole Bay Lift (Grade II), the Walpole Bay Tidal Pool (Grade II) and the remains of the Clifton Baths, which lie beneath the Lido. They are also listed grade II. The Sea Bathing Baths were built between 1824 and 1828 by John Boys at a cost of £15,000. He excavated into the chalk cliffs to provide several chambers some of which were used to store bathing machines. He also provided a plunge pool for children and women. The Lido complex was built over these structures in the 1920s. All three listed structures are connected to the activity of salt water bathing.

A detailed description of the Baths can be found on Kent County Council's website: *Exploring Kent's Past*.

Nos. 14 and 15 Cliff Terrace (grade II) lie just outside the Conservation Area in the Margate Conservation Area but are important in that they form the corner building of a terrace of buildings which are currently in great need of improvement, as detailed in the Management Plan.

Newgate Gap Bridge was delisted in 2002 following substantial demolition. It dated to 1907 and was built by Doulton and Co. of Lambeth in London, using steel girders faced in faience tiles.

5.3 Locally listed buildings

There are currently no locally listed buildings in the proposed Conservation Area, but the Management Plan includes a recommendation to add the following buildings to the emerging Local List:

- The Lido complex, Cliff Terrace
- The Florence Rose Tea Rooms, Eastern Esplanade
- The Tom Thumb Theatre, Eastern Esplanade
- The Walpole Bay Hotel, Fifth Avenue
- St Anne's RC Church, Eastern Esplanade
- Nos. 1-9 consec. Ethelbert Crescent
- Nos. 18-28 consec. Ethelbert Crescent
- The Edwardian Shelter to the west of Newgate Gap



The Tom Thumb Theatre



St Anne's RC Church

5.4 Positive buildings

Most of the historic buildings in the proposed Conservation Area have been identified on the Townscape Appraisal Map as being *positive* buildings of townscape merit. Buildings identified as being *positive* will vary, but commonly they will be good examples of relatively unaltered historic buildings where their style, detailing and building materials provides the streetscape with interest and variety. Most importantly, they make a *positive* contribution to the special interest of the conservation area. In the Cliftonville Cliff Top Conservation Area, the earliest 'positive' buildings are Ethelbert Terrace and Ethelbert Crescent, which date to the 1860s, otherwise most of these buildings date to between the 1890s and 1910, although a few (in Eastern Esplanade) date to the 1920s.



Ethelbert Crescent

The identification of these 'positive' buildings follows advice provided within Historic England's *Understanding Place: Conservation Area Designation, Appraisal and Management*. The guidance advises that a general presumption exists in favour of retaining those buildings which make a 'positive' contribution to the character or appearance of a conservation area.

Proposals to demolish such buildings will therefore be assessed against the same broad criteria as proposals to demolish listed buildings. This implies therefore that all buildings marked as 'positive'

on the Townscape Appraisal Map will be retained in some form in the future unless a special case can be made for demolition.

5.5 Building styles, materials and colours

Most of the buildings in the proposed Conservation Area are typical of the mid 19th to early 20th century, and are notable for their substantial, well detailed red brick or white stuccoed façades. They are largely arranged in terraced form, most commonly being three windows wide. They are usually too large to have been built as family houses and it can be assumed that most were built as small hotels or guests houses, and have been converted into flats since.

The earliest and most impressive are the three five storey terraces facing the sea at the western end of the Conservation Area in Ethelbert Crescent (Nos. 1-9 consec. and Nos. 18-28 consec.) and Ethelbert Terrace (Nos. 2-10). The Ethelbert Crescent properties retain more decoration to the front, with first floor balconies below curved roofs which are supported on cast iron columns. Canted bay windows to the basement and ground floors lie below, with the entrance to each house defined by Ionic columns at the top of each line of steps supporting the balcony above. By contrast, the houses in Ethelbert Terrace are much simpler with stuccoed elevations with slightly curved window architraves, channelled stucco ground and basements, and oriel bay windows to the ground floor. Above are balconies which are bounded by ornate cast iron railings. Roofs are concealed by very simple parapets.



Ethelbert Terrace

A further impressive group of buildings lie between First Avenue and Third Avenue. The block on the south west corner, including the Florence Rose Tea Rooms and the Tom Thumb Theatre, are shown on the 1899 map (the theatre is actually dated 1896) but the remaining buildings were added a few years later and are shown on the 1907 map. Some of these, namely the corner block between First Avenue and Lewis Crescent, and the corner of Lewis Crescent and Third Avenue, have been redeveloped, the first in recent years with a red brick building of similar height (though it lacks the fine detailing of its more historic neighbours) and the second, by a block of 1960s flats of no merit. The historic buildings are similarly detailed, though not matching, and are five storeys high (including a half basement and mansarded attic). Corner details, such as the copper-covered dome on the corner of Lewis Crescent and Second Avenue (which matches a similar dome on the opposite corner), are important, and the roof line is broken up by these corner details and by gables which are decorated with pargetting (external decorative plaster). More copper domes (four in all) can be seen on No. 18 Eastern Esplanade, dating to the 1920s. Of special note are the fine quality

cast iron railings which can be seen at both ground and first floor levels on some of these buildings. Most of the buildings have sash windows, the original pattern being nine panes over one, and although many have been replaced in uPVC, this style has fortunately been largely maintained. Similar terraces of buildings can also be seen on the south side of Eastern Esplanade (Nos. 25-39 and 75-85) although they are less well detailed and have been more heavily altered. No. 85 appears to be a 1920s building with neo-Tudor details and has fake timbered gables which face the street.



Nos. 25-39 Eastern Esplanade

More unusual buildings within the Conservation Area include the Florence Rose Tea Rooms and the adjoining Tom Thumb Theatre, which was originally built as a stable. These are only two storeys high and much smaller in scale. The Tea Rooms are constructed in red brick which has been painted, and retains a distinctive first floor balcony with Chinoiserie railings and a corner turret with a steeply pointed tiled roof. The adjoining theatre has a similar balcony with matching railings and is dated 1896 on the wide brick gable which faces the street. The ground floor elevation appears to have been somewhat altered. It can be safely assumed that these were built as a pair as increasing visitor numbers generated the need for additional facilities.

Apart from Ethelbert Crescent and Ethelbert Terrace, where the roofs are hidden by parapets, the roofs of the buildings in the Conservation Area are relatively visible (due to long sight lines and a general lack of parapets) and are usually steeply pitched. Roof materials are quite mixed and include red clay tiles and natural slate. Tall chimney stacks survive in many locations, adding interest and variety to the roofline. Some original sash windows remain although many have been replaced in uPVC. Various additions have been added to some of the buildings, such as the extensions to Grosvenor Court in First Avenue, where they presumably represent the infilling of earlier verandas.

5.6 Activities and Uses

The Conservation Area is in a variety of uses with a mixture of leisure-related facilities and residential properties being evident. Part of the Lido is now a club (The Cliff Bar) but many of the other buildings on the site appear to be vacant. The adjoining sea water swimming pool is now silted up. The derelict Little Oasis Crazy Golf Course, a children's adventure playground, the Oval concert area, and the Thanet Indoor Bowls Centre with its adjoining open-air bowling greens, take up much of the open space between the residential properties. These are focused in Queens Court, a development of blocks of flats which sits centrally in the long thin Conservation Area, and the other

more historic residential properties facing First and Second Avenues. A further, and much larger complex of buildings, stands on the southern boundary of the Conservation Area on the site of the Cliftonville Hotel next to Dalby Square. This was built in the mid-1960s and also provides a variety of leisure uses.



View to the Thanet indoor Bowls Club



The 1960s leisure complex next to Dalby Square

The Walpole Bay Hotel, facing Fifth Avenue, and dating to 1914, is the sole survivor of the genteel type of hotel which once characterised Cliftonville. A further hotel (the Sherwood) appears to be trading in Ethelbert Crescent. More unusual uses can be seen in the small, late 19th century buildings which face the Eastern Esplanade between First Avenue and Second Avenue – the Florence Rose Tea Rooms and the adjoining Tom Thumb Theatre, dating to 1896. Outside the summer months, many of these facilities are either closed or in partial use, and the area feels (unsurprisingly) somewhat windswept and neglected.

At the eastern end of the Conservation Area, St Anne's Roman Catholic Church was built in 1926, and it, and its adjoining presbytery, is still in use.

6 THE EXTENT OF INTRUSION OR DAMAGE

6.1 Key negative features

This Character Appraisal concludes that the most significant *negative* features of the proposed Cliftonville Cliff Top Conservation Area are:

Spatial:

- All of the public open spaces are in need of some improvement
- The street lighting is modern and where 'historic' street lights have been installed, these are to limited areas
- The existing shelters are modern, of a varied design, and are not in good condition
- Most of the properties have been sub-divided into small flats resulting in very high densities of population
- There is an issue with security and the public perception of the area
- There is little visitor information apart from tourist signs at the Oval and along the two promenades
- The former Little Oasis Crazy Golf Course and the adjacent Edwardian Shelter are derelict,
- Poor quality boundaries and a general feel of neglect
- There are very few trees and little obvious attempt to provide the type of attractive seaside planting which characterises resorts elsewhere in the south east
- The beach-side promenades at the foot of the cliffs appear somewhat remote and are not well presented – easier access from above would be advantageous
- There are several vacant sites awaiting redevelopment just outside the boundaries of the Conservation Area, which add to the feeling of neglect

Buildings:

- Two 20th century buildings (the 1960s flats next to Third Avenue, and the Thanet Indoor Bowls Centre, which was built in the 1980s) make a negative contribution to the character and appearance of the Conservation Area
- A small single garage facing the open green area at the end of Fifth Avenue, and a pair of garages next to No. 6 Eastern Esplanade, are both unwelcome intrusions
- Some of the historic buildings have been adversely affected by unsympathetic alterations, such as the ground and first floor extensions to Grosvenor Court in First Avenue
- Some of the buildings, such as the Newgate Gap Edwardian Shelter and the early 20th century terraced houses (Nos. 9-12) facing Lewis Crescent, are in very poor condition

Site specific improvements:

- Newgate Promenade and Queen's Promenade would benefit from a comprehensive enhancement scheme
- The public car parks next to the Lido (which form the setting to Ethelbert Terrace and Ethelbert Crescent) and the Thanet Indoors Bowls Club are in urgent need of improvement
- Both Newgate Gap and Hodges Gap would benefit from improvements and repairs, including new paving, street lighting and street furniture
- The Oval is in need of improvements to lighting, boundaries, and surface finishes
- The Lido complex is in very poor condition and appears to be mostly vacant – also the land around it (the car park) is neglected, with rubbish and damaged boundaries – the restoration of the Lido pool would be welcome

Nos. 17-18 Cliff Terrace and No. 1 Ethelbert Terrace

- Most of these buildings are in such poor condition and have been so altered that they cannot be considered 'positive'
- They lie next to Nos. 14, 15 and 16 Cliff Terrace, which are within the Margate Conservation Area and are listed
- Vacant, board-up or shuttered shop fronts although, increasingly, these shops are being occupied
- Very poor quality front elevations with uPVC windows
- No. 1 has advertising hoardings on the flank wall to Ethelbert Road, plus other advertising
- Poor quality shopfronts with some roll-down metal shutters, which appear to be empty

Ethelbert Terrace (Nos. 2-10 consec.)

- Poor quality concrete flagged pavement outside
- Upvc windows (including some of the canted bays to the ground floor) although many of the original front doors remain
- Some of the buildings are in poor condition with evidence of neglect
- Some of the cast iron front boundaries need to be repaired or replaced to match

Ethelbert Crescent (Nos. 1-9 and Nos. 18-28)

- Poor quality concrete flagged pavement outside
- Upvc windows to most of the openings
- Whilst the first floor balcony railings are complete, there are gaps in the railings at pavement level, or the historic railings have been replaced with modern equivalents
- Some of the buildings are in poor condition with evidence of neglect

6.2 Summary of issues

Taking the 'negative features' identified above into account, the following issues are considered to be the most pressing matters which need to be addressed by the Management Plan for the proposed Esplanade Conservation Area:

Seafront strategy

- There is a need for an overall strategy to address both privately and publically owned land and buildings

Public realm improvements

- Most of the public open spaces would benefit from improvements to street surfaces, street lighting, street furniture

The control of new development

- All new development must be to the highest possible standards

The protection of views

- The important views into, out of, and around the Conservation Area must be both preserved and enhanced as opportunities present themselves

The condition of the buildings

- The poor condition and under-use of some of the buildings, and the potential for grant aid

Local List review

- There are a number of possible additions to Thanet District Council's proposed list of locally significant buildings

Site specific improvements

- A number of sites, both in private and public ownership, would benefit from either improvements or total redevelopment

Education and publicity

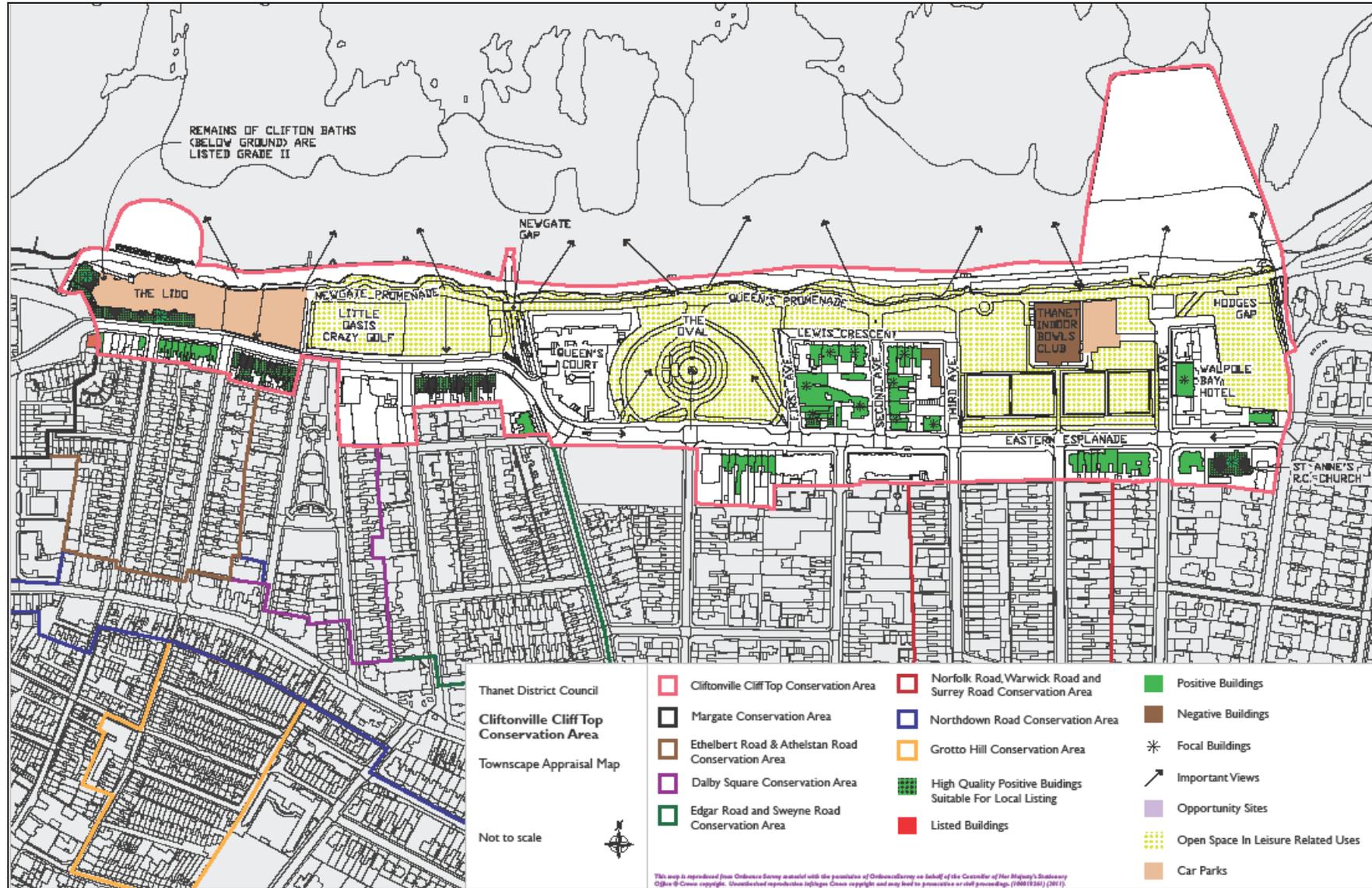
- There is a need for further education and publicity, including encouraging civic pride and a sense of place

Monitoring and enforcement

- The District Council needs to set up a programme of implementation to ensure that the recommendations in the Management Plan are taken forward at the earliest opportunity



Appendix 1 Map 1 Development Phases



Appendix 2 Map 2 Townscape Appraisal Map

PART 2

THE PROPOSED CLIFTONVILLE CLIFF TOP CONSERVATION AREA MANAGEMENT PLAN

1 INTRODUCTION

1.1 The purpose of the Management Plan

Part 1 of this document, the *Character Appraisal*, has identified the special positive qualities of the proposed Cliftonville Cliff Top Conservation Area which make the conservation area unique. Part 2 of this document, the *Management Plan*, builds upon the positive features and addresses the negative features which have been identified to provide a series of recommendations for improvement and change, most of which are the responsibility of Thanet District Council or Kent County Council.

The involvement and approval of the local community in the formulation and delivery of these documents helps to strengthen their status and will hopefully mean that the various actions identified in the Management Plan will have greater impact and longevity. For Cliftonville Cliff Top, this has been achieved through the current six week public consultation exercise. A Public Consultations Report will then be prepared (copies will be made available on request from the District Council), and any necessary amendments will be made before the final version of the document is completed. The document will be adopted by the Council as a 'material' document for development control purposes.

1.2 Relevant documents

The structure and scope of this document is based on the suggested framework published by Historic England in *Understanding Place: Conservation Area Designation, Appraisal and Management* (2011). Both the Conservation Area Character Appraisal and the Management Plan should be subject to regular monitoring and reviews, as set out in section 3.

Other relevant documents include:

- The Planning (Listed Buildings and Conservation Areas) Act 1990
 - This Act sets out the legislative background for the control of conservation areas and listed buildings.
- National Planning Policy Framework (March 2012)
 - This provides government policy guidance which relates to the historic built environment in particular section 12.
- The Kent Design Guide
 - This advocates high quality design for all new development and provides detailed guidance.

Documents produced by Thanet District Council:

- The Thanet local Development Framework (which is incrementally replacing the Thanet Local Plan 2006)
- The Margate Renewal Study (undated but post-2006)
 - This document was commissioned by the Margate Renewal Partnership to carry out a study of the drivers of deprivation in Margate Central and Cliftonville West Wards and make recommendations on future regeneration activity to tackle deprivation.
- Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)

- This document sets out the Council's approach to the management of the conservation areas within Thanet – it draws on both national and local planning policies

Documents produced by Thanet District Council which relate specifically to Cliftonville:

- West Cliftonville Neighbourhood Renewal Area (2006)
 - This report produced by Thanet District Council and consultants identifies the need to improve the housing stock in four parts of Thanet including Cliftonville West, and provides some policy guidance.
- The Cliftonville DPD (February 2010)
 - This document provides planning policies for the Cliftonville West Renewal Area (in advance of the Core Strategy) to be used to inform development control decisions on the large number of planning applications which are submitted in the area – its main thrust is to enhance the existing building stock in terms of physical condition and use (particularly the reduction in number of poor quality flats and their replacement with family houses), encourage community pride in the area, and support the growth of high quality tourism-related facilities. One of the outcomes of this DPD is the imposition of a surcharge on local landlords which is aimed at encouraging a reduction in the number of small residential units, and an increase in the number of family dwellings within the Cliftonville area.

1.3 The scope of this Management Plan

This Management Plan has been drawn up following detailed survey work of the proposed Esplanade Conservation Area by The Conservation Studio in collaboration with Thanet District Council's conservation staff. Its recommendations relate specifically to the Conservation Area, and it is not intended to include general advice about the control of conservation areas, which is set out in the Council's document *Conservation Areas in Thanet – Conservation Areas Management Plan* (March 2008 – under revision). This document also includes advice about the quality of new development which will be needed in all of Thanet's conservation areas.

2 RECOMMENDED ACTIONS

The following recommendations are based on the key negative features and issues identified as part of the Character Appraisal. Some of them may have to remain aspirational for the time being, but it is considered 'good practice' to identify possible actions which could be implemented in the future if the funding becomes available. Other recommendations rely upon the District Council providing sufficient staff resources to ensure that the proposed actions are carried forward. All of the recommendations particularly rely upon a successful partnership between the District Council and the local community, assisted by Kent County Council as appropriate.

2.1 Seafront Strategy

Until recently, Thanet District Council's main impetus, in partnership with the Margate Renewal Partnership, was to regenerate the town centre of Margate. Relevant documents include a Strategic Urban Design Framework, which was produced in 2004, and an Action Plan for Margate, produced in 2005. One of the outcomes has been that buildings in the Old Town have been subject to a variety of grant schemes including a Townscape Heritage Initiative scheme between 2002 and 2006 which provided over one million pounds of funding. A similar scheme is currently operating in the Dalby Square Conservation Area. Other initiatives include the construction of the Turner Contemporary art gallery. Several key development sites have also been identified, including the Lido and the adjoining car park.



View down Second Avenue

So far, little of this has impacted on Cliftonville where the Council has been focusing its efforts on the various social and economic problems of the area. The Cliftonville DPD (February 2010) provides planning policies for the Cliftonville West Renewal Area which encompasses part of the Cliftonville Cliff Top Conservation Area from the Lido to Third Avenue. Its 'vision' for Cliftonville includes the provision of a range of high quality varied family housing with private gardens, the enhancement of the historic buildings in the area, and the provision of higher quality tourist accommodation. It also confirms its aim to provide high quality public green spaces in the Cliftonville area, but no further details are given.

The possible designation of five new conservation areas in Cliftonville (in addition to the already designated Dalby Square and Ethelbert and Athelstan Roads Conservation Areas) provides an opportunity to revisit the advantages provided by heritage-led regeneration. Because of its open spaces, many of which are owned and controlled by the District Council, the Cliftonville Cliff Top Conservation Area provides the greatest opportunities within Cliftonville to rebrand the area and

upgrade the 'offer' for visitors. For instance, the proximity of the Turner Contemporary will increase the number of tourists to Margate but there is nothing at present to 'tempt' them to Cliftonville, and the assumption appears to be that most will visit the Old Town, the Sands and Dreamland but will go no further. The provision of an up-market seaside café, such as has been built in Newquay in Cornwall or Littlehampton in West Sussex, might draw visitors to Cliftonville and provide a catalyst for further investment in the area. The redevelopment of the Lido site, apparently being discussed since the 1990s but not furthered, could provide a suitable opportunity. Any Strategy would have to be allied to a similar document for any improvements to the proposed Northdown Road Conservation Area, and would probably need to cover land beyond the boundaries of the Cliftonville Cliff Top Conservation Area. The possible 'branding' of the area, using new street name plates, new street lighting, new street trees and other enhancements will provide some focus to the local community and give the area a greater 'sense of place'.

A 'Seafront Strategy' could provide the following:

- The agreement of priorities and a clear vision of what improvements need to be achieved, in the form of a detailed Action Plan – possible improvements could include extending housing densities policy (as recommended in the Cliftonville DPD) into the conservation area and the removal of inappropriate rear extensions to some of the properties
- A basis for applications for grant aid from organisations such as the Heritage Lottery Fund and Historic England
- The integration of works to the Cliftonville Cliff Top Conservation Area with other initiatives in Margate
- The provision of a Public Realm Strategy
- The provision of a car parking and traffic management strategy (in association with other similar initiatives in Cliftonville)
- Site specific guidance, including the provision of Development Briefs and Feasibility Studies
- A methodology for engaging the local community, particularly business owners
- A framework for the production of educational and publicity material, designed to encourage civic pride and a sense of place

Recommendation 1:

- *Once the Cliftonville Cliff Top Conservation Area is designated, the District Council will consider the production of a Seafront Strategy for Cliftonville, primarily covering the Cliftonville Cliff Top Conservation Area.*

2.2 Public realm improvements

The public realm includes all of the space between the buildings in the Cliftonville Cliff Top Conservation Area which is not privately owned, such as the roads, pavements, street lighting, street name plates, and street furniture (litter bins, seats, and other features). Whilst some small areas have already been improved, there are other areas where enhancements are urgently required.

It would be possible to include a section in the proposed Seafront Strategy on the public realm, setting out goals, funding, and design criteria (in the form of a 'Public Realm Strategy'). The identification of specific sites for improvement, and the specification of outline proposals for their enhancement, would also be welcome and could be brought forward as and when funding became available.



The area in front of Ethelbert Crescent is in urgent need of improvement

The most urgent matters to be addressed include:

- Agreement between the District and County Council on the choice of materials and details for street lighting, street furniture, and paving materials;
- The provision of a list of sites for possible action including:
 - Newgate Promenade and parts of Queen’s Promenade (continuing the style of street lighting already established)
 - The land in public ownership between the Lido and Newgate Gap
 - The Oval and its immediate setting
 - Newgate Gap and Hodges Gap
- The use of a common palette of colours for street lights, street nameplates and other street furniture would provide a recognisable ‘branding’ of the area, although this would need to be very carefully controlled in the future with regular maintenance and repainting;
- Copying some of the wall-mounted historic street name plates which can be seen elsewhere in Cliftonville – these are rectangular with recessed corner details and white lettering on black (it might be necessary to adjust the design so the new plates can be positioned on poles rather than fixed to individual buildings, due to problems with their future maintenance).

Recommendation 2:

- *As and when funding permits, the District Council and Kent County Council will consider carrying out improvements to the public realm in the Conservation Area;*
- *All new work must be sensitive to the historic environment and designed using high quality materials and details.*

2.3 The control of new development

There are several opportunities for completely new development in the Cliftonville Cliff Top Conservation Area, including the possible redevelopment of the 1960s flats off Third Avenue and the Thanet Indoors Bowls Centre. The Council car park off Ethelbert Terrace is another area which could be developed, possibly in relation to the restoration of the Lido and improvements to the car parking area which lies to the east of the complex. The provision of site-specific Development Briefs or Feasibility Studies (as proposed under the Seaside Strategy) would assist potential developers in achieving the high standards required by the District Council.



New development on Eastern Esplanade fits in well with the surrounding historic buildings

A more immediate threat is posed by the number of poor quality alterations to the existing buildings, most of which buildings are considered to be 'positive' and therefore of sufficient architectural and historic interest to merit special treatment. Many but not all of the changes listed below would usually require planning permission:

- Badly designed extensions, particularly to the front elevations
- The loss of architectural details such as cornicing or balconies
- The insertion of unsympathetic modern windows or front doors, usually in uPVC
- The loss of front boundary treatments
- The addition of modern garages in sensitive locations

In general, all new development in the proposed Conservation Area must be of the highest possible standard and should adhere to guidance provided within the following documents:

- The Kent Design Guide
- Thanet District Council's Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)

In line with government guidance, all applications will need to include a Design and Access Statement which should, as a minimum, describe the type of development proposed and how it relates to its immediate context. Detailed drawings showing this relationship to neighbouring buildings may be required and must be accurate. The applicant must set out clearly the types of materials to be used and the detailed design of all elements of the new or extended building. Detailed drawings showing all elevations must be provided, along with large scale drawings showing architectural details. Property owners or their agents are also encouraged to contact the Council's planning department before submitting their application so that informal advice on the acceptability of their proposals can be provided at any early stage. Further information is available from the Council's website: www.thanet.gov.uk

Recommendation 3:

- *The District Council will ensure that all new development in the proposed Cliftonville Cliff Top Conservation Area is of the highest possible standard and adheres to national policies and to guidance provided in the Kent Design Guide and within Thanet District Council's own policy framework.*

2.4 The protection of views

This Conservation Area provides the most notable sea views in Cliftonville, as well as views along the main road between the Lido and the Eastern Esplanade and over the open spaces which lie between the main road and the cliff. It is important that any new development does not reduce the impact of these views and that the contrast between the existing blocks of buildings and the open spaces between them are maintained. The outstanding views from Ethelbert Crescent and Ethelbert Terrace towards the sea and the Lido complex must also be preserved. Some of this open land is used as a Council car park and as the (former) Little Oasis Crazy Golf Course, and the open nature of this area should be retained. As opportunities present themselves, the enhancement of this area with more soft landscaping and higher quality public open space would be welcomed. No further buildings should be allowed (unless relating to leisure activities and very carefully designed) and modern buildings should be removed if possible.

Recommendation 4:

- *The District Council will help ensure that the important views into, out of, and around the Conservation Area are both preserved and enhanced as opportunities present themselves.*

2.5 The condition of the buildings

A consistent problem within the proposed Conservation Area is the poor standard of maintenance in many properties. This has resulted in:

- Clear evidence of the need for repairs to roofs and front and back elevations;
- The loss of architectural features such as decorative stucco work, railings, and boundary walls;
- The replacement of original features with inappropriate modern fittings such as front doors, windows, cladding and boundary treatments;
- Inappropriate and unsympathetic additions to existing properties, such as front extensions.

The District Council has a Heritage Lottery Fund funded Townscape Heritage Initiative grant scheme in the Dalby Square conservation area. It is possible that this scheme could be extended, or a new scheme applied for the Cliftonville Cliff Top Conservation Area at some stage in the future. Other funding agencies, apart from the HLF, include Historic England, Thanet District Council, Kent County Council and the Homes and Communities Agency (HCA).

Recommendation 5:

- *The District Council will consider providing guidance on the use of traditional materials and details, which will be circulated to all property owners in the Conservation Area;*
- *The District Council will consider applying for a grant scheme to assist property owners in the Cliftonville Cliff Top Conservation Area.*

2.6 Advertising and shop fronts

The only shop fronts in the proposed Conservation Area are in Cliff Terrace, which abuts the Margate Conservation Area and which contains a row (Nos. 13-18) of which Nos. 13, 14 and 15 actually lie within the Margate Conservation Area. These are early to mid-19th century properties, most of which were at ground floor catering establishments. These have recently started being occupied again. A large advertising hoarding is located on the flank elevation of No. 1 Ethelbert Terrace above two smaller signs advertising local shops. This feature is negative in its impact.



Cliff Terrace

Future initiatives include:

- The provision of detailed shop front guidance;
- Exploring ways of making these commercial units viable, possibly through change-of-use;
- The provision of grant aid, to provide new, higher quality shop fronts;
- The removal of the first floor hoarding;
- The replacement of ground floor advertisements and their possible replacement by new advertising of much higher quality.

Recommendation 6:

- *The District Council will explore ways of improving the economic activity and appearance of the shops in the Cliff Terrace area.*

2.7 Local List

There is currently no Local List for Cliftonville although Thanet District Council is in the process of developing a Local List. With the publication of PPS5 in March 2010, locally listed buildings have become an important 'heritage asset' of particular significance where they also lie within a designated conservation area. The preparation of a Local List for the whole of Cliftonville must therefore be seen as a priority, but meanwhile, this document includes recommendations for new locally listed buildings as follows:

- The Lido complex, Cliff Terrace – opened in 1927 the development reused one of the former chimneys of the Clifton Baths as an illuminated beacon
- Ethelbert Crescent – the earliest and most impressive of the terraces in the Conservation Area, dating to the 1860s
- The Florence Rose Tea Rooms and the adjoining Tom Thumb Theatre, Eastern Esplanade – these were completed in 1896 and are key focal buildings in the Conservation Area with their Chinoiserie first floor balconies
- The Walpole Bay Hotel, Fifth Avenue – built in 1914 and completed in the 1920s this is the last of Cliftonville's many 'family' hotels and is still open
- St Anne's RC Church, Eastern Esplanade – this was built in 1926 to the designs of Dalby Reeve of Margate, with an extension of 1964 by H Curtis – it is described as 'not unimpressive' by Nickolaus Pevsner in his *Buildings of England* series.

Recommendation 7:

- *The District Council will work with the local community to produce a new Local List for Cliftonville.*

2.8 Site specific improvements

A number of sites, both in private and public ownership would benefit from either improvements or total redevelopment. Apart from the sites mentioned previously in 2.2, where the land or buildings are in public ownership, a number of privately owned sites would benefit from improvements:

- The Lido complex is in very poor condition and appears to be mostly vacant – also the land around it (the car park) is neglected, with rubbish and damaged boundaries – the restoration of the Lido pool is a further matter for discussion
- The Tom Thumb Theatre would benefit from improvements to its external appearance to remove later alterations
- The block of 1960s flats facing Third Avenue and Queen's Parade does not accord with the design of nearby Edwardian buildings due to its horizontal emphasis, flat roof, and overall bulk and detailing – its replacement in time with a more appropriately designed building would be welcome



The 1960s flats facing Third Avenue and Queen's Parade

- The Thanet Indoors Bowls Centre is a 1980's long, low building which is clad in dark blue/green aluminium sheet metal – it neither preserves or enhances the area and its redevelopment in due course with a building of greater architectural quality, or its total removal would be welcome
- The 1960s leisure complex next to Dalby Square is in urgent need of refurbishment or complete redevelopment

Recommendation 8:

- *The District Council will encourage the repair and reuse, or the potential redevelopment, of the four sites detailed above, but only to the highest possible standards.*

2.9 Education and guidance

There is currently little evidence of civic pride in the Cliftonville area as a whole although there are several active residents' groups which each relate particularly to one small area. Some of these

have already been involved in the public consultation exercise which was undertaken in October 2010 to gauge public reaction to the designation of conservation areas in Cliftonville. However, there is no such group in the Cliftonville Cliff Top Conservation Area, but the formation of such a group should be encouraged and nurtured by the District Council.

Recommendation 9:

- *The District Council, working in partnership with Kent County Council and other stakeholders, will continue to encourage greater civic pride in the Cliftonville area through the use of its statutory powers and possible grant aid;*
- *The production of publicity material about the Conservation Area for local residents is advisable.*

2.10 Monitoring and enforcement

Local authorities are required to periodically review their conservation areas and the preparation of Character Appraisals and Management Plans is part of this obligation. Indeed, in the past keeping Character Appraisals and Management Plans up to date has been a Key Performance Indicator in the Best Value assessment of local authorities, and as a result, a five year review cycle is now considered to be best practice.

Over the next five years the District Council should therefore be expected to regularly review the content of this document, to carefully monitor change within the Cliftonville Cliff Top Conservation Area, and to involve the community in any proposals for enhancement (subject of course to the funding being available).

Recommendation 10:

The District Council should therefore:

- *Carry out periodic reviews of the effectiveness with which the service addresses pressures for change.*

3 ACTION PLAN

This Action Plan sets out a list of priorities for future actions, most of which will be the responsibility of Thanet District Council or Kent County Council.

Immediate Actions (next six months)

- Designate the Cliftonville Cliff Top Conservation Area
- Adopt the Cliftonville Cliff Top Conservation Area Character Appraisal and Management Plan as a material document for development management purposes

Medium term actions (six month to one year)

- Prepare the Seafront Strategy
- Produce a short publicity leaflet about the Character Appraisal and Management Plan and make available on the TDC website
- Take action on the sites requiring action as set out in section 2.2 and 2.7
- Undertake a detailed photographic survey of the buildings in the Conservation Area to assist in monitoring change in the area
- Approve additions to a new Local List for Cliftonville

Longer term actions (one to three years)

- Review and update the Cliftonville Cliff Top Conservation Area Management Plan
- Update the baseline photographic survey of the Cliftonville Cliff Top Conservation Area
- Consider a grant scheme for the Conservation Area
- Consider public realm improvements and agree standards with Kent County Council
- Discuss car parking/traffic management schemes for the Conservation Area (in association with other initiatives in Cliftonville)

Far future actions (three to five years)

- Review the Cliftonville Cliff Top Conservation Area Character Appraisal
- Continue to protect important views across, into and out of the Conservation Area

4 CONTACT DETAILS

For all enquiries relating to conservation areas and historic buildings, please contact:

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**PROPOSED NORFOLK ROAD, WARWICK ROAD AND
SURREY ROAD CONSERVATION AREA**

CHARACTER APPRAISAL AND MANAGEMENT PLAN

Thanet District Council

PUBLIC CONSULTATION DRAFT



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Contents

Executive Summary

PART 1 THE PROPOSED NORFOLK ROAD, WARWICK ROAD AND SURREY ROAD CONSERVATION AREA – CHARACTER APPRAISAL

Executive Summary

1 Introduction

- 1.1 Summary of the special interest of the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area
- 1.2 The control of conservation areas
- 1.3 Community involvement

2 Location and setting

- 2.1 Location and context
- 2.2 Setting, topography and geology
- 2.3 Biodiversity

3 Historical development

- 3.1 Archaeology
- 3.2 The development of Margate
- 3.2 The development of the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area

4 Spatial analysis

- 4.1 General character and plan form
- 4.2 Focal points, focal buildings, views and vistas
- 4.3 Open spaces and trees
- 4.4 Boundaries
- 4.5 Public realm

5 The buildings of the conservation area

- 5.1 Building types and dates
- 5.2 Listed buildings
- 5.3 Locally listed buildings
- 5.4 Positive buildings
- 5.5 Building styles, materials and colours
- 5.6 Activities and Uses

6 The extent of intrusion or damage

- 6.1 Key negative features
- 6.2 Summary of issues

Appendices

Appendix 1 Map 1 Development Phases

Appendix 2 Map 2 Townscape Appraisal Map

PART 2 THE PROPOSED NORFOLK ROAD, WARWICK ROAD AND SURREY ROAD CONSERVATION AREA - MANAGEMENT PLAN

1 Introduction

- 1.1 The purpose of the Management Plan
- 1.2 Relevant documents
- 1.3 Summary of issues

2 Recommended actions

- 2.1 The control of new development
- 2.2 The protection of views
- 2.3 The public realm
- 2.4 The control of car parking and traffic
- 2.5 The control of unlisted buildings (Article 4 Directions)
- 2.6 Building condition and the role of grant aid
- 2.7 The Local list
- 2.8 Education and guidance
- 2.9 Monitoring and review

3 Action Plan

4 Contact details

EXECUTIVE SUMMARY

Cliftonville in east Margate is a well preserved seaside resort, and most of the original streets, spaces and buildings remain relatively unaltered. Built to high standards of design and construction from the 1860s onwards, the buildings provide a fine example of historic seaside architecture which is compatible in quality to similarly dated seaside developments elsewhere in England. Against this remarkable survival must be balanced the fact that today, the Margate Central and Cliftonville West wards are amongst the most deprived wards in the south east (as defined by the Indices of Deprivation 2011).

In their report following a recent visit to Margate, the Urban Panel of the Commission for Architecture and Built Environment (CABE) stated that "Cliftonville could, by a different fluke of social history and demographics, be one of the most desirable parts of the country to live". For the past few years, the District Council and its partners have been taking a strategic approach towards the social and economic regeneration of Margate Central and West Cliftonville, as evidenced by the designation of new conservation areas, the provision of grant aid, and the provision of new planning policies and guidance. A successful future can often be secured by keeping and improving that which is best from the past.

Cliftonville has also been identified as important part of the local heritage by officers of the District Council, by Historic England (this Appraisal was in the main grant funded by Historic England), and by the local community, which has been consulted on initial drafts of this document.



Norfolk Road – west side

Conservation Area designation is not intended to prevent change or adaptation but simply to ensure that any proposals for change are properly considered. Restoration of the historic built environment will not impede its regeneration, and, indeed, designation will enable the District Council as the planning authority to incrementally improve the appearance of the buildings and the spaces between them, providing an impetus for private investment. Further work is being done by the District Council under separate initiatives to encourage larger residential units and the creation of more owner-occupied property.

This document provides a detailed analysis of the special interest of the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area and records those features which make the Conservation Area worthy of designation (the 'Character Appraisal'). It also provides proposals for enhancements (the 'Management Plan'), most of which will be the responsibility of either Thanet

District Council or Kent County Council (as Highways Authority). All of the recommendations will, of course, be subject to funding and staff resources being made available.

The production of up-to-date Character Appraisals assists the Council in making decisions on planning applications within or on the edges of the Conservation Area. Character Appraisals also help the local community understand what is 'special' about their area and encourages local involvement in the planning process. Whilst some of the recommendations in the Management Plan will have to remain aspirational for the time being, it is considered good practice to identify where improvements are needed so that actions can be taken promptly if, and when, funding becomes available.

Subject to public consultation, it is anticipated that the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area could be designated during 2015 by Thanet District Council. Other conservation areas may be designated in Cliftonville as part of a review of the Cliftonville area which commenced in the summer of 2010. This Character Appraisal and Management Plan will be subject to a eight week public consultation between 11 January 2016 to 7 March 2016 after which any necessary amendments will be made to the document and the accompanying mapping. The final Appraisal and Management Plan will be approved by the Council in due course as a material document for development management purposes.

This Norfolk Road, Warwick Road and Surrey Road Conservation Area Character Appraisal with its attendant Management Plan has been produced for the Council by The Conservation Studio. The survey work and background research were undertaken between August 2010 and March 2011. The general format of these documents follows guidance produced by Historic England on the effective management of conservation areas.

Conservation Area Designation

Despite what some people think, conservation area designation is not a bureaucratic way of preventing property owners from exercising their rights to alter their buildings as they wish. Conservation areas designation does not preclude development, but seeks to ensure recognition of the area's historical value in planning that development. Conservation area designation is aimed at managing change so that positive qualities of an area are protected and opportunities for improvement identified. Designation of a conservation area therefore, has a number of benefits that a wider community can enjoy including:

- The positive identification of an area is designed to focus attention on its qualities, which may include the historic layout and development of the area, scale and detailing of their individual buildings and spaces between them, construction materials, open spaces and trees, walls etc. The interaction of the buildings and spaces within designated areas create unique environments that contribute irreplaceable components of our local, regional and national heritage.
- Conservation area designation brings the advantage of living, working and socialising in an attractive area with a unique sense of place and where local identity and architectural and historical distinctiveness are fostered and maintained.
- People value conservation areas for their distinctiveness, visual appeal and historic character and research by the London School of Economics and Historic England has found that this value is reflected in the price of properties in conservation areas and overall there is no negative attitude toward planning regulations.
- The planning controls that come with conservation area designation are more limited than many people imagine and are designed to benefit the wider community.

- The designation of a conservation area is intended to encourage a sensitive approach to proposals for development. The legislative duty that designation brings provides a framework to achieve higher quality of development and promote more sensitive improvements in conservation areas.
- Conservation area designation brings the requirement to apply for planning permission to demolish most buildings. Outside a conservation area, planning permission is not required for the demolition of buildings leaving many buildings not protected and vulnerable to removal. Designation provides a framework to protect buildings that make a significant contribution to the character of an area.
- Additional benefits of conservation area designation include the possibility of accessing grant schemes. Where appropriate it may provide the basis for the local planning authority to make bids under the Townscape Heritage Initiative (THI) scheme such as the one which operates within Dalby Square Conservation Area. This scheme provides financial assistance to property owners with works to the fabric of their buildings or to restore derelict properties. THI is a grant programme administered by the Heritage Lottery Fund for the repair and regeneration of historic buildings. Projects are generally led by local partnerships.
- The local authority is under a general duty to take into account the desirability of preserving or enhancing the character of the area when determining planning applications affecting conservation areas.

PART 1

THE PROPOSED NORFOLK ROAD, WARWICK ROAD AND SURREY ROAD CONSERVATION AREA CHARACTER APPRAISAL

1 INTRODUCTION

1.1 Summary of the special interest of the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area

Norfolk Road, Warwick Road and Surrey Road form part of the distinctive grid pattern of streets which were developed in the late 19th century as part of Cliftonville, a residential suburb located on the eastern edge of the old fishing village of Margate. Between 1880 and 1914 Cliftonville became a very popular and upmarket centre for visitors, who were drawn to its many hotels and guest houses, all located in close proximity to the beach.



Front door details – Norfolk Road west side

The mainly residential proposed Conservation Area lies between the commercial properties in the proposed Northdown Road Conservation Area, and the seaside promenades and open spaces which are part of the proposed Cliftonville Cliff Top Conservation Area. Throughout the Conservation Area, long terraces of well preserved three or four storey terraced properties, most of them built between 1899 and 1907, define the overall character of the streetscape. Further buildings were added in the 1920s, principally in Surrey Road. The properties follow a common building line and their cohesive appearance confirms that they were largely developed within a very short time span to a carefully planned layout. Most were built as family homes but several have been amalgamated or converted individually into small hotels or guest houses. Nos. 2-26 Surrey

Road are more substantial three storey terraced properties, and it is possible that they may have been purpose built as guest houses.



Warwick Road – west side

The predominant building type is provided by the houses which face most of Norfolk Road and Warwick Road, which are two storeys high with double height canted bays ending in small hipped roofs. These retain typically Edwardian details and are notable for the survival of their original sash windows and the panelled and glazed front doors. All of these houses have fanlights over their front doors, many of which retain their decorative glazing including the house name.

Today some of the hotels and guest houses remain although two are currently boarded up and for sale. Otherwise most of the buildings in use as family homes are generally well maintained but there has been some erosion due to the use of modern materials such as uPVC windows. The loss of front boundaries and front gardens to create car parking spaces is another regrettable feature. However, many of the larger three storey properties in the Conservation Area have been converted into flats or HMOs (Houses in multiple occupation), and these tend to be less well cared for.

Issues facing the Conservation Area include the possible serving of an Article 4 Direction to control front gardens, boundaries and roof details; possible additions to Thanet District Council's 'Local List' of important buildings; the enhancement of both private and public spaces within the Conservation Area; the control of new development; the use of colour; the poor condition of some of the existing historic buildings; and the protection of important views.

1.2 The control of conservation areas

Conservation areas are designated under the provisions of Section 69 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*. A conservation area is defined as “an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”.

Section 71 of the same Act requires local planning authorities to formulate and publish proposals for the preservation and enhancement of these conservation areas. Section 72 also specifies that, in

making a decision on an application for development within a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.

In response to these statutory requirements, this document defines and records the special architectural and historic interest of the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area and identifies opportunities for enhancement. It is in conformity with recently published Historic England guidance as set out in *Understanding Place: Conservation Area Designation, Appraisal and Management*. Additional government guidance regarding the management of historic buildings and conservation areas can be found in '*Planning Policy Statement 5: Planning and the Historic Environment*' (PPS5), published in March 2010.

This document therefore seeks to:

- Define the special interest of the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area and identify the issues which threaten its special qualities (in the form of the 'Character Appraisal');
- Provide guidelines to prevent harm and also achieve the enhancement of the Conservation Area (in the form of the 'Management Plan').

1.3 Community involvement

Informal consultations were carried out with the local community on the proposals for the new Cliftonville conservation area designations in October 2010, after which a Character Appraisal and Management Plan for each of the new conservation areas was prepared. Following this eight week public consultation on the Council's website between 11 January 2016 to 7 March 2016 amendments to the text and mapping will be made as appropriate. Finally, each Character Appraisal and Management Plan will be approved by the Council as a material document for development management purposes.

2 LOCATION AND LANDSCAPE SETTING

2.1 Location and context

The proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area is located within the western part of Cliftonville, a 19th century expansion of the medieval port of Margate, which itself lies immediately to the west. Margate is located on the Isle of Thanet, a coastal district at the eastern extremity of the county of Kent in south east England. Margate, Ramsgate and Broadstairs are the principal settlements in Thanet District, and each is famous for its seaside setting and attractive historic town centres.

Margate is approximately 76 miles south east of London by road and is accessed via the M2 and the A299, the Thanet Way. Railway routes lead to Canterbury, Dover and along the north coast via Herne Bay and Whitstable to London.

The proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area is close to the already designated Dalby Square Conservation Area to the west, and the proposed Northdown Road Conservation Area to the south. To the immediate north, the proposed Cliftonville Cliff Top Conservation Area lies along the seafront, separating the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area from the promenade and beach.

The Conservation Area lies within the Cliftonville West Ward of Thanet District Council. The area of Cliftonville West Ward is in the region of hectares and the population (at the 2011 census) was 7608. Demographically, the population is predominantly white European.



View along Norfolk Road to the sea

2.2 Landscape setting, topography and geology

Margate is located over solid chalk, with high chalk cliffs rising to either side of the beach and harbour in the centre of the town. The Dane Valley rises gently southwards through the town from this beach. Cliftonville lies on roughly level ground on the eastern cliff tops above the town about 20 metres above sea level, although cuts have been made through the cliffs in previous centuries to allow access to the sandy beaches below. Two of these, Newgate Gap and Hodges Gap, lie within the proposed Cliftonville Cliff Top Conservation Area. A slight south to north drop in level reinforces the opportunities for long views over the seascape to the north of these cliffs. To the south of Northdown Road, the land falls steeply – this is most evident in the proposed Grotto Hill Conservation Area.

3 HISTORICAL DEVELOPMENT

3.1 Archaeology

Archaeological remains are frequently found in the Cliftonville and Margate areas. The remains of all periods from the Neolithic to Modern are recorded within the area and consist of both burial and settlement archaeology.

Archaeological remains of Roman date have been recorded within the Dalby Square Conservation Area and there is a high potential for further remains of this and other periods to be present there.

Romano-British activity seems to cluster around both sides of the Dane Valley leading up to the present harbour with most of the activity concentrated at the seaward end of the valley on both high ground and further down the valley sides. Activity is similarly recorded further inland, also along the valley sides. A Romano-British cremation burial dating to between 75 and 125 AD was found by workmen excavating a trench in Arthur Road, Cliftonville. The pit contained a carinated urn in Upchurch Ware filled with ashes and burnt human bone, and was accompanied by a stamped Samian platter. The burial is recorded by the workmen as having been truncated by former Victorian ground works and sealed by a floor. Other Roman burials are known from the Britannia Public House, Fort Hill site, located to the west of Cliftonville.

3.2 The development of Margate

Margate developed from a minor medieval port to a seaside resort from the mid-18th century onwards. By 1800 the town had assembly rooms, residential squares, bathing establishments, libraries and theatres, all designed to cater to the needs of aristocratic visitors – the only class of society to take ‘holidays’. In 1828 increased numbers resulted in Holy Trinity Church being built on what was then the eastern edge of the town, close to what was to become Ethelbert Road, as a chapel-of-ease to St John’s – it was soon extended to provide 800 rented pews and 1,200 free seats. In 1845 the land which was to later develop as Cliftonville was still fields with a Coastguard Station on the cut through the high cliffs which dropped down to the beach (now Hodges Gap). The arrival of the railway in 1846, and the addition of a further line and station in 1863, changed the type of visitor to the town from a limited number of wealthy long stay guests to a greater number of short stay visitors with less per capita income.

The town’s established place in public consciousness was a good foundation for creating a new resort in Cliftonville, a resort that reversed the popular perception that Margate was increasingly becoming an attraction to the pleasure-seeking working classes. Cliftonville’s distance from the town centre, and its open cliff-top walks, were promoted as part of its exclusivity – Cliftonville was a place where one stayed to improve one’s health and peace of mind, all year around if necessary. In 1824 Clifton Baths were built to provide an opportunity to bath in heated seawater ‘for the nobility and gentry’, and in 1855 Thomas Pettman leased the cliff-top and shoreline from the Marquis of Conyngham so he could access his Bathing Platform down one of the old gaps on the cliff face (Newgate Gap) which had been created by farmers collecting seaweed from the beach. At this time other major land-owners in Cliftonville included the Church Commissioners and charities such as the Bethlehem Hospital and the Ragged School Union.

The exclusivity of Cliftonville was bolstered by the area’s relative isolation. Until the building of a tramway in 1899 the only method of transport from Margate’s stations was by horse brake. Access was improved in the late 1880s by the building of Marine Drive which completed the seafront thoroughfare from Buenos Ayres to Eastern Esplanade. Between 1880 and 1899 the station of the London, Chatham and Dover Railway Company was known as ‘Margate and Cliftonville’ (it was later to be known as ‘Margate West’). Plans for a branch line from Margate to Cliftonville, with a terminus at the rear of Dalby Square, were first proposed in 1893 but were never implemented.

The association of the area with a 'better class of person' became the key selling point for the new resort. The entry for Cliftonville in the *Ward Locke Guide* of 1903 stated:

It is the most exclusive and aristocratic part of Margate. It cannot be said too often that there are two Margate's and that Cliftonville has scarcely anything in common with the area frequented by the vulgar tripper. Cliftonville has magnificent hotels with their private orchestras and admirable cuisine catering for all types of continental clientele. It has been often said that on a Sunday morning between Newgate Gapway and Hodges Flagstaff one may see the prettiest and best dressed women in Europe'.

The centrepiece of this 'Margate New Town' was Dalby Square, with a massive terrace of seven houses, Warrior Crescent, on the south side. This space had been laid out by the 1850s, and was originally called Ethelbert Square, the name being changed to Dalby Square in the 1870s after the then mayor (and local builder), Thomas Dalby Reeve, who also owned both the Clifton Baths and the Hall by the Sea. The Reeve family was one of the early developers of the Cliftonville estate, and Dalby Reeve's son Arthur, after whom Arthur Road is named, married George Sanger's daughter Harriet. George Sanger and his brother John Sanger, who are both buried in Margate Cemetery, were circus proprietors who were famous for their equestrian spectacles. They leased the Agricultural Hall at Islington and their show was eventually purchased in 1874 by the American showman P T Barnum.

In 1868 the Cliftonville Hotel, located at the eastward end of Dalby Square, was opened. It is noted that at that time it sat '*on an island site in the middle of corn fields*'. The hotel had 250 bedrooms, a dining room which could hold over 300 people, a ballroom, a palm court and facilities for croquet, tennis and archery amidst formal gardens along the cliff top. In all, the hotel provided the accommodation for about 50% of all hotel guests in Cliftonville, but by 1890 this figure had dropped to around 15% as so many other hotels had been built.

Another important contribution to the locality was provided by the large number of private schools. A resort guide of 1893 described Cliftonville as:

'The end of the town affected by visitors who like a good address, and also by ladies' schools, if one may judge by the endless chain of them travelling churchwards on Sundays.'

Northdown Road was developed from the 1870s onwards— it is shown as nearly completely built-up as far as Harold Road on the 1899 Map, although in 1900 less than 12 shops are recorded. However, by 1912 many of these new houses had been converted into commercial premises, no doubt assisted by the provision of the new tramway from Margate town centre in 1899. St Paul's Church was consecrated in 1873 and St Stephen's Wesleyan Church (now St Michael and St Bishoy's Church) was opened in 1876 – they are both in Northdown Road. St Anne's Roman Catholic Church was built on the Eastern Esplanade in 1926.

In 1900 the Cliftonville Hydro Hotel with 110 bedrooms was opened, later being renamed the Grand Hotel (from 1956 this formed part of Butlins). By 1900 a grid pattern of streets off Northdown Road had also been completed (Edgar, Sweyn, Godwin, Harold, Norfolk and Surrey Roads), all with a mixture of houses and guest houses along them. In 1913 'Bobby's' was opened as a department store in Northdown Road, although it closed in 1973.

Along the seafront, the Oval, a former school cricket field, was excavated in 1897 and an amphitheatre created with a new bandstand being added in 1903. This area became the centre of Cliftonville's entertainments for the next 50 years with many concerts and other events taking place. In 1906 mixed sea bathing was finally allowed in Margate, and by 1913 donkey (or 'Jerusalem pony') rides were being provided by local gypsies along the sea shore.

After World War 1 the Borough of Margate was increasingly seeing Cliftonville as the prime attraction of the town and in 1920 the Council acquired the cliff top land from Sacketts Gap to the Borough's eastern boundary – 61 acres in all. This land was used to provide new public walks and pleasure grounds, continuing the 19th century concept of promoting Cliftonville as a health-giving place where the benefits of sea water and sea air were unparalleled.

The Georgian Clifton Baths site, on the boundary between Margate and Cliftonville, was acquired by John Henry Iles, the promoter of Dreamland and Ramsgate Dog Track, in the early 1920s, and the buildings were built over and redeveloped by 1926 as the complex which later became known as the Lido. The attractions included a café, cinema, and concert hall as well as an open air seawater bathing pool on foreshore land which was leased from the Council – this could accommodate up to 1,000 bathers. The growth of Cliftonville during this period between the late 19th and the early part of the 20th century is demonstrated by the number of Cliftonville school children – around 2,000 in 1885 and about 5,000 in 1922.

Cliftonville continued to thrive until World War 2, and Dalby Square particularly was noted for the prestigious hotels, guest houses and convalescent homes which fronted it. However, the War saw the evacuation of schools to other parts of the country and most never returned. Warrier Crescent suffered bomb damage and was only partially reconstructed after the War – it was finally demolished in its entirety in 1988.

From the 1960s onwards the provision of cheap holidays to Spain and other exotic locations completed a process which had begun some 30 years earlier. Many of the bigger hotels closed or were converted into flats, the demolition of the Cliftonville Hotel in 1961 being particularly disastrous as it was replaced by a complex of buildings which are currently used as a café, public house, bowling alley and other leisure-related facilities.

3.3 The development of the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area

The buildings in Norfolk Road and Warwick Road date mainly to between 1899 and 1907, with Surrey Road being developed soon afterwards. Most of the properties are two or three storeys high and were clearly built as middle class family houses, although there are also a number of small hotels or guest houses. This development coincided with the period of Cliftonville's greatest popularity, and with the construction of many of the shops and other business premises along neighbouring Northdown Road.

By 1879, the incremental west to east growth of Cliftonville from the older settlement of Margate had only reached as far as Harold Road, and the map of that date confirms that where the proposed Conservation Area now stands, there was only open space, presumably used for agriculture. The area is labelled 'Margate New Town'. By 1899, Norfolk Road had been laid out, parallel to Harold Road and following the grid pattern of streets which had already been established between Northdown Road and the cliff top promenades. Eastern Parade is shown at the northern end of Norfolk Road, but at this point is called Lewis Avenue and is only dotted-in on the map. The only properties in Norfolk Road are Nos. 35-45 (approximately), otherwise the Conservation Area was still fields.

The greatest changes occurred in the first ten years of the 20th century. The map of 1907 shows most of Norfolk Road and Warwick Road lined with long terraces of similar houses only one of which (now Nos. 61-71 now called the Institute of St Anselm) appears to have been in use as a hotel. Surrey Road and the north-eastern side of Warwick Road are not developed, apart from Nos. 2-24 Surrey Road. Nos. 31-47 Surrey Road appear to have been added around 1907-1910, but otherwise, the rest of Surrey Road was developed in the 1920s, after World War I. No.15 Warwick Road is also 1920s.



These properties in Surrey Road were mainly built in the 1920s

4 SPATIAL ANALYSIS

4.1 General character and plan form

The proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area was built on open fields as part of the development of Cliftonville between the 1890s and the 1920s, when the streets to either side of Northdown Road were laid out in a grid pattern, those on the north connecting the commercial core of Cliftonville with the seaside activities along the promenades. This provided a perfect location for hotels and guest houses, as well as family houses of both two and three storeys. The streets therefore lie at right angles to Northdown Road (almost) and Eastern Esplanade, and the buildings are regularly laid out with small front and back gardens, largely following a common building line. Occasionally (and detrimentally) this has been broken in more recent times by the addition of single storey front extensions which are damaging to the character of the Conservation Area. Warwick Road and Surrey Road bend slightly at their junction with Cumberland Road, which connects through to Norfolk Road, and Norfolk Road bends very slightly as well – both changes in direction the result of a planned crossroads which was never completed.

4.2 Focal points, focal buildings, views and vistas

Focal points and focal buildings:

The simple grid pattern of streets, and the cohesive mainly residential development on either side of each road, means that there are no focal points and that no one building particularly stands out.



View towards the Thanet Indoor Bowls Club from the end of Surrey Road

Views and vistas

Views along each of the three main streets are of some note, with further views from the end of Norfolk Road, Warwick Road and Surrey Road over Eastern Esplanade towards the open green spaces, promenades and the sea. Less attractive is the view of the Thanet Indoor Bowls Club, a 1980s 'shed' building of negative impact, which is located to the north of Surrey Road and which unfortunately terminates the vista from that road.

The most important views are marked on the Townscape Appraisal Map but the omission of any particular view does not mean that it is not significant.

4.3 Open spaces and trees

There are no open spaces in the Conservation Area apart from the roads and pavements, and the adjoining (but private) front gardens. There are a few street trees in Norfolk Road, but they are not well maintained. The provision of more street trees throughout the Conservation Area would be welcome.

4.4 Boundaries

The orientation of the buildings to the street mean that virtually every building (unless modern extensions intrude) has a small front garden, usually about three metres deep, which provide an opportunity to plant small trees and shrubs. These gardens are usually defined by low (about 600 mm high) red or brown brick boundary wall with simple triangular or rounded white painted stone copings. Boundary piers and gate piers are taller and are also topped by white stone copings. In some locations, carefully trimmed hedging can be seen behind these low walls.



Front boundaries in Norfolk Road show evidence for earlier cast iron railings

In Surrey Road, outside Nos. 2-26, chunky moulded stone copings add a more substantial character to the brick walls. Over the years, however, many of these original walls have been either demolished or rebuilt, sometimes using brick but occasionally using concrete blocks or similarly less appropriate modern materials. Occasionally, the boundary has been demolished and the whole garden paved to create a small car parking space, such as No. 48 Warwick Road. There are no original cast iron railings in the Conservation Area, although modern gates are often metal. Overall, the effect is not cohesive due to the many variations in materials, heights and details which can be seen throughout the Conservation Area.

4.5 Public realm

The public realm covers the spaces between the buildings including pavements, roads, street lighting, street furniture, and any other features of local significance. Most of them will be the responsibility of the Highways Department of Kent County Council.



Original cast iron 'Cliftonville' nameplate for Warwick Road

There is little original floorscape in the Conservation Area apart from some setted or stone slab gutters and narrow (150 mm) granite kerbing. These can be seen in many locations in the Conservation Area. The pavements are generally covered in black tarmac or concrete slabs. Street lighting is provided by simple hockey-stick steel standards. Street nameplates are usually modern, with black lettering on white signs supported on black posts. Warwick Road retains an example of one of the 'Cliftonville' type nameplates made of cast iron, which can be seen at the south end of the road close to the junction with Northdown Road.

5 THE BUILDINGS OF THE CONSERVATION AREA

5.1 Building types and dates

None of the buildings in the Conservation pre-date 1879, when the area was still fields. Nearly all of the buildings in Norfolk Road and Warwick Road were built as family houses or small hotels or guest houses between 1899 and 1907, apart from Nos. 35-49, which are the only buildings in the present Conservation Area which are shown on the 1899 map. The properties in Surrey Road are more mixed – Nos. 2-26 are shown on 1907 map, Nos. 31-47 appear to have been built soon after, possibly around 1910, and the remainder are post-World War I, probably 1920s. The houses are largely arranged in uniform terraces, either two or three storeys high. The hotels and guest houses do not stand out as many were once private residences which have simply been converted or amalgamated with neighbouring properties to make larger units.



Surrey Road east side



Norfolk Road east side

5.2 Listed buildings

There are currently no listed buildings in the proposed Conservation Area.

5.3 Locally listed buildings

There are currently no locally listed buildings in the proposed Conservation Area, but the Management Plan includes a recommendation to add the following buildings to the emerging Local List:

- Nos. 36-42 even Norfolk Road

5.4 Positive buildings

Most of the buildings in the proposed Conservation Area have been identified on the Townscape Appraisal Map as being *positive* buildings of townscape merit. Buildings identified as being *positive* will vary, but commonly they will be good examples of relatively unaltered historic buildings where their style, detailing and building materials provides the streetscape with interest and variety. Most importantly, they make a *positive* contribution to the special interest of the conservation area. In the Norfolk Road, Warwick Road and Surrey Road Conservation Area, most of these buildings date to between 1899 and the early 20th century, where they form cohesive terraces with well preserved elevations. Later buildings of slightly lower quality can be found in Surrey Road which date to the 1920s – many of these are in need of repairs and restoration so they are currently not considered to be ‘positive’.

The identification of these 'positive' buildings follows advice provided within Historic England's *Understanding Place: Conservation Area Designation, Appraisal and Management*, which provides a helpful list of criteria for their selection. The guidance advises that a general presumption exists in favour of retaining those buildings which make a 'positive' contribution to the character or appearance of a conservation area.

Proposals to demolish such buildings will therefore be assessed against the same broad criteria as proposals to demolish listed buildings. This implies therefore that all buildings marked as 'positive' on the Townscape Appraisal Map will be retained in the future unless a special case can be made for demolition.

5.5 Building styles, materials and colours

Terraced mainly residential property dating to the early 20th century provides the predominant building type in the Conservation Area. The buildings form groups with similar details, presumably reflecting slightly different dates of development as well as different builders. Usually, they reflect the fashion of the times with typical details of the Edwardian (rather than the Victorian) period, and they are sometimes quite decorative with attractive first floor balconies and other external joinery.



Nos. 36-42 Norfolk Road – recommended for local listing

The well preserved buildings on the west side of Norfolk Road (Nos. 44-104 even) form a long terrace of two storey houses with canted bay windows to both floors which rise through the eaves and end in hipped roofs which protrude slightly from the front face of the roofs above. These roofs were originally slated with clay ridge tiles, brick stacks and clay pots – unfortunately, may have been recovered in artificial slate or concrete tiles. Many of the original one over one sash windows remain. The houses are built using red brick although many have been painted, usually a cream colour. Terracotta panels to the first floor bays provide some decoration, as do the stone lintols over the front doors, which are usually painted a contrasting colour to the brick. Many of the original front doors remain, with two glazed panels over a single recessed panel with heavy mouldings. Each has a fanlight, some of which retain their original coloured glass glazing and nameplate, such as No. 102 Norfolk Road which is called 'Eversfield'. The front paths are sometimes marked using black and red tiles. 'Lynwood', No. 98 Norfolk Road, retains all of these features, plus the original glass to the glazed upper panels in the front door. Nos. 36-42 even Norfolk Road are an unusual group, probably built slightly later than the properties either side, which are recommended for local listing in the Management Plan. They have gables with ornate barge boards, first floor balconies, Arts and Crafts mullioned and transomed windows, and fretwork to the recessed porches. Further north, the

properties (Nos. 2-16 even) are three storeys high with square two storey bays (with terracotta decorative panels) and four over one sash windows. Again the front doors have fanlights. The roofs are covered in clay tiles rather than slate.



Nos. 3-49 Norfolk Road

Opposite, Nos. 3-49 odd Norfolk Road are three storeys high and have a strong vertical emphasis due to their three storey elevations and gabled elevations. The houses were originally red brick but nearly all have been painted pastel shades of white or cream. The roofs are slated with tall chimney stacks with multiple pots, which all add to the vertical character of each building. The front doors are protected by attractive porches supported on slender moulded timber posts, with a simple pitched roof above covered in plain and fishscale clay tiles. Some original front doors remain – they have a glazed upper light with seven panes subdivided by slim glazing bars, with a single mould panel beneath. Nos. 35-49 odd (approximately) are shown on the 1899 map but stylistically match the rest of the group, so it is likely that they were being built when the survey data for the map was collected in c.1897-8.

The vertical emphasis continues along Norfolk Road with Nos. 61-71 (Institute of St Anselm) which is also three storeys high with gables facing the street containing two sash windows each. First floor bays protrude slightly forward, but the whole composition has been adversely affected by the addition of a flat roofed ground floor extension to the front of the building.

The remaining properties in Norfolk Road are more mixed, two or three storeys high, but united by their white paint, and bay windows. No. 71 has elevated ground floor with a covered porch detail. The two storey terraced houses beyond are more cohesive, with first floor balconies overlooking the street, set between canted two storey bay windows with gables above which contain false timber framing. The original sash windows, where they remain, have a smaller sash with four or six panes over a single larger sash below – all typical of c1900-1910.

Warwick Road provides highly cohesive two storey terraced houses on both sides of the road. On the west side, Nos. 6-56 even are identical to the houses on the west side of Norfolk Road, as are Nos. 1-13 odd and Nos. 23-59 odd on the east side. No. 15 is a 1920s house, unusually four storeys high – clearly a later infill. Its tall gable facing the street is decorated with false timbering and it also has a first floor balcony overlooking the street. Nos. 17-23 odd are three storeys high, red brick, with canted bays and dominant corbelled-out brick chimney stacks. A modern ground floor extension is a less attractive feature.



No. 15 Warwick Road on left

The buildings of Surrey Road are generally not so well detailed or well preserved as the other two streets, and also later in date. Nos. 2-24 are shown on the 1907 map but otherwise the remaining properties probably date from the 1920s (allowing for a gap of about ten years during World War I). Architecturally, Nos. 2-24 are the most interesting – they are substantial three storey high buildings which may have been built as guest houses as they were closer to the beach. They have first floor balconies which would have provided views down to the promenades and are built from red brick with first floor balconies. The windows were mainly sashed but very few original examples remain today. The roofs face the front and have three light dormers with rounded pediments – clearly original. Further north, but on the same side of the road, Nos. 30-46 date to the 1920s and have been much altered.



Nos. 2-24 Surrey Road

The properties on the east side of Surrey Road are mainly two storey houses with either gables or canted bays. Nos. 1-31 are similar to the houses in Norfolk Road and Warwick Road but have first

floor balconies. Two 1920s pairs of houses stand out – Nos. 19/21 and 23/25, which have tall gables and wide balconies across nearly the whole of each first floor.

5.6 Activities and Uses

The Conservation Area is principally in residential uses, with most of the three storey properties (which are principally to be found in Surrey Road) having been divided into flats or houses in multiple occupation (HMO's). Whilst a detailed survey has not been carried out, there appears to be a high concentration of houses in single family occupancy in Norfolk Road and Warwick Road, with a few on the east side of Surrey Road (Nos. 31-47 odd).

A number of small hotels and guest houses can also be found in the Conservation Area, such as the Florence Court Hotel (No. 18 Surrey Road) and there is what appears to be a further hotel immediately next door (No. 20). On the western side of the same road, the former Embassy Hotel (No. 50) has reverted to dwellings, and again in Surrey Road, the former Leslie Hotel (Nos. 1 and 3) has been demolished and replaced with a smaller scale residential development.



The Florence Court Hotel, Surrey Road

A sign at the northern entrance to Norfolk Road guides visitors to the following: Mentone Lodge, Sherwood Lodge, Debenham Lodge (all presumably guest houses), the Gresham Residential Home and the Lonsdale Court Hotel. The Lorient Care Home is also located in Norfolk Road (No. 34). The Institute of St Anselm, a charity for the homeless, can be found at Nos. 61-71 Norfolk Road.

A small two storey early 20th century detached house in Cumberland Road retains nameplates saying 'St Mary's' and 'St Basil's', but it is not clear what its function is.

6 THE EXTENT OF INTRUSION OR DAMAGE

6.1 Key negative features

This Character Appraisal concludes that the most significant *negative* features of the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area are:

Spatial:

- A general lack of any green space or trees
- Poor quality pavements, some of which have been poorly resurfaced after work by the utility companies
- Modern street lighting
- Modern street nameplates with only example of an historic nameplate in Warwick Road
- The loss of front boundaries, original front pathways, and garden space, and the creation of off-street car parking spaces
- Poor quality front boundaries generally, with a wide range of different materials and details
- The dominance of car parking throughout the Conservation Area
- The empty site awaiting redevelopment in the adjoining proposed Cliftonville Cliff Top Conservation Area, which lies just outside the Conservation Area facing the northern part of Norfolk Road and Eastern Esplanade

Buildings:

- Some buildings in a poor state of repair, mainly those properties which have been sub-divided into flats or HMOs
- The high number of flats and houses in multiple occupation
- Some buildings clearly vacant and ‘at risk’
- The painting of previously unpainted brickwork
- Whilst white or cream is often used, there are some examples of the use of garish colours such as bright blue
- The loss of original features, such as:
 - The replacement of the original slate or clay tiled roofs with modern materials such as concrete tiles or artificial slate
 - The insertion of large modern rooflights or large dormers in front roof slopes
 - The demolition of chimney stacks and the removal of original clay pots
 - The replacement of wooden sash windows or front doors using uPVC
 - The loss of other architectural features, such as front doors and external joinery to balconies
- Satellite dishes on front elevations

6.2 Summary of issues

Taking the ‘negative features’ identified above into account, the following issues are considered to be the most pressing matters which need to be addressed by the Management Plan for the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area:

The control of new development

- Ensuring that all new development is of the highest possible standards

The protection of views

- Protecting and enhancing the important views into, out of, and around the Conservation Area

The public realm

- Upgrading the space between the buildings – the pavements, street surfaces, street lighting and signage

The control of car parking and traffic

- Providing guidance to reduce traffic and control car parking

Building condition and the role of grant aid

- The need for repairs and restoration works, including the need for grant aid

The Local list

- Suggestions for Local Listing

Education and guidance

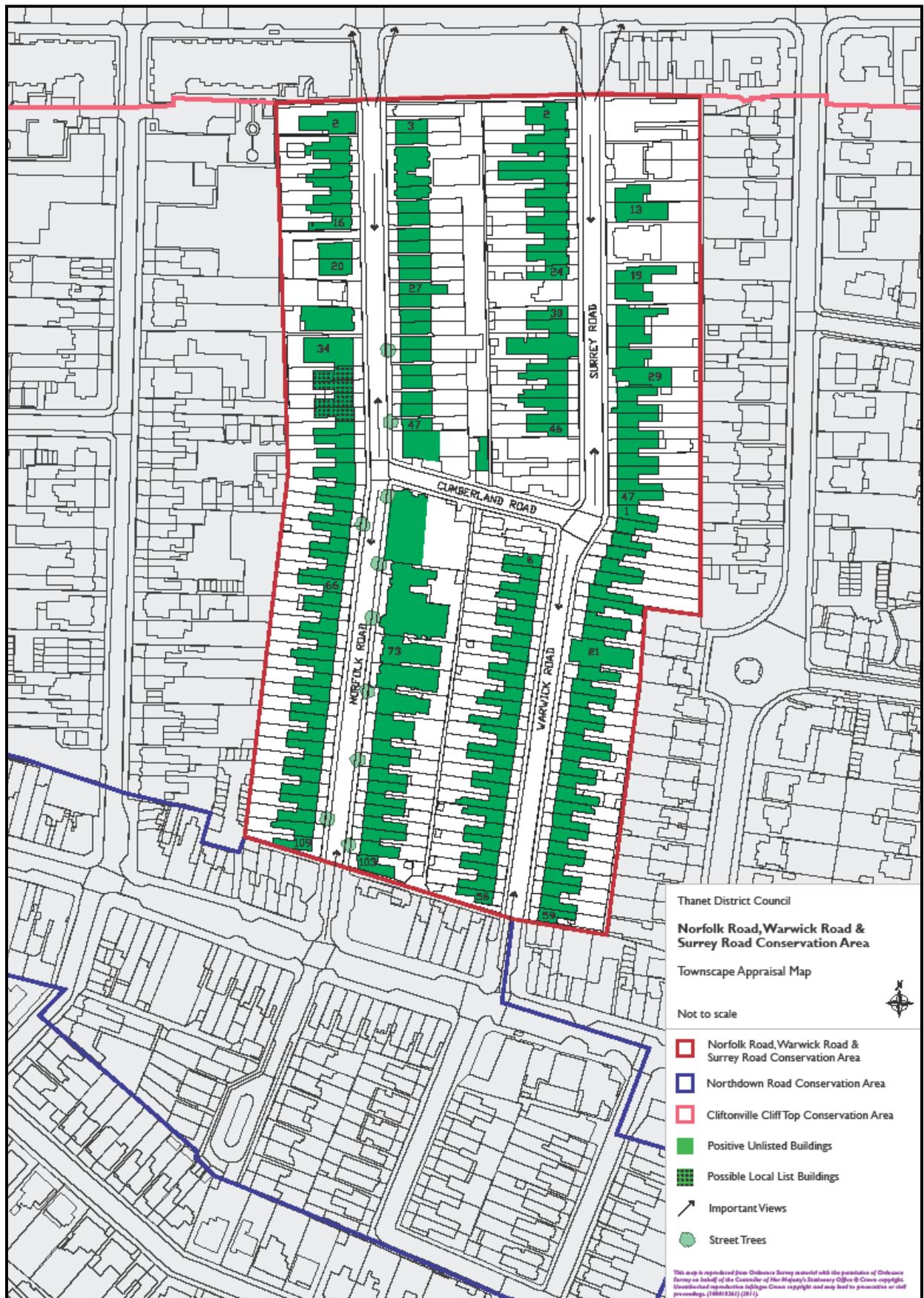
- Education and publicity, including encouraging civic pride and a sense of place

Monitoring and enforcement

- Providing a strategy to carry forward the recommendations in the Management Plan
- Continuing to monitor the condition of the proposed Conservation Area, including regular updates of the Management Plan
- Taking record photographs on a four year cycle to assist with monitoring and to use in any future enforcement proceedings



Appendix 1 Map 1 Development Phases



Appendix 2: Map 2 Townscape Appraisal Map

PART 2

THE PROPOSED NORFOLK ROAD, WARWICK ROAD AND SURREY ROAD CONSERVATION AREA MANAGEMENT PLAN

1 INTRODUCTION

1.1 The purpose of the Management Plan

Part 1 of this document, the *Character Appraisal*, has identified the special positive qualities of the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area which make the conservation area unique. Part 2 of this document, the *Management Plan*, builds upon the positive features and addresses the negative features which have been identified to provide a series of recommendations for improvement and change, most of which are the responsibility of Thanet District Council or Kent County Council.

The involvement and approval of the local community in the formulation and delivery of these documents helps to strengthen their status and will hopefully mean that the various actions identified in the Management Plan will have greater impact and longevity. For Norfolk Road, Warwick Road and Surrey Road, this has been achieved through the current six week public consultation exercise, after which any necessary amendments will be made before the final version of the document is completed. The document will be adopted by the Council as a 'material' document for development control purposes.

1.2 Relevant documents

The structure and scope of this document is based on the suggested framework published by Historic England in *Understanding Place: Conservation Area Designation, Appraisal and Management* (2011). Both the Conservation Area Character Appraisal and the Management Plan should be subject to regular monitoring and reviews, as set out in section 3.

Other relevant documents include:

- The Planning (Listed Buildings and Conservation Areas) Act 1990
 - This Act sets out the legislative background for the control of conservation areas and listed buildings.
- National Planning Policy Framework (March 2012)
 - This provides government policy guidance which relate to the historic built environment in particular section 12.
- The Kent Design Guide
 - This advocates high quality design for all new development and provides detailed guidance.

Documents produced by Thanet District Council:

- The Thanet local Development Framework (which is incrementally replacing the Thanet Local Plan 2006)
- The Margate Renewal Study (undated but post-2006)
 - This document was commissioned by the Margate Renewal Partnership to carry out a study of the drivers of deprivation in Margate Central and Cliftonville West Wards and make recommendations on future regeneration activity to tackle deprivation.
- Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)

- This document sets out the Council's approach to the management of the conservation areas within Thanet – it draws on both national and local planning policies

Documents produced by Thanet District Council which relate specifically to Cliftonville:

- West Cliftonville Neighbourhood Renewal Area (2006)
 - This report produced by Thanet District Council and consultants identifies the need to improve the housing stock in four parts of Thanet including Cliftonville West, and provides some policy guidance.
- The Cliftonville DPD (February 2010)
 - This document provides planning policies for the Cliftonville West Renewal Area (in advance of the Core Strategy) to be used to inform development control decisions on the large number of planning applications which are submitted in the area – its main thrust is to enhance the existing building stock in terms of physical condition and use (particularly the reduction in number of poor quality flats and their replacement with family houses), encourage community pride in the area, and support the growth of high quality tourism-related facilities. One of the outcomes of this DPD is the imposition of a surcharge on local landlords which is aimed at encouraging a reduction in the number of small residential units, and an increase in the number of family dwellings within the Cliftonville area.

1.3 The scope of this Management Plan

This Management Plan has been drawn up following detailed survey work of the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area by The Conservation Studio in collaboration with Thanet District Council's conservation staff. Its recommendations relate specifically to the Conservation Area, and it is not intended to include general advice about the control of conservation areas, which is set out in the Council's document *Conservation Areas in Thanet – Conservation Areas Management Plan* (March 2008 presently under revision). This document also includes advice about the quality of new development which will be needed in all of Thanet's conservation areas, and may be amended and updated in the future once the current work on the new conservation areas in Cliftonville is complete.

2 RECOMMENDED ACTIONS

The following recommendations are based on the key negative features and issues identified as part of the Character Appraisal. Some of them may have to remain aspirational for the time being, but it is considered 'good practice' to identify possible actions which could be implemented in the future if the funding becomes available. Other recommendations rely upon the District Council providing sufficient staff resources to ensure that the proposed actions are carried forward. All of the recommendations particularly rely upon a successful partnership between the District Council and the local community, assisted by Kent County Council as appropriate.

2.1 The control of new development

The closely packed nature of the buildings within the proposed Conservation Area means that there are few, if any, sites where new development might be possible although the replacement (in time) of the poorer quality 20th century buildings would be welcome. There are no vacant sites so it is likely that new development will be limited to extensions to existing buildings or the replacement of these modern buildings. In a number of locations, flank walls, flat roofed garages, and poorly maintained back access alleys make a particularly negative contribution to the street scene.



The front garden to this property in Norfolk Road has been converted into a car parking space

The immediate threat from poor quality new development therefore relates principally to alterations to the existing historic buildings, all of which are considered to be 'positive' and therefore of sufficient architectural and historic interest to merit special treatment. In the past, some of these buildings have suffered from the following:

- The loss of original roof materials and chimneys
- Over dominant and poorly detailed roof dormers
- The loss of architectural details such as corncicing or balconies
- The insertion of unsympathetic modern windows or front doors, usually in uPVC
- The loss or unsympathetic alteration of front boundaries, including the creation of car parking areas

In general, all new development in the proposed Conservation Area must be of the highest possible standard and should adhere to guidance provided within the following documents:

- The Kent Design Guide
- Thanet District Council's Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)

All applications will need to include a Design and Access Statement, which should, as a minimum, describe the type of development proposed and how it relates to its immediate context. Detailed drawings showing this relationship to neighbouring buildings may be required and must be accurate. The applicant must set out clearly the types of materials to be used and the detailed design of all elements of the new or extended building. Detailed drawings showing all elevations must be provided, along with large scale drawings showing architectural details. Property owners or their agents are also encouraged to contact the Council's planning department before submitting their

application so that informal advice on the acceptability of their proposals can be provided at any early stage.

Recommendation 1:

- *The District Council will ensure that all new development in the proposed Norfolk Road, Warwick Road and Surrey Road Conservation Area is of the highest possible standard and adheres to national policies and to guidance provided in the Kent Design Guide and within Thanet District Council's own policy framework.*

2.2 The protection of views

There are important views along all of the roads in the Conservation Area, but the most outstanding views can be seen from the northern end of both Norfolk Road and Surrey Road towards the sea, taking in the open land on the other side of Eastern Esplanade. This area lies within the proposed Cliftonville Cliff Top Conservation Area and the open nature of this area should be retained. As opportunities present themselves, the enhancement of this area with more planting and higher quality public open space would be welcomed. No further buildings should be allowed (unless relating to leisure activities and very carefully designed) and modern buildings, such as the Thanet Indoor Bowls Club, should be removed if possible.

Recommendation 2:

- *The District Council will help protect and enhance views within the Conservation Area, particularly over the neighbouring proposed Cliftonville Cliff Top Conservation Area.*

2.3 The public realm

The public realm includes all of the space between the buildings in the Conservation Area which is not privately owned, such as the roads, pavements, street lighting, street name plates, and street furniture (litter bins, seats, and other features). It is assumed that the back access alleys between Norfolk Road and Surrey Road/Warwick Road are in private ownership. There appear to be three main areas of concern where improvements would be welcome:

- Street lighting – this is currently provided by plain steel standard light fittings, of no special interest;
- Street name plates – much of the signage in the Conservation Area is modern and consists of metal nameplates, with black letters on a white background, supported on short grey aluminium posts – there is one example of an original 'Cliftonville' street nameplate in Warwick Road;
- Pavement surfaces – these are mainly concrete slab or tarmacadam, but are edged with probably early 20th century granite kerbs and stone gutters – some of the pavements have been disfigured with trenching by utility providers.

Improvements could include:

- Replacing the existing street lights with those more in keeping with the character of the area;
- The use of a common palette of colours for street lights, street nameplates and other street furniture would provide a recognisable 'branding' of the area, although this would need to be very carefully controlled in the future with regular maintenance and repainting;
- Copying the wall-mounted historic street nameplate which can be seen in Warwick Road and indeed throughout the whole of Cliftonville – these are rectangular with curved corner details and white lettering on black (it might be necessary to adjust the design so the new plates can be positioned on poles rather than fixed to individual buildings, due to problems with their future maintenance);

- The replacement of the tarmacadam pavements with more sympathetic materials.



Improvements to the public realm are needed in the Conservation Area (Surrey Road)

Recommendation 3:

- *As and when funding permits, the District Council and Kent County Council will consider carrying out improvements to the public realm in the Conservation Area;*
- *All new work must be sensitive to the historic environment and designed using high quality materials and details;*
- *The existing granite kerbs and stone gutters must be retained in any improvement scheme.*

2.4 The control of car parking and traffic

On-street car parking is highly dominant throughout the proposed Conservation Area. It may be possible to reduce the impact of on-street car parking by the creation of carefully designed parking bays, which could incorporate planting and new street trees (which are currently only found in Norfolk Road). However, any such scheme would need to be allied to improvements in Cliftonville in general, including (possibly) the introduction of a Residents' Parking Scheme.



Car parking is a dominant feature in the Conservation Area (Norfolk Road)

Fast moving through traffic might also be reduced by such measures, and a further improvement might be the creation of new one-way systems, which would need to include very carefully detailed traffic calming measures. Over-dominant road markings, barriers, and safety rails must all be avoided as these are alien intrusions into any conservation area.

Recommendation 4:

- *As and when funding permits, the District Council and Kent County Council could consider ways of reducing the impact of on-street car parking and traffic;*
- *The District Council will resist the creation of new off-street car parking spaces*
- *Traffic signage will be reduced as far as possible and redundant signs removed;*
- *All proposals will have to be undertaken in line with other initiatives in the Cliftonville area as a whole.*

2.5 The control of unlisted buildings (Article 4 Directions)

The District Council is required to both ‘preserve and enhance’ the character of the Conservation Area. Some inappropriate alterations are visible throughout the conservation area. At the moment, however, the changes that have been made are in fairly localised locations and that on the whole the area has been fairly maintained. Whilst alterations have so far been relatively localised there is also evidence of more and more inappropriate alterations and additions within the area. In order to restrict the rights of landowners from carrying out inappropriate development an Article 4 Direction can be placed on specific buildings or areas. This enables the local planning authority to require permission for what is otherwise allowed without consent. This does not mean that permission would be refused but allows the authority to assess any potential impact to the buildings, the street scene and the conservation area.



Houses like these in Warwick Road would be protected from unsympathetic alterations by an Article 4 Direction

Some of the properties in the Conservation Area are not in use as family dwellings (i.e. as a single unit) but have been divided into flats or HMOs. For these buildings, permitted development rights are already much lower, so, for instance, planning permission would normally be needed to insert plastic windows or to change the roof material. For these buildings, an Article 4 Direction could still be used to control front boundaries, the creation of car parking spaces, and external redecoration. It can also be used to control colour, so it would be possible to limit external painting to a certain

palette of colours, to provide greater cohesiveness to the front elevations – for instance, by insisting upon shades of cream or an off-white colour for stucco and brickwork.

Any proposal to consider removal of Permitted Development rights and carry forward a decision to proceed with an Article 4 Direction will result in further public consultation and assessment. The Council may take these forward in due course if a strong justification and public support following further monitoring and recording change of the conservation area show to be necessary.

Recommendation 5:

- *The Council may consider making an Article 4 Direction in due course if a strong justification and public support on the erosion of the character of the area show to be necessary*

2.6 Building condition and the role of grant aid

A consistent problem within the proposed Conservation Area is the poor standard of maintenance in many properties. This has resulted in:

- The loss of architectural features such as decorative timber details and boundary walls;
- The replacement of original features with inappropriate modern fittings such as front doors, windows, and boundary treatments;
- Inappropriate and unsympathetic additions to existing properties, such as roof dormers and extensions;
- The use of inappropriate modern materials for repairs, such as artificial slate and concrete roof tiles, which can be seen on many of the properties.



The Hotel Leslie in Surrey Road in 2010 (now demolished)

The District Council currently has a Heritage Lottery Fund funded Townscape Heritage Initiative grant scheme in the Dalby Square Conservation Area. It is possible that this scheme could be extended, or a new scheme applied for the Norfolk Road, Warwick Road and Surrey Road Conservation Area at some stage in the future. Other funding agencies, apart from the HLF, include Historic England, Thanet District Council, Kent County Council and the Homes and Communities Agency (HCA).

Recommendation 6:

- *The District Council will consider providing guidance on the use of traditional materials and details*
- *The District Council will consider apply for a grant scheme to assist property owners in the Norfolk Road, Warwick Road and Surrey Road Conservation Area*

2.7 The Local list

There is currently no Local List for Cliftonville. With the publication of PPS5 in March 2010, locally listed buildings have become an important 'heritage asset' of particular significance where they also lie within a designated conservation area. The preparation of a Local List for the whole of Cliftonville may therefore be seen as a priority, but meanwhile, this document includes recommendations for new locally listed buildings as follows:



Nos. 36 and 38 Norfolk Road

- *Nos. 36-42 even Norfolk Road – a group of four very well preserved terraced houses of c1900 with unusual decoration including decorative bargeboards, recessed porches defined by fretwork, mullioned and transomed windows with some original glazing including leaded lights, 'sun-burst' and recessed first floor balconies with flat splat balusters.*

Recommendation 7:

- *The District Council will work with the local community to produce a new Local List for Cliftonville.*

2.8 Education and guidance

There is currently little evidence of civic pride in the Cliftonville area as a whole although there are several active residents' groups which each relate particularly to one small area. Some of these have already been involved in the public consultation exercise which was undertaken in October 2010 to gauge public reaction to the designation of conservation areas in Cliftonville. Whilst there appears to be no such group in the Norfolk Road, Warwick Road and Surrey Road Conservation Area, there is a strong sense of community spirit, particularly in Norfolk Road. The formation of a more formal group should therefore be encouraged and nurtured by the District Council.

The possible 'branding' of the area, using new street name plates, new street lighting, new street trees and other enhancements will provide some focus to the local community and give the area a greater 'sense of place'.

Recommendation 8:

- *The District Council, working in partnership with Kent County Council and other stakeholders, will continue to encourage greater civic pride in the Cliftonville area through the use of its statutory powers and possible grant aid.*

2.9 Monitoring and review

Local authorities are required by law to periodically review their conservation areas and the preparation of Character Appraisals and Management Plans is part of this obligation. Indeed, in the past keeping Character Appraisals and Management Plans up to date has been a Key Performance Indicator in the Best Value assessment of local authorities, and as a result, a five year review cycle is now considered to be best practice.

Over the next five years the District Council should therefore be expected to regularly review the content of this document, to carefully monitor change within the Norfolk Road, Warwick Road and Surrey Road Conservation Area, and to involve the community in any proposals for enhancement (subject of course to the funding being available).

Recommendation 9:

The District Council should therefore:

- *Carry out periodic reviews of the effectiveness with which the service addresses pressures for change.*

3 ACTION PLAN

This Action Plan sets out a list of priorities for future actions, most of which will be the responsibility of Thanet District Council or Kent County Council.

Immediate Actions (next six months)

- Designate the Norfolk Road, Warwick Road and Surrey Road Conservation Area
- Adopt the Norfolk Road, Warwick Road and Surrey Road Conservation Area Character Appraisal and Management Plan as a material document for development management purposes

Medium term actions (six month to one year)

- Produce a short publicity leaflet about the Character Appraisal and Management Plan and make available on the Council's website
- Approve additions to the new Local List for Cliftonville

Longer term actions (one to three years)

- Review and update the Norfolk Road, Warwick Road and Surrey Road Conservation Area Management Plan
- Update the baseline photographic survey of the Norfolk Road, Warwick Road and Surrey Road Conservation Area
- Consider a grant scheme for the Conservation Area
- Prepare enhancement schemes for the public realm
- Consider public realm improvements and car parking/traffic management schemes for the Conservation Area (in association with other initiatives in Cliftonville)

Far future actions (three to five years)

- Review the Norfolk Road, Warwick Road and Surrey Road Conservation Area Character Appraisal
- Continue to protect important views across, into and out of the Conservation Area.

4 CONTACT DETAILS

For all enquiries relating to conservation areas and historic buildings, please contact:

Planning Services
Thanet District Council
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Tel: 01843 577150

Email: planning.services@thanet.gov.uk

For information about archaeology in Thanet, contact:

The Trust for Thanet Archaeology
The Antoinette Centre
Quex Park
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Kent CT7 0BH

Tel: 01843 843088

www.thanetarch.co.uk

For information about the history of Thanet, contact:

The Centre for Kentish Studies
County Hall
Maidstone
Kent ME14 1XX

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**PROPOSED GROTTO HILL CONSERVATION AREA
CHARACTER APPRAISAL AND MANAGEMENT PLAN**

Thanet District Council

PUBLIC CONSULTATION DRAFT



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Contents

Executive Summary

PART 1 THE PROPOSED GROTTO HILL CONSERVATION AREA – CHARACTER APPRAISAL

Executive Summary

1 Introduction

- 1.1 Summary of the special interest of the proposed Grotto Hill Conservation Area
- 1.2 The control of conservation areas
- 1.3 Community involvement

2 Location and setting

- 2.1 Location and context
- 2.2 Setting, topography and geology
- 2.3 Biodiversity

3 Historical development

- 3.1 Archaeology
- 3.2 The development of Margate
- 3.2 The development of the proposed Grotto Hill Conservation Area

4 Spatial analysis

- 4.1 General character and plan form
- 4.2 Focal points, focal buildings, views and vistas
- 4.3 Open spaces and trees
- 4.4 Boundaries
- 4.5 Public realm

5 The buildings of the conservation area

- 5.1 Building types and dates
- 5.2 Listed buildings
- 5.3 Locally listed buildings
- 5.4 Positive buildings
- 5.5 Building styles, materials and colours
- 5.6 Activities and Uses

6 The extent of intrusion or damage

- 6.1 Key negative features
- 6.2 Summary of issues

APPENDICES

Appendix 1 Map 1 Development Phases

Appendix 2 Map 2 Townscape Appraisal Map

PART 2 THE PROPOSED GROTTO HILL CONSERVATION AREA - MANAGEMENT PLAN

1 Introduction

- 1.1 The purpose of the Management Plan
- 1.2 Relevant documents
- 1.3 Summary of issues

2 Recommended actions

- 2.1 The control of new development
- 2.2 The protection of views
- 2.3 The public realm
- 2.4 The control of car parking and traffic
- 2.5 The control of unlisted buildings (Article 4 Directions)
- 2.6 Buildings at Risk
- 2.7 The Local list
- 2.8 Education and guidance
- 2.9 Monitoring and review

3 Action Plan

4 Contact details

EXECUTIVE SUMMARY

Cliftonville in east Margate is a well preserved Victorian seaside resort, and most of the original streets, spaces and buildings remain relatively unaltered. Built to high standards of design and construction from the 1860s onwards, the buildings provide a fine example of historic seaside architecture which is compatible in quality to similarly dated seaside developments elsewhere in England. Against this remarkable survival must be balanced the fact that today, the Margate Central and Cliftonville West wards are amongst the most deprived wards in the south east (as defined by the Indices of Deprivation 2011). In their report following a recent visit to Margate, the Urban Panel of the Commission for Architecture and Built Environment (CABE) stated that "Cliftonville could, by a different fluke of social history and demographics, be one of the most desirable parts of the country to live". For the past few years, the District Council and its partners have been taking a strategic approach towards the social and economic regeneration of Margate Central and West Cliftonville, as evidenced by the designation of new conservation areas, the provision of grant aid, and the provision of new planning policies and guidance. A successful future can often be secured by keeping and improving that which is best from the past.

Cliftonville has also been identified as important part of the local heritage by officers of the District Council, by Historic England (this Appraisal was in the main grant funded by Historic England), and by the local community, which has been consulted on initial drafts of this document.



Clifton Road

Conservation Area designation is not intended to prevent change or adaptation but simply to ensure that any proposals for change are properly considered. Restoration of the historic built environment will not impede its regeneration, and, indeed, designation will enable the District Council as the planning authority to incrementally improve the appearance of the buildings and the spaces between them, providing an impetus for private investment. Further work is being done by the District Council under separate initiatives to encourage larger residential units and the creation of more owner-occupied property.

This document provides a detailed analysis of the special interest of the proposed Grotto Hill Conservation Area and records those features which make the Conservation Area worthy of designation (the 'Character Appraisal'). It also provides proposals for enhancements (the 'Management Plan'), most of which will be the responsibility of either Thanet District Council or Kent County Council (as Highways Authority). All of the recommendations will, of course, be subject to funding and staff resources being made available.

The production of up-to-date Character Appraisals assists the Council in making decisions on planning applications within or on the edges of the Conservation Area. Character Appraisals also help the local community understand what is 'special' about their area and encourages local involvement in the planning process. In the Grotto Hill area, a local residents' group has already been established and it is hoped will be fully involved with the implementation of recommendations within this document. Whilst some of the recommendations in the Management Plan will have to remain aspirational for the time being, it is considered good practice to identify where improvements are needed so that actions can be taken promptly if, and when, funding becomes available.

Subject to public consultation, it is anticipated that the proposed Grotto Hill Conservation Area could be designated during 2015 by Thanet District Council. Other conservation areas may be designated in Cliftonville as part of a review of the Cliftonville area which commenced in the summer of 2010. This Character Appraisal and Management Plan will be subject to a eight week public consultation between 11 January 2016 to 7 March 2016 after which any necessary amendments will be made to the document and the accompanying mapping. The final Appraisal and Management Plan will be approved by the Council in due course as a material document for development control purposes.



Houses in Grotto Gardens

This Grotto Hill Conservation Area Character Appraisal with its attendant Management Plan has been produced for the Council by The Conservation Studio. The survey work and background research were undertaken between August 2010 and March 2011. The general format of these documents follows guidance produced by Historic England on the effective management of conservation areas.

Conservation Area Designation

Despite what some people think, conservation area designation is not a bureaucratic way of preventing property owners from exercising their rights to alter their buildings as they wish. Conservation areas designation does not preclude development, but seeks to ensure recognition of the area's historical value in planning that development. Conservation area designation is aimed at managing change so that positive qualities of an area are protected and opportunities for improvement identified. Designation of a conservation area therefore, has a number of benefits that a wider community can enjoy including:

- The positive identification of an area is designed to focus attention on its qualities, which may include the historic layout and development of the area, scale and detailing of their

individual buildings and spaces between them, construction materials, open spaces and trees, walls etc. The interaction of the buildings and spaces within designated areas create unique environments that contribute irreplaceable components of our local, regional and national heritage.

- Conservation area designation brings the advantage of living, working and socialising in an attractive area with a unique sense of place and where local identity and architectural and historical distinctiveness are fostered and maintained.
- People value conservation areas for their distinctiveness, visual appeal and historic character and research by the London School of Economics and Historic England has found that this value is reflected in the price of properties in conservation areas and overall there is no negative attitude toward planning regulations.
- The planning controls that come with conservation area designation are more limited than many people imagine and are designed to benefit the wider community.
- The designation of a conservation area is intended to encourage a sensitive approach to proposals for development. The legislative duty that designation brings provides a framework to achieve higher quality of development and promote more sensitive improvements in conservation areas.
- Conservation area designation brings the requirement to apply for planning permission to demolish most buildings. Outside a conservation area, planning permission is not required for the demolition of buildings leaving many buildings not protected and vulnerable to removal. Designation provides a framework to protect buildings that make a significant contribution to the character of an area.
- Additional benefits of conservation area designation include the possibility of accessing grant schemes. Where appropriate it may provide the basis for the local planning authority to make bids under the Townscape Heritage Initiative (THI) scheme such as the one which operates within Dalby Square Conservation Area. This scheme provides financial assistance to property owners with works to the fabric of their buildings or to restore derelict properties. THI is a grant programme administered by the Heritage Lottery Fund for the repair and regeneration of historic buildings. Projects are generally led by local partnerships.
- The local authority is under a general duty to take into account the desirability of preserving or enhancing the character of the area when determining planning applications affecting conservation areas.

PART 1

THE PROPOSED GROTTO HILL CONSERVATION AREA CHARACTER APPRAISAL

1 INTRODUCTION

1.1 Summary of the special interest of the proposed Grotto Hill Conservation Area

The Grotto Hill Conservation Area forms part of the distinctive grid pattern of streets which were developed in the late 19th century as part of Cliftonville, a residential suburb located on the eastern edge of the old fishing village of Margate. Between 1880 and 1910 Cliftonville became a very popular and upmarket centre for visitors, who were drawn to its many hotels and guest houses, all located in close proximity to the beach. Large private houses and several schools were also built in the area. Accommodation was needed for the many workers who serviced these facilities and from the 1860s onwards new artisan houses were built on the south side of Northdown Road in a compact area overlooking the Dane valley. These houses are terraced in form and generally just two storeys high with small back gardens. Together, they form an area of distinct character which is enlivened by the inclusion within the Conservation Area of a large former Ice Factory and Cold Store, which is located on the corner of Grotto Hill and Bath Place. Of note is the falling topography, with a steep drop down Grotto Hill providing long views across the Dane Valley.



View down Grotto Hill

Before the 1860s, the area was used for agriculture although the map of 1821 shows a sizeable property (Dane House) next to Dane Road, with a formal garden to the east. It is possible that the only listed structure in the Conservation Area, a subterranean shell grotto, was built in the late 18th century or early 19th century as part of Dane House, which had been demolished by 1845 and replaced with a row of houses facing the street. The grotto was rediscovered by a school teacher and his sons who were digging in their garden – they must have lived at what is now No. 69 Dane Road. The grotto is now listed grade I.

Issues facing the Conservation Area include the control of new development; the protection of views across the Conservation Area; possible improvements to the public realm, including pavements, street lighting, street name plates; the enhancement of the existing build-outs including the possible addition of new street trees; the control of car parking and traffic to try and reduce the

dominance of on-street car parking particularly; the control of unlisted buildings and the possible serving on an Article 4 Direction to bring additional planning controls over alterations to the family houses in the Conservation Area; the poor condition of some of the buildings and the possible use of grant aid; proposed additions to the emerging Local List for Margate; the provision of further information and advice to the community; and the future monitoring and management of the Conservation Area.

1.2 The control of conservation areas

Conservation areas are designated under the provisions of Section 69 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*. A conservation area is defined as “an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”.

Section 71 of the same Act requires local planning authorities to formulate and publish proposals for the preservation and enhancement of these conservation areas. Section 72 also specifies that, in making a decision on an application for development within a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area. In response to these statutory requirements, this document defines and records the special architectural and historic interest of the proposed Grotto Hill Conservation Area and identifies opportunities for enhancement. It is in conformity with recently published Historic England guidance as set out in *Understanding Place: Conservation Area Designation, Appraisal and Management*. Additional government guidance regarding the management of historic buildings and conservation areas can be found in ‘*Planning Policy Statement 5: Planning and the Historic Environment*’ (PPS5), published in March 2010.

This document therefore seeks to:

- Define the special interest of the proposed Grotto Hill Conservation Area and identify the issues which threaten its special qualities (in the form of the ‘Character Appraisal’);
- Provide guidelines to prevent harm and also achieve the enhancement of the Conservation Area (in the form of the ‘Management Plan’).

1.3 Community involvement

Informal consultations were carried out with the local community on the proposals for the new Cliftonville conservation area designations in October 2010, after which a Character Appraisal and Management Plan for each of the new conservation areas was prepared. Following this eight week public consultation on the Council’s website between 11 January 2016 to 7 March 2016 a Public Consultations Report will be prepared (copies may be obtained from the District Council) and amendments to the text and mapping will be made as appropriate. Finally, each Character Appraisal and Management Plan will be approved by the Council as a material document for development management purposes.

2 LOCATION AND LANDSCAPE SETTING

2.1 Location and context

The proposed Grotto Hill Conservation Area is located within the western part of Cliftonville, a 19th century expansion of the medieval port of Margate, which lies immediately to the west. Margate is located on the Isle of Thanet, a coastal district at the eastern extremity of the county of Kent in south east England. Margate, Ramsgate and Broadstairs are the principal settlements in Thanet District, and each is famous for its seaside setting and attractive historic town centres. Margate is approximately 76 miles south east of London by road and is accessed via the M2 and the A299, the Thanet Way. Railway routes lead to Canterbury, Dover and along the north coast via Herne Bay and Whitstable to London. The proposed Grotto Hill Conservation Area abuts the proposed Northdown Road Conservation Area to the north. It lies within the Cliftonville West Ward of Thanet District Council. The area of Cliftonville West is in the region of 120 hectares and the population (in the 2011 census) was 7601. Demographically, the population is predominantly white European.

2.2 Landscape setting, topography and geology

Margate is located over solid chalk, with high chalk cliffs rising to either side of the beach and harbour in the centre of the town. The Dane Valley rises gently southwards through the town from this beach. Cliftonville, to the north of Northdown Road, lies on roughly level ground on the eastern cliff tops above the town about 20 metres above sea level, although cuts have been made through the cliffs in previous centuries to allow access to the sandy beaches below. Two of these, Newgate Gap and Hodges Gap, lie within the proposed Cliftonville Cliff Top Conservation Area. A slight south to north drop in level reinforces the opportunities for long views over the seascape to the north of these cliffs.



View up Grotto Hill past the entrance to the listed grotto

The land falls steeply to the south of Northdown Road, and this is most evident in the proposed Grotto Hill Conservation Area along Clifton Gardens and Grotto Hill, which dips down the hill towards Dane Road, providing long views over the town.

3 HISTORICAL DEVELOPMENT

3.1 Archaeology

Archaeological remains are frequently found in the Cliftonville and Margate areas. The remains of all periods from the Neolithic to Modern are recorded within the area and consist of both burial and settlement archaeology. Archaeological remains of Roman date have been recorded within the Dalby Square Conservation Area and there is a high potential for further remains of this and other periods to be present there.

Romano-British activity seems to cluster around both sides of the Dane Valley leading up to the present harbour with most of the activity concentrated at the seaward end of the valley on both high ground and further down the valley sides. Activity is similarly recorded further inland, also along the valley sides. A Romano-British cremation burial dating to between 75 and 125 AD was found by workmen excavating a trench in Arthur Road, Cliftonville. The pit contained a carinated urn in Upchurch Ware filled with ashes and burnt human bone, and was accompanied by a stamped Samian platter. The burial is recorded by the workmen as having been truncated by former Victorian ground works and sealed by a floor. Other Roman burials are known from the Britannia Public House, Fort Hill site, located to the west of Cliftonville.

3.2 The development of Margate

Margate developed from a minor medieval port to a seaside resort from the mid-18th century onwards. By 1800 the town had assembly rooms, residential squares, bathing establishments, libraries and theatres, all designed to cater to the needs of aristocratic visitors – the only class of society to take ‘holidays’. In 1828 increased numbers resulted in Holy Trinity Church being built on what was then the eastern edge of the town, close to what was to become Ethelbert Road, as a chapel-of-ease to St John’s – it was soon extended to provide 800 rented pews and 1,200 free seats. In 1845 the land which was to later develop as Cliftonville was still fields with a Coastguard Station on the cut through the high cliffs which dropped down to the beach (now Hodges Gap). The arrival of the railway in 1846, and the addition of a further line and station in 1863, changed the type of visitor to the town from a limited number of wealthy long stay guests to a greater number of short stay visitors with less per capita income.

The town’s established place in public consciousness was a good foundation for creating a new resort in Cliftonville, a resort that reversed the popular perception that Margate was increasingly becoming an attraction to the pleasure-seeking working classes. Cliftonville’s distance from the town centre, and its open cliff-top walks, were promoted as part of its exclusivity – Cliftonville was a place where one stayed to improve one’s health and peace of mind, all year around if necessary. In 1824 Clifton Baths were built to provide an opportunity to bath in heated seawater ‘for the nobility and gentry’, and in 1855 Thomas Pettman leased the cliff-top from the Marquis of Conyngham so he could access his Bathing Platform down one of the old gaps on the cliff face (Newgate Gap) which had been created by farmers collecting seaweed from the beach. At this time other major land-owners in Cliftonville included the Church Commissioners and charities such as the Bethlehem Hospital and the Ragged School Union.

The exclusivity of Cliftonville was bolstered by the area’s relative isolation. Until the building of a tramway in 1901 the only method of transport from Margate’s stations was by horse brake. Access was improved in the late 1880s by the building of Marine Drive which completed the seafront thoroughfare from Buenos Ayres to Eastern Esplanade. Between 1880 and 1899 the station of the London, Chatham and Dover Railway Company was known as ‘Margate and Cliftonville’ (it was later to be known as ‘Margate West’). Plans for a branch line from Margate to Cliftonville, with a terminus at the rear of Dalby Square, were first proposed in 1893 but were never implemented.

The association of the area with a 'better class of person' became the key selling point for the new resort. The entry for Cliftonville in the *Ward Locke Guide* of 1903 stated:

It is the most exclusive and aristocratic part of Margate. It cannot be said too often that there are two Margate's and that Cliftonville has scarcely anything in common with the area frequented by the vulgar tripper. Cliftonville has magnificent hotels with their private orchestras and admirable cuisine catering for all types of continental clientele. It has been often said that on a Sunday morning between Newgate Gapway and Hodges Flagstaff one may see the prettiest and best dressed women in Europe'.

The centrepiece of this 'Margate New Town' was Dalby Square, with a massive terrace of seven houses, Warrior Crescent, on the south side. This space had been laid out by the 1850s, and was originally called Ethelbert Square, the name being changed to Dalby Square in the 1870s after the then mayor (and local builder), Thomas Dalby Reeve, who also owned both the Clifton Baths and the Hall by the Sea. The Reeve family was one of the early developers of the Cliftonville estate, and Dalby Reeve's son Arthur, after whom Arthur Road is named, married George Sanger's daughter Harriet. George Sanger and his brother John Sanger, who are both buried in Margate Cemetery, were circus proprietors who were famous for their equestrian spectacles. They leased the Agricultural Hall at Islington and their show was eventually purchased in 1874 by the American showman P T Barnum.

In 1868 the Cliftonville Hotel, located at the eastward end of Dalby Square, was opened. It is noted that at that time it sat '*on an island site in the middle of corn fields*'. The hotel had 250 bedrooms, a dining room which could hold over 300 people, a ballroom, a palm court and facilities for croquet, tennis and archery amidst formal gardens along the cliff top. In all, the hotel provided the accommodation for about 50% of all hotel guests in Cliftonville, but by 1890 this figure had dropped to around 15% as so many other hotels had been built.

Another important contribution to the locality was provided by the large number of private schools. A resort guide of 1893 described Cliftonville as:

'The end of the town affected by visitors who like a good address, and also by ladies' schools, if one may judge by the endless chain of them travelling churchwards on Sundays.'

Northdown Road was developed from the 1870s onwards— it is shown as nearly completely built-up as far as Harold Road on the 1899 Map, although in 1900 less than 12 shops are recorded. However, by 1912 many of these new houses had been converted into commercial premises, no doubt assisted by the provision of the new tramway from Margate town centre in 1899. St Paul's Church was consecrated in 1873 and St Stephen's Wesleyan Methodist Church (now St Michael and St Bishoy's Church) was opened in 1876. They are both in Northdown Road. St Anne's Roman Catholic Church was built on the Eastern Esplanade in 1926.

In 1900 the Cliftonville Hydro Hotel with 110 bedrooms was opened, later being renamed the Grand Hotel (from 1956 this formed part of Butlins). By 1900 a grid pattern of streets off Northdown Road had also been completed (Edgar, Sweyn, Godwin, Harold, Norfolk and Surrey Roads), all with a mixture of houses and guest houses along them. In 1913 'Bobby's' was opened as a department store in Northdown Road, although it closed in 1973.

Along the seafront, the Oval, a former school cricket field, was excavated in 1897 and an amphitheatre created with a new bandstand being added in 1903. This area became the centre of Cliftonville's entertainments for the next 50 years with many concerts and other events taking place. In 1906 mixed sea bathing was finally allowed in Margate, and by 1913 donkey (or 'Jerusalem pony') rides were being provided by local gypsies along the sea shore.

After World War 1 the Borough of Margate was increasingly seeing Cliftonville as the prime attraction of the town and in 1920 the Council acquired the cliff top land from Sacketts Gap to the Borough's eastern boundary – 61 acres in all. This land was used to provide new public walks and pleasure grounds, continuing the 19th century concept of promoting Cliftonville as a health-giving place where the benefits of sea water and sea air were unparalleled.

The Clifton Baths site was acquired by John Henry Iles, the promoter of Dreamland and Ramsgate Dog Track, in the early 1920s, and the buildings were built over and redeveloped by 1926 as the complex which later became known as the Lido. The attractions included a café, cinema, and concert hall as well as an open air seawater bathing pool on foreshore land which was leased from the Council – this could accommodate up to 1,000 bathers. The growth of Cliftonville during this period between the late 19th and the early part of the 20th century is demonstrated by the number of Cliftonville school children – around 2,000 in 1885 and about 5,000 in 1922.

Cliftonville continued to thrive until World War 2, and Dalby Square particularly was noted for the prestigious hotels, guest houses and convalescent homes which fronted it. However, the War saw the evacuation of schools to other parts of the country and most never returned. Warriar Crescent suffered bomb damage and was only partially reconstructed after the War – it was finally demolished in its entirety in 1988. Holy Trinity Church, in Margate, was also bombed in 1943, leaving a tower which has also been demolished – the site is now a car park.

From the 1960s onwards the provision of cheap holidays to Spain and other exotic locations completed a process which had begun some 30 years earlier. Many of the bigger hotels closed or were converted into flats, the demolition of the Cliftonville Hotel in 1961 being particularly noticeable as it was replaced with a complex of buildings which are currently used as a café, public house, bowling alley and other leisure-related facilities.

3.3 The development of the proposed Grotto Hill Conservation Area

The buildings in the proposed Grotto Hill Conservation Area nearly all date to the latter half of the 19th century, with some very minor infilling in more recent times. The area appears to have been developed to provide accommodation for the people who were needed to service the large houses and hotels which began to be built in Cliftonville from the 1860s onwards. The map of 1821 confirms that at this time, the area was open land, the only building being Dane House which lay immediately to the north of Dane Road, then called The Dane. A formal garden is shown on the east side of the building, and on the west side are two large L-shaped buildings, one of which directly fronts the street. These may have been farm buildings as a 'Farm Yard' is shown on the opposite (southern) side of the road. Opposite what is now Grotto Hill is a chalk quarry and small plots, as yet undeveloped.

There is no indication of any structure close to the site of the shell grotto, which appears to lie within a small parcel of open land to the immediate west of these L-shaped buildings. It is possible that the shell grotto was built at the late 18th or the early 19th century within the garden of Dane House, following the example set by Alexander Pope (and others) in the mid 18th century – Pope built a similar shell grotto in Twickenham in the early 1740s. As Margate expanded outwards from the early 19th century onwards, the location of Dane House would have become less salubrious, and it is possible that the function of the house may have changed, hence the addition of farm buildings between the grotto and the house. It is therefore perhaps not surprising that by 1845 Dane House had been demolished and a row of houses had been built facing the north side of Dane Road (now Nos. 69-101 odd), which led to Dane Farm at the eastern end of the road. These must date to between 1821 and 1845. The shell grotto was subsequently rediscovered by a schoolmaster and his sons who were digging in their back garden. They must have been living at what is now Rose Lodge, No. 69 Dane Road, which is located on what was once part of the plot of land to the west of Dane House.



Rose Lodge, Dane Road

The map of 1872 confirms that by this date both sides of Clifton Road (then called Clifton Cottages) had been built, as had the south side of Grotto Gardens. Some of the properties on the east side of Clifton Gardens (probably Nos. 11-31 odd) are also shown. A large area of open space is shown where Brockley Road is now located. By 1899 this had been infilled, and date stones on some of the buildings in Grotto Hill of 1888 and 1892 confirm that this was a period of further expansion and infilling. The map of 1907 shows the area much as it is today, although Grotto Gardens was still a nursery – the terraced houses must have been added soon after. Of interest are the non-residential buildings – the former Ice factory and Cold Store off Grotto Hill, which is not shown on the 1907 map and stylistically dates to the period 1910 -1920, and some single storey workshops, now vacant and in poor condition, between Grotto Gardens and the properties facing Dane Road. These are also early 20th century in date. At some stage a single storey hall was built in Brockley Road, possibly as a non-conformist chapel or some sort of community facility – its details suggest a late 19th century date.

4 SPATIAL ANALYSIS

4.1 General character and plan form

The proposed Grotto Hill Conservation Area was built on open fields as part of the development of Cliftonville between the 1850s and late 19th century, when the streets to either side of Northdown Road were laid out in a grid pattern, those on the north connecting the commercial core of Cliftonville with the seaside activities along the promenades. To the south, the streets which form the proposed Conservation Area adjoined Bath Road, a long straight road which dropped down the hill from what was then called Northumberland Road (now Northdown Road), containing an area of very mixed development. The streets within the Conservation Area therefore follow the orientation of Bath Road and Northdown Road, creating a tightly planned series of short streets lying parallel to each other which are linked in the west by Clifton Gardens and its continuation, Grotto Hill. Whilst Brockley Road and Grotto Road are connected by a car-accessible street, the continuation of Grotto Road up the hill on the east side of the Conservation Area has been blocked up and a pedestrian-only route provided. Of note is the steepness of the south-facing slope, most obviously appreciated along Grotto Hill and this second section of Grotto Road, with the three main streets between them being roughly level as they follow the contours along this hill.



Terraced houses in Brockley Road

The Conservation Area is notable for its neat terraces of simple two storey residential houses of very similar designs and details which can be seen in the four main streets – Clifton Road, Brockley Road, Grotto Road and Grotto Gardens. Clifton Gardens/Grotto Hill is more varied in the size and uses of its buildings, with some more recent development along its west side which is not included within the Conservation Area. The earlier buildings in Dane Road are also mainly terraced but are set back from the road and have been far more altered than the houses in the four streets which lie above it.

4.2 Focal points, focal buildings, views and vistas

Focal points and focal buildings:

The simple grid pattern of streets, and the cohesive mainly residential development on either side of each road, means that there are no focal points although three buildings particularly stand out:

- The Ice factory and Cold Store in Bath Place and its adjoining building in Grotto Hill – the largest and most dominant building in the proposed Conservation Area

- The modern white building which encompasses the grade 1 listed shell grotto, also in Grotto Hill (No. 31)
- Rose Lodge, No. 69 Dane Road – another corner building.

Views and vistas

Views along Clifton Road, Brockley Road, and Grotto Road are enclosed by the terraced houses on either side of each street with no special focal points. Brockley Road does contain a small former chapel or hall, and Grotto Road similarly contains the slightly taller Davenport House, both of which add some liveliness to the otherwise very simple front facades. A gable on the brick part of the Ice Factory and Cold Store forms an end-stop to the view westwards along Grotto Road.



View along Grotto Road

The best views can be seen from Grotto Hill, looking down the steeply sloping road towards its junction with Dane Road and beyond over the Dane valley. There are also some good views around the old workshop buildings from outside the terrace of houses in Grotto Gardens, which sit up above street level with small front gardens.

The most important views are marked on the Townscape Appraisal Map but the omission of any particular view does not mean that it is not significant.

4.3 Open spaces and trees

There are no open spaces in the Conservation Area apart from the roads and pavements, and the adjoining (private) front or back gardens. There are no trees of any note, and the provision of more trees on both private and public land would be welcome.

4.4 Boundaries

The most common boundaries in the Conservation Area are formed of brick walls of varying heights, the brick being a London stock which starts as a yellow colour but which weathers to a dark brown. There are several examples of the use of beach flints to build walls of up to two metres in height, such as in Clifton Place (but just outside the proposed Conservation Area boundary), in Grotto Gardens, and in the upper part of Grotto Road.



Beach flint wall in Clifton Place

Most of the buildings in the three main streets – Clifton Road, Brockley Road and Grotto Road – sit close to the back of the pavement with a very narrow strip of land about one metre wide separating the building from the public areas. In Clifton Road, these are largely paved over with a varied assortment of paving materials and there are also recent boundary treatments such as low concrete block or brick walls. Occasionally, low hedging or a little planting has been grown which softens the views along the road. Similar arrangements can be seen in front of the properties in Brockley Road and on the north side only of Grotto Road. The houses in Grotto Gardens sit up from the street with raised front gardens about three metres wide. These are defined by brick walls, many of them painted, with stone triangular copings. In places, the original cast iron railings, which were fixed on top of these walls, remain. The railings consist of a lower and bottom rail, with decorative details including the supporting posts.



Gardens in Grotto Gardens with original cast iron railings

There are more front gardens along the east side of Grotto Hill, where towards the top of the hill the houses have raised ground floors with basements accessed via a small paved forecourt and steps.

Some of these properties retain their original cast iron railings which are usually very simple – just a top and bottom rail with moulded supporting posts.

Gardens can also be seen outside Nos. 5-17 and 19-31 Clifton Gardens, where the houses also have raised ground floors with half basements below. These spaces were once contained by more cast iron railings but in many locations these have been replaced with less appropriate modern materials, including more concrete blockwork.

The properties along the north side of Dane Road all have front gardens about eight metres deep, but most have been converted into parking areas so the original boundaries have gone. Some planting between the plots helps to soften the effect of these changes.

4.5 Public realm

The public realm covers the spaces between the buildings including pavements, roads, street lighting, street furniture, and any other features of local significance. Most of them will be the responsibility of the Highways Department of Kent County Council.

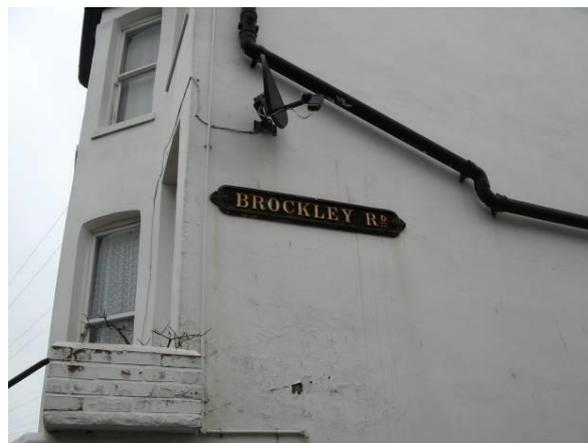
There is hardly any original floorscape in the Conservation Area and the pavements and roads are largely covered in black tarmac. The only original features are thin stone kerbs in Grotto Hill and late 19th century cast iron coal holes, set in small squares of York stone. Examples can be seen throughout the Conservation Area.

Clifton Road, Brockley Road and Grotto Road have been the subject of a previous enhancement scheme which provided build-outs created by low brick planters at intervals along each street. Some of these are planted with low shrubs but others are empty, and most are in need of some form of repair or improvement. Parking over the pavements is common on both sides of all three streets.

Street lighting is modern and functional, with medium height steel standards. Overhead wires and telegraph poles are dominant in several locations. Street nameplates are usually modern, with white lettering on black background (or vice versa), and are often fixed to the buildings. Brockley Road retains an example of one of the 'Cliftonville' type nameplates made of cast iron with rounded edges, which can be seen at the western end of the road close to the junction with Grotto Hill. This matches other examples which can be found throughout Cliftonville and presumably date to the late 19th century.



Cast iron coal hole in Grotto Road



Historic nameplate in Brockley Road

5 THE BUILDINGS OF THE CONSERVATION AREA

5.1 Building types and dates

Most of the buildings are terraced residential properties which date to between 1860 and the early 20th century, although Grotto Gardens appears to be a little later – only Nos. 12-15 are shown on the 1907 map. The earliest houses can be found in Dane Road (Nos. 69-103 odd) and are shown on the 1845 map. The predominant building type is the small terraced house, two storeys high and two windows wide, with a pitched roof facing the street. Some, such as the houses in the northern end of Grotto Hill, Clifton Gardens, and Dane Road, have half basements and raised ground floors, and some have canted bay windows.



Well detailed houses in Brockley Road

The non-residential buildings are very few. The former Ice Factory and Cold Store appears to date to between 1910 and the 1920s, with an older section around the corner facing Grotto Hill (c1880s). The building which houses the Visitor Centre to the listed grotto is about thirty or forty years old. The former warehouses/workshops between Grotto Gardens and Dane Road are also early 20th century.

5.2 Listed buildings

There is currently only one listed structure in the proposed Conservation Area, the grade I Shell Grotto in Grotto Hill. Many theories have been advanced about the origin of the grotto, including the possibility that it may be Phoenician or Roman.

The grotto consists of two semi-circular passages leading to a central dome and then a passageway leading off to a rectangular chamber. The grotto contains about 2,000 square yards of shell mosaic consisting of 28 different types of shells, many of which are foreign. The cement which adheres to the shells is very similar to Roman cement and is said to contain fish oil and crushed shells. The decoration includes common Egyptian, Greek and Indian motifs, and in the rectangular chamber are further motifs of the rising sun, the moon and the stars. The grotto has similarities to Pope's Grotto in Twickenham, which dates from the mid-18th century.

5.3 Locally listed buildings

There are currently no locally listed buildings in the proposed Conservation Area, but the Management Plan includes a recommendation to add the following buildings to the emerging Local List:

- The former Ice Factory and Cold Store in Bath Place and the adjoining second-hand furniture shop in Grotto Hill
- Rose Lodge, No. 69 Dane Road
- No. 87 Dane Road
- The former non-conformist chapel or hall, Brockley Road



No. 87 Dane Road

5.4 Positive buildings

Most of the buildings in the proposed Conservation Area have been identified on the Townscape Appraisal Map as being *positive* buildings of townscape merit. Buildings identified as being *positive* will vary, but commonly they will be good examples of relatively unaltered historic buildings where their style, detailing and building materials provides the streetscape with interest and variety. Most importantly, they make a *positive* contribution to the special interest of the conservation area. In the Grotto Hill Conservation Area, most of these buildings date to between 1860 and the early 20th century, where they form cohesive terraces with well preserved elevations.

The identification of these 'positive' buildings follows advice provided within Historic England's *Understanding Place: Conservation Area Designation, Appraisal and Management*, which provides a helpful list of criteria for their selection. The guidance advises that a general presumption exists in

favour of retaining those buildings which make a 'positive' contribution to the character or appearance of a conservation area.



'Positive' terraced houses in Clifton Road

Proposals to demolish such buildings will therefore be assessed against the same broad criteria as proposals to demolish listed buildings. This implies therefore that all buildings marked as 'positive' on the Townscape Appraisal Map will be retained in the future, unless a special case can be made for demolition.

5.5 Building styles, materials and colours

Modestly sized terraced artisan houses dating to between the 1860s and the early 20th century provide the predominant building type in the Conservation Area. The buildings form groups with similar details, presumably reflecting slightly different dates of development as well as different builders. Usually, they follow the fashion of the times with typical details of the late Victorian period, but they were always simple buildings with little external ornamentation. The terraces sit close to, or on the back of the adjacent pavements, with two storey elevations and a common eaves line. Shallow pitched slated roofs face the street with brick chimney stacks and tall clay pots providing some articulation, although it is regrettable that many of these roofs have been recovered using concrete tiles.

In Clifton Road, the houses are a mixture of brick and more modern pebble-dashing. The original style was brown brick with red brick dressings including string courses – these remain in several locations. All of the windows and most of the front doors have been replaced in uPVC or similar. No. 7 has a four panelled timber front door, which may be original. A few original front paths remain, covered in red and black terracotta tiles. The properties in Brockley Road are similar, again originally built in brown brick with red brick decoration. A small single storey building, which may once have been a non-conformist chapel or a community hall, lies at the eastern end of the street but is boarded up and appears to be 'at risk'. Around the corner, between Brockley Road and Grotto Road, a former stable building (now used as a garage or store but in very poor condition) can also be seen.



Houses in Grotto Road

Grotto Road contains more mixed building types with smaller cottages (just one window wide) along the south side and one much larger mansarded house (Davenport House, No. 44) which lies at the eastern end of this group. On the opposite side of the road, the buildings are again built using brown brick with red brick dressings but are double-fronted, so they are three windows wide. Apart from Davenport House, they are all two storeys high.

The terrace of houses in Grotto Gardens sit back and slightly up from the road with pebble dashed elevations (left a natural mid brown or painted white to cream) and ground floor bay windows with roofs which continue over the front door to provide an open porch. Upstairs, each house has two windows with a pitched slated or tiled roof above. No. 4 Grotto Gardens retains its original two over two sash windows and what appears to be the original front door with glazed up panels and two heavily moulded panels beneath. Otherwise, most of the windows, and many of the front doors, are uPVC. The terrace looks over the back elevations and slate roofs of a group of three linked early 20th century brick buildings which were probably built for industrial or some other commercial purpose – one at least is used by the adjoining builders as a store, although the others appear derelict.



Houses in Dane Road

Dane Road provides the earliest buildings in the Conservation Area but they are also the most altered, although two examples remain (No. 69 and No. 87) which indicate how they were originally detailed. No. 69, which is currently called Rose Lodge, is an unusual (in this Conservation Area) example of a symmetrical, two storey villa with no basement which is built from brown brick which would once have been more of a yellow colour. It has a three bay projecting front with a first floor balcony edged by the original cast iron railings, although unfortunately all of the windows and the front door have been replaced using modern materials. The double pile roof is concealed from the front by a parapet. Once detached, it is now joined to the terrace of houses on the east side by a modern building of no special merit.

No. 87 Dane Road has a raised ground floor with a half basement (like the remaining properties on this side of the road), but its principal feature is the curved ground floor oriel window with its original sashes, and further original sashes in the rest of the building. The front door, under an arched head, is modern. These two buildings would greatly benefit from a thorough restoration scheme. Otherwise, the houses in Dane Road are arranged in two groups, and all two windows wide, and two storeys high. They are usually rendered and painted. Further examples of oriel windows remain, but they have been altered. No. 87 retains what appears to be the original cast iron railings on either side of the steps which lead up to the front door, but elsewhere, these too have all been replaced. The office of G and W Gardner Builders, which divides the two terraces, is located in an older two storey building with a modern refronting.

Grotto Hill retains some good examples of far more varied late 19th century houses, two or three storeys high, as well as, at the top of the hill and opposite the junction with Brockley Road and Bath Place, the former Ice Factory and Cold Store. This is a very large corner building of two builds – facing Grotto Hill, the brown brick and gabled section has carved barge boards indicating a late 19th century date (the adjoining houses are dated 1888), but facing Bath Place, the building is rendered with a string course and pilasters which are lined out to replicate stone. The effect is a kind of stripped-down classical which could well be the result of a refacing between 1910 and the 1920s.



Unusual red brick houses in Grotto Hill

The adjoining houses, which step down the west side of Grotto Hill, are built from red brick with two storey canted bays and simple open porches. Each house has its original dormer set in a slate or concrete tiled roof. On the eastern side of the street, the properties are more mixed in terms of their details, and some have raised ground floors. They are generally two or three storeys high with brown brick elevations, sometimes painted. They all appear to date to the last few years of the 19th

century apart from 19a, which is a 1950s or 1960s infill. Yeoman House, which sits on the corner with Grotto Road, is dated 1888. The building which houses the Visitor Centre for the shell grotto is faced in white-painted concrete with large areas of glazing to the front – it probably dates to the 1970s or 1980s.

The last two groups of houses in the Conservation Area can be found on the east side of Clifton Gardens. They are three storeys high, with half basements and raised ground floors accessed by rows of steps. Canted ground floor oriel bays add some interest. Originally built from brown brick with red brick dressings, many have been rendered and painted white or cream. The roofs face the street and were originally slated but the majority have been recovered using concrete tiles.

5.6 Activities and Uses

The proposed Conservation Area is principally in residential uses, with most of the properties being modestly sized terraced houses which line all of the six streets which make up the Conservation Area. Whilst a detailed survey has not been carried out, the majority of the properties appear to be in use as family houses rather than as flats or HMOs (Houses in Multiple Occupation).



The former Ice factory and Cold Store, now used as an antiques and furniture shop

There are also a number of commercial premises – the former Ice Factory and Cold Store, which is a large building in use as an antiques centre and a second hand furniture shop; a builder's offices in Dane Road (which may use some of the former workshops below Grotto Gardens for storage); and the Shell Grotto Visitor Centre in Grotto Hill. The Grotto is run on a commercial basis but is open in the summer months or at weekends. A wholesale greengrocer's premises can be seen in Clifton Place.

6 THE EXTENT OF INTRUSION OR DAMAGE

6.1 Key negative features

This Character Appraisal concludes that the most significant *negative* features of the proposed Grotto Hill Conservation Area are:

Spatial:

- A general lack of any green space or trees
- Poor quality pavements, some of which have been poorly resurfaced after work by the utility companies
- Overhead wires and telegraph poles
- The poorly maintained pavement build-outs in Clifton Road, Brockley Road and Grotto Road
- Modern street lighting
- Modern street nameplates with only example of an historic nameplate in Brockley Road
- The loss of front boundaries, original front pathways, and garden space, and the creation of off-street car parking spaces (particularly in Dane Road)
- Poor quality front boundaries generally, with a wide range of different materials and details
- The variety of paving materials and boundary treatments in the privately-owned front areas in Clifton Road, Brockley Road, and Grotto Road
- The dominance of car parking throughout the Conservation Area
- The modern garages and poor quality boundaries in Clifton Place

Buildings:

- The loss of original features, such as:
 - The replacement of the original slate or clay tiled roofs with modern materials such as concrete tiles or artificial slate
 - The demolition of chimney stacks or the removal of the original clay pots
 - Alterations to the original window openings
 - The addition of porches
 - The replacement of wooden sash windows or front doors using uPVC
 - The rendering over or painting of the original brick elevations
- Satellite dishes on front elevations
- Some buildings in a poor state of repair, particularly:
 - The former non-conformist chapel or hall in Brockley Road
 - The industrial warehouses between Grotto Gardens and Dane Road

6.2 Summary of issues

Taking the 'negative features' identified above into account, the following issues are considered to be the most pressing matters which need to be addressed by the Management Plan for the proposed Grotto Hill Conservation Area:

The control of new development

- Ensuring that all new development is of the highest possible standards

The protection of views

- Protecting and enhancing the important views into, out of, and around the Conservation Area

The public realm

- Upgrading the space between the buildings – the pavements, street surfaces, street lighting and signage

The control of car parking and traffic

- Providing actions to reduce traffic and control car parking

Buildings at risk

- The need for repairs and restoration works, including the need for grant aid

The Local list

- Suggestions for Local Listing

Education and guidance

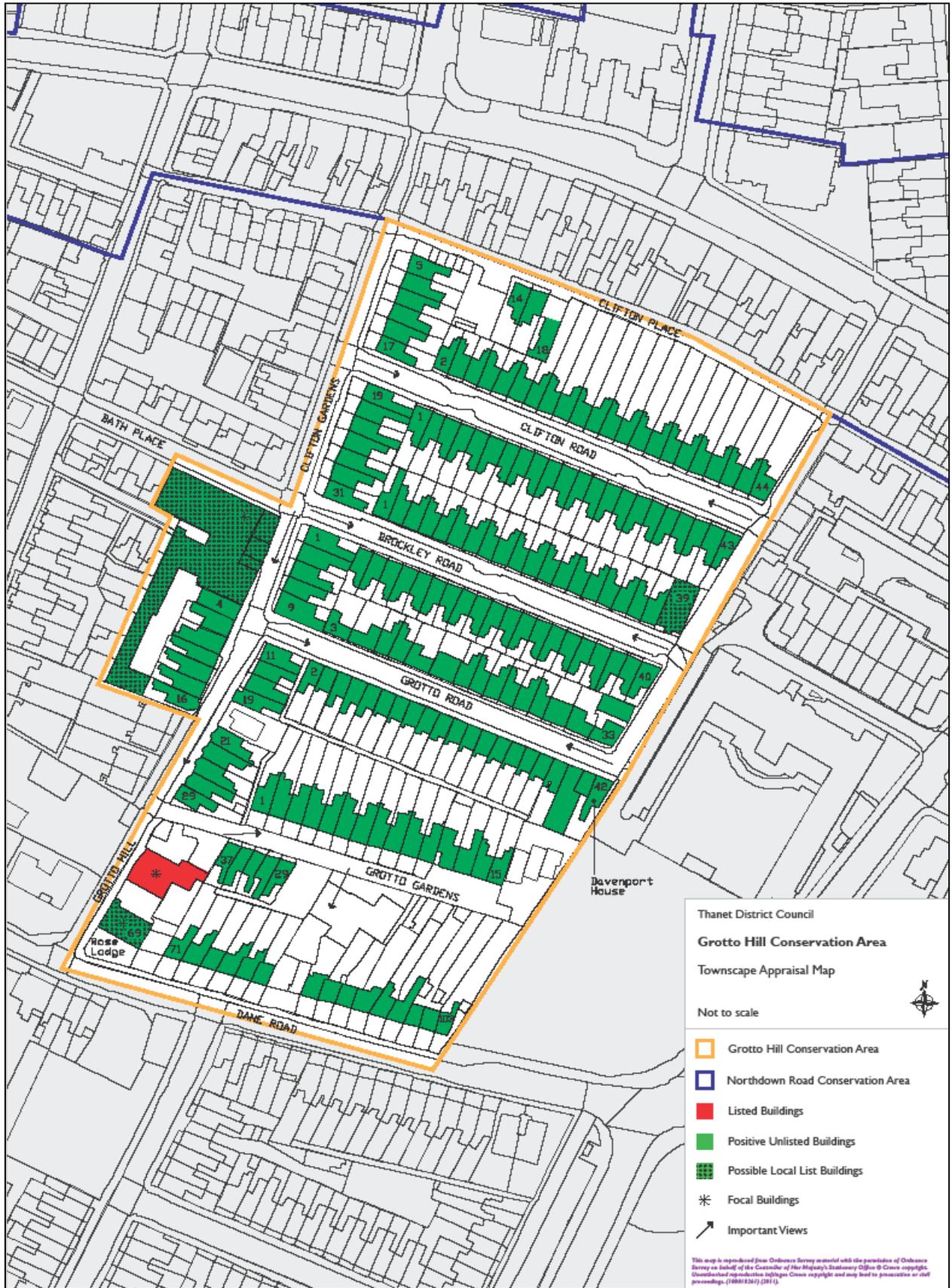
- Education and publicity, including encouraging civic pride and a sense of place

Monitoring and enforcement

- Providing a strategy to carry forward the recommendations in the Management Plan
- Continuing to monitor the condition of the proposed Conservation Area, including regular updates of the Management Plan
- Taking record photographs on a four year cycle to assist with monitoring and to use in any future enforcement proceedings



Appendix 1 Map 1 Development Phases



Appendix 2 Map 2 Townscape Appraisal Map

PART 2

THE PROPOSED GROTTO HILL CONSERVATION AREA MANAGEMENT PLAN

1 INTRODUCTION

1.1 The purpose of the Management Plan

Part 1 of this document, the *Character Appraisal*, has identified the special positive qualities of the proposed Grotto Hill Conservation Area which make the conservation area unique. Part 2 of this document, the *Management Plan*, builds upon the positive features and addresses the negative features which have been identified to provide a series of recommendations for improvement and change, most of which are the responsibility of Thanet District Council or Kent County Council.

The involvement and approval of the local community in the formulation and delivery of these documents helps to strengthen their status and will hopefully mean that the various actions identified in the Management Plan will have greater impact and longevity. For Grotto Hill, this has been achieved through the current six week public consultation exercise. Any necessary amendments will be made before the final version of the document is completed. The document will be adopted by the Council as a 'material' document for development control purposes.

1.2 Relevant documents

The structure and scope of this document is based on the suggested framework published by Historic England in *Understanding Place: Conservation Area Designation, Appraisal and Management* (2011). Both the Conservation Area Character Appraisal and the Management Plan should be subject to regular monitoring and reviews, as set out in section 3.

Other relevant documents include:

- The Planning (Listed Buildings and Conservation Areas) Act 1990
 - This Act sets out the legislative background for the control of conservation areas and listed buildings.
- National Planning Policy Framework (March 2012)
 - This provides government policy guidance which relates to the historic built environment in particular section 12.
- The Kent Design Guide
 - This advocates high quality design for all new development and provides detailed guidance.

Documents produced by Thanet District Council:

- The Thanet Local Development Framework (which is incrementally replacing the Thanet Local Plan 2006)
- The Margate Renewal Study (undated but post-2006)
 - This document was commissioned by the Margate Renewal Partnership to carry out a study of the drivers of deprivation in Margate Central and Cliftonville West Wards and make recommendations on future regeneration activity to tackle deprivation.
- Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)
 - This document sets out the Council's approach to the management of the conservation areas within Thanet – it draws on both national and local planning policies

Documents produced by Thanet District Council which relate specifically to Cliftonville:

- West Cliftonville Neighbourhood Renewal Area (2006)
 - This report produced by Thanet District Council and consultants identifies the need to improve the housing stock in four parts of Thanet including Cliftonville West, and provides some policy guidance.
- The Cliftonville DPD (February 2010)
 - This document provides planning policies for the Cliftonville West Renewal Area (in advance of the Core Strategy) to be used to inform development control decisions on the large number of planning applications which are submitted in the area – its main thrust is to enhance the existing building stock in terms of physical condition and use (particularly the reduction in number of poor quality flats and their replacement with family houses), encourage community pride in the area, and support the growth of high quality tourism-related facilities. One of the outcomes of this DPD is the imposition of a surcharge on local landlords which is aimed at encouraging a reduction in the number of small residential units, and an increase in the number of family dwellings within the Cliftonville area.

1.3 The scope of this Management Plan

This Management Plan has been drawn up following detailed survey work of the proposed Grotto Hill Conservation Area by The Conservation Studio in collaboration with Thanet District Council's conservation staff. Its recommendations relate specifically to the Conservation Area, and it is not intended to include general advice about the control of conservation areas, which is set out in the Council's document *Conservation Areas in Thanet – Conservation Areas Management Plan* (March 2008 presently under revision). This document also includes advice about the quality of new development which will be needed in all of Thanet's conservation areas, and may be amended and updated in the future once the current work on the new conservation areas in Cliftonville is complete.

2 RECOMMENDED ACTIONS

The following recommendations are based on the key negative features and issues identified as part of the Character Appraisal. Some of them may have to remain aspirational for the time being, but it is considered 'good practice' to identify possible actions which could be implemented in the future if the funding becomes available. Other recommendations rely upon the District Council providing sufficient staff resources to ensure that the proposed actions are carried forward. All of the recommendations particularly rely upon a successful partnership between the District Council and the local community, assisted by Kent County Council when appropriate.

2.1 The control of new development

The closely packed nature of the buildings within the proposed Conservation Area means that there are few, if any, sites where new development might be possible although the replacement (in time) of the poorer quality 20th century buildings would be welcome. The only truly vacant site, at the end of Grotto Gardens, has recently been redeveloped with three terraced houses. The redevelopment of the industrial buildings between Grotto Gardens and Dane Road may come forward at some stage although at least one of the three buildings appears to be in use. Otherwise, there are no vacant sites so it is likely that new development will be limited to extensions to existing buildings or the replacement of these modern buildings. In a number of locations, flank walls, flat roofed garages, and poorly maintained back access alleys make a particularly negative contribution to the street scene.



Former industrial buildings between Grotto Gardens and Dane Road

The immediate threat from poor quality new development therefore relates principally to alterations to the existing historic buildings, most of which are considered to be 'positive' and therefore of sufficient architectural and historic interest to merit special treatment. In the past, some of these buildings have suffered from the following:

- The loss of original roof materials and chimneys
- The loss of the original wall brickwork by rendering or painting
- The insertion of unsympathetic modern windows or front doors, usually in uPVC
- The loss or unsympathetic alteration of front boundaries, including the creation of car parking areas

In general, all new development in the proposed Conservation Area must be of the highest possible standard and should adhere to guidance provided within the following documents:

- The Kent Design Guide
- Thanet District Council's Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)

All applications will need to include a Design and Access Statement, which should, as a minimum, describe the type of development proposed and how it relates to its immediate context. Detailed drawings showing this relationship to neighbouring buildings may be required and must be accurate. The applicant must set out clearly the types of materials to be used and the detailed design of all elements of the new or extended building. Detailed drawings showing all elevations must be provided, along with large scale drawings showing architectural details. Property owners or their agents are also encouraged to contact the Council's planning department before submitting their application so that informal advice on the acceptability of their proposals can be provided at any early stage.

Recommendation 1:

- *The District Council will ensure that all new development in the proposed Grotto Hill Conservation Area is of the highest possible standard and adheres to national policies and to guidance provided in the Kent Design Guide and within Thanet District Council's own policy framework .*

2.2 The protection of views

There are important views along all of the roads in the Conservation Area, but the most outstanding views can be seen from Grotto Hill looking south west across the Dane valley. Other views along the principal streets are of merit.

Recommendation 2:

- *The District Council will ensure that all new development will help to protect and enhance views within the Conservation Area*

2.3 The public realm

The public realm includes all of the space between the buildings in the Conservation Area which is not privately owned, such as the roads, pavements, street lighting, street name plates, and street furniture (litter bins, seats, and other features). It is assumed that the back access alley between Grotto Road and Grotto Gardens is in private ownership. There appear to be three main areas of concern where improvements would be welcome:

- Street lighting – this is currently provided by plain steel standard light fittings, of no special interest;
- Street name plates – much of the signage in the Conservation Area is modern and consists of metal nameplates, with black letters on a white background, supported on short grey aluminium posts – there is one example of an original 'Cliftonville' street nameplate in Brockley Road;
- Pavement surfaces – these are mainly concrete slab or tarmac, with concrete kerbs and the very occasional historic stone kerbing – some of the pavements have been disfigured with trenching by utility providers;
- The build-outs in Clifton Road, Brockley Road and Grotto Road are in urgent need of replacement or enhancement.



'Build-out' in Clifton Road



Grotto Road

Improvements could include:

- Replacing the existing street lights with lights which are more in keeping with the character of the area;
- The use of a common palette of colours for street lights, street nameplates and other street furniture would provide a recognisable 'branding' of the area, although this would need to be very carefully controlled in the future with regular maintenance and repainting;
- Copying the wall-mounted historic street nameplate which can be seen in Brockley Road and indeed throughout the whole of Cliftonville – these are rectangular with curved corner details and white lettering on black (it might be necessary to adjust the design so the new plates can be positioned on poles rather than fixed to individual buildings, due to problems with their future maintenance);
- The replacement of the tarmac pavements with a more sympathetic material;
- The total removal of the build-outs, or possibly an enhancement scheme which whilst retaining their footprint, repaved them in a more sympathetic material and planted them with new street trees.

Recommendation 3:

- *As and when funding permits, the District Council and Kent County Council will consider carrying out improvements to the public realm in the Conservation Area;*
- *All new work must be sensitive to the historic environment and designed using high quality materials and details;*
- *The existing stone kerbs in Grotto Hill must be retained in any improvement scheme.*

2.4 The control of car parking and traffic

On-street car parking is predominant throughout the Conservation Area, with clearly not enough spaces for the number of residents' vehicles. It may be possible to reduce the impact of on-street car parking by the creation of carefully designed parking bays, which could incorporate planting and new street trees (as suggested in para 3 above). However, any such scheme would need to be allied to improvements in Cliftonville in general, including (possibly) the introduction of a Residents' Parking Scheme. The existing road system should be retained. Over-dominant road markings, barriers, and safety rails must all be avoided as these are alien intrusions in any conservation area.



Parking on the pavements in Clifton Road

Recommendation 4:

- *As and when funding permits, the District Council and Kent County Council could consider ways of reducing the impact of on-street car parking and traffic;*
- *Traffic signage will be reduced as far as possible and redundant signs removed;*
- *All proposals will have to be undertaken in line with other initiatives in the Cliftonville area as a whole.*

2.5 The control of unlisted buildings (Article 4 Directions)

The District Council is required to both 'preserve and enhance' the character of the Conservation Area. Some inappropriate alterations are visible throughout the conservation area. At the moment, however, the changes that have been made are in fairly localised locations and that on the whole the area has been fairly maintained. Whilst alterations have so far been relatively localised there is also evidence of more and more inappropriate alterations and additions within the area. In order to restrict the rights of landowners from carrying out inappropriate development an Article 4 Direction can be placed on specific buildings or areas. This enables the local planning authority to require permission for what is otherwise allowed without consent. This does not mean that permission would be refused but allows the authority to assess any potential impact to the buildings, the street scene and the conservation area.

Most of the houses in the Conservation Area are in use as family dwellings (i.e. as a single unit) but the occasional property has been divided into flats or HMOs. For these buildings, permitted development rights are already much lower, so, for instance, planning permission would normally be needed to insert new plastic windows or to change the roof material. For these buildings, an Article 4 Direction could still be used to control front boundaries, the creation of car parking spaces, and external redecoration. It can also be used to control colour, so it would be possible to limit external painting to a certain palette of colours, to provide greater cohesiveness to the front elevations – for instance, by insisting upon shades of cream or an off-white colour for stucco and brickwork.

Any proposal to consider removal of Permitted Development rights and carry forward a decision to proceed with an Article 4 Direction will result in further public consultation and assessment. The Council may take these forward in due course if a strong justification and public support following further monitoring and recording change of the conservation area show to be necessary.



No. 19 Brockley Road (on left) is one of the few houses to retain its original windows

Recommendation 5:

- *The Council may consider making an Article 4 Direction in due course if a strong justification and public support of erosion of the character of the area show to be necessary*

2.6 Buildings at risk

A consistent problem within the proposed Conservation Area is the poor standard of maintenance in many properties. This has resulted in:

- The loss of architectural features such as decorative timber details and boundary walls;
- The replacement of original features with inappropriate modern fittings such as front doors, windows, and boundary treatments;
- Inappropriate and unsympathetic additions to existing properties, such as roof dormers and extensions;
- The use of inappropriate modern materials for repairs, such as artificial slate and concrete roof tiles, which can be seen on many of the properties.

There are two specific 'Buildings at Risk' in the Conservation Area: the former non-conformist chapel or hall in Brockley Road (marked as 'Mission Room' on the 1907 Ordnance Survey), which is currently boarded up, and the industrial warehouses between Grotto Gardens and Dane Road (only one out of the three buildings appears to be in use and reasonably well maintained).

The District Council has a Heritage Lottery Fund funded Townscape Heritage Initiative grant scheme in the Dalby Square Conservation Area. It is possible that this scheme could be extended, or a new scheme applied for the Grotto Hill Conservation Area at some stage in the future. Other funding agencies, apart from the HLF, include Historic England, Thanet District Council, Kent County Council and the Homes and Communities Agency (HCA).



Hall in Brockley Road

Recommendation 6:

- *The District Council will consider providing guidance on the use of traditional materials and details, which will be circulated to all property owners in the Conservation Area;*
- *The District Council will consider apply for a grant scheme to assist property owners in the Grotto Hill Conservation Area*

2.7 The Local list

There is currently no Local List for Cliftonville. With the publication of PPS5 in March 2010, locally listed buildings have become an important 'heritage asset' of particular significance where they also lie within a designated conservation area. The preparation of a Local List for the whole of Cliftonville may therefore be seen as a priority, but meanwhile, this document includes recommendations for new locally listed buildings as follows:

- The former Ice Factory and Cold Store in Bath Place and the adjoining second-hand furniture shop in Grotto Hill — the section facing Bath Place is rendered with details suggesting a date between 1910 and 1920 – it is particularly notable for the lettering along the elevation *Ice Factory and Cold Store* – the section facing Grotto Hill is built from brown brick with dominant gables facing the road which are decorated with carved bargeboards;
- Rose Lodge, No. 69 Dane Road – dating to between 1821 and 1845 this is built from brown brick with a first floor balcony with its original railings – an unusual example of a higher status detached villa (although it is now attached to its neighbour by a modern infill);
- No. 87 Dane Road – a well preserved terraced house built from brown brick with a raised ground floor and curved oriel window – it also dates to between 1821 and 1845;
- The former non-conformist chapel or hall, Brockley Road – this late 19th century building is constructed using the same brown brick with red brick dressings as its neighbouring residential properties – it has a porch in the gable which faces Brockley Road and pointed arched windows to either side – it may be in use as some sort of community facility.



Rose Lodge is in urgent need of improvements

Recommendation 7:

- *The District Council will consider working with the local community to produce a Local List for Cliftonville.*

2.8 Education and guidance

There is currently little evidence of civic pride in the Cliftonville area as a whole although there are several active residents' groups which each relate particularly to one small area. Some of these have already been involved in the public consultation exercise which was undertaken in October 2010 to gauge public reaction to the designation of conservation areas in Cliftonville. There is a local group in the Grotto Hill Conservation Area, and it is hoped that the group will be involved with the consultations on this document.

The possible 'branding' of the area, using new street name plates, new street lighting, new street trees and other enhancements will provide some focus to the local community and give the area a greater 'sense of place'.

Recommendation 8:

- *The District Council, working in partnership with Kent County Council and other stakeholders, will continue to encourage greater civic pride in the Cliftonville area through the use of its statutory powers and possible grant aid;*
- *The production of material about the Conservation Area should be made available to all local residents through the Council's website.*

2.9 Monitoring and review

Local authorities are required by law to periodically review their conservation areas and the preparation of Character Appraisals and Management Plans is part of this obligation. Indeed, in the past keeping Character Appraisals and Management Plans up to date has been a Key Performance Indicator in the Best Value assessment of local authorities, and as a result, a five year review cycle is now considered to be best practice.

Over the next five years the District Council should therefore be expected to regularly review the content of this document, to carefully monitor change within the Grotto Hill Conservation Area, and to involve the community in any proposals for enhancement (subject of course to the funding being available).

Recommendation 9:

The District Council should therefore:

- *Carry out periodic reviews of the effectiveness with which the service addresses pressures for change.*

3 ACTION PLAN

This Action Plan sets out a list of priorities for future possible actions, most of which will be the responsibility of Thanet District Council or Kent County Council.

Immediate Actions (next six months)

- Designate the Grotto Hill Conservation Area
- Adopt the Grotto Hill Conservation Area Character Appraisal and Management Plan as a material document for development management purposes

Medium term actions (six months to one year)

- Approve additions to the new Local List for Cliftonville

Longer term actions (one to three years)

- Review and update the Grotto Hill Conservation Area Management Plan
- Update the baseline photographic survey of the Grotto Hill Conservation Area
- Consider a grant scheme for the Conservation Area
- Prepare enhancement schemes for the public realm
- Consider public realm improvements and car parking/traffic management schemes for the Conservation Area (in association with other initiatives in Cliftonville)

Far future actions (three to five years)

- Review the Grotto Hill Conservation Area Character Appraisal
- Continue to protect important views across, into and out of the Conservation Area.

4 CONTACT DETAILS

For all enquiries relating to conservation areas and historic buildings, please contact:

Planning Services
Thanet District Council
P O Box 9
Cecil Street
Margate
Kent CT9 1XZ

Tel: 01843 577150

Email planning.services@thanet.gov.uk

For information about archaeology in Thanet, contact:

The Trust for Thanet Archaeology
The Antoinette Centre
Quex Park
Birchington
Kent CT7 0BH

Tel: 01843 843088

www.thanetarch.co.uk

For information about the history of Thanet, contact:

The Centre for Kentish Studies
County Hall
Maidstone
Kent ME14 1XX

Tel: 01622 694379

Email: archives@kent.gov.uk

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Agenda Item 9 Annex 6

Thanet District Council

Margate - Cliftonville

Proposed Conservation Areas

Not to scale

- Dalby Square (designated)
- Northdown Road
- Ethebert Road / Athelstan Road
- Edgar Road / Sweyn Road
- Clifftop
- Norfolk Road / Warwick Road / Surrey Road
- Clifton Place / Grotto Gardens

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ANNEX 1

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DREAMLAND – Progress Update

To: **Cabinet – 10th September 2015**

Main Portfolio Area: **Economic Development & Regeneration Policy**

By: Cllr Stummer-Schmertzing, Cabinet Member for Regeneration and Enterprise Services

Classification: **Unrestricted**

Ward: **Margate Central**

Summary: The report provides a progress update to Members and any re-alignment of finances that may be required during the on-going development of the Dreamland Portfolio.

For Decision

1.0 Introduction and Background

1.1 Thanet's main regeneration project, Dreamland in Margate opened its first completed phase to the public on June 19 with Sands Heritage Limited as the park operator. The project since opening has been reported as a resounding success with positive coverage nationally and at a local level.

The current project phase will enable completion of the works associated with the Heritage Lottery Grant as awarded. This relates to the completion of the internal alterations to the lower ground floor to provide a multi-use space, kitchen restaurant area and public toilet provision. Works will also incorporate the refurbishment and stabilisation of the ballroom to the rear of site.

2.0 The Current Situation

2.1 Scenic Railway (Structure)

2.1.1 The contract for the main ride structure, power room, workshop and station were completed in July 2015. The structure has been initially reviewed by TDC's inspector Amusement Device Inspection Procedures Scheme (ADIPS) specialist who has acknowledged the workmanship of the structure installed.

2.2 Scenic Railway (Running Gear and Trains)

2.2.1 The contract including the dynamic testing running gear and provision of trains is progressing well. The ability to progress testing was delayed due to the works to the structure although time was mitigated by allowing an overlap of the works on site between contractors. The train design was approved in both safety design and through the planning process through Historic England.

2.2.2 The train undercarriage and bogies and being tested to replicate how it will work with different numbers. Further testing during August will increase this to full loading capacity. The system safety system and software has been installed and is being

commissioned with live testing. The testing periods are an unknown as they are dictated by dynamic results. However initial results are positive.

- 2.2.3 The trains are in the final fabrication stage with the braking system being installed and the decorative coatings being applied to the carriage.

2.3 Main Works (Cinema Building and External Park)

- 2.3.1 The main works were focused to deliver the main areas for the public opening on the 19 June 2015. This phase was completed which enabled the successfully opening of the park. Since this date works have been progressing to the remaining areas of the park internally. Incorporating the Multi-space (former Popular Café), internal toilet provision, restaurant and kitchen, and total refurbishment and stabilisation of the Ballroom.

- 2.3.2 The nature of the cinema structure has led to a number of variations to the contract; many areas have resulted in additional works due to the condition and past alterations of the structure. The exposure of elements and layers in the structure whilst undertaking works has uncovered the unforeseeable works that ultimately require repair and remedy prior to progressing.

- 2.3.3 As a consequence of additional works and variations to the original programme there has been an extension to the original contract. The current programme is set to complete prior to the end of January 2016. This programme takes into account of the revised access arrangements for the main contractor and restricted working during the parks trading season.

- 2.3.4 All parties in respect of the works are working together to ensure the most cost effective solution is achieved. Evaluation of programme and costs is evaluated in this process.

2.4 Rides

- 2.4.1 There is currently an underspend in relation to the ride budget this is under discussions with the HLF (Heritage Lottery Fund) to determine an outcome to ensure that rides to be refurbished and delivered meet all requirements for the park.

- 2.4.1 There are two TDC purchased rides to be installed on the park the first Helter Skelter will be delivered with agreement of the operator after the peak trading period. The other ride is currently being refurbished and will be delivered for next year's season.

2.5 The Dreamland Trust

- 2.5.1 The Dreamland Trust, TDC and the operator are working together to ensure delivery of the HLF outcomes for education and engagements. These will be finalised within the next month.

3.0 Options

- 3.1 Approve the associated budget provision set out within this report.
- 3.2 Not to approve the associated budget provision, understanding that there would be implications with regard to the delivery of the project.

4.0 Next Steps

- 4.1 Further refurbishment of the Dreamland estate is being funded through the awarded Coastal Community Fund grant to enable letting of the former sunshine café with improvements to the front façade and cinema foyer.
- 4.2 A review of the Dreamland complex is being undertaken and will be reported to cabinet once completed.

5.0 Corporate Implications

5.1 Financial and VAT

- 5.1.1 As part of the budget monitoring report that went to Cabinet on the 30 July 2015 an anticipated overspend to the project totalling £2,225,500 was reported.

The Dreamland project is one of the largest regeneration schemes the Council has ever undertaken and it has been challenging due to the unique nature of the assets involved.

With a budget of just over £18m already approved, split between capital and revenue, it has been the capital budget element that has posed the most challenges. Due to the complex and large scale nature of capital projects, the original budgets have to be based on estimations that often need revising as the project advances. In this instance this is due mainly to unforeseen works on site and the elongation of the project timeline due to the compulsory purchase process.

The main works tender came in slightly under budget but there have been additional works where provisional sums calculated in the contract were not sufficient. The main area of project overspend was in relation to the service provision, the Scenic Railway and external areas of the park.

Professional fees have risen due to the requirement to maintain a professional team throughout the projects duration. The elongation of the project timeline caused by the compulsory purchase of the site and the inability to undertake works during the park's first summer season, has led to the increase in professional fee costs.

The other main areas of overspend relate to the delivery of works that were in the lease but were not in the tendered works package, additional legal and valuation expert fees required for the sites compulsory purchase and elements of works to be invoiced to the operator.

The detail of the extra funding requirement is set out below:

			£000
Urgent Works overspend			16
Current anticipated overspend Based on current cost reports and other TDC commitments			
Main works	Variations to main works contract. Tender returns higher than anticipated.	906	786
Rides	Restrictions on rides to ensure value for money	(367)	
Professional fees	Extended duration of project (due to CPO/opening)	396	
Activity,	Predominantly due to the	(149)	

programme, pre-operations and marketing	reduction of marketing activities now undertaken by operator		
English Heritage grant			100
Due to the timing of the availability of this grant, it has now had to be allocated to the Cinema.			
Cost of removing contaminated spoil from site			70
Additional legal costs			200
Additional legal costs to complete CPO including lands tribunal			
Agreed additional works list			730
Additional works added as a result of variations between lease and contracted works			
Estimate of cost of works to be funded by operator			200
Contingency			123
			2,225

5.1.2 The proposed funding for the anticipated overspend is set out below.

Funding Source	£000
Dreamland Reserve	9
Car park income 2014/15 (urgent works)	16
Borrowing	2,000
Estimated income from operator	200
	2,225

5.1.3 Based on income projections in relation to the Dreamland car park the cost of the £2m borrowing above can be met. In accordance with the Prudential Code increased borrowing levels will require the Mid-year Treasury Strategy Report to reflect the increase in borrowing.

5.2 Legal

5.2.1 TDC and Sands Heritage entered into two Agreements for Lease on the 21 May 2015.

No further legal implications have been identified within the report.

5.3 Corporate

5.3.1 Completion of the Dreamland project offers benefits in terms of economic regeneration as well as added social value.

6.0 Recommendation(s)

6.1 To approve the additional funding as set out within section 5.1 of this report.

7.0 Decision Making Process

7.1 This is a key decision

Future Meeting if applicable: Full Council	Date: 15 th October 2015
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Contact Officer:	Tim Willis, Director of Corporate Resources
Reporting to:	Madeline Homer, Chief Executive

Background Papers

Title	Details of where to access copy
<i>Dreamland Margate</i>	<i>Cabinet 29th April 2010</i>
<i>Dreamland Margate</i>	<i>Cabinet 12th January 2011</i>
<i>Dreamland Margate</i>	<i>Cabinet 28th April 2011</i>
<i>Dreamland Margate</i>	<i>Cabinet 12th December 2011</i>
<i>Dreamland – General Vesting Declaration</i>	<i>Cabinet 1st August 2013</i>
<i>Dreamland</i>	<i>Cabinet 1st May 2014</i>

Corporate Consultation Undertaken

Finance	Tim Willis, Director of Corporate Resources
Legal	Ciara Feeney, Head of Legal Services

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THANET DISTRICT COUNCIL DECLARATION OF INTEREST FORM

Do I have a Disclosable Pecuniary Interest and if so what action should I take?

Your Disclosable Pecuniary Interests (DPI) are those interests that are, or should be, listed on your Register of Interest Form.

If you are at a meeting and the subject relating to one of your DPIs is to be discussed, in so far as you are aware of the DPI, you **must** declare the existence **and** explain the nature of the DPI during the declarations of interest agenda item, at the commencement of the item under discussion, or when the interest has become apparent

Once you have declared that you have a DPI (unless you have been granted a dispensation by the Standards Committee or the Monitoring Officer, for which you will have applied to the Monitoring Officer prior to the meeting) you **must**:-

1. Not speak or vote on the matter;
2. Withdraw from the meeting room during the consideration of the matter;
3. Not seek to improperly influence the decision on the matter.

Do I have a significant interest and if so what action should I take?

A significant interest is an interest (other than a DPI or an interest in an Authority Function) which:

1. Affects the financial position of yourself and/or an associated person; or Relates to the determination of your application for any approval, consent, licence, permission or registration made by, or on your behalf of, you and/or an associated person;
2. And which, in either case, a member of the public with knowledge of the relevant facts would reasonably regard as being so significant that it is likely to prejudice your judgment of the public interest.

An associated person is defined as:

- A family member or any other person with whom you have a close association, including your spouse, civil partner, or somebody with whom you are living as a husband or wife, or as if you are civil partners; or
- Any person or body who employs or has appointed such persons, any firm in which they are a partner, or any company of which they are directors; or
- Any person or body in whom such persons have a beneficial interest in a class of securities exceeding the nominal value of £25,000;
- Any body of which you are in a position of general control or management and to which you are appointed or nominated by the Authority; or
- any body in respect of which you are in a position of general control or management and which:
 - exercises functions of a public nature; or
 - is directed to charitable purposes; or
 - has as its principal purpose or one of its principal purposes the influence of public opinion or policy (including any political party or trade union)

An Authority Function is defined as: -

- Housing - where you are a tenant of the Council provided that those functions do not relate particularly to your tenancy or lease; or
- Any allowance, payment or indemnity given to members of the Council;
- Any ceremonial honour given to members of the Council
- Setting the Council Tax or a precept under the Local Government Finance Act 1992

If you are at a meeting and you think that you have a significant interest then you **must** declare the existence **and** nature of the significant interest at the commencement of the

matter, or when the interest has become apparent, or the declarations of interest agenda item.

Once you have declared that you have a significant interest (unless you have been granted a dispensation by the Standards Committee or the Monitoring Officer, for which you will have applied to the Monitoring Officer prior to the meeting) you **must**:-

1. Not speak or vote (unless the public have speaking rights, or you are present to make representations, answer questions or to give evidence relating to the business being discussed in which case you can speak only)
2. Withdraw from the meeting during consideration of the matter or immediately after speaking.
3. Not seek to improperly influence the decision.

Gifts, Benefits and Hospitality

Councillors must declare at meetings any gift, benefit or hospitality with an estimated value (or cumulative value if a series of gifts etc.) of £100 or more. You **must**, at the commencement of the meeting or when the interest becomes apparent, disclose the existence and nature of the gift, benefit or hospitality, the identity of the donor and how the business under consideration relates to that person or body. However you can stay in the meeting unless it constitutes a significant interest, in which case it should be declared as outlined above.

What if I am unsure?

If you are in any doubt, Members are strongly advised to seek advice from the Monitoring Officer or the Democratic Services and Scrutiny Manager well in advance of the meeting.

DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS, SIGNIFICANT INTERESTS AND GIFTS, BENEFITS AND HOSPITALITY

MEETING

DATE..... **AGENDA ITEM**

DISCRETIONARY PECUNIARY INTEREST

SIGNIFICANT INTEREST

GIFTS, BENEFITS AND HOSPITALITY

THE NATURE OF THE INTEREST, GIFT, BENEFITS OR HOSPITALITY:

.....
.....
.....

NAME (PRINT):

SIGNATURE:

Please detach and hand this form to the Democratic Services Officer when you are asked to declare any interests.