

BEACH NAME	WESTBROOK BAY
<p>Location & general description</p>	<div data-bbox="667 304 1312 663" data-label="Image"> </div> <p data-bbox="1335 316 2047 376">Westbrook Bay, Royal Esplanade, Margate, Kent, CT9 5DW</p> <p data-bbox="1335 416 2096 683">Sandy beach of approximately 200 metres with promenade and safe shallow bathing conditions. Small section of sand remains at high tide. Urban feel. Wide, long concrete esplanade with existing buildings and activities – stretches from crazy golf, to large café/with Bay Inspectors Office and Boxing Club and Barnes Car Park, below Sunken Garden. Undercliff green space west of car park registered as Town Green and Nature Park. Good views back to Margate/Turner Contemporary.</p> <p data-bbox="658 756 1906 785">Old Sea Bathing Hospital being developed for residential use – active links to beach at east end.</p> <p data-bbox="658 823 1010 852"><u>Infrastructure Assessment:</u></p> <ul data-bbox="707 863 2085 1340" style="list-style-type: none"> • Promenade and railings: very good condition • Slipways: good condition • Information Boards: good condition. Some graffiti on car park sign. • Buildings: <ul style="list-style-type: none"> ○ Westbrook Loggia Building: nice building in poor condition, multiple use, no architectural cohesion ○ Bay Inspectors Hut: in loggia, not good condition, graffiti on door ○ Lifeguard Station: good modern module on beach ○ Beach Huts – Permanent Huts: poor condition; Moveable Wooden Huts: private ones generally in good condition, huts for hire a bit shabby, in need of painting • Strokes Adventure Golf: well kept, clean and tidy • Green Space on west of Bay: Village Green/Nature Reserve - functional area, not particularly attractive or obviously home to interesting flora/fauna • Car Park: surface in good condition, well marked. Couple of unused/damaged beach huts and some

	<p>construction debris by cliff making the area look untidy.</p> <ul style="list-style-type: none"> • Sea Bathing development building site fronts onto the promenade at the east end – unsightly, debris, no boards hiding construction • Garden areas in front of Nayland Hotel in poor condition, unsightly • Building and concreted open space built into the cliff at east end in front of Nayland Hotel house second hand furniture shop – shabby, with old furniture on prom. Concrete space adjacent fenced off with temporary fences – dirty, littered and very unattractive
<p>Applicable by-laws <i>(This a short description of applicable by-laws. Full versions are attached as Appendix 1)</i></p>	<p>Horse Riding – No riding on sea shore from 1st May to 30th September between 9.00 and 19.00 (except for children riding either horses or donkeys led or attended by a reasonable person on foot). No racing or causing danger or annoyance to persons using the beach at any time.</p> <p>Use of Vehicles – No vehicles on beaches or promenade unless lawfully agreed by Council or exempt under by-law (wheeled bicycles, prams/pushchairs, wheelchairs, mobility scooters, emergency vehicles). Exception at Westbrook Bay for vehicles launching craft from the slipway adjacent to the promenade car park.</p> <p>Cycling – No cycling on promenades between the hours of sunset and sunrise, or from 1 May to 30 September inclusive between the hours of 10.00am and 6.00pm. No cycling at any time between a point on the promenade opposite the bowls pavilion to a point opposite the slipway to the beach opposite Westbrook Gardens. No riding anywhere in a manner likely to cause danger or annoyance to any person lawfully using any such promenades.</p> <p>Begging, Touting and Hawking – No begging or touting (either verbally or through the distribution of handbills) on the seashore. No hawking on the seashore except in locations set apart and signed by the Council.</p> <p>Ball Games – No ball games on the seashore except where any part of the seashore has been set apart and signed by the council for the playing of such games (involving the exclusive use of any space by the players).</p> <p>Preaching, Lectures, Music and Entertainment – No preaching, lectures, music or entertainment on the seashore except where any part of the seashore has been set apart and signed by the council for such activities.</p> <p>Booths and Tents – No booths or tents can be erected on the seashore for sales, promotion, shows, activities etc. except where any part of the seashore has been set apart and signed by the Council allowing the erection or placing of booths, tents, sheds, stands or stalls (whether fixed or movable), or vehicles.</p> <p>Bonfires, Parties and Barbeques – No bonfires on the seashore. No parties and barbeques unless any part of the seashore has been set apart and signed by the Council for holding of parties or barbecues and the Chief Executive of the Council has been given 7 days prior notice or as soon as reasonably practicable after that time,</p>

	<p>specifying the site, date, time and duration of the party or barbecue. Any parties or barbecues must take place on the specified date, at the agreed location and for the agreed time.</p> <p>Dogs – Dogs are not allowed on the beach during the hours of 10.00 to 18.00 between 1st May and 30th September. All dogs on the promenade adjacent to the beach must be kept on a lead during this period. Dog owners should ensure their dogs are kept under control and do not cause distress to other users, and always clean up after their dogs(s).</p> <p>All Thanet's beaches are covered by a series of coastal codes which reinforce the by-laws and advise on the conduct of other activities that fall outside the by-laws. The codes cover:</p> <table border="0"> <tr> <td>Seashore Code</td> <td>Bait digging & collecting</td> <td>Dog Walking</td> </tr> <tr> <td>Horse Riding</td> <td>Marine Wildlife Watching</td> <td>Powercraft Activities</td> </tr> <tr> <td>Field Trips</td> <td>Shellfish Harvesting & Fixed Netting</td> <td>Shore Angling</td> </tr> <tr> <td>Wind-Powered Activities</td> <td></td> <td></td> </tr> </table> <p>Details on each code can be found at the Thanet Coast Project web site – www.thanetcoast.org.uk</p>	Seashore Code	Bait digging & collecting	Dog Walking	Horse Riding	Marine Wildlife Watching	Powercraft Activities	Field Trips	Shellfish Harvesting & Fixed Netting	Shore Angling	Wind-Powered Activities		
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Lifeguard	Seasonal - RNLI: July 12th - September 7th. Weekends + bank holidays from May 24th to 12 th July. 2 lifeguards in low season, 3 in high season operating from RNLI lifeguard pod on the beach plus safety equipment container. 45 recorded RNLI incidents in 2013 (37 minor first aid).												
Facilities/Services													
Toilets	In Loggia - Seasonal-open from 25 March to 29 Sept 8am to 7.30pm – very shabby exterior and interior that needs painting. Hand-made sign on wall of Gents saying the responsibility for maintenance TDC's not cleaners! Toilet block to east of Bay by Strokes closed and in very poor condition. Graffiti on outside walls. Understood to need major structural repair. Signs still up and fading reinforcing dereliction.												
Food and retail outlets	Westbrook Cafe												
Beach huts/ chalets	Seasonal/Annual Hire 77 (Permanent x 8, Temporary x 69); Private Plots 171 – Total 248												
Attractions/ activities	<p>Bay inspector/ information (seasonal)</p> <p>Deckchair hire</p> <p>Strokes Adventure golf</p> <p>Boxing club in Café block</p> <p>Bait digging</p> <p>Bathing</p> <p>Dog walking (summer restrictions)</p> <p>Horse riding (summer restrictions)</p>												

	<p>Windsurfing and kite boards area Shore angling Thanet Water Users Group launch sites for small fishing boats water skiing / speed boats (designated area) Winter events: Motocross – 2 days in October.</p>
Concessions	<p>Leisuretime/Strokes Golf Westbrook Loggia: Ground floor café (seasonal) Ground floor store - RNLI occupy under water safety agreement Ground floor store - Your Leisure occupy as bay inspectors office First floor right hand - TDC lease to Margate ABC First floor centre - TDC lease to Westbrook Sub-Aqua Club First floor left hand - Licence to Thanet Lifeguard Club Deckchair Concession (seasonal)</p>
Cleansing	<p>Beach has a history of large amounts of seaweed (macroalgae). The shore can become covered with seaweed, depending on tides and the weather. Beach raked 1.5 times a week for 24 weeks of summer season. Mobile cleansing squad visit every day for 24 weeks of summer season – with additional visits when necessary due to heavy use. Bins emptied 1-3 times a day for the 24 weeks of summer season depending on need.</p>
Access	
Car Parking	Free car park approx 50 spaces - no usage data available. (Used for beach hut storage in winter). Large amount of free on street parking.
Disabled Access	Disabled access to the beach with unisex disabled toilets open weekend before Easter till end of September.
Footpaths	Thanet Coast Path
Cycle routes	Viking Coastal Trail + signed on-road cycle route to Margate or Westgate-on-Sea train stations
Other access	Vehicular access to Barnes car park
Signage	TDC Information Boards x 2 - large number of other information and prohibition signs available to view on TDC GIS system.
Current Users	<p>Estimated 33,035 visitors in lifeguarded season (RNLI figs) Very popular beach with residents and families with large numbers of bathers during peak season. Water-skiers in designated area Walkers and cyclists on prom</p>

Policy Criteria	
Water Quality	EA Higher Standard 2011/2012/2013. Phytoplankton blooms each spring can result in the water appearing discoloured or a foam forming on the water. There is a storm overflow just to the east of the beach area (Seaview Terrace). There are also two storm overflows just over 1 km to the east that enter an underground urban stream (the Tivoli Brook). There are further storm overflows over 1 km to the west. Discharges from these storm overflows occur when heavy rainfall overwhelms the sewerage system but the overflows are designed to ensure that bathing water is protected
Beach Award	Blue Flag Award 2010 / 2011 / 2012 / 2013
Planning Designation	Town Green and Nature Park designation for grass area below cliff next to Barnes car park. Westbrook Bay is designated an Intermediate Beach in the 2006 Local Plan Saved Policies where appropriate, small scale development of a limited range of basic facilities (beach huts, kiosks, beach furniture etc) will be permitted subject to appropriate design.
Environmental Designation	Westbrook Bay is internationally important as part of the Thanet Coast Special Area of Conservation (SAC), designated for its chalk reef communities; and the Thanet Coast and Sandwich Bay Special Protection Area (SPA) designated for the wintering turnstone (coastal birds) which have minor high tide/night roosts in the area. The Thanet Coast Marine Conservation Zone (MCZ) is a national designation that covers some features of the intertidal and sub-littoral zone. Together, these designations form the NE Kent Marine Protected Area (NEKMPA). The shore (above low tide) is also part of the 'Thanet Coast Site of Special Scientific Interest' (SSSI) – which covers biological features from clifftop grassland, reef communities and sand communities, coastal birds (eg sanderling, ringed plover, grey plover) and geological features of the chalk cliffs. A Site Management Statement agreement covers what work is allowed to take place and what requires assent from Natural England.
Coastal Defence	The present day policy is to hold the line , continuing to protect the densely populated hinterland and its substantial economic assets by maintaining the existing defences. With rates of sediment feed and transportation along this frontage being low, very little change in coastal processes or impacts on evolution are likely to occur.
Specific Management Issues	Barnes Car Park to be allocated as new Coach Park – potential for Motorhome parking as well. Green space defended by local residents – Westgate and Westbrook Residents Association to be consulted on development ideas. Loggia in poor condition – landmark building not being put to effective use. Barnes Car Park a meeting place for cars/groups in evenings

WESTBROOK BAY inc. the headland between Westbrook and Margate Main Sands – good large beach with a long open prom let down by the quality of some of the buildings and infrastructure, particularly the Loggia – a fine interwar building that is desperately in need of repair and refurbishment and a more coherent purpose than the present one which is part facilities and services for beach visitors, part local community space and part storeroom. The permanent beach huts and the toilet at the eastern end (currently closed) need attention. Some areas behind the Bay at the eastern end are unattractive – the gardens fronting the Nayland Rock Hotel and the building site in front of the Sea Bathing development. Some areas of public space very untidy and unattractive specifically the site in front of the Nayland Rock on the headland, and the back of the Barnes Car Park.

Short Term Actions (2014 / early 2015)	<ul style="list-style-type: none"> • Commission Development Brief for consultation with local residents and business on development and improvement options and preparation of detailed report • Repair and repaint permanent beach huts. • Tidy up unkempt, dirty areas of open space at Nayland Rock and Barnes Car Park • Explore options for screening off construction site with Sea Bathing Development • Open discussions with Nayland Rock Hotel about the poor condition of their garden frontage • Take down signs from closed toilet block and clean front • Repaint toilet in Loggia
Medium Term Actions (2015)	<ul style="list-style-type: none"> • Explore options for providing Motorhome spaces at Barnes Car Park to introduce new revenue stream • Discuss alternative locations with current tenants in the Loggia • Discuss development brief findings with businesses interested in investment • Explore co-ordinated management structures for managing Loggia, motorhome park and any other associated new facilities/services
Long Term Actions (2016 and beyond)	<ul style="list-style-type: none"> • Let long term lease for Loggia and motorhome park management