

**Asset Management - Extension of Lease Term - Cabinet
January 2022
Annex 3 - Mission Statement**

THE RAMSGATE BOATING POOL LTD



MISSION STATEMENT

The Ramsgate Boating Pool group (RBP) will restore and maintain the iconic buildings and pool and bring a new lease of life to the site. RBP will provide a creative family friendly venue with an eclectic mix of quality food, drink and entertainment. The community will be at the heart of the business. RBP will create a popular destination for locals while creating jobs and opportunities for the next generations of Ramsgate. Alongside business operations we will offer a programme of creative workshops for all visitors.

The Pizzeria, Cafe, Pop-up Bar and Music Studio will be a financial hub generating revenue. We will allocate a percentage of all revenues to a fund which we will use to restore and maintain the building.

The acquisition of the appropriate lease will enable RBP to deliver on our mission and restoration programme.

MEET THE TEAM



Tim Hughes has business and systems experience spanning over 40 years. Along with various properties he manages he also previously owned and sold a successful seaside café business. Tim will be our financial director. His responsibilities will also cover legal aspects ie. lease negotiations, researching and obtaining grants and the installation of an EPOS system.



Leah Morgan is co-founder of a successful set building company and has been working as a director and set designer for Tandem for 10 years. Leah lives just a 10 minute walk from the boating pool, her children now attend Chilton Primary School. Leah is excited to start working locally and bringing her management and set design skills to the Boating Pool.



Simon Trought has run a successful commercial recording studio for 20 years, whilst project managing and building unique spaces. Simon has lived in Ramsgate for 5 years and is also living a short walk from the boating pool has been looking for the right opportunity to offer something to the community. Simon's role will cover all aspects of building and environment management, alongside bringing a well known and renowned music studio to Ramsgate.



Ed Curry and Abi Hubbard have already built a reputation for great sourdough pizza in Ramsgate and are currently plying their trade at the Boating Pool in a pop-up capacity. Abi comes from a family of bakers and Ed previously worked in production management at Kentish Pip. They make for a great team. They were born, raised and still live in Kent, and are familiar with the local food industry. They will be responsible for the Sourdough Eyes pizza operation in the West building.



Adam Hubbard has been working as a baker for his family bakery in Whitstable for the past seven years and has also operated a bakery delivery service "the Blean Baker" from his home in Blean. After graduating in Food Marketing and Business Economics he also has experience working in quality and technical roles for food companies supplying major retailers. Adam will be responsible for the operation of the in-house bakery and cafe.

FOOD AND DRINK OFFERINGS THE WEST BUILDING

Ramsgate Boating Pool was built in 1929 and since then has provided locals and visitors with a cherished centre for entertainment. We will transform the West building to a spacious well designed family friendly breakfast cafe/pizzeria and in-house bakery. The cafe will operate in the morning hours and the pizzeria in the afternoon and evening. The design of the two spaces will tell the story of the building's past, referencing the long standing seaside entertainment site throughout while respecting the beautiful historic Italian style architecture.



CAFE + BAKERY

The Ramsgate Boating Pool Bakery and Cafe will offer freshly baked goods made with locally sourced ingredients. This will be accompanied by quality coffee made professionally. It is important to us that the cafe's existing clientele continue to visit the boating pool. We will sensitively design the menu based on current tastes to make sure loyal customers continue to enjoy the familiar surroundings.

The in-house baker will also experiment with current baking trends attracting a new clientele to the cafe while having staple favourites always available. The fresh bread and pastries will also be available to take away.

Who doesn't love the smell of fresh bread, pastries, bacon and coffee in the morning!

Another service we will provide are healthy meal options for children along with table top activities that keep them interested while enjoying family time.



PIZZERIA

For the Pizzeria the speciality is the dough making process. Sourdough pizza making is an artisan craft. The ingredients for the toppings and sides will be locally sourced and selected for their quality and freshness. The pizzeria will also have a takeaway away service.

Continuing our theme of quality of time for children. Tabletop activities will be made available in the pizzeria alongside reasonably priced healthy menu options to suit them too.



PIZZA OVEN

A major development will be the installation of a pizza oven. We will use existing extraction and re-purpose the existing entry point through the adjoining wall.

The pizza oven will be of dual function using gas and wood-fire and will be an exciting visual centre piece of the cafe in the West building, warming the space and creating a cosy atmosphere in the winter.



MARKET ANALYSIS

Thanet has approximately 140,000 full time residents, which is swiftly growing due to the influx of young families and professionals looking to seek an alternative lifestyle out of the city. Since the pandemic the housing market has become very busy as people seek more space in rural areas. Alongside this, Ramsgate's popularity as a tourist destination is growing every year and through the investment by government and our local council via the 'levelling up' fund the town has more and more to offer. We are looking forward to being a big part of the new wave of business ventures opening up in Ramsgate.

Holiday makers, particularly Londoners are becoming more and more attracted to artisan culinary specialities. We can be part of providing this for Ramsgate's tourist sector.



MARKETING STRATEGY

The RBP will implement an effective marketing and advertising campaign with local publications including Isle Magazine, Ramsgate Recorder, Broadstairs Beacon and Margate Mercury and local radio.

We are planning a social media campaign documenting our progress and showing the upcoming events and services we offer.

FUTURE PROJECTS

We plan to expand by adding pop-up food stands increasing the variety of cuisine while encouraging local start ups with affordable rental space.

We will also introduce workshops for all ages in our adaptable side spaces.

This is a good opportunity for community activities, and the RBP ethos is to give something back. Even more so now after the struggles people have faced through the pandemic. We plan to run workshops by way of concession arrangements in a range of activities spanning from bread making to toy boat building to flower-arranging. We can help people connect again over productive, educational and fun activities.



THE EAST SIDE



Soup Studio plans to continue its known brand by creating an inviting and inspiring music recording and production space in this unique building. Catering to the local music scene and attracting clients from afar who are looking for a vibey seaside studio alternative to work in. Simon who has lived in Ramsgate for 5 years has a close affiliation with Big Jelly Studio and The Ramsgate Music Hall and plans to work alongside these to further strengthen the town's standing as a music related destination. The studio will be soundproofed to eliminate sound coming in and out via a de-coupled 'room within a room' system that has no impact on the structure of the existing building.



The Ravensgate-on-Sea currently operates from the east building, we intend to continue selling alcohol from the bar area. Discussions will take place with the Ravensgate team to whether they continue to sell their produce here. If this turns out not to be the case we will seek another retailer to sell here in a pop up fashion.



THE BOATING POOL ITSELF



The Boating pool offers a calming tranquil atmosphere. It is important to the RBP to maintain this. All ideas surrounding the pool have been gentle. The Viking model boat club need not worry they will still be able to use the pool!

Eventually toy sailing and motorised boats will be available to hire. We will invest profits into this area. Workshops can build small boats to test on the pool and it could also be an available space for art installations.

