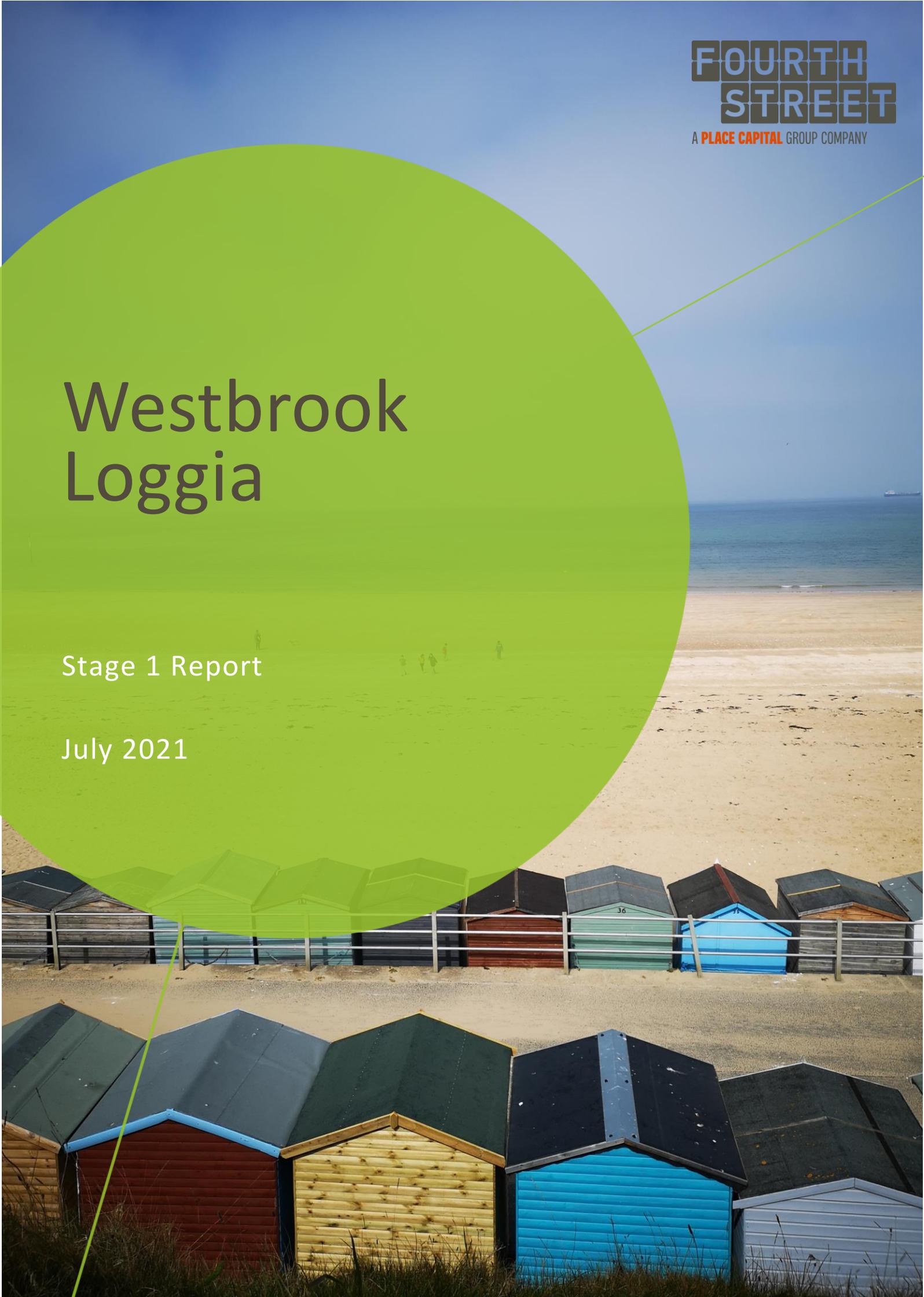


# Westbrook Loggia

Stage 1 Report

July 2021



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# 1 Introduction

## 1.1 Purpose of this Report

This Stage 1 report summarises the work undertaken to date by Fourth Street, Purcell and Betteridge & Milsom on behalf of Thanet District Council to identify a sustainable future use for Westbrook Loggia ('the Loggia') in Westbrook Bay, Margate.

## 1.2 Background

The Loggia is a Council-owned Edwardian structure which dominates Westbrook's promenade. In recent years, the Loggia has been largely unoccupied and has fallen into a state of disrepair. In 2019, it was approved for disposal. In light of the Coronavirus pandemic, however, Thanet District Council's economic recovery plan means that the redevelopment of existing assets should be fully considered with regard to the feasibility for such redevelopment and its potential to secure reliable, future income streams for the Council.

Currently, Westbrook Bay is poorly provided for, and is let down by the quality of its buildings and infrastructure. Historically, the Loggia provided facilities and services for beach visitors as well as storage and community space. The large sandy beach is well-frequented by families and dog walkers in particular, and is becoming more popular during peak times as an alternative to Margate Main Sands. The beach is ideal for swimming, is still accessible at high tide, and has been awarded Blue Flag status for a number of years. It also benefits from RNLI lifeguards on duty during the summer months. The Thanet Lifeguard Club, Bay Inspector and Your Leisure are the only remaining occupants in the Loggia.

Westbrook Bay is well-located adjacent to Margate town centre. It offers a calmer environment away from the Main Sands, but still within easy walking distance of the town centre, Dreamland and Margate railway station. There has been substantial redevelopment in the area recently – most notably the Sea Bathing Hospital which has been converted into residential apartments. It is anticipated that the area could feasibly attract a 'young urbanite' crowd which is becoming synonymous with Margate. The Loggia could play an active part in capturing this audience, encouraging them to stay overnight in the local area.

The Loggia's situation in Westbrook Bay means it is well-positioned for redevelopment. The following qualities underpin this options appraisal:

- The Local Plan designates Westbrook Bay as an Intermediate Beach, meaning small-scale development is allowed
- The bay has a "hold the line" coastal defence policy
- Development on the promenade is above flood risk, with a management policy in place to mitigate risk in extreme conditions
- There is good vehicular, public transport and disabled access

- Bathing water quality is ‘Excellent’
- The bay currently benefits from a beach inspector and lifeguards in peak season
- There is good access to cycle and walking routes including the Viking Coastal Trail and Thanet Coastal Path, as well as Margate town centre and railway station

### 1.3 Context

Thanet’s Destination Management Framework (DMF) (2020) states that a site should be identified as a pilot which combines the following uses:

- Essential public services, to include toilets, changing, showers, water, lifeguard station
- Destination food and drink experiences and activities

The DMF further encourages the development of new serviced accommodation which might include midrange hotels, lodges, camping pods and high-quality independent B&Bs.

As such, these uses have been considered with regard to the Loggia building which is an almost-vacant property in Council ownership – therefore potentially well-positioned to meet the needs set out above.

The brief further specifies that the Loggia should provide the following mandatory uses:

- Public toilets (either within the Loggia or in a separate building)
- Management needs and services for the bay, to include:
  - Lifeguard station
  - Beach office
  - Changing rooms
  - Showers
  - Water

The Loggia has a substantial footprint and occupies a dominant position within the bay. As such, its potential to provide public services alongside a more commercial offering is significant. This Stage 1 report considers the options available and seeks to shortlist these based on suitability.

### 1.4 Work undertaken

To date, the consultancy team led by Fourth Street has carried out the following strands of work:

- Site visit and inspection
- Definition of objectives
- Market research and analysis
- Strategic Review
- Key stakeholder consultation

- Review of potential operators
- Short-listing of appropriate options
- Case study research

## 1.5 Summary of the Report

This report shortlists the options considered for the potential future use of the Loggia in Westbrook Bay. Options have been assessed in line with the initial brief as well as local, regional and national priorities, specifically in relation to:

- Potential fit with physical attributes (including current layout of the space, in the event of retention and refit, and the existing footprint, in the event of reconstruction)
- Fit with local strategy and policy requirements
- Geographical suitability i.e. fulfilling local demand whilst not displacing other local businesses
- Viability, based on high-level demand and anticipated financial return (a full cost appraisal will be conducted in the Stage 2 report)
- Anticipated likelihood of obtaining planning permission (subject to a more in-depth analysis in the Stage 2 report)

This report summarises the work and the research that underpins the shortlist.

## 1.6 Recommendations

Based on initial research and key stakeholder consultations, we recommend the following:

- The most suitable future use for the Loggia is a mixed-use development, combining a food and beverage offers with short-stay accommodation.
- The Loggia is well-placed to serve both local residents as well as day visitors to Margate; uses should promote the Loggia as a gathering place or 'hub' for local communities, which will help mitigate issues surrounding seasonality.
- Links to neighbouring beach and water sports activities should be explored to enhance and strengthen the loggia offer.
- Provision of services such as public toilets should remain within the Loggia footprint to avoid the significant expense associated with the relocation of services. It is proposed that the maintenance of these facilities should be the responsibility of the operator.
- Single management of the building is likely to be the most effective and viable solution; it could either be managed by the Council or outsourced to an operator.
- The operating model for a mixed-use development will be critical to its success; all options should be rigorously appraised to ensure best value for money and quality of offer is achieved.
- Demolition and reconstruction of at least some parts of the building should not be ruled out. Whilst Net Zero Carbon goals mean efforts should be made to repurpose existing structures

where possible, the Loggia and its state presents a set of challenges which means this may not be possible.

- Our initial estimates suggest there will be a significant development deficit, meaning the whole scheme cannot be commercially financed. Some form of cross funding will therefore be required for the capital – this could be in the form of a grant, enabling development or Council investment.
- Enabling development options should be considered on nearby Council-owned spaces, for example Barnes Car Park. This could impact significantly on the financial viability of the options appraised in the next steps.
- Other potential funding sources should also be assessed and appraised as part of the business case in Stage 2.
- The planned public engagement exercise should test the shortlisted uses to ascertain how well they address resident and visitor demand – both in isolation, and as a combined mixed-use offer.

## 1.7 Next Steps

Suggested next steps include the following:

1. Client review of these interim recommendations
2. Refinement of the shortlisted option, to include:
  - a. Financial modelling
  - b. Soft market testing
  - c. Capital cost schedule
  - d. Cost risk assessment
3. Review of potential operating models and development/ownership options
4. Public engagement exercise and soft market testing conducted
5. Outline architectural designs produced including material palette
6. Stage 2 report to be submitted incorporating the above elements

## 2 Strategic & market context

This section sets out the context in which the repurposing of the Loggia will take place. It takes into account the relevant strategies and policies, the market supply and market demand.

### 2.1 Strategic and Policy Review

Fourth Street has undertaken a detailed review of the following strategies and plans, covering regional and local levels, that relate to the restoration of the Westbrook Loggia:

- Economic Recovery and Renewal Strategy (2021)
- The Green Blue: Thames Estuary Growth Board Action Plan (2020)
- Interim Strategic Plan (2020)
- Kent and Medway Economic Renewal and Resilience Plan (2020)
- Kent Environment Strategy (2016)
- Thanet District Council Local Plan (2020)
- Thanet District Council Corporate Statement (2019-2023)
- Economic Growth Strategy for Thanet (2016)
- Thanet Destination Management Plan: Margate, Ramsgate & Broadstairs (2013)
- Thanet Destination Management Framework (2020)
- Active Thanet Strategic Framework (2018-2022)
- Beach Management Plan for Thanet (2014)
- Margate Town Investment Plan (2020)
- Margate Coastal Community Team Economic Plan (2016 and Beyond)

The key themes which occur across multiple strategies are summarised below. A more detailed breakdown can be found in the Appendices (Section 1), including a report-by-report assessment which lists the individual priorities and objectives, as well as possible implications for Westbrook Loggia.

These strategies broadly relate to coastal development, visitor economy, sustainable growth, preventative health measures, and shaping Margate as a cultural and tourism destination. Six distinct themes are evident:

#### 1) Economic growth and development

Economic strategies focus on the rejuvenation of high streets, town centres and repurposing of heritage assets or character properties such as the Loggia. Regeneration should be with regard to creating employment opportunities – especially for young people – and increasing economic activity. This need has become even more prevalent in light of the pandemic, with strong emphasis on post-Covid recovery. Projects should seek to incorporate community wealth building and deliver sustainable economic benefits for local communities to thrive.

As such, types of employment created through the Loggia’s future use and any sourcing of operators or tenants should be conducted with young people and community benefit in mind.

## **2) Health and wellbeing**

This theme appears in a number of the policy and strategy documents consulted. Key concepts include: preventative healthcare measures; access to the natural environment; and the potential mental health benefits which stem from increased provision of healthy leisure offers at the community level. The importance of health and wellbeing priorities has been amplified by the Covid pandemic, with even stronger emphasis placed on providing public spaces which provide health and wellbeing offerings.

The Loggia’s location lends itself to a scheme which embodies multiple drivers, creating a healthy hub on the seaside for engaging with sport, the natural environment and wellness services – particularly due to Westbrook’s status as an “intermediate” or community beach.

## **3) Quality of life and communities**

Thanet and Kent policies highlight the need to create attractive, liveable communities both to improve quality of life but also to attract investment from key players such as major employers or housing developers. The Economic Growth Strategy for Thanet and the recent Kent & Medway Economic Plan, for example, prioritise the provision of services and amenities to support remote working. While already a priority before Covid-19, this has arguably increased in significance in light of the pandemic.

Westbrook Loggia’s prominent position means it is well-placed to support integration within communities by the provision of community gathering space.

## **4) Visitor economy**

Local and regional strategies emphasise the need to adapt and grow the visitor economy. While this is partially in response to Covid recovery, it ultimately reflects a wider requirement to increase visitor spend and develop a year-round offer. There is a demonstrable need for additional character or seaside accommodation which encourages overnight stays, thereby increasing potential visitor spend.

The Loggia has the potential to function as an additional destination which increases footfall across the seafront and adds to the overall offer for Margate, without prejudicing the local experience. The provision of overnight accommodation is something which could be allowed for in the redevelopment of the Loggia.

## **5) Clean growth**

Initiatives to reach a net-zero carbon goal and invest in clean technology feature heavily in all strategies and policies, whether local, regional or national. An increased awareness of climate change, its impacts, and the goals of UK and local government influences developments. The need to improve awareness even further is also highlighted.

The Loggia’s position in a visible and frequented public bay could provide a platform for low-carbon uses and engagement with the environment, whilst also providing an anchor for active travel along the Viking Coastal Trail. Plans to adapt and retro-fit the Loggia (or some parts thereof) – rather than completely

demolishing and rebuilding – would fit within the low-carbon agenda, although other considerations such as cost will also come into play.

## 6) Creative industries

Margate and the surrounding area is seeking to attract investment in cultural and creative production via initiatives such as the creation of creative workspace. As Margate continues to grow and further establish its profile as a cultural destination, there is a drive to add creative uses to high streets and key destinations, thereby contributing to their rejuvenation.

Creative and cultural uses, or tenants and operators who are complimentary to such uses, should be considered for the Loggia with a view to adding a cultural aspect to the visitor experience.

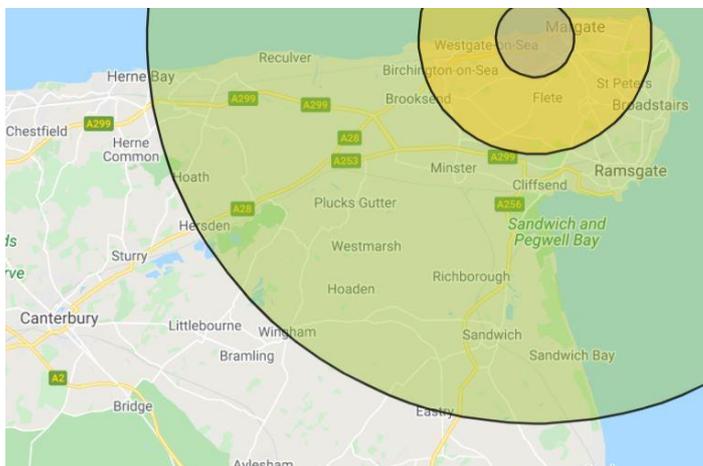
## 2.2 Market Demand

This section examines the demand for spaces in Margate from both the residential and tourism markets. While the Loggia’s position undeniably lends itself to a tourism offering, it should be noted that this would result in largely seasonal benefits. As such, any proposed future use should ideally seek to respond to both the residential and tourism market demands.

### 2.2.1 Residential

Fourth Street has conducted a demographic analysis of the surrounding area. This helps understand the potential customer base for the Loggia and can therefore help justify or discount specific uses. The demographic analysis is in relation to three zoned areas (shown in Figure 1): a one-mile radius, which captures the hyper-local residential market i.e. those who might reasonably travel to the Loggia by foot; a three-mile radius which incorporates some of the nearby conurbations in the vicinity of Margate; and a ten-mile radius which captures a substantially wider area and which would likely correspond to a more destination-oriented use type as it demands longer travel times (travel might be by car, public transport or bike, for example).

**Figure 1 - Radii for demographic analysis (1, 3 and 10 miles)**



The populations of each area (one-, three- and ten-mile radius) are:

**Table 1 - Populations**

Radius	Population	Cumulative Population
0-1 mile	17,234	17,234
1-3 miles	60,991	78,225
3-10 miles	97,977	176,202

The demographic trends are summarised below:

- There is very little ethnic diversity: white residents account for circa 95% of the population in all radii. This is approximately 10% higher than the national average.
- All areas have older than average populations: those aged 65+ make up the largest segment of the population.
- The second highest age group by number is under 15 years; nevertheless, this group is underrepresented relative to the national average. The same applies to almost all age groups except 55-64 years, where the representation is above average.
- There is significant unemployment in the area: Thanet has the highest district unemployment rate in Kent, with 10% of the population listed as unemployed.
- Of the economically active population, a significant number are classed as 'self-employed without employees' (1,100 in a one-mile radius; 10,700 in a ten-mile radius). This accounts for a larger-than-average proportion of the population compared to national levels.
- Deprivation levels are high in the area, with 30-35% of the population employed in 'semi-skilled and unskilled manual occupations, unemployed and lowest grade occupations'.
- Those in supervisory, clerical and junior managerial roles, or administrative or professional occupations represent a similar proportion of the population (approximately 30%).
- The income distribution reflects the types of employment, with a skew towards household incomes under £30,000 per annum. Income groups sub-£30,000 are overrepresented relative to the national average; by contrast, those on incomes of £50,000+ are significantly underrepresented compared to national averages.
- Mosaic demographics show a prevalence of people in the following groups (figures in brackets denote the proportion of total population in the three-mile radius):
  - Senior security – elderly people with assets who are enjoying a comfortable retirement (16%)
  - Family Basics – families with limited resources who have to budget to make ends meet (14%)
  - Transient renters – single people privately renting low cost homes for the short term (20%)

Based on the assumption that any future use of the Loggia will seek to capture the residential market, the potential implications of this demographic analysis for the repurposing of the Loggia are as follows:

- There should be some provision for elderly visitors, for example accessibility should be carefully considered.
- Daytime provision may be a stronger factor than elsewhere given the relatively high levels of unemployment and/or economically inactive population.
- In conjunction with the local strategies and priorities, any future use should ideally provide employment opportunities, with a particular emphasis on young people
- Any future use could potentially offer space for the higher-than-average number of self-employed people – whether this be as workspace or as a venue for them to host events (for example exercise classes, which are often run by people qualifying as self-employed). This type of use, however, would have to be carefully considered and orchestrated so as not to displace alternative sites focused on similar uses.
- Any ultra-high-end offering could risk alienating the local population given the relatively low salary levels. Any future use should carefully consider price points so as to capture the local population, which would help mitigate issues surrounding seasonality.

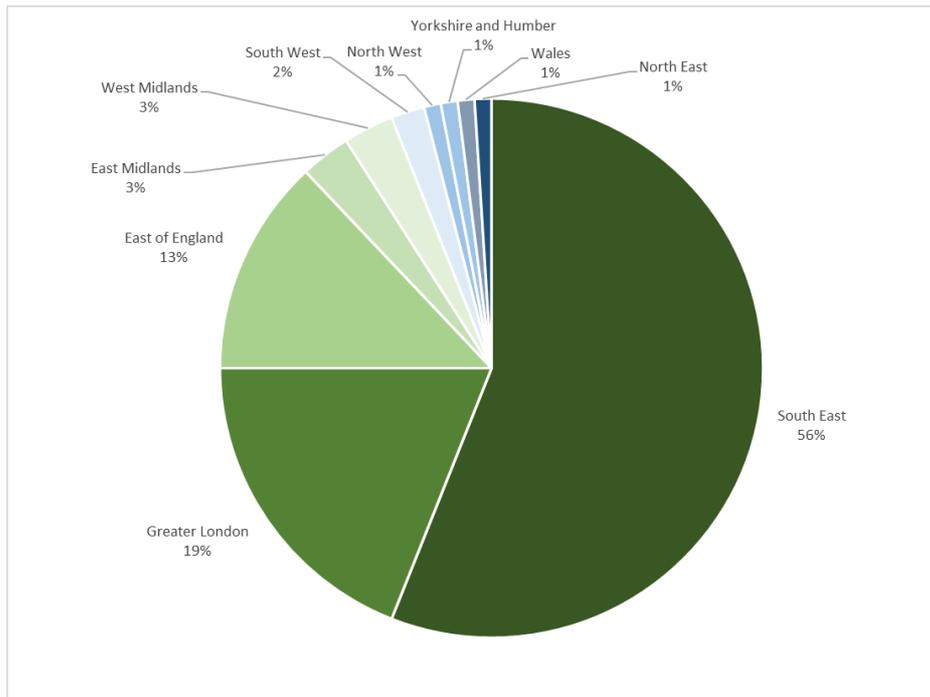
### 2.2.2 Tourism

Thanet Visitor Surveys, funded by Thanet District Council and undertaken by Visit Kent in partnership with Destination Research Ltd, provide invaluable insight into visitor trends. Here, we have collated the data which has particular relevance to Westbrook Loggia. The majority of this data is based on 2018 tourism figures; however, updated figures from 2019 have been incorporated where available.

#### *Visitor origin*

The majority of visitors to Thanet in 2018 were from the UK (93% of the total 1,351 visitors). The regional breakdown is shown in Figure 2. Visitors from the South East accounted for 56% of the total; of these visits, 43% originated from Kent.

**Figure 2 - Origin of visitors to Thanet, 2018**



### *Visitor profile*

Thanet is popular for group visits, with couples and families accounting for 63% of all visiting groups. That said, the visitor market to Margate tends more towards groups of friends (19%) and people travelling alone (12%). Of Thanet's towns, Margate has the highest proportion of visitors in employment (73%) and the lowest proportion of retired visitors (21%). This could cause conflict in terms of offer if the future use is tailored too strongly towards the retired age group (i.e. residents) or the visitor demographic (which tends to be younger).

### *Trip characteristics*

Of the total visitors to Thanet, only 27% were there as part of an overnight stay. Day visitors from home made up 55% of visitors, while a further 18% were day visitors from a holiday based elsewhere. In terms of duration, the average length of stay varies slightly by season, with marginally longer stays in summer than autumn; the average length of stay for overnight visitors to Thanet was 4.4 nights. Visitors to Margate stayed for significantly shorter periods of time than elsewhere (3.6 nights per trip in Margate versus 5.2 nights per trip in Broadstairs). The Loggia has the potential to increase length of stay depending on the type of offer made available.

### *Transport*

The most common mode of transport for visits to Thanet was car or other private motor vehicle (including motorbike or motorhome). This mode represented 66% of visits, while train users accounted for 19% of

visitors to Thanet. Notably, the proportion of train users to Margate was higher than the Thanet average, accounting for 30% of all trips. This has positive implications for the Loggia which is a short walking distance from the train station. Equally, it is also accessible by car or other private motor vehicle, with limited free parking along the Royal Esplanade.

#### *Previous visits*

Within Thanet, Margate attracted the highest proportion of new visitors, who accounted for 25% of total visitors to the town. Interestingly, visitors to Margate were likely to have visited or planned to visit Broadstairs or Ramsgate (27% and 29% respectively); by contrast, visitors to Broadstairs and Ramsgate were less likely to visit Margate (21% and 18% respectively).

#### *Motivation or trip influencers*

Of those surveyed in Margate, 70% had visited or planned to visit an attraction as part of their trip. The main attractions were Turner Contemporary (47% of total visitors planned to or had visited) and Dreamland (34%). Conversely, the majority of visitors to Broadstairs and Ramsgate had no intention of going to a visitor attraction (75% and 71% respectively).

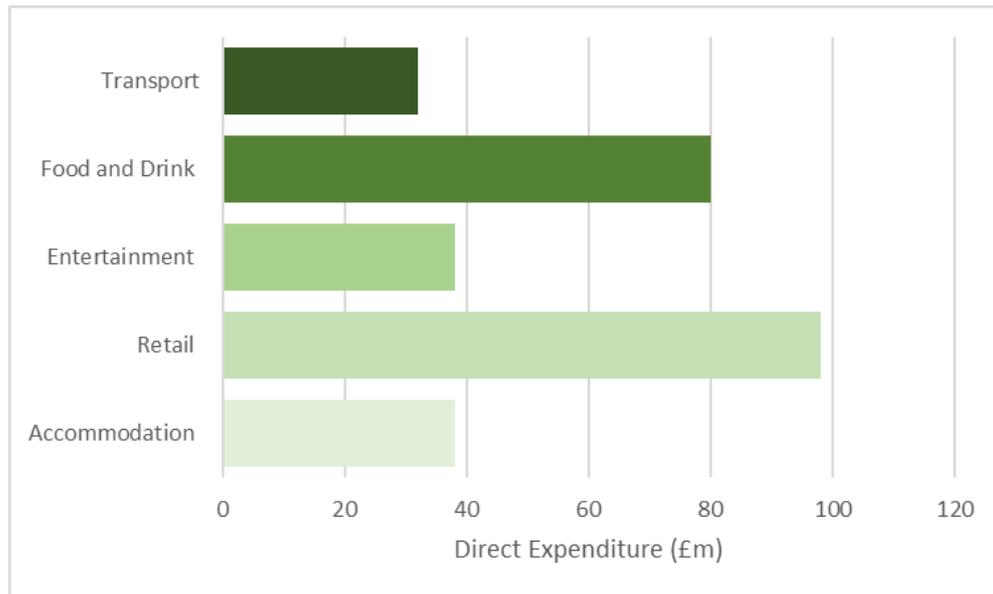
The predominant influencer for visits to Thanet was the coastline and beaches; however, this was markedly less influential for visitors to Margate (49% of whom cited the beaches and coastline as the main reason for their visit) than to Broadstairs (59%). Attractions featured as a key influencer for nearly a third of visitors to Margate (30%) which is higher than Thanet's average. Arts and Culture were also noticeably more influential in a decision to visit Margate (18%) than elsewhere in Thanet (9%).

#### *Expenditure*

The average expenditure amongst visitors who stayed in Thanet (per person, per 24 hours) was just under £45. This represents spend on accommodation, eating out, shopping, entertainment, travel and transport; the highest proportion of expenditure was in the accommodation, food and drink categories. The average spend for day visitors was substantially lower at £25 per person per day. As for longer stays, eating out accounted for the majority of this spend.

Figure 3 shows the direct expenditure linked to different categories in Thanet in 2019.

**Figure 3 - Direct Expenditure in Thanet, 2019**



*Trends*

From 2010 to 2018, there have been some notable changes in tourism trends to Thanet:

- The number of visitors travelling to Margate by train increase from 11% to 30%
- Expenditure levels have increase even when accounting for inflation
- The score for overall enjoyment increased from 3.77 to 4.36

Between 2017 and 2019 the visitor economy has experienced an upwards turn:

- 9.9% increase in trips to Thanet
- 10% increase in value
- 9% increase in jobs

It is anticipated that visitor numbers in 2021 will be high largely due to the increased tendency towards domestic tourism in light of the Coronavirus pandemic. It is impossible to say whether this trend will be short-lived or longer-term; however, there has been a prolonged positive trend in this aspect even prior to the pandemic. As such, it is feasible that this trend will continue to follow a stable upwards trajectory.

**2.3 Market Supply**

The market supply is considered in relation to the longlist of use types considered over the course of this options appraisal.

*Food and Beverage*

Margate has a significant food and beverage offering and a thriving independent scene, with the majority of premises clustered in the town centre. In general, each beach has a café and/or restaurant, for example Millies Bar in St Mildred’s Bay and West Bay café and Finbar’s in Westgate Bay. However,

Margate is not distinguished regionally or nationally by a high-quality food and beverage offering – those who are actively seeking a gastronomic experience are more likely to visit nearby Whitstable or Broadstairs, which has one of Kent’s three Michelin-starred restaurants. There is no notable food and beverage offer in the immediate Westbrook Bay area; the closest drinks offer is attached to Strokes Adventure Golf at the eastern edge of the beach. There is some retail and F&B provision along the nearby Canterbury Road, including a Tesco Express convenience store, a Fish Bar, sandwich shop and burger and grill house. Margate F&B rates are circa £7.20/SF per annum.

### *Leisure*

The nearest formal leisure offer to the beach is Hartsdown Leisure Centre on Hartsdown Road, approximately 700m south east of the Loggia. This offers a sports and fitness centre with a 25m pool, teaching pools, a gym and multi-use sports hall. Your Leisure, who also operate the beach huts in Margate and the surrounding area, are the provider. A basic membership offering gym and pool access along with group classes costs circa £45 per month; more extensive membership offers including spa access (at their Ramsgate facility) costs in the region of £50 per month. There are various other leisure offers including yoga in Margate, with a number of established providers mainly located in the town centre. In terms of outdoor activities, Westbrook Bay is located on the Viking Coastal Trail and there are three bike hire shops within Margate itself (the closest being The Bike Shed on Canterbury Road). It should be noted that Westbrook bay and promenade accommodate 263 beach huts during the summer, which is one of the largest of any bay in the district. These are a combination of private and Council-owned, with the management of the Council provision outsourced to Your Leisure. It is understood that the demand for beach huts is strong.

### *Short-stay accommodation*

There is limited short-stay accommodation in the immediate area, and average nightly rates range from £50 to £100. There is both B&B and hotel provision within Margate, with a tendency towards B&B accommodation in the area immediately surrounding Westbrook Bay. The main hotel provision is in the town centre and around the station, including a Premier Inn where a room ranges from circa £90 per night in peak season through to £35 per night during off-peak months. Airbnb lists over 300 stays in Margate, claiming that more than 22,000 guests have stayed in Margate. On average they rated their stays 4.9 out of 5 stars. The accommodation available via Airbnb ranges in size from studio apartments through to 5+ bedrooms, of which there are 18 stays listed at the time of writing.

### *Workspace*

The Margate Town Investment Plan states that the Creative Land Trust (CLT) will take control of key, clustered properties to support the evolution of creative production hubs. The CLT will “provide safeguarded affordable workspace with high-quality digital connectivity; free enterprise space for young people; further and higher education; centres for digital and theatrical production; civil society activities; and a permanent cultural centre focused on our black and brown community (piloted on intervention 4).

*This will repurpose long-term vacant buildings and bring new life to the town centre – driving footfall towards Margate’s high street, benefiting surrounding businesses as well as those directly involved in the intervention*<sup>1</sup>. Furthermore, the government recently confirmed a £2.7million Future High Street Fund grant for Ramsgate which will be used to provide more workspace in the town centre, specifically aimed at creative industries. As such, it is anticipated that workspace provision in Margate and the wider region will be significantly improved in the near future, with a strategic focus on the region’s high streets.

#### *Education*

There is a number of schools and nurseries in Margate. The Hartsdown Academy, circa 800m south of the Loggia, is a mixed school for 11-18 year-olds. While its capacity is 1175 pupils, the academy has total of 697 pupils according to Ofsted. This secondary school is part of the Coastal Academies Trust, and received a ‘Required Improvement’ status following a full inspection in March 2018. The Kent County Council website lists a total of six day nurseries within the CT9 postcode; the nearest is the Bright Start nursery on Hartsdown Road. The nearest universities are the University of Kent and Canterbury Christ Church, both of which are located in Canterbury.

#### *Private residential*

There has been a substantial increase in the private residential provision in the immediate locale given the conversion of the Sea Bathing Hospital into residential apartments. These apartments range in size from one- to three-bed, and benefit from allocated parking and a 10 year build warranty. The scheme is Help to Buy approved. A three-bedroom, three-bathroom penthouse apartment is on the market for £785,000; lower-spec two-bedroom apartments within the same complex are listed in the region of £200,000 to £240,000. A nearby Grade-II listed former chapel is also being converted into two large, five-bedroom family homes (circa 3500SF each): one is currently listed on the market for £1.5million. The immediate area is predominantly residential, with more established private residential accommodation along Westbrook Avenue and adjoining streets. A three-bedroom detached house in this area can be circa £500,000.

#### *Museum / Gallery*

There is a number of sights and attractions in Margate, with perhaps the most notable being Turner Contemporary and Dreamland. The Turner Contemporary attracted 403,649 visits in 2019<sup>2</sup> and Dreamland attracted 650,000 visitors in the same year<sup>3</sup>. In addition, there is also a number of smaller museums including Margate Museum, which features local history exhibits and Victorian prison cells, the

<sup>1</sup> Margate Town Investment Plan, December 2020 (We Made That PRD commissioned by Thanet District Council)

<sup>2</sup> <https://turnercontemporary.org/news/16/04/2019/turner-contemporary-celebrates-its-8th-birthday-following-a-successful-year/>

<sup>3</sup> <https://interpark.co.uk/dreamland-margate-enjoys-record-breaking-year/#:~:text=Dreamland%2C%20the%20popular%20amusement%20park,its%20busiest%20year%20since%20reopening.>

Crab Museum, Tudor House and Margate Caves. There are also numerous smaller and independent art galleries in Margate, the majority of which are concentrated in the town centre.

#### *Retail*

As is the case across the UK, retail is in decline in Margate and there are vacancies throughout the town, a situation which has been exacerbated by the Coronavirus pandemic. There is almost no retail provision in the area immediately surrounding the Loggia, with the nearest cluster of retail situated along Canterbury Road. The rates for these retail units, based on VOA information, is in the region of £8.20-£10/SF. The retail provision here includes a Tesco Express, barber shop, salon, general stores and DIY/hardware store.

#### *Community*

Historically, Westbrook Loggia served as a community hub with a social club on the upper floor. This is no longer the case, and the provision has not been replicated elsewhere. The Margate Town Investment Plan states that there is a lack of social and community facilities, particularly in the Cliftonville areas. As such, improved provision of and access to community facilities is seen as a key opportunity which will support the social integration of Margate's residents.

### 3 Case studies

These case studies focus on recent developments of seafront spaces similar to the loggia. They are intended to demonstrate how mixed-use spaces can work in properties similar to the Loggia in terms of location and structure. They illustrate the range of different funding and delivery models available, and are useful benchmarks as to what mix of uses are complementary. It is not proposed that the Loggia should be developed in the same way as any one of these case studies; however, lessons can be learnt from them and elements may be adoptable in to the final vision for the Loggia.

#### 3.1 Bournemouth beach lodges

Figure 4 - Bournemouth beach lodges



Bournemouth Christchurch and Poole (BCP) have one of the largest and most visited coastlines of any local authority in the UK. The authority places significant value (economic and social) on the appeal and reputational benefits of its beaches and attractions. For years, it has invested in a seafront management team that is permitted to be more entrepreneurial than a typical local authority and promotes a ‘can do’ attitude.

In 2017, Bournemouth Beach Lodges<sup>4</sup> were launched. Following a programme of major regeneration and investment in Boscombe’s seafront, and recognising the increasing demand for overnight accommodation, the council embarked on the development of 15 beach lodges at Manor Steps. This first phase of development acted as a proof of concept before a further 9 lodges were added to the portfolio in a subsequent phase. A 75% annual occupancy rate (pre-Covid) has been achieved with weekly rates rising from £750 off-peak to £1,440 at peak times. With Christmas and New Year proving one of the busiest periods and high demand around October and February half-terms, the traditional seasonality is being extended providing greater year-round use and activity.

Each lodge is a thermally efficient self-contained accommodation pod measuring 3.5m by 4.2m and consisting of two sofa-beds, a kitchenette and shower/toilet room at ground floor, and a staircase leading up to a mezzanine with double bed. Each lodge has a small balcony that overlooks the promenade and beach.

<sup>4</sup> <https://www.bournemouthbeachlodges.co.uk/>

A second site has since been identified at Southbourne and a scheme is underway to develop a further 17 lodges (2 with hot tubs) as part of an £8m redevelopment. The scheme will integrate a restaurant at promenade level, public toilets, lodge office and laundry facilities, with improvements being made to car parking and access arrangements. The scheme is being funded through the PWLB borrowing and is projected to return an annual surplus of £100,000 after finance costs.

Investment in the management, operations and staff training has been a key success factor. Individual staff are regularly named checked in customer reviews.

### 3.2 Rockwater in Hove

Figure 5 - Rockwater (before)



Figure 6 - Rockwater (after)



A council owned venue and restaurant on Hove seafront has undergone a major transformation with over £3.5m of private investment.

Built in the 1960s the building has only ever undergone minor improvements. Despite changing hands and names many times, for the last 20years it has remained a low-grade facility in spite of the relatively affluent residential hinterland.

A locally-based entrepreneur and investor recognised potential in the building and its location, and in 2019 began developing plans for its renovation and repositioning as Rockwater<sup>5</sup>. At the heart of the concept is an offering that resonates and appeals strongly to the local community – reflecting back on the history and heritage of Hove seafront and the Victorian heydays when the place was awash with bandstands, entertainment and activity.

<sup>5</sup> <https://rockwater.uk/>

Rockwater is now laid out over three floors facing north over lawns as well as south over the promenade and beachfront, and with a glazed rooftop extension. The main offering consists of an upmarket restaurant and bar that will also host a range of live entertainment and events. As part of the community offering, it has team up with local health and fitness instructors to curate a daily programme of activities on its beach deck and the lawns (Rockwater Life). A membership scheme (Rockwater Residence) was recently launched to provide priority booking and access and other loyalty promotions. As such, Rockwater is far more than just a restaurant and bar – rather, it is striving to become a valued destination brand by offering a broader range of attractions and activities and giving multiple reasons to visit time and again.

Despite its stop-start launch and re-opening from December 2020, due to Covid-19, the venue has generated considerable local demand and appeal and has become the most talked about place in the area.

Throughout the construction period and to capitalise on heightened outdoor activity due largely to Covid restrictions, Rockwater implemented half a dozen temporary ‘shacks’ to serve passing trade with drinks and food. These proved to be extremely successful with daily revenues estimated to have exceeded £15,000 on peak summer days during 2020. The shacks also helped Rockwater to build its audience in advance of the permanent venue re-opening. As a result of their success and appeal, the council has agreed to the shacks continuing to trade through 2021 alongside the permanent venue.

Figure 7 - Sample activity programme, Rockwater

ROCKWATER LIFE	
BEACH DECK	LAWNS
<b>MONDAY</b> YOGA - WILD THING YOGA 6:45 - 7:45 AM / 8 - 9 AM	<b>BOOTCAMP</b> - SOL GILBERT 7- 8 AM / 9:15 - 10:15 AM
<b>TUESDAY</b> STRENGTH - SALLY MORGAN 6.30 - 7:15 AM / 7.30 - 8:15 AM	<b>BOOTCAMP</b> - SOL GILBERT 7- 8 AM / 9:15 - 10:15 AM
<b>WEDNESDAY</b> ANIMAL FLOW - AMPHIBIOUS FIT 7 - 7:45 AM / 8 - 8.45 AM	<b>BOOTCAMP</b> - SOL GILBERT 7- 8 AM / 9:15 - 10:15 AM
<b>THURSDAY</b> YOGA - HOLLY COOPER YOGA 6:45 - 7:45 AM / 8 - 9 AM	<b>BOOTCAMP</b> - SOL GILBERT 7- 8 AM / 9:15 - 10:15 AM
<b>FRIDAY</b> PILATES - RACHEL POTTER 6:45 - 7:30 AM / 7:45 - 8.30 AM	<b>BOOTCAMP</b> - SOL GILBERT 7- 8 AM / 9:15 - 10:15 AM
<b>SATURDAY</b> FITNESS - UBER MUMMIES 7.15 - 8 AM / 8:15 - 9 AM	<b>RUN CLUB</b> - SOL GILBERT 10AM <b>BOOTCAMP</b> -10:30 - 11:30 AM
<b>SUNDAY</b> MEDITATION - BECCA KILVINGTON 7 - 7.45 AM / 8 - 8.45 AM	

### 3.3 Overstrand, Boscombe

Figure 8 - Overstrand



The Overstrand – situated on Boscombe’s seafront – had fallen into disrepair over many years and was symptomatic of the area’s need for regeneration resulting from a protracted period of underinvestment. In 2016, the building itself was derelict and unoccupied, with active beach huts positioned on top. Following failed attempts to raise private interest in redeveloping the Overstrand, the council recognised that its redevelopment must form part of a wider package of regeneration proposals that included the infamous surf reef and major residential development. The sale of a seafront car park for residential purposes returned an £8m capital receipt to the council, £5m of which was invested in the Overstrand building.

The middle section of the building was cut out and re-formed as a double height space for a new restaurant and bar – Urban Reef<sup>6</sup>. The remainder of the ground floor was turned into commercial units (one being a surf hire shop and the other recently converting to a pizza take-away), space for the RNLI and garaging for the council’s beachfront land train. On the second floor the spaces were reconfigured and designed as 59 day-use beach huts with power and water supply. The interiors were designed by Hemingway Design on a ‘vintage’ theme and fully fitted out. Despite the global economic crash and challenging market conditions in which to launch the new product, two thirds of the beach huts were sold on 25yr to 40yr leases with starting prices at £69k for a single and £89k for a double. This raised £2m in capital receipts for the council. The remaining third continue to be rented out as part of BCP’s wider portfolio of beach huts and chalets<sup>7</sup>.

Looking back, the retention of part of Overstrand building – despite not being listed – would probably now be questioned from economic and physical perspectives.

<sup>6</sup> <https://www.urbanreef.com/>

<sup>7</sup> <https://www.bournemouth.co.uk/things-to-do/beach-pods-p985723>

## 4 Site context

Westbrook Bay is a sandy beach approximately 200m long. A wide concrete promenade runs along the length of the beach with existing buildings and activities including crazy golf, a sunken garden, Barnes Car Park and Westbrook Loggia. The bay has good views across to Margate and Turner Contemporary. Unique to this beach is the fact that a small section of sand remains even at high tide.

### 4.1 Surrounding land uses

The surrounding area is predominantly residential, with no retail along the bay itself; there is, however, a small cluster of retail along a nearby stretch of the A28. There are also substantial greenspaces in the vicinity. There are notably few hospitality venues in the area.

Figure 9 shows the distribution of land uses as of May 2021.

**Figure 9 - Westbrook Loggia Site Context (Surrounding Land Uses)**



## 4.2 Connectivity

Westbrook bay is well connected by both public and private modes of transport, as shown in Figure 10. The nearest train station is Margate, which is 0.6miles away. Trains run to London Victoria via Chatham, or to London St Pancras via Ramsgate, Canterbury West and Ashford International. There are numerous bus routes which run from Canterbury, Ramsgate and Westgate-on-Sea. Car park provision includes free on-road parking, for example along the Royal Esplanade, as well as designated car parks at Westbrook Prom (0.3 miles from the Loggia) and Margate Rail station (0.6miles). The Loggia sits along a stretch of the Viking Coastal Trail, a popular coastal route which starts on the sea wall opposite Margate station, winding westwards to Reculver. The trail runs by the promenade in front of the Loggia (beach side).

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Figure 10 - Connectivity



### 4.3 Site appraisal

Built into the cliff, the existing Loggia building has outward facing views on one side only, over Westbrook Bay. The Loggia is predominantly north-facing and thus casts shade onto the promenade for much of the day. Due to its orientation, the large volume of glass on the Loggia's façade will not be subject to solar heat gain.

The Loggia backs onto a residential area which provides a good connection with the local community. Spread over 2 principal floors, the Loggia connects to an extent with the local community on the upper level; the connection with the public is better at the lower level, along the promenade. Westbrook is generally a more family oriented beach, with Margate main sands typically drawing greater tourism. There is substantial beach hut provision in the area immediately surrounding the Loggia. These are either privately owned or owned by TDC and managed by Your Leisure.

In terms of accessibility, car parking is available locally and the streets are not subject to restrictions. There is limited access for wheelchairs and pushchairs due to defined landscaping interventions. It is understood that the nearby access ramp to the west of the Loggia is not compliant with accessibility requirements due to its gradient. The promenade is popular with pedestrians and cyclists throughout the year.

This is one of the only beaches in the area which retains a small section of sand at high tide. It is understood that, owing to its proximity to the sea, the risk of flooding is as follows:

- 1/10 year: beach huts might get washed away
- 1/20 year: might get some seawater on the promenade and minor flooding on ground floor

A comprehensive flood risk survey would confirm this.

### 4.4 Planning policy context

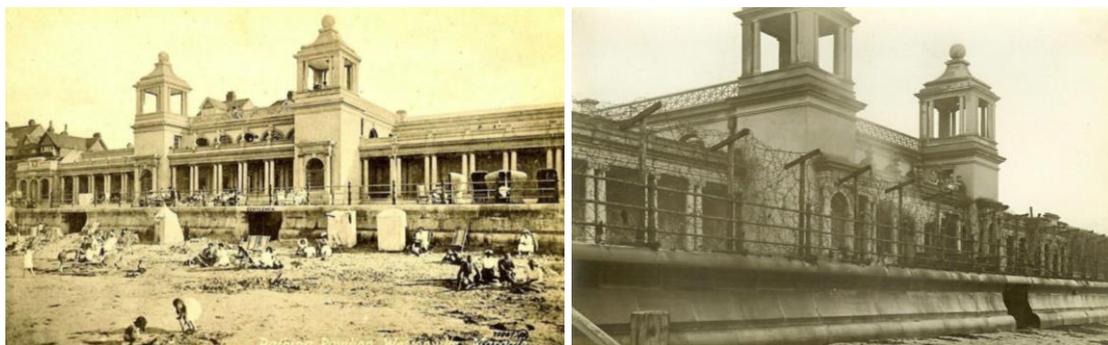
Westbrook Loggia, as it is known today, was more commonly referred to as Westonville Bathing Pavilion when constructed around 1910. It was once an imposing building with attractive architectural features and offered changing facilities for bathers visiting Westbrook Bay. Its location immediately adjacent to the beach afforded direct access from the sands to the changing-rooms. The two towers served to define the segregated changing facilities; the Gentlemen's entrance situated on the lower floor of the West tower, the Ladies to the East. Whilst the form of the towers remains in today's version of the Pavilion, it is believed the two viewpoint turrets adorning the uppermost level were removed during the 1930s.

The building has served different purposes in the years since its primary use as a Bathing Pavilion. During the First World War, the Bathing Pavilion was used as a canteen to serve meals to 150 soldiers at any one time. The baths contained within the Pavilion were also used by the soldiers, believed to be from the 36th Battalion Northumberland Fusiliers, who were stationed in Margate in 1918. It was also during this period that sections of anti-invasion, barbed-wire defence barriers were erected along the length of the promenade, obscuring both views and access from the Bay. In recent years, the Pavilion, now referred to

as the Loggia, has served the public and the local community as an amenity space, offering food and beverage facilities and toilets. Tenants have continued to occupy the property in recent years, notably the Life Saving Club and Your Leisure, as well as a beach café up to July 2020. Therefore, whilst the modern activities would suggest the Use Classes of the Loggia would fall within Class E (formerly Class A until the September 2020 amendment) and Class F, its earlier use as a Bathing Pavilion would suggest it would originally be classified as Sui Generis.

Despite its age, the Loggia is neither statutorily or locally listed, nor is it considered a Non-designated Heritage Asset. Furthermore, it sits outside the Margate Conservation Area, which lies to the East of the building. Whilst the Loggia's Planning history is limited, various entertainment licenses have been granted to operators previously, to enable café and public house conveniences to function within the building, at which time the facilities achieved excellent hygiene standards in 2017. Relevant Planning Applications that have been lodged with the Local Authority within the past 5-years include application F/TH/17/1026, which also lies immediately along Westbrook Promenade. The relevant issues of this consented scheme concern (a) change of use and (b) the visual impact of the design on the wider setting. With regards to the latter, a major concern raised when determining F/TH/17/1026 was the potential obstruction of views of the Bay from existing properties and any proposal to increase the height of a sunken property would be inappropriate. In applying the same principles to the Loggia, whilst the reinstatement of each tower's viewpoint turrets, removed in the 1930s, could be considered a Conservation gain, any alteration to the building which entails new built fabric above road level would be met with contention and thus adaption and reuse of the existing form would be advisory.

**Figure 11 - Historic photos of Westbrook Loggia**



## 5 The existing Loggia

### 5.1 Massing and layout

The Loggia is spread over two floors, with a central section flanked by two wings. The approximate floor spaces are as follows:

**Table 2 - Internal floor areas**

Floor	Section	Area (sqm)
Ground	Main area	454
	Ladies WC	68
	Gents WC	73
First Floor	East Wing	155
	Central Bay	169
	West Wing	155
	<b>TOTAL</b>	<b>1,074</b>

These internal spaces are depicted in Figure 12.

**Figure 12 - Westbrook Loggia usable internal floor area**



## 5.2 Condition

Survey photos showing the current condition of the Loggia can be found in Appendix 2. Key issues relating to the Loggia's condition are outlined below.

### *Roofs*

The roof to the Social club building is an area for concern. It is of mastic asphalt construction and requiring repair/ replacement. It is possible that the concrete roof deck is defective requiring further investigation and possibly concrete repairs.

### *External Walls*

The curtain walling to the first floor areas is in extremely poor condition. Generally the external walls to the social club appear to be in unsatisfactory condition as well with some areas of structural repair required.

There are significant areas of water penetration to the rear of the building. We believe that this is mainly in part due to the position of the retaining wall and perhaps water penetration from the rear of the roof. The repairs to these areas will need to be addressed in order to maintain the use of these areas.

### *Windows*

The glazing and windows to the first floor boxing club and lifesavers club are in extremely poor condition and in some cases we believe dangerous. The windows to the Social club are of traditional timber construction and are in a repairable condition. Timber defects were noted externally and the lack of decorations has led to advance deterioration. The glazing in some areas was poor and the putty in places required urgent attention. None of the windows were double glazed and very few were draught proofed. Many of the sub sills were defective and required repair.

### *Doors*

External doors were in satisfactory condition. However several of the doors had defective thresholds. None of the doors are DDA compliant. Generally all other internal doors are operating satisfactory, and in view of their period setting.

### *Ceiling*

The ceilings to the Westbrook club are generally satisfactory, however we are concerned that there is water penetration to the rear of the building which will lead to deterioration.

### *Building Services*

The M & E installation appears to be limited and outdated or even non-existent in some areas. The electrical installation appears to be limited perhaps with some areas requiring upgrade works.

### *Asbestos*

There are potentially large areas of asbestos containing material located within the building. In most cases these areas are being managed in-situ, although it is anticipated that the repair works will impose upon these materials and therefore it will be necessary to undertake controlled removal of materials.

### *Accessibility*

Under the Equality Act (2010) the building should be accessible to the principal storey. Currently this is not the case, whilst there will always be limitations with the building there are certain aspects of the building that could be improved.

### *Thermal Compliance*

The thermal performance of the building is poor and there are areas that could be improved. It is unlikely that the windows could be replaced with double glazed units. However it is possible to improve the performance with sealed secondary glazed units and the installation of draft proofing. A number of the traditional windows will perhaps require isolated repairs and upgrading works.

## 5.3 Estimated cost

According to a comprehensive, but now out-of-date condition survey which has been provided to the consultant team, the estimated costs for reinstating the Loggia are:

**Table 3 – Estimated costs**

<b>Recommendations</b>	<b>Estimated Cost (£)</b>
Brought forward	399,190
Mechanical	45,000
Electrical	45,000
ACM Removals	25,000
Tanking	42,000
Preliminaries	150,000
<b>TOTAL</b>	<b>706,190</b>

These are included here for information purposes only. The Stage 2 report will include a capital cost schedule, cost risk assessment and financial modelling.

## 5.4 Architectural interest / history and heritage

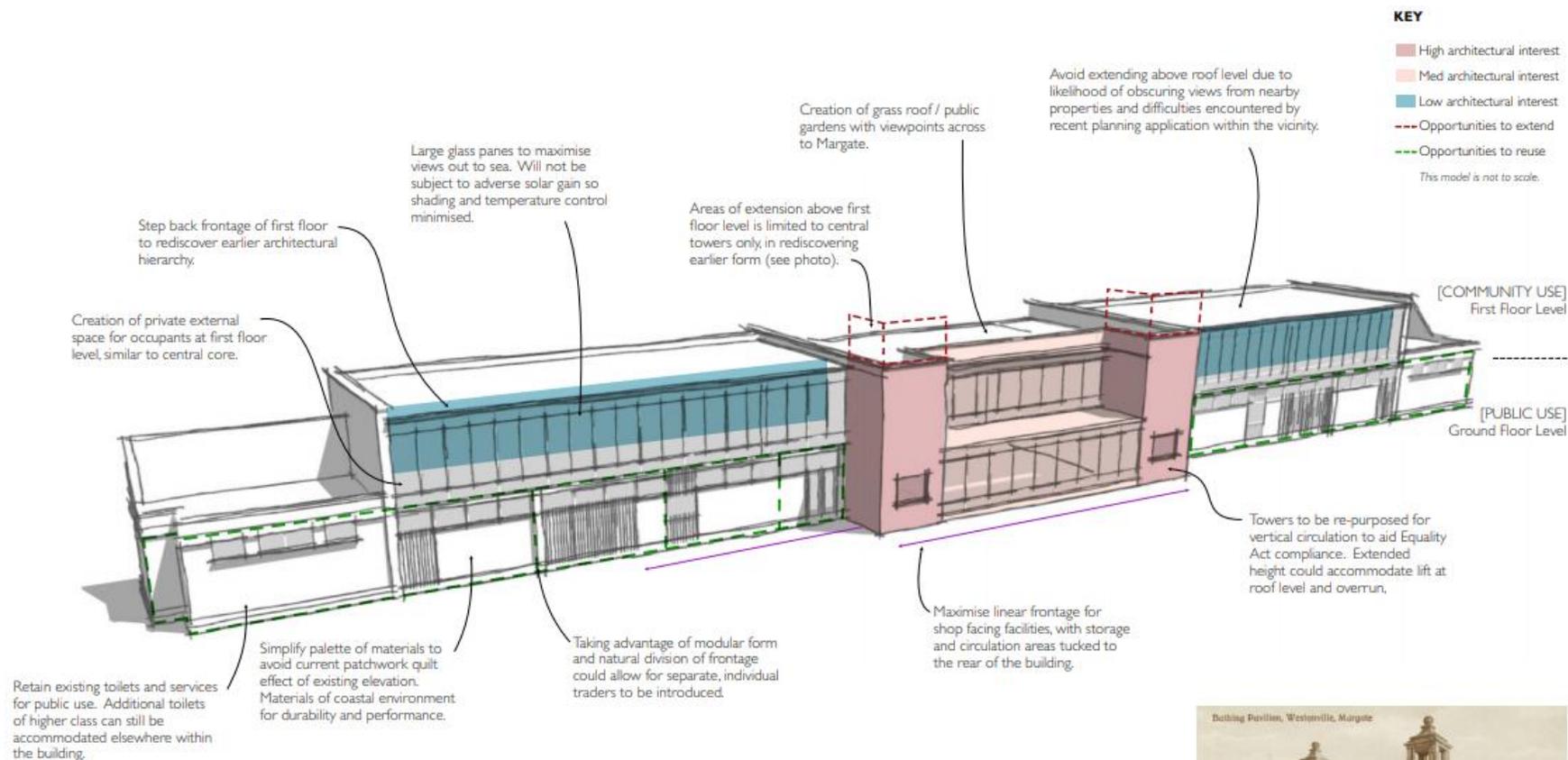
Figure 13 highlights the Loggia's key points of architectural interest.

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Westbrook Loggia: Stage 1 Report

Figure 13 - The Loggia: Architectural Interest



## 6 Options Appraisal

### 6.1 Introduction

In this section, we have applied the following process in order to arrive at a shortlist of potential future use(s) for Westbrook Loggia:

- 1) Defining objectives
- 2) Establishing a longlist
- 3) Defining 'filters' i.e. key considerations which inform the shortlisting exercise
- 4) Shortlisting, which includes:
  - a. Discounted options
  - b. Potential uses

### 6.2 Objectives

These objectives have been informed by strategy and policy documents and plans, as well as an extensive consultation exercise with key stakeholders.

These objectives correspond to the six categories set out in Section 2 - Strategic & market context: Economic growth and development; Health and Wellbeing; Quality of life and communities; Clean growth; Visitor economy; and Creative industries.

**Table 4 - Objectives**

Economic growth and development	<ul style="list-style-type: none"> <li>➤ Create employment opportunities for young people</li> <li>➤ Incorporate community wealth building</li> <li>➤ Deliver sustainable economic benefits for the local community to thrive</li> <li>➤ Regenerate character building</li> </ul>
Health and wellbeing	<ul style="list-style-type: none"> <li>➤ Encourage greater participation in physical activities</li> <li>➤ Facilitate access to the natural environment, and specifically Westbrook bay</li> <li>➤ Protect and enhance quality of life</li> </ul>
Quality of life and communities	<ul style="list-style-type: none"> <li>➤ Provide services and amenities to support remote working</li> <li>➤ Provide community gathering space</li> <li>➤ Enhance residents' experience of the bay</li> <li>➤ Meet local demand for an F&amp;B offering</li> <li>➤ Provide public toilets and space for the management needs and services for the bay</li> <li>➤ Fit with the family-friendly reputation of the bay</li> </ul>
Clean growth	<ul style="list-style-type: none"> <li>➤ Target net-zero carbon</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Seek to incorporate clean technology</li> <li>➤ Act as a destination for local active travel e.g. Viking Trail</li> <li>➤ Make optimum use of the footprint and position of the Loggia</li> </ul>
Visitor economy	<ul style="list-style-type: none"> <li>➤ Increase potential visitor spend</li> <li>➤ Create a year-round offering</li> <li>➤ Help promote Westbrook bay as a destination</li> </ul>
Creative Industries	<ul style="list-style-type: none"> <li>➤ Further Margate’s reputation as a cultural destination</li> <li>➤ Provide business opportunities given its accessible location</li> </ul>

While it highly unlikely that any one future use will be able to fulfil all of these objectives, they are nonetheless key considerations in determining the most appropriate future use for Westbrook Loggia.

### 6.3 Longlist

During key stakeholder consultations, a number of other uses were also suggested which went beyond the scope of the original brief. As such, these uses were included in a longlist to ensure consideration was given to a full list of options.

The longlist therefore comprises of the following uses:

- Food and beverage (café / restaurant)
- Leisure
- Short-stay accommodation
- Workspace
- Education
- Private residential
- Museum / gallery
- Retail
- Community

### 6.4 Key considerations

These uses were assessed in relation to four key considerations which acted as filters in order to create a shortlist of the most suitable and most viable future use options. These considerations were:

- **Viability** – is the proposed use likely to be financially viable in operation i.e. there will be no further demand on Council funds once up and running?
- **Strategic Priorities** – does the proposed use fit with the local, regional and national strategic priorities as summarised in the Objectives, above?
- **Planning** – is the proposed use likely to be granted planning permission?

- **Physical** – does the proposed use fit with the physical constraints of the building (in the event of retention of the structure) or footprint (in the event of rebuilding)?

## 6.5 Assumptions

For the purposes of this exercise it is assumed that, in the event the Loggia is rebuilt, it will retain its original footprint and a similar floor area.

## 6.6 Shortlisting

It became clear over the course of this exercise that very few of the longlisted uses would be appropriate for sole occupation of the Loggia given the large quantum of space available. This represents both an opportunity and a challenge. Some of the uses, although not suitable for sole occupation, could feasibly function as part of a mixed-use development whereby they are joint occupiers of the Loggia in conjunction with other offers.

As such, this longlist options fall into two distinct categories:

- **Discounted uses** which are deemed unsuitable either for principal or partial use of the Loggia
- **Potential uses** which could feasibly form part of a mixed-use development

For the purposes of this exercise, the following definitions apply:

“Sole occupation” or “Principal use” – where one use occupies the majority of the Loggia’s total floor area (excluding the space set aside for mandatory services provision e.g. public toilets)

“Joint occupation” or “Partial use” – a use which occupies only part of the Loggia, with the implication that other uses will fill additional available space(s).

### 6.6.1 Discounted uses

*Based on the key considerations listed above, and taking into account the feedback received during key stakeholder consultations, the following uses have been discounted as principal uses or as part of a mixed-use development:*

- **Workspace**
- **Residential**
- **Museum/gallery**
- **Education**

The reasons for discounting are as follows:

*Discount: workspace*

This use has been discounted on the basis of strategic priorities. Formal workspace provision is happening elsewhere in the locality in line with existing town planning strategies and funding. The planned provision seeks to drive people towards the town centre thereby increasing footfall in areas such as the High Street.

As such, it is not considered appropriate to create substantial workspace provision at the Loggia, as this could detract from existing or planned provision elsewhere.

*Discount: residential use*

Private residential has been discounted on the basis of planning and strategic priorities. It is considered unlikely that change of use to residential would be granted. The recent redevelopment of the nearby Royal Bathing Hospital has created substantial new provision in an already highly residential area. Due to Westbrook Bay's lack of other buildings besides the Loggia, converting this to residential would create a significant deficit of public or community services and business use in an area which is already dominated by residential. It was apparent during the consultation process that there is a strong demand for community gathering space and business provision within the bay; the Loggia is the obvious place where this can happen. Private residential use would be contrary to strategic priorities surrounding creation of jobs and community gathering spaces which encourage better engagement with the natural environment.

*Discount: museum/gallery use*

Museum or gallery use has been discounted based on a lack of demand and viability. Museum or gallery use would ostensibly be a good fit for Margate, which has a strong arts scene with the Turner Contemporary and its association with renowned artists such as Tracey Emin. However, there is already significant provision in more central locations such as the Turner Contemporary, which attracted 403,649 visits in 2019<sup>8</sup>, as well as existing independent offers. Furthermore, rarely can such uses operate in the absence of a significant revenue subsidy for which there is no apparent sponsor. Besides this, no collection has been highlighted as needing exhibition space; as such, there is no obvious demand of this type of space in the Westbrook area.

*Discount: education*

This use has been discounted based on a lack of demand and concerns surrounding safety and safeguarding. Given Margate's demographic and the fact that local schools are not at capacity, there is no obvious requirement for additional education offers. The floorspace available at the Loggia could potentially be suitable for a pre-school education offer; however, the Loggia's prominent position and easy access to the beach could cause safety and safeguarding issues. The safety considerations would also be applicable to older age groups, although the physical space available would also be a limiting factor for uses requiring multiple classrooms, for example.

## 6.6.2 Potential uses

***The following uses are not considered suitable for sole occupation of the Loggia, but should be considered as potential uses as part of a mixed-use scheme:***

- **Food and Beverage**

<sup>8</sup> <https://turnercontemporary.org/news/16/04/2019/turner-contemporary-celebrates-its-8th-birthday-following-a-successful-year/>

- **Short-stay accommodation**
- **Leisure**
- **Retail**
- **Community**

The rationale for each are set out below.

#### *Food and Beverage*

There is clear demand for F&B provision at Westbrook bay based on the feedback received during key stakeholder consultations. The Loggia is ostensibly well-suited to a food and beverage offering, which covers a range of potential offers. The nature of this offer will be critical to its success; here, it is broken down into café and restaurant use.

##### ➤ *Café*

In some consultations, demand centred around café-type uses which would provide warm drinks in winter and cold drinks in summer. From a market perspective, there is regular local footfall which would drive a 'grab and go' model focused on refreshment trade, capable of flexing to meet changing demand. This model could, however, pose problems in terms of seasonality: whilst it is noted that the beach is frequented by residents – especially dog walkers – during winter months, there is unlikely to be sufficient demand to sustain a café-only offer through months. This issue is exacerbated by the quantum of space available at the Loggia. Based on the typical F&B rates for Margate (£7.20/SF), and the floor area of the Loggia (1074sqm = c. 11,500SF), the rates alone would be in excess of £80,000 per annum. This is a substantial overhead for a café offer.

##### ➤ *Restaurant*

Other consultations advocated a higher-end restaurant offer in the Loggia. It was noted that, while Margate's independent restaurant scene is thriving, there is a lack of restaurant provision in the immediate area. Westbrook is predominantly residential, which makes for a large potential customer base for a restaurant. A restaurant would also serve the visitor market and potentially help stimulate the night-time economy, which frequently results in positive economic and social benefits. The demographic analysis, however, demonstrates that there is limited disposable income in and around Margate; as such, a restaurant offer should be appropriately priced to account for this so as not to alienate those living nearby.

The West Bay Café and Finbar, on West Bay Promenade, were frequently cited during consultations as a local example which combines both café and restaurant uses. There was a presiding sentiment throughout consultations that, if a food and beverage offer was proposed at Westbrook Loggia, it should seek to replicate this model, with both a café and restaurant offer. Both uses carry risks; these could be mitigated by the inclusion of other complementary uses within the building.

### *Short stay accommodation*

The Loggia is well-positioned on the seafront which would appeal strongly to holidaymakers seeking unique accommodation. The Bournemouth case study serves as a useful example of a successful beachfront accommodation offer, developed by the local authority (see section 3.1). However, it should be noted that there can be issues surrounding privacy and security, especially if the accommodation offer is at ground floor level. The promenade is frequented by pedestrians, cyclists and beach users, which may render it unsuitable for a short stay accommodation offer. There may, however, be scope to include accommodation at the first floor level which would benefit from better privacy and security.

### *Leisure*

This is a broad use type which could encompass anything from a gym through to rentable exercise studios or hire facilities for leisure equipment (e.g. water sports or cycling). Use as a sports equipment hire shop, in combination with a food and beverage offer, is something which was raised during consultations. The Loggia's location with direct access to the beach and on the Viking Coastal Trail would lend itself to sports equipment hire, and market research suggests that there is not an oversupply of equipment hire facilities in the locale. This use could, however, have issues in terms of seasonality as people seeking to hire equipment for water sports or cycling tend to do so during the warmer months. Those who partake in such activities year-round would tend to have their own personal equipment, therefore no need for hire shops. As such, this is unlikely to be financially sustainable as a principal use. It may, however, be suitable as part of a mixed-use scheme and could help fill less accessible spaces in the Loggia which are well-suited for storage purposes.

### *Retail*

The large footprint of the Loggia makes it inappropriate for a solely-retail based provision. Given the recent decline of retail, there are few operators or tenants who would seek to occupy such a large space in an area which has limited established retail offers. This is not to say that a mixed-use offer would not feature a retail element. It was noted during consultations that there is nowhere to buy traditional beach toys anywhere along Westbrook bay, despite it being a family beach. The effect of seasonality would have to be carefully considered if such a use was incorporated in the future redevelopment of the Loggia.

### *Community*

While this would be a strong fit in terms of strategic objectives, community uses typically require subsidy which might come from the local authority or grant schemes. Physically, the large floorspace available at the Loggia would be difficult to programme and fill if this was given over solely to community uses. This would result in "dead time" when the building is underutilised and quiet. There is, however, scope for including some designated community space alongside other more financially viable uses, which would help ensure the financial viability for the Loggia as a whole. That said, some of the other uses proposed, for example food and beverage, could easily serve a community function without the need for dedicated

community space. Rockwater in Hove is a good example of where a mixed-use scheme can incorporate valued ‘community’ offerings (see section 3.2).

## 6.7 Recommendations for use options

Given the opportunities and challenges presented by each of the potential uses, it is proposed that the best future use for Westbrook Loggia would be a mixed-use scheme which incorporates two or more of the elements below:

- ***Food and Beverage***
- ***Short-stay accommodation***
- ***Leisure***
- ***Retail***
- ***Community***

Opting for a mixed-use scheme will help mitigate any risks associated with any one sole use; it will also mean the Loggia is better-able to address strategic priorities by creating a thriving ‘hub’ which meets the needs of both the local community and visitors to Westbrook.

It is clear from consultations and the local strategies and priorities that there is both a demand and need for some or all of the above uses. The Loggia is well-placed to accommodate these uses, providing public services alongside a more commercial offering. The public services should be incorporated into the existing footprint, which would help avoid unnecessary costs such as the relocation of key services for WC provision.

## 6.8 Spatial distribution – initial thoughts

In terms of spatial distribution, and assuming a combination of all uses listed above, it is anticipated that short stay accommodation would be located on the first floor, away from the more public area along the promenade. The ground floor space would be reserved for food and beverage and leisure and community uses which would benefit from direct access on to the promenade and beachfront. The mandatory uses and public services should also be incorporated at ground level for ease of access from the beach.

The Case studies included in section 3 are good examples of how successful mixed use schemes can be achieved. Rockwater in Hove (3.2) is a prime example of a building which provides, amongst other things, a hub for leisure and wellbeing activities. Its programme places little demand on physical space within the building, as a number of the activities take place on the beach, with Rockwater serving as a central location from which the programme is coordinated. The Overstrand in Boscombe (3.3) shows how short-stay accommodation on the first floor complements other uses at ground level. Whilst it is not proposed that either of these schemes is replicated at the Loggia, they nonetheless serve as useful examples, elements of which could feasibly be adopted into the future redevelopment of Westbrook Loggia.

## 6.9 Overarching conclusion

Given its location, the scale of the building, and the strategic priorities and objectives, a mixed use scheme is considered to be the best redevelopment option for the Loggia. This scheme should include the following elements:

- ***Food and Beverage***
- ***Short-stay accommodation***
- ***Leisure***
- ***Retail***
- ***Community***

Whilst some initial thoughts on spatial distribution have been made in this report, the Stage 2 report will critically evaluate the breakdown and use of spaces informed by a cost risk assessment and architectural designs.

## 7 Next Steps

Further to the review of this report, the project team will continue to undertake the Stage 2 elements of this appraisal which form the feasibility assessment. This will involve advising on:

- Proposed material palette, building structure and services
- Outline architectural designs
- Capital cost schedule
- Cost risk assessment
- Soft market testing
- Financial modelling
- Funding model
- Development / ownership options

This work will be reported back to the client in the form of meetings, presentations and a Stage 2 report.

It is anticipated that a public engagement exercise will be undertaken in parallel with the Stage 2 programme. This exercise will be conducted during peak season in order to capture both the resident and visitor demographics. The engagement piece will be led by Thanet District Council, with support from Fourth Street. It is anticipated that the findings of this exercise will inform the recommendations of the Stage 2 report. The programme of work for Stage 2 will be discussed between Fourth Street and Thanet District Council separate to this report.

# Appendices

# 1 Westbrook Loggia Strategic Review

Fourth Street has undertaken a detailed review of the following strategies and plans, covering regional and local levels, that relate to the restoration of the Westbrook Loggia:

- Economic Recovery and Renewal Strategy (2021)
- The Green Blue: Thames Estuary Growth Board Action Plan (2020)
- Interim Strategic Plan (2020)
- Kent and Medway Economic Renewal and Resilience Plan (2020)
- Kent Environment Strategy (2016)
- Thanet District Council Local Plan (2020)
- Thanet District Council Corporate Statement (2019-2023)
- Economic Growth Strategy for Thanet (2016)
- Thanet Destination Management Plan: Margate, Ramsgate & Broadstairs (2013)
- Thanet Destination Management Framework (2020)
- Active Thanet Strategic Framework (2018-2022)
- Beach Management Plan for Thanet (2014)
- Margate Town Investment Plan (2020)
- Margate Coastal Community Team Economic Plan (2016 and Beyond)

We summarise the main priorities which occur across multiple strategies and plans in Section 1.1. These priorities and common themes are then mapped against each of the documents in 1.2 with specific references extracted. Finally, a more detailed report-by-report assessment is set out in Section 0, listing the individual priorities and objectives and possible implications for Westbrook Loggia.

## 1.1 Key themes

Local, district, county and regional strategies were selected for the review based on their relevance to several aspects of the Loggia's potential development, including: coastal development; visitor economy; sustainable growth; preventative health measures; and shaping Margate as a cultural and tourism destination. Six distinct themes emerged across strategies at a range of geographical and governmental levels:

### 1.1.1 Economic growth and development

Economic strategies in the review frequently centre on initiatives to rejuvenate the region's high streets and town centres, with particular emphasis on identifying new uses for heritage or character properties such as the Loggia.

Another key priority is the drive to create employment opportunities for young people, both as a way to increase economic activity and as a post-covid measure to kick start the careers of recent graduates and school leavers. Inclusive economic growth is a key consideration when reviewing local development schemes, with importance placed on incorporating community wealth building into projects and delivering sustainable economic benefits for local communities to thrive. Types of employment created through the Loggia's future use and any sourcing of operators or tenants should be conducted with young people and community benefit in mind.

### **1.1.2 Health and wellbeing**

Encouraging greater participation in physical activities is advocated for at county, district, and local levels, including in the Kent County Council Interim Strategic Plan, the Thanet Local Plan and the Margate Town Investment Plan. These strategies promote preventative healthcare measures and mental health benefits via increased provision of healthy leisure offers at the community level. The advantages of access to the natural environment are also highlighted in the Kent Environment Strategy and the Thanet Local Plan. The recent Interim Strategic Plan for Kent notably seeks to build on healthy behaviours developed in light of the Covid-19 period, with less commuting and more time spent outdoors. The Loggia's location lends itself to a scheme which embodies these multiple drivers, creating a healthy hub on the seaside for engaging with sport, the natural environment and wellness services – particularly due to its status as an “intermediate” or community beach.

### **1.1.3 Quality of life and communities**

Thanet and Kent policies highlight the need to create attractive, liveable communities both to improve quality of life but also to attract investment from key players such as major employers or housing developers. The Economic Growth Strategy for Thanet and the recent Kent & Medway Economic Plan, for example, prioritise the provision of services and amenities to support remote working. While already a priority before the Covid-19 period, this has arguably increased in significance in light of the pandemic.

Coupled with this is the need to support integration within communities, through initiatives which provide community gathering space and creating places which are ‘neutral territory’ where all residents feel welcome. This role is often filled by public squares but can also include parks or beachfronts and promenades.

### **1.1.4 Visitor economy**

The need to adapt and grow the visitor economy is discussed in South East LEP, Thames Estuary Growth Board and Thanet strategies. This is in part related to Covid recovery, but also a wider requirement to increase visitor spend and develop a year-round offer. The need for additional character or seaside accommodation is also expressed to encourage overnight stays, thereby increasing potential spend. The Loggia has the potential to function as an additional destination to increase footfall across the seafront and add to the overall offer for Margate, without prejudicing the local experience.

### 1.1.5 Clean growth

Alongside initiatives to reach a net-zero carbon goal and invest in clean technology, there is an equal need to raise awareness of climate change, its impacts, and the goals of UK and local government. The Loggia's position within a naturally occurring public space can provide a platform for low-carbon uses and engagement with the environment, whilst also providing an anchor for active travel along the Viking Coastal Trail. Plans to adapt and retro-fit the Loggia (or some parts thereof) – rather than completely demolishing and rebuilding – would fit within the low-carbon agenda.

### 1.1.6 Creative industries

The Thames Estuary is currently the focus of a drive to attract investment in cultural and creative production, which is backed by the Thames Estuary Growth Board and the Thames Estuary Production Corridor. These seek to create a concentration of creative workspace, the need for which is also identified by the Thanet Corporate Statement (2019-2023). In addition, Margate seeks to grow and further establish its profile as a cultural destination, looking to add creative uses to high streets which will contribute to their rejuvenation. Creative and cultural uses, or tenants and operators who are complimentary to such uses, should be considered for the Loggia with a view to adding a cultural aspect to the visitor experience.

## 1.2 Visual overview

Set out below is a summary of priorities and themes extracted from the strategies and plans, corresponding to the themes previously discussed in section 1.1.

**Table 5 - Strategic aims and objectives**

	SELEP Economic Recovery and Renewal Strategy	Thames Estuary Growth Board Action Plan	Interim Strategic Plan	Kent & Medway Economic Renewal & Resilience Plan	Kent Environment Strategy	Thanet District Council Local Plan	Corporate Statement 2019-2023	Economic Growth Strategy for Thanet	Thanet Destination Management Plan	Thanet Destination Management Framework 2020	Active Thanet Strategic Framework 2018-2022	Beach Management Plan for Thanet 2014	Margate Town Investment Plan	Margate Coastal Community Team Economic Plan
	South East	Kent County Council			Thanet District Council					Margate				
<i>Aims and objectives:</i>														
<b>Theme 1: Economic growth and development</b>														
Revitalise heritage and character properties with new and creative uses						✓		✓	✓	✓			✓	✓
Incorporate community wealth building into projects and local employment						✓	✓		✓	✓			✓	✓
Create opportunities for employment for young people	✓		✓										✓	✓
Enable sustainable growth supporting healthy, prosperous communities				✓		✓								
<b>Theme 2: Health and wellbeing</b>														
Provide access to/encourage participation in active leisure and sport		✓	✓	✓		✓	✓		✓	✓	✓	✓	✓	✓
Provide access to the natural environment/protect landscape in decision making	✓	✓	✓	✓		✓						✓	✓	✓
Build on new healthy behaviours developed in the Covid-19 period		✓												
<b>Theme 3: Quality of life and communities</b>														
Create attractive places to work, live and invest	✓		✓			✓	✓						✓	✓
Improve quality of life for residents and communities						✓	✓						✓	✓
Create community gathering space for community integration											✓		✓	✓
Ensure relevant infrastructure for remote workers in new developments				✓			✓							
<b>Theme 4: Visitor economy</b>														
Growth & adaptation of the visitor economy	✓	✓				✓	✓	✓		✓			✓	✓
Create an improved destination and attract footfall	✓		✓			✓	✓						✓	✓
Create additional visitor accommodation along coast or with creative industries									✓	✓			✓	
<b>Theme 5: Clean growth</b>														
Raise awareness of the climate emergency and net-zero carbon goal	✓			✓			✓							
Encourage active transport and cycling	✓			✓										
Prioritise retrofitting existing buildings			✓	✓										
<b>Theme 6: Creative industries</b>														
Provide creative production and work space to grow creative industries		✓					✓							✓
Grow and shape Margate's profile as a cultural destination						✓								✓
Prioritise creative industries for rejuvenation of the high street							✓							

### 1.3 Detailed report-by-report assessment

Set out below is a detailed report-by-report assessment of each strategy and plan, with their individual priorities and objectives extracted, and the possible implications for Westbrook Loggia noted.

#### 1.3.1 South East Local Economic Partnership (SELEP)

Economic Recovery and Renewal Strategy (2021)	
Sets out the opportunities and needs of the SELEP area and how SELEP will work with private and public sector partners to support economic recovery and growth.	
Priorities & Objectives	Implications
<p>Aims to ensure the survival and stability of the South East economy in the short term and to drive sustainable economic renewal and growth in the medium to long term.</p> <p>Relevant guiding principles include:</p> <ul style="list-style-type: none"> <li>➤ Delivering clean growth: contribute to a zero-carbon society, champion and raise awareness of the UK’s net-zero target, and encourage a transport revolution</li> <li>➤ Developing the skills of our workforce and residents: including opportunities for young people and those with lower skills and experience</li> <li>➤ Addressing inequalities: including improving infrastructure to increase attractiveness of less affluent areas as excellent locations to live, work and invest.</li> </ul> <p>SELEP’s strategic priorities and supporting actions include:</p> <ul style="list-style-type: none"> <li>➤ Business resilience and growth: Raise awareness of and respond to the challenges of climate change and moving to a net zero economy</li> <li>➤ Communities for the future: Lead the UK in reimagining, designing, and creating communities</li> <li>➤ Coastal Catalyst: Support coastal and rural businesses to innovate and grow; support the recovery, adaptation, and growth of our visitor economy.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Utilise its position along the Viking Coastal Trail to bring focus to active travel networks as a climate-friendly transport alternative.</li> <li>➤ Provide local employment opportunities with a focus on employment for young people.</li> <li>➤ Serve as a focal point for community and leisure uses for the hyper local area, currently within the top 10% of the indices of multiple deprivation ranking.</li> <li>➤ Serve as a destination within the “20-minute neighbourhood”, delivering wellbeing benefits to the local community while attracting increased footfall to the area and encouraging growth of the visitor economy</li> </ul>

### 1.3.2 Thames Estuary

The Green Blue: Thames Estuary Growth Board Action Plan 2020	
Sets out plans for the first two years of the Thames Estuary Growth Board (TEGB) to coordinate, clarify and bring forward Thames Estuary-based investment propositions to drive growth.	
Priorities & Objectives	Implications
<p>Catalyses national and regional government, local authorities, businesses, and partners to work together and positions the Thames Estuary as essential to the national economy recovery and growth, with viable access to international markets and London.</p> <p>The TEGB seeks to deliver job growth, appropriate transport infrastructure, major inward investment, coherent housing expansion, a green energy infrastructure and a workforce ready to meet challenges and opportunities. The “Green Blue” makes reference to embedding green initiatives across their action plan.</p> <p>Key relevant infrastructure projects:</p> <ul style="list-style-type: none"> <li>➤ Thames Estuary Production Corridor (TEPC)</li> <li>➤ The greening of transport and energy across the Estuary</li> <li>➤ Championing green spaces and the visitor economy.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Engage with the TEGB and their coordinated approach to improving access to green space to raise visitor standards for the Loggia.</li> <li>➤ Consider the site in context of the Thames Estuary Production corridor, as a potential base for creative/cultural production.</li> </ul>

### 1.3.3 Kent County Council

Interim Strategic Plan (2020)	
The interim plan was created during the Covid-19 period when the adoption of the new 5-year plan was delayed. The plan addresses immediate challenges in the next 18 months from December 2020.	
Priorities & Objectives	Implications
<p>Sets out priority actions to address challenges including: financial, economic, demand (council services), partnership and environmental.</p> <p>Relevant actions include:</p> <ul style="list-style-type: none"> <li>➤ Create sustainable local economies – enable physical, social, and cultural infrastructure to make Kent an attractive place to live, work and invest. Support/reimagine Kent’s high streets and town centres as economic, social, and cultural centres.</li> <li>➤ Champion the rural and green economy - maximise investment in building retrofit programmes.</li> <li>➤ Invest in effective prevention – improve health and wellbeing building on new behaviours adopted during Covid-19, recognise the important role of arts, sports and green spaces in preventative health care.</li> <li>➤ Build sustainable, liveable homes and communities - actively promote and monitor access to green spaces, sport, and healthy activities to improve health and wellbeing.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Contribute to attractive infrastructure that improves the profile of Westbrook as a place to live and work</li> <li>➤ Highlight the green benefits of retrofitting parts or all of the facility rather than rebuilding</li> <li>➤ Emphasise the role of active, open space in residents’ and visitors’ wellbeing</li> </ul>

<b>Kent and Medway Economic Renewal and Resilience Plan (2020)</b>	
Focuses on the strategic actions to support Kent and Medway’s economy, emerging from the Covid-19 crisis, focusing on the medium term.	
<i>Priorities &amp; Objectives</i>	<i>Implications</i>
<p>Key principles and action areas for renewal and resilience:</p> <ul style="list-style-type: none"> <li>➤ Greener futures: avoid building back carbon intensive solutions</li> <li>➤ Open and productive: increasing productivity through promoting business capacity</li> <li>➤ Better opportunities, fairer chances: positive employment outcomes for young people, support for workplace health</li> <li>➤ Place marketing: maintain Kent and Medway’s profile as a destination</li> </ul>	<ul style="list-style-type: none"> <li>➤ Highlight the green benefits of retrofitting an existing asset</li> <li>➤ Support building the leisure and tourism economy through extending footfall to Westbrook Bay</li> <li>➤ Potential for youth employment focus at the Loggia, plus a healthy destination for remote workers.</li> </ul>

<b>Kent Environment Strategy (2016)</b>	
Provides a framework that enhances, protects, and maintains Kent’s rich environment. The strategy is underpinned by the Kent Environment Strategy Implementation Plan.	
<i>Priorities &amp; Objectives</i>	<i>Implications</i>
<p>Building the foundations for delivery:</p> <ul style="list-style-type: none"> <li>➤ Strengthen understanding of the social, economic and health values of natural and historic assets</li> </ul> <p>Making best use of existing resources, avoiding/minimising negative impacts:</p> <ul style="list-style-type: none"> <li>➤ Landscape-led approach to decision making, identification of the natural features that underpin landscape character</li> <li>➤ Develop heritage strategies to improve understanding and management of the historic environment</li> <li>➤ Provide sustainable active travel options to connect residents to services</li> <li>➤ Smarter working practices based on reduced travel</li> </ul> <p>Toward a sustainable future:</p> <ul style="list-style-type: none"> <li>➤ Develop guidance and support to enable sustainable growth protecting Kent’s environmental and historic assets, and supporting healthy, prosperous communities</li> <li>➤ Increase awareness of the impacts of severe weather and environmental change and empower businesses and communities to build resilience</li> <li>➤ Widely promote Kent as a place for low carbon and environmental businesses.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Sustainability should be a focus for the Loggia, particularly given its beach front location, as well as promoting/helping to increase environmental awareness of the coast.</li> <li>➤ Reduce energy emissions through promoting and facilitating greener/active travel, such as on the Viking Coastal Trail.</li> <li>➤ Businesses should be as green as possible with innovation in sustainability practices to contribute to a low-carbon goal for Kent.</li> </ul>

### 1.3.4 Thanet District Council

Thanet District Council Local Plan (2020)	
Sets out policies and proposals that will be used to guide decisions and investment on development and regeneration over the period to 2031.	
Priorities & Objectives	Implications
<p>Contains the following strategic priorities:</p> <ul style="list-style-type: none"> <li>➤ Create additional employment opportunities to strengthen/diversify the local economy and improve local earning power:               <ul style="list-style-type: none"> <li>○ Support the expansion of existing tourism, culture and leisure businesses</li> <li>○ Take advantage of the area’s unique coast and cultural heritage while safeguarding the natural environment</li> </ul> </li> <li>➤ Facilitate continued regeneration of coastal town centres, developing their individual niche roles:               <ul style="list-style-type: none"> <li>○ Guide investment in coastal towns to support tourism and provide for needs of local communities</li> <li>○ Reshape Margate town centre and seafront to achieve a sustainable economic heart celebrating its leisure, relaxation and seaside fun traditions and growing reputation as a cultural destination</li> </ul> </li> <li>➤ Safeguard local distinctiveness and promote enhancement of Thanet’s coast, seaside heritage, diverse townscapes, historic and water environment:               <ul style="list-style-type: none"> <li>○ Optimise services and facilities to promote physical and mental wellbeing and quality of life for all sections of the community</li> <li>○ Preserve and enhance the built historic environment</li> <li>○ Safeguard and enhance the scenic value of the coast and facilitate enjoyment as a recreational resource</li> <li>○ Protect and enhance biodiversity and the natural environment, including open and recreational space to create a network of green infrastructure</li> <li>○ Broaden and improve the range of active leisure facilities to encourage greater participation within the local community</li> <li>○ Support the social, economic and physical revitalisation of Margate and Cliftonville West in line with community aspirations and through partnership working</li> </ul> </li> </ul> <p>In addition, Policy E10 – Thanet’s Beaches - is directly relevant:</p> <ul style="list-style-type: none"> <li>➤ The council will support small scale tourism and leisure development on ‘intermediate beaches’, to include Westbrook Bay, given that the scale of development is consistent with the intermediate status of the beach.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Consider cultural aspect or cultural uses of the Loggia in the context of Margate’s developing cultural profile</li> <li>➤ Emphasise the natural environment of Westbrook Bay</li> <li>➤ Balance tourism/leisure with local community uses and needs</li> <li>➤ Ensure access for all residents to wellbeing benefits of services and activities at the Loggia</li> <li>➤ Develop Loggia uses in consultation with community partners</li> <li>➤ Ensure that development is an appropriate scale for Westbrook Bay as an ‘intermediate beach’</li> </ul>

Corporate Statement 2019-2023	
Describes the Council’s core business objectives over a four year period.	
<i>Priorities &amp; Objectives</i>	<i>Implications</i>
<p>Plans are grouped into three overarching categories:</p> <ul style="list-style-type: none"> <li>➤ Growth: <ul style="list-style-type: none"> <li>○ Explore approaches for Community Wealth Building</li> <li>○ Engage with businesses in the creative industries to identify opportunities for growth in the district, thereby encouraging rejuvenation of the high street</li> <li>○ Promote tourism and related increase in jobs</li> </ul> </li> <li>➤ Environment: <ul style="list-style-type: none"> <li>○ Work to be carbon neutral by 2030 and promote awareness of wildlife, habitats and the wider environment</li> </ul> </li> <li>➤ Communities: <ul style="list-style-type: none"> <li>○ Enhance the health and wellbeing of residents, fostering a sense of shared responsibility</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Ensure that Loggia development includes local benefits for community wealth building</li> <li>➤ Emphasise the natural environment</li> <li>➤ Promote active uses of the Loggia and health benefits for local residents</li> </ul>

Economic Growth Strategy for Thanet (2016)	
Describes a vision for Thanet as a great place to live, work and invest and seeks to create the conditions for rapid economic growth.	
<i>Priorities &amp; Objectives</i>	<i>Implications</i>
<p>Strategic priorities include:</p> <ul style="list-style-type: none"> <li>➤ Working with local partners to ensure that the visitor economy continues to evolve, reflecting fast-changing patterns of demand: incremental improvements in offer to visitors to enhance the customer base.</li> <li>➤ Promoting Thanet’s broader cultural/leisure offer: promote quality of life offer for incoming businesses and residents</li> <li>➤ Cultivating the creative industries across Thanet: investment in workspace infrastructure</li> <li>➤ Designing enterprise into communities: include provision for remote workers based in Thanet, including active working space with networking opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Upgrading the offer of Westbrook Bay and beach can help to create a destination and add to Margate’s overall attractiveness</li> <li>➤ Consider the Loggia’s role in supporting creative industries through workspace or creative uses, or as a base for remote workers/freelancers</li> </ul>

Thanet Destination Management Plan: Margate, Ramsgate & Broadstairs (2013)	
Sets out the priorities for the Isle of Thanet to achieve its potential as a visitor destination, with a focus on encouraging investment and boosting the visitor economy.	
Priorities & Objectives	Implications
<p><b>Beach Management and Development:</b></p> <ul style="list-style-type: none"> <li>➤ Encourage the development of new activities along the coast and introduce new management models where needed</li> <li>➤ Encourage the development of beach based units to provide new visitor accommodation.</li> </ul> <p><b>Coastal Regeneration:</b></p> <ul style="list-style-type: none"> <li>➤ Create a shortlist of tourism development priority sites along the coast and promote them to specialist developers</li> <li>➤ Empower heritage and special interest groups in coastal management and regeneration</li> <li>➤ Create character accommodation, developed, and managed by local creative industries sector.</li> </ul> <p><b>Telling our Stories:</b></p> <ul style="list-style-type: none"> <li>➤ Create a shared story toolkit for tourism businesses.</li> <li>➤ Create a welcome, signing and trails programme.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Consider provision for quality accommodation for short breaks at the Loggia, albeit space is limited.</li> <li>➤ Establish the Loggia as a destination along the Viking Coastal trail, helping contribute to Thanet's visitor economy.</li> <li>➤ Retaining the Loggia's heritage and providing interpretation into its history and the local area will create a stronger sense of place.</li> </ul>

Thanet Destination Management Framework (2020)	
This framework builds on 2013 framework, aiming to strengthen and grow Thanet's visitor economy over the next five years. Emphasis is placed on ensuring the sustainability of Thanet's visitor economy by developing higher-value, year-round tourism and quality visitor experiences.	
Priorities & Objectives	Implications
<p><b>Vibrant Towns:</b></p> <ul style="list-style-type: none"> <li>➤ Providing more suitable accommodation and ensuring that Thanet's town centres are more attractive to visitors.</li> </ul> <p><b>Coastline Focus:</b></p> <ul style="list-style-type: none"> <li>➤ Focus on providing year-round experiences, activities and facilities at key sites along the coast.</li> </ul> <p><b>The Isle of Thanet Promise:</b></p> <ul style="list-style-type: none"> <li>➤ Successfully harnessing Thanet's Shared Story to develop brilliant experiences and a brilliant welcome.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Extending dwell time is key within this framework as overnight stays correspond to higher visitor spend. Accommodation or a stronger night time offer at the Loggia will help encourage longer stays.</li> <li>➤ Offering a range of distinctive experiences, particularly at coastal sites, is important. The Loggia should do this, ensuring quality of offer is prioritised.</li> </ul>

Active Thanet Strategic Framework 2018-2022	
Attempts to overcome the modern day barriers to exercise such as longer work hours and increased technology, to encourage the district to be more physically active.	
Priorities & Objectives	Implications
<ul style="list-style-type: none"> <li>➤ Increased diversionary opportunities for young people and hard to reach groups through active participation, training, and education.</li> <li>➤ Increase opportunities to develop public health initiatives for all ages and target audiences to empower and support communities to reduce health inequalities.</li> <li>➤ Enhance and implement the 'Active Communities Scheme' to provide support to local community clubs, groups, employers, and voluntary sectors.</li> <li>➤ Increased fundraising and commissioning opportunities working alongside partners to bring in grants to tackle inactivity and wider health inequalities through a collaborative approach.</li> <li>➤ Increase workforce development and volunteering opportunities to support frontline services in becoming more effective.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Provision of sports and leisure activities including water sports, cycling and exercise classes to increase physical activity</li> <li>➤ Ensuring that activities are accessible to all - consider acting as a community venue for hard to reach groups.</li> <li>➤ Consider wider wellbeing provision including mental health, community development and economic opportunity for local communities.</li> </ul>

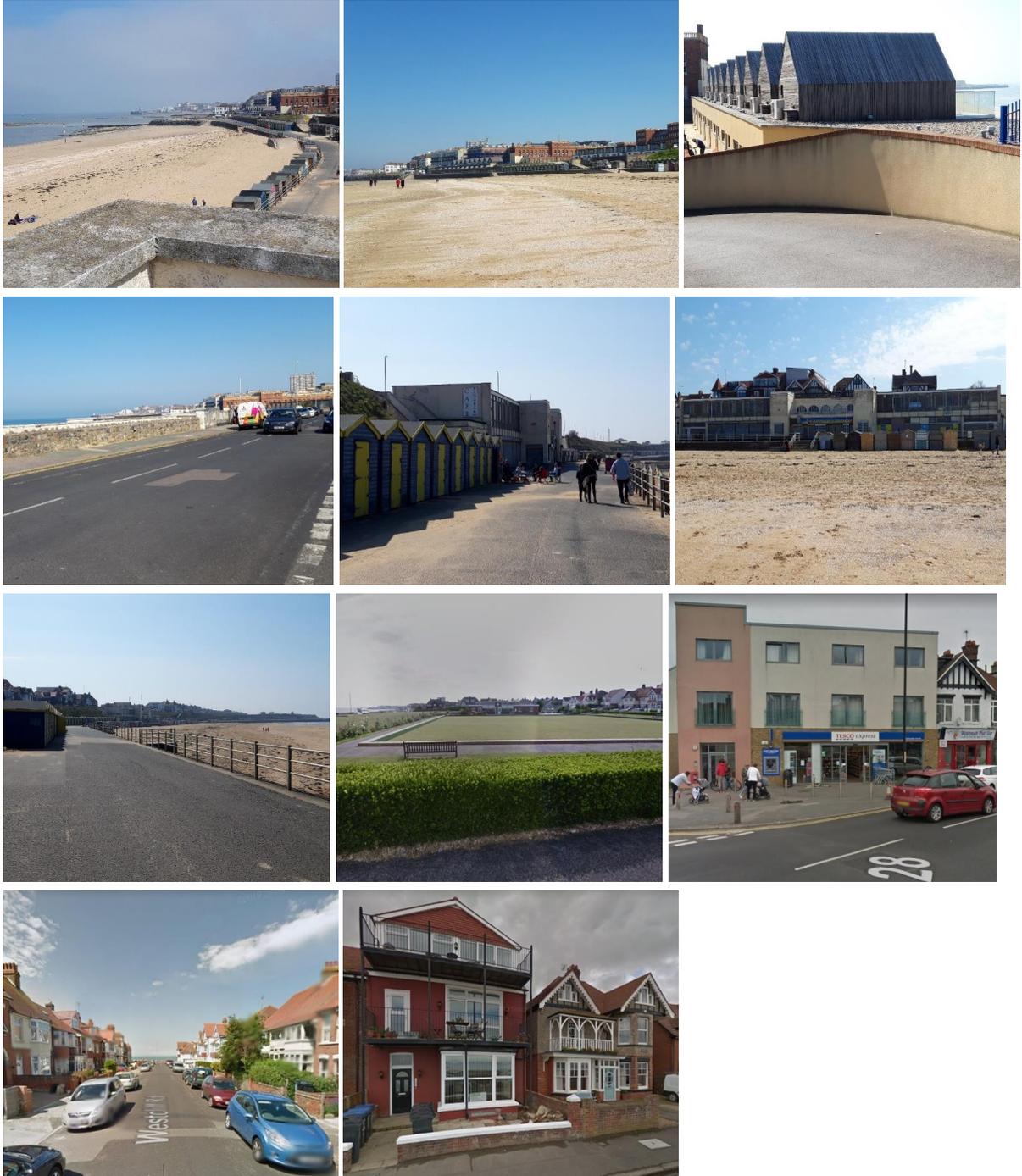
A Beach Management Plan for Thanet (2014)	
Stemming from the 2013 Destination Management Plan (DMP), this plan aims to improve the visitor offer of Thanet's beaches, after they were identified by the DMP as a primary asset for the visitor economy.	
Priorities & Objectives	Implications
<ul style="list-style-type: none"> <li>➤ Measures to improve the daily management of beaches for example beach cleaning, building redecoration or repair, and action on enforcement.</li> <li>➤ Effective deployment of resources along Thanet coastline, taking a beach by beach approach.</li> <li>➤ Actions that encourage the development of new activities across the coastline and establish new management models for beaches, where required.</li> <li>➤ Encourage the development of beach-based units to provide new accommodation opportunities.</li> <li>➤ Westbrook Loggia was specifically flagged as a building in need of a new future – the plan states a feasibility brief should be carried out, and new management options explored for the building and associated services.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The Loggia should be the centre piece of Westbrook Bay – it should revitalise the visitor economy in the area.</li> <li>➤ The Loggia should ensure that its facilities meet the needs of all visitors to Westbrook Bay.</li> <li>➤ Beachfront accommodation is a priority; the Loggia's location lends itself to this.</li> </ul>

### 1.3.5 Margate

Margate Town Investment Plan (2020)	
Presents a vision and long term strategy and makes the case for further investment and attracting additional private investment.	
Priorities & Objectives	Implications
<p>While the TIP focuses on specific for Towns Fund support, strategic outcomes of the TIP can apply:</p> <ul style="list-style-type: none"> <li>➤ Provide Margate’s young people with opportunities: ensure opportunities are available for a declining young population to retain and attract this group to Margate</li> <li>➤ Tackle health deprivation: improve quality of life and provide opportunities for residents to lead healthy and active lives</li> <li>➤ Connect long-term and new residents: create opportunities for communities to interact</li> </ul>	<ul style="list-style-type: none"> <li>➤ Consider how employment opportunities for young people can be enhanced by the project</li> <li>➤ Focus on the community wellbeing aspect in Loggia uses, as well as its role as a community gathering place</li> </ul>

Margate Coastal Community Team Economic Plan 2016 and Beyond	
The Margate Plan seeks to reinforce economic revival in the local area, identifying specific projects for investment.	
Priorities & Objectives	Implications
<p>Creating an attractive place to work, visit and live:</p> <ul style="list-style-type: none"> <li>➤ Enhancing the pedestrian experience, improving public realm</li> <li>➤ Making the most of green spaces and the unique coastline for the enjoyment of all</li> <li>➤ Delivering quality community and visitor activities.</li> </ul> <p>Celebrating the town’s heritage and culture:</p> <ul style="list-style-type: none"> <li>➤ Protecting and enhancing the historic built environment</li> <li>➤ Improving and marketing the heritage and cultural offer and engaging residents and visitors.</li> </ul> <p>Diversifying the offer within the town centres:</p> <ul style="list-style-type: none"> <li>➤ Encourage growth of existing businesses and establishment of new ones, celebrating independent businesses</li> <li>➤ Developing leisure, education, and community opportunities</li> <li>➤ Refurbishment of key buildings with new usage</li> <li>➤ Growing the creative sector.</li> </ul> <p>Improving the connectivity of the town:</p> <ul style="list-style-type: none"> <li>➤ Improving wayfaring and the wayfinding within the town</li> <li>➤ Realising the ‘String of Pearls’ concept (restoring iconic heritage buildings in Margate)</li> <li>➤ Strengthening the recreation and leisure capacity of the coastal corridor.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The Loggia is relevant to the ‘String of Pearls’ concept and should retain elements of its heritage character in redevelopment.</li> <li>➤ The Loggia can look to counteract deprivation and unemployment through community uses and employment opportunities.</li> <li>➤ The Loggia should ensure that it contributes to providing quality visitor and community activities.</li> <li>➤ The public realm space in front of the Loggia should look to enhance the pedestrian experience, particularly given its popular beach front location.</li> </ul>

## 2 Site photos



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