



Thanet Local Board

Tuesday, 20 March 2012

Present: Bill Hayton (Chairman), Robert Burgess, Elizabeth Green, Charles Hibberd, Michael Jarvis, John Kirby

Apologies: Robert Bayford, Chris Wells

KCC Officer: Anne Charman (Community Engagement Officer, Thanet)

1.	Welcome to the meeting – Mr Bill Hayton, Chairman
	<p>Mr Hayton welcomed everyone to the meeting</p> <p>The members of the board introduced themselves.</p> <p>There were no declarations of interest.</p>
2.	Notes of Local Board meeting held on 24 January 2012 and progress on any actions agreed
	The notes were agreed as a true record.
3.	Kent Youth County Council / Thanet Youth Council
	<p>Sadie Williams, a KCC Youth Participation Worker, outlined the role of KYCC which consists of young people aged between 11-19 years who have been elected by their peers (in schools, youth clubs, etc) to campaign on issues that affect young people across the county.</p> <p>KYCC has decided to focus on employment and transport. Employment is a big issue for young people not only in Thanet, but across Kent and the KYCC employment group aims to improve the education of work skills, rights of young people in employment and introduce an under 16 years young employment code and scheme. It has produced an 'Employment Rights' leaflet for young people outlining their rights which is being distributed widely throughout Kent. Feedback from young people has been very positive as this leaflet gives provides useful information on when they can work during school time and holidays, etc. KYCC would like to speak to employers so that it can give advice to young people about how to be successful when applying for jobs and hopes to go into schools to give advice about writing CVs and general work skills.</p> <p>The second big campaign is Transport and this group has been working for safer, more affordable and accessible transport for young people. Its latest campaign is 'making fares go further to get tomorrow's transport today' and for an extension to the Freedom Bus Pass to cover 16-19 year olds. However working with councillors it has developed the Post 16 Travel Card scheme to help make it affordable for young people get to school and employment. The group is also looking at train fares and wider transport issues in Kent.</p> <p>Andrew Frank, KYCC for Thanet spoke about the 'Things to do/positive images of young people' campaign. This has been divided in two and Andrew is currently working on 'Things to do', updating the Pling site which gives information on what's on for young people and developing a discount card for young people focussing on activities. The Positive Images group is looking to run a festival to promote young people in a positive way and to produce a DVD to promote the good things that young people do in Kent.</p>

	<p>Thanet Youth Council has undertaken two large pieces of work recently. Firstly the All About Youth charter which is a one sided poster outlining the important actions/pledges from the Thanet Youth Strategy. From this strategy was developed the All About Youth participatory budget, supported with £3,000 from county councillor Robert Burgess' Member Community Grant. TYC designed the application process for local youth groups and projects to apply for grants of up to £750 and nine groups were successful, including the Strength Youth Café and the Hang 10 youth bus. A list of all nine projects will be available on the KCC website: www.kent.gov.uk/communityengagement/thanet</p>
<p>4.</p>	<p>Expansion East Kent. Jacqui Ward, Kent County Council Programme Manager</p>
	<p>Jacqui Ward is the KCC Programme Manager for the Regional Growth Fund which was put together as a bid by the Sandwich Task Force. It was a joint partnership between KCC and the four Kent district councils (Canterbury, Dover, Shepway and Thanet), Locate in Kent and a number of other partners from the private sector. The Regional Growth Fund is the money that has been awarded to Kent County Council as the accountable body, now renamed Expansion East Kent.</p> <p>Expansion East Kent is the product name for £35m available to businesses to encourage business growth through recyclable loans at a 0% interest rate. The aim is bring back funding into the East Kent area with a target of creating 5,000 jobs over a four year period; 4,000 new jobs and safeguarding 1,000 jobs. It is not about funding in totality but using a percentage of the funding with other investment and the presentation of clear business plans. The funding was awarded in November and since then the team has been investigating how the scheme can best be operated so that it is transparent and encourages innovation while still being flexible and responsive with a simple and quick application process (hopefully no longer than 40 working days). There will be a continuous evaluation and review of the process to ensure that money is well spent.</p> <p>Due diligence is now complete and the marketing strategy and scheme manual has now been finalised. Towards the end of March an Investment Advisory Board will be created and an Independent Appraiser appointed.</p> <p>The scheme is primarily aimed at new investment and job creation within East Kent but there is aid for disadvantaged groups and there is an element of revenue and capital available. The scheme is also subject to governance and there are a number of sectors that are excluded, for example primary agriculture, export activities and businesses already in difficulty.</p> <p>The scheme will be launched on Friday, 27 April at the Winter Gardens, Margate with applications being accepted from this point.</p> <p>To view Jacqui's presentation and a case study please visit: www.kent.gov.uk/communityengagement/thanet</p> <p>Q. (Janet Fielding) Will you be giving loans to Social Enterprises? R. If it runs as a business, then yes. There will be a FAQ on the website.</p> <p>Q. (Cllr David Green) How was the decision made to make this a loan scheme rather than a grants scheme as in other areas there are grants available. Is four years the average term of a loan? R. From the Sandwich Task Force there was an Interim Programme Board established. Members of this were predominantly from the private sector with some representation from the public sector. The bid put forward to the Regional Growth Fund was very much about loans and grants and the Board debated on what was a</p>

	<p>recyclable programme for finance. In the first nine months the decision was made for this to be a repayable loan scheme, with a review in December. Grants are available in exceptional circumstances and while we are still looking at this, it is likely to be for mobile investment.</p> <p>Q. (Cllr Iris Johnston) Cllr Hart and I had understood that this was going to be a grant, as businesses in Thanet desperately need these and will struggle to repay a loan. I'm encouraged to hear that loans will be at 0% now as there has been some information circulating that the interest rate would be higher; however I'm disappointed that the system is not one of grants.</p> <p>R. Unsure of the source of information that suggested it wasn't a 0% interest rate as it has always been this, although I have been aware that these rumours are circulating. There were three or four meetings in December discussing the pros and cons of loans vs. grants; predominantly private sector led businesses are part of the programme and the decision was made by them to go forward with recyclable 0% loans.</p> <p>Q. There will be also be Business Rate Relief available in the Pfizer area. Will businesses in receipt of Business Rate Relief still be eligible for these loans?</p> <p>R. Unsure and will check and get back to you on this.</p> <p>Q. (Cllr David Green). The Big Society Fund is similar to this and is also a loan but with higher interest rates. Are the two talking together?</p> <p>R. Yes, the two programmes are working alongside each other and in another role I have looked at the Big Society Fund. £2m has been allocated to the youth programme that will be launched at the 20/20 event at the Detling Showground on 19 April, plus £3m that has been given over to the Kent Community Trust to administer. There is a difference between the two schemes as the East Kent Expansion scheme is about unsecured loans and there has been discussion with the Chief Executive of the Kent Community Trust to ensure that organisations are correctly signposted. Regarding grants vs. loans, comments have been received from the East Kent District Leaders and Chief Executive Officers and these have been passed on to the Investment Advisory Board.</p> <p>Q. What percentage of the 5,000 jobs will be aimed at local people?</p> <p>R. It is difficult to give a precise figure because the aim is to reduce any barriers to growth but working closely with Jobcentre Plus to ensure that when loans are awarded to companies they work with us to take on local employees.</p>
<p>5.</p>	<p>The value of tourism in Thanet. Fran Warrington, Visit Kent, Head of Strategy and Management</p>
	<p>Fran Warrington described the work of Visit Kent and how it works in partnership with the district, county and local industry. Tourism generated £3.2 billion into the Kent economy last year and is dominated by small businesses who work together to publicise the package or 'offer' to tourists, from how they travel to their destination, to the hotels, shops and restaurants available.</p> <p>Thanet is second after Canterbury in terms of expenditure in the Districts (apart from Dartford where Bluewater skews the figures slightly). Thanet has £217m spent in the local economy, generating over 5,000 jobs across all geographical areas from rural, coastal to city locations. It is a growing industry helped by the 'staycation' effect caused by the national economic downturn and Visit Kent, working with Visit Thanet does its best to show people what Thanet has to offer so that they stay even longer and spend money. Although Kent is known best as the 'Garden of England' for its gardens and castles, Visit Kent has been trying to increase people's awareness of the coastal areas in Thanet and what they have to offer.</p>

Visit Kent was set up ten years ago with Eurotunnel and KCC setting up a private company to promote Kent and to try and involve more private sector investors. To date it has over 80 private sector investors. Originally it was set up as a marketing organisation but now it has expanded to cover research, training and advice activities. Its main aim is to increase the number of overnight stays and visitor spend and it works with national and regional companies to achieve this.

It works with Visit Thanet on a whole range of activities including workshops, research about the performance of the industry in Thanet and future trends. Turner Contemporary and other projects taking place in Thanet provide a 'hook' to tempt journalists to write about the area and this changes its profile, encouraging more tourists to come. Known as Advertising Value Equivalent, this otherwise unaffordable promotion in publications such as The Times, The Guardian and Coast and Heritage magazines was worth over £730k to Thanet between April and September 2011 and is vital to Thanet's local tourist economy.

Visit Kent and Visit Thanet also produce the Isle Magazine twice a year, distributing 21,000 copies and the new look Visitors Guide (three versions for Ramsgate, Margate and Broadstairs) with digital versions on the Visit Thanet website. There will be a new website developed in the autumn based on consumer relationship marketing (rather than destination based) where the site will be able to design and tailor packages to suit the needs of individual visitors.

The Visit Thanet website is getting an increasing number of hits to its site and, in particular, the image of Botony Bay used in a campaign had 24,000 hits requesting further information on where it is and how to get there. Banner advertising is done on other websites and e-newsletters are sent out two or three times per year giving information on special features and offers, like festivals and events.

Partner tactical campaigns are crucial such as the Turner Contemporary and 2for1 campaign working with South Eastern Trains, Stagecoach and Arriva, with posters displayed across London at key sites in the railway network. Botony Bay was one of the most popular images, gaining a lot of press coverage, and over 130,000 brochures were distributed during this campaign. The value of this media coverage has been over £1m with a 50% increase in visitors to the website. Other campaigns include: the Golf Campaign (on the back of the Open Golf), working with leading golf tour operators to promote golf in Thanet and working with local golf clubs like North Foreland to encourage them to attract visitors as well as members, The Big Weekend attracted 17,000 visitors and Family Fun which featured in The Mail on Sunday supplement. The 'Kent Greeters' campaign was also started in Thanet, inspired by the American model, and this has inspired the whole country and parts of Northern Europe to try this approach. It also works with French and Belgian partners, signposting and sharing best practice.

In 2012 Visit Thanet will continue to work on the Turner Contemporary and 2For1 as well as working on the Dickens celebrations, the Viking Coastal Trail and Cycling Campaign, the Pugin anniversary and 'Active Coast' a dedicated Watersports campaign.

Q. When it was reported in the Thanet Gazette that Minnis Bay had lost the national windsurfing championships because a bye-law had been imposed, this seemed a great and unnecessary loss to Thanet.

R. (Cllr Iris Johnston) As TDC Cabinet Member under whose responsibility this falls, I heard about this last week. This event should have taken place in Minnis Bay during the week of the Queen's Jubilee. Having spoken immediately to an officer about this unfortunate circumstance, the issue was that of car parks being used as campsites. When the officer was asked by the UK Windsurfers Association if the car park could be used for an overnight stay they rightly stated that a notice would need to be published

	<p>in a newspaper for 28 days followed by a 28 consultation period and a Cabinet decision. However it was later discovered that TDC could have suspended the area as a car park for one night, allowing the windsurfers and spectators to camp there. TDC is very sorry that this has happened and has been in discussion with Bob Ingram, Chairman of the UK Windsurfers Association who has promised the event will return to Minnis Bay next year. But this year the event will be held in Herne Bay as the organisation is now committed.</p> <p>Q. The percentage figure for day trippers seems a rather low level approach. Do you have any figures for longer stays that indicate the impact on hotels in Thanet?</p> <p>R. The 52m day visitor figure is part of the 57m, so there are 5m longer staying visitors. It is the overnight stays that Visit Thanet targets most as these people are likely to spend more money in the area. Visit Kent has a business barometer that monitors on a monthly basis the hotel occupancy and visitor figures and its yearly figures indicate a steady increase.</p>
6.	<p>Thanet Coast Project. Tony Child, Thanet Coast Project, Project Officer</p> <p>Every year the Thanet Coast Project uses the tourism statistics to find out whether people visiting the area are aware of its work and that the coastline of Thanet is of international importance for its wildlife. Tony Child's work involves raising awareness of the importance of the coastline and in particular, offers a series of coastal wildlife events in order to do this.</p> <p>Thanet has the longest stretch of coastal chalk in the country with 20% of the total and as chalk is only 1% of the total content of the UK's coastline; it is a very important asset. Thanet has some very rare coastal vegetation, marine and birdlife as a result with some algae in caves around Ramsgate being the only place where these are found.</p> <p>During the 1980's workshops were held to raise awareness about protecting the coastline and these led to the launch of the Thanet Coast Project in 2001. The project's aims are to work with local people, raising awareness of the bird and marine life, reduce people's impact on the area and keeping people informed through a series of events and activities throughout the year.</p> <p>Project areas include; Thanet Coastal Codes and Local Activity Agreements that ensure marine life is protected and that the coast is used responsibly and the Thanet Coastal Wardens Scheme where local people record and research local marine life, monitor visitor and coastal activities and report any incidents, for example chemicals on the beach. This information has proved useful when making decisions about management of the coastline.</p> <p>Community public beach cleans are held regularly through the year with equipment available to support these groups, targeted at areas owned by private land owners (rather than public areas that are cleaned by TDC).</p> <p>Other activities with partners include the Sea Garden in Ramsgate, Rocky Shore Safaris, and the Beach Blast Fun Day (working with Engage).</p> <p>The Thanet Coast Project is concentrating much of its effort on community based activities, funded by a Lottery grant, working in conjunction with organisations such as SureStart, Mencap, and Natural England organising activities for people who wouldn't normally access the beach and foreshore.</p> <p>A recent activity is Water Safety DVD funded by Thanet Local Board Local Schemes Grant and working with RNLI and the Lifeguards to help promote water safety sessions to 20 schools this year.</p>

	<p>Thanet Coast Project visit: http://www.thanetcoast.org.uk/</p> <p>Q. (John Kirby) Very supportive of biodiversity projects around Pegwell Bay and the cliff tops and grasslands, Two successful events working in conjunction with the Kent Wildlife Trust</p> <p>R. There are two full time staff on the Thanet Coast project and keen to work with partners, particularly on the chalk grasslands which are very rare.</p>
7.	<p>Project Motorhouse. Janet Fielding, Project Director</p>
	<p>Janet Fielding is the Project Co-ordinator for Project Motorhouse which aims to transform Ramsgate's old Motor Museum and bring it back to its old life as a performance venue. The project will provide a multi use cinema with theatre and boxes, restaurants and bars where young people in Thanet can gain hands on experience and learn how to run their own businesses.</p> <p>The building is in a serious state of disrepair but it is a very important part of Ramsgate's infrastructure as not only does it hold up the first 40 metres of the Westcliff promenade but its garden wall supports the main road into Ramsgate.</p> <p>Talking to people in the community it became clear that Ramsgate needed an upmarket, flexible venue that caters to the needs of modern Ramsgate as well as addressing training needs for young people and unemployment.</p> <p>The project therefore brings together three aims; enable Ramsgate to 'grow its own' employers, attract young people to stay in the area by giving them the opportunity to develop their skills and provide a modern, purposive building.</p> <p>With an internal area of 2,000 square meters and a terrace of 800 square metres it is a huge space with great potential. The contract with TDC is currently being finalised and it is estimated that @£5m needs to be raised over the next four years to complete the project.</p> <p>Q. Who is the organisation that is undertaking this project?</p> <p>R. At the inception of this project, TDC requested that a high profile board be in place. As well as myself, who has worked in the charity sector, board members are from the city, including John East who is well-known city financier and also a part owner of the 606 Jazz Club in London and Deputy Chairman of the Carlton Club, Chris Welch who is a director of the Association of British Insurers, Russell White who is an architect and other members include senior managers in the Health Service and senior lawyers. There is also a young member of the Board who is currently a law student and Project Motorhouse is hoping to recruit another younger member shortly.</p>
8.	<p>Grant recommendations and information on grants available in 2012/13</p>
	<p>Local Schemes Grant Tranche 4 2011/12 Broadstairs Water Gala – Broadstairs Water Gala 2012 - £5,000</p> <p>Anne Charman outlined details of the three funding schemes that would be available in 2012/13 and suggested that any organisations seeking funding contact their local county councillors to discuss their projects and gain their support, or contact her for more information.</p>
9.	<p>Opportunity to ask questions about local public services</p>
	<p>Q. (Mr Ian Kirkpatrick). Regarding concessionary bus travel for 17-19 year olds. I would like the Council to consider extending the Freedom Pass scheme to include those in full time education in years 12 and 13 as the rules have changes and they now all have to</p>

stay in some form of education and therefore the ability to earn money to cover travel costs is greatly reduced. A Thanet-wide pass would be preferable.

- R.** 1. (M Hayton) A KCC press release has just announced plans for a Post-16 Travel Card Scheme which will be made available to sixth formers, students and apprentices through their school, college or work-base learning provider. These are exclusive to KCC and will be subsidised to a value of £230, costing £520 or £10 a week for each student. The scheme will have the same benefits as the KCC Freedom Pass and valid for bus journeys across the county at all times. While it is appreciated that a bus passes are not used by students all the time, this is a considerable help.
- Q.** There are students who travel from Thanet to Sandwich and therefore a Thanet-wide only pass would not suit everyone.
- R.** (Mr Burgess) The Freedom Pass has been a victim of its own success and although it has been increased from £50 to £100 it is still excellent value. Unfortunately it is unaffordable for 17-19 year olds but the subsidy offered does extend further to low income families who can be subsidised up to 50%. For clarification young people are not compulsorily expected to stay in full-time education until 19, but some form of training which could include apprenticeships and on the job training.
- Q.** 1. (Brian Urwin) thanked the Board and in particular Liz and John for supporting the work of the Ramsgate Society and congratulated the excellent partnership with the community.
- Q.** 2. Westcliff Road is full of potholes and the re-surfacing is being undertaken on a piecemeal basis. When will the work be finished?
- R.** (Liz Green) Highways has been contacted and asked why the work is being undertaken in patches. Will follow up and ask for a response which will be forwarded on to you.
- Q.** (Cllr David Green). What is the Board doing to stop the closure of the Richborough Household Waste and Recycling centre?
- R.** (Mr Hayton) Hopefully this will be kept open as this is very convenient for people in Ramsgate and Broadstairs and closure would not help my local residents in Broadstairs.
- Q.** Should the Thanet Local Board take a lead on this?
- R.** Not the Local Board, but individuals from the Board can take this forward.
- Q.** (Cllr Iris Johnston) 1. The minutes of the last meeting on P.3 indicate that we were to talk after the meeting about the bad state of Canterbury Road and the poor state of verges in Westbrook. Unfortunately this didn't happen.
2. Also on P.9 of the minutes a question was asked about the Tivoli Road centre and Minnis Day Centre (the latter consultation has been suspended by Graham Gibbens). It would helpful to be given an update on the Minnis Bay Centre from Mr Hibberd and Mr Jarvis/Mr Wells on the Tivoli Road centre as promised on 24 January. We have yet to be notified whether a decision on Tivoli Rd has been made. The users and their families made it clear during the consultation that they wanted to keep this.
- R.** (Mr Hayton) 1. Regret that we unable to find you after the last meeting but happy to discuss this evening.
- R.** 2. (Mr Hibberd) Regarding Minnis Bay, discussions are ongoing with Graham Gibbens to establish the facts rather than people's ambitions. There is little point in fighting for Minnis Bay if a better alternative is offered and bearing in mind a number of users of the centre are from Ramsgate, the situation needs to be weighed up sensibly.
- R.** 2. (Mr Jarvis) No decision has been made on Tivoli Rd yet although the aim is still to create a community hub in Margate. It is unclear if this will be Tivoli Rd and discussions are still ongoing.

	<p>Q. Please can I reinforce the point that the Richborough site should not be closed. There is much community support for it staying open and great concern about traffic congestion if Margate is the only centre.</p> <p>R. (Mr Burgess) There is an informal member group for Highways and Waste which I sit on and county councillors have to look at the issue strategically across the county. Cost saving decisions need to be made and some decisions may be unpopular at a local level. But county councillors do need to look at the matter strategically.</p> <p>R. (Mrs Green). In relation to the closure of Richborough I am very concerned because it is frequently used by Ramsgate/Broadstairs/Cliffsend residents with a new road that leads to it, unlike the Margate site where traffic congestion is likely, particularly around Westwood Cross. There is an online petition with 600 signatures so far as well as a petition in Sandwich. Have spoken to the Cabinet Member and he is aware of the concerns, particularly when it was stated that only 150 homes would be affected, which is unrealistic. It went to Cabinet with a recommendation for closure and although the Hawkinge closure has been agreed, the decision on Richborough has been put forward for a full debate at Full Council on 29 March.</p> <p>R. (John Kirby) In full agreement with Mrs Green that Richborough should stay open.</p> <p>Q. Regarding the proposal for the two Ramsgate Youth Clubs, can the Board confirm its opposition to this?</p> <p>R. The Thanet Local Board had a very positive meeting with the Leader and Cabinet at TDC to discuss youth service provision in Thanet and recommendations were forwarded to County Hall via Anne Charman. A response to these recommendations has now been received and circulated to those present at the meeting.</p> <p>Q. Will the Local Board be pushing for the retention of two local venues in Thanet?</p> <p>R. 1. (Mr Hayton) This has already been done.</p> <p>R. 2. (Cllr Clive Hart). There was unanimous agreement from TDC at the meeting referred to by Mr Hayton for the recommendations made to County Hall.</p> <p>Q. Is it true that there will be no High Speed rail services in Thanet for six weeks during the Olympics?</p> <p>R. Yes.</p> <p>Q. Will it be a similar timetable to that we used to have? Or will it be the much longer journey that seems to have replaced it?</p> <p>R. (Charles Hibberd) This is a Kent wide exercise that will be discussed between KCC and Network Rail and South Eastern Rail. The results will be publicised.</p> <p>Q. Sandwich Road at Cliffsend has suffered while the new East Kent Access Road was being built. However the road is misshapen and causing problems. Some of this road has been resurfaced but would appreciate that rest of it being done. We have waited long enough.</p> <p>R. (John Kirby) On 13/15 May Cliffsend will be looked at and I will also speak with Geoff Cripps about this and this will be pursued.</p>
10.	Any Other Business notified to the Chairman prior to the meeting.
	None
11.	Close
	Mr Hayton thanked all the speakers for their presentations and the public for attending and closed the meeting.